

THE GENERATIONAL DIVIDE

Younger Workers

Millennials and professionals under 45

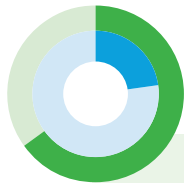
vs.

Older Workers

Baby boomers and older professionals (45+)

PERCEPTIONS OF TECHNOLOGY ADOPTION

Mixed feelings on if the real estate industry's use of technology is **leading or lagging** behind other industries.



65% of YW

23% of OW

Think adoption is **lagging**



Conversely 68% of OW

Think adoption is **keeping pace with or ahead of** other industries



USE OF TECHNOLOGY

Younger workers are more comfortable with technology.



80% of YW

58% of OW

are **very comfortable**



Yet 10% of OW

Identified as **somewhat or very uncomfortable**

Preferred device:
Tablet



35% of YW

50% of OW

use tablet daily

IMPORTANCE OF TECHNOLOGY

A difference in values

Older Workers

think **personal relationship skills** are more important than technology.

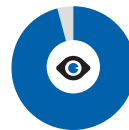


But there is common ground:

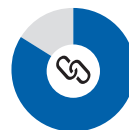


All workers

agree that **tech is critical** to the success of the real estate industry.



96% of all workers say **face-to-face meetings** are important



84% of all workers say it's **important to be connected to work** outside the office

TECHNOLOGY CONCERNS

Younger workers believe technology factors are **more likely to affect** the real estate industry.



More than 50% of YW

think these factors could **impact the use of technology** in the real estate industry.



Growing cloud-based software



More tech savvy workforce



Cyber Security



More mobile devices

Less than 50% of OW



think these factors would have a **significant effect** on their business's tech needs.