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| 1. Record Nr. | UNINA9910453727403321 |
| Autore | Norwood Graham |
| Titolo | 21st century estate agency / / Graham Norwood |
| Pubbl/distr/stampa | Oxon [England] : , : EG Books, , 2005 |
| ISBN | 1-138-17820-9 1-315-04055-7 1-135-32718-1 |
| Descrizione fisica | 1 online resource (172 p.) |
| Disciplina | 172 |
| Soggetti | Real property Real estate agents Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Cover; Title Page ; Copyright Page; Table of Contents; 1 What Is 21st Century Estate Agency and Why Should We Care?; A world without technology; It's all change for the property market; Gaining the techno edge; Modernising the UK estate agent; 2 Where We Are Now and How We Got Here; Corporates using technology to gain an advantage on independent agents; Is the lack of regulation to blame?; 3 A Different World - How Estate Agents Elsewhere Use Technology; Case study 1: the US - the multi-listing system, technology and qualifications ... a potent mix; Case study 2: the US - e-mail newsletters Case study 3: the US - how technology is used to train estate agents Case study 4: Australia - the estate agent and the conveyancing solicitor come together in the "Real Estate Lawyer"; Case study 5: Australia - mobile telephone technology; Case study 6: Australia - licensing estate agents and technology qualifications; Case study 7: Canada - a (fiercely protected) multi-listing system; Case study 8: The Netherlands - another multi-listing system; Case study 9: The Netherlands - developers meet buyers via online technology; Case study 10: Denmark - yet another multi-listing system Case study 11: Mainland Europe - here come the Americans 4 The UK Should Not Fall Behind - What Is Available To Us?; Property Portfolio |

Management and Management Information software; Internet marketing tools; 21st century offices and tools; New media; 5 Case Studies of Adventurous UK Property Pioneers; Case study 1: Virtual estate agencies - Charles Lister, Daniel James and My First Home; Case study 2: Hand-held technology - Winkworth's Miniweb; Case study 3: The extranet - a "secret" service that can be offered by agents Case study 4: Small business but big technology - Northumbria & Cumbria Estates, Hexham Case study 5: Internet property auctions - slowly but surely they are working; Case study 6: www.reservathathouse.com - another failure but another warning to agents too?; Case study 7: Mobility-friendly homes - using technology to create a niche market; Case study 8: House Network - the shape of things to come (without estate agents)?; Case study 9: www.email4property.co.uk - technology for the public to contact agents Case study 10: Video conferencing - Taylor Woodrow, Bryant Homes and Countryside Properties lead the way Learning the lessons; 6 E-everything - What Could Be Achieved If Only Agents Embraced New Technology; E-business, e-government, e-future; Home Information Packs and the revolution in estate agency; 21st century electronic infrastructure; 7 Resource Centre: Who Can Provide What?; Software providers for estate agents; Hardware providers for estate agents; Training for estate agents; Internet reference guide; Index
