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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
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