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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 technoe 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 agentsCase 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 Americans4 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

Sommario/riassunto

This book is a must have for those estate agents who want to work more effectively in order to grow their business and profits. With 12,000 separately owned estate agencies in the UK this book illustrates how new technology and working practices can revolutionise the industry. Technology can help to improve the competitiveness and sometimes-tarnished image of estate agents in the eyes of the general public. The book contains case studies from international markets and shows how competitive the industry is and how each competitor needs to adopt new approaches to outwit rivals - and to reassure an increasingly sceptical public that agents are worth using, add value and earn their commission.
