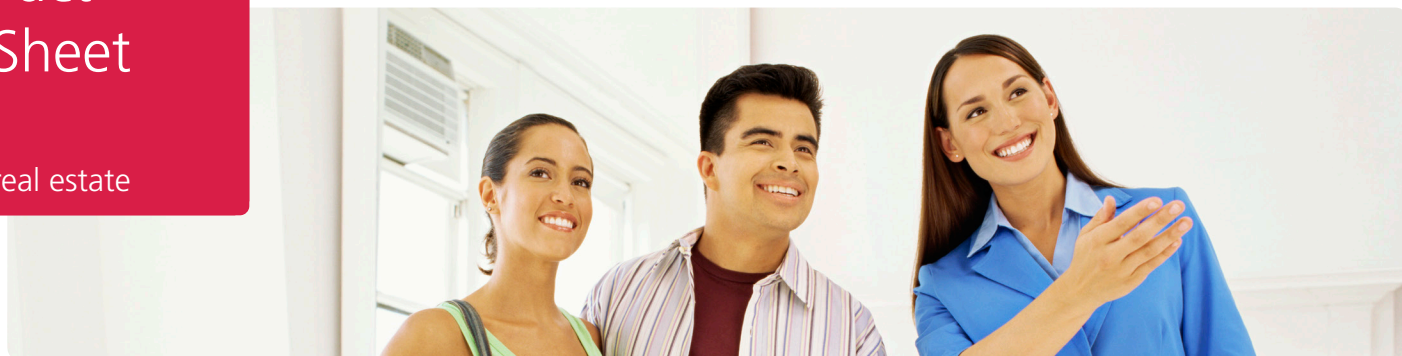


# Fact Sheet

real estate



## CURRENT INDUSTRY CHALLENGES

- A lack of housing inventory – demand currently outweighs supply.
- Millennials are entering the homeowner market, further contributing to demand needs.
- Interest rates are beginning to increase. Though still low, increasing mortgage rates will gradually limit what buyers can afford.
- Pressure to reduce commission rates and invest in next-gen technology. This is due to the emergence of new technology-driven brokers and agents such as Redfin (charges 1% seller's commission vs. 6%), Houseit, OpenDoor, WeWork, and more.

## INDUSTRY OPPORTUNITIES

- Embrace dynamic and customized graphically-rich digital and print marketing, mobile, and social media to promote properties for sale.
- Use CRM to manage pipeline and customer relationships.
- Equip field maintenance and repair staff with mobile devices so they can complete checklists, work orders, estimates, etc., digitally and in real time.
- — Ricoh can digitize forms and other documents used by agents/brokers as well as field-based staff and optimize them for mobile use.
- Embrace emerging technology, including: home sales and customer data and analytics to provide more expertise and consultation to buyers, sellers and investors.
- Interactive whiteboards increase productivity during client sales meetings.

## KEY ATTRIBUTES

- Like insurance agents, real estate agents are intermediaries between buyers and sellers of real property, or owners and renters of real property.
- There is stiff competition due to relatively low barrier to entry.
- Revenue fluctuates with housing market, which fluctuates with overall economy.
- Very paper-intensive processes make technology adoption particularly challenging.
- The industry is subject to regulations at the local, state, and federal level.

## SOLUTIONS

- Paperless processes
- Document management
- Forms management
- Production printing
- Marketing tools

