

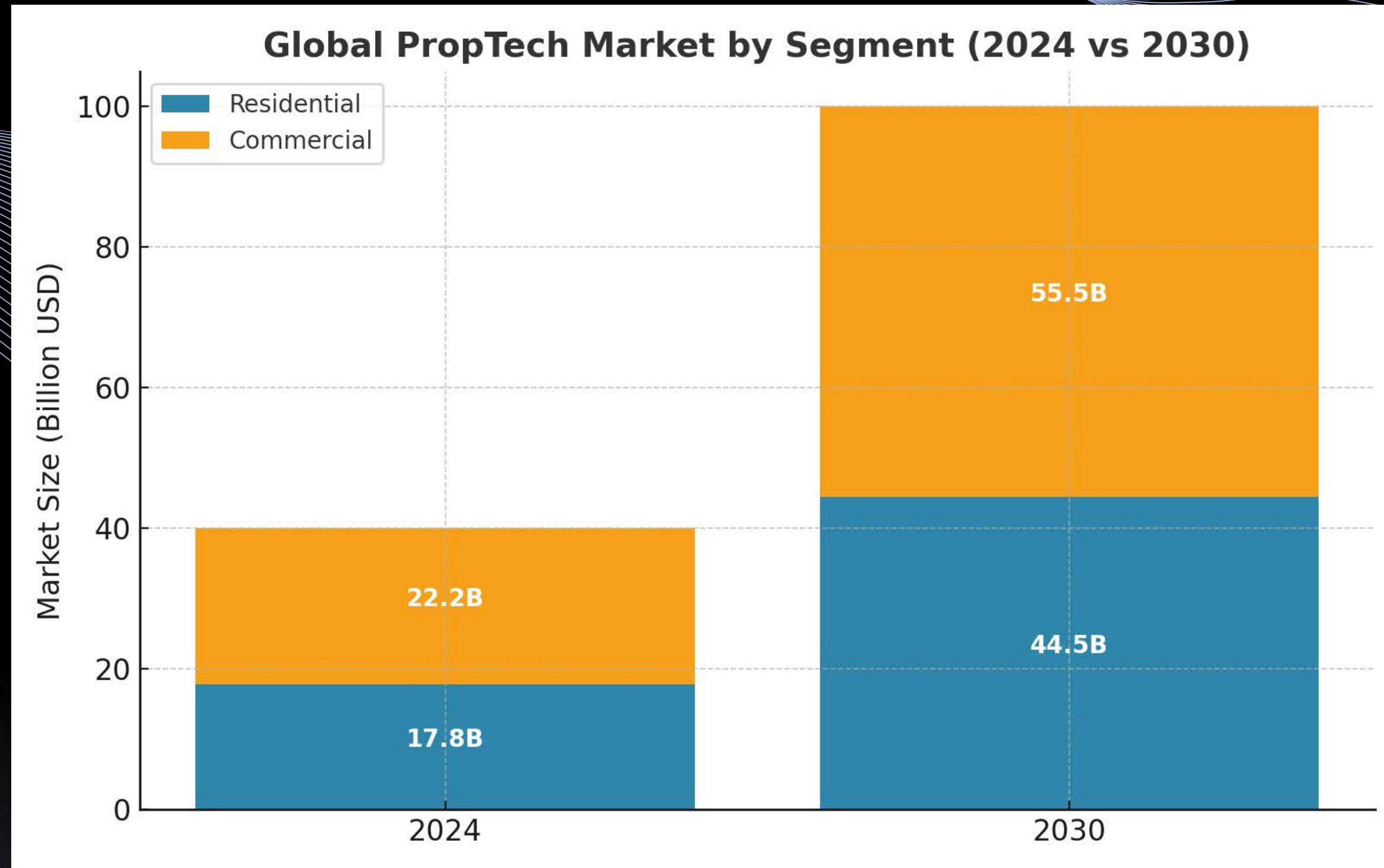


TECH or *TOY*?

Separating Innovation from Distraction

NICK BAILEY
Executive & Industry Leader

PropTech Market Size



The Four Core Brokerage Business Models

Trend 4:

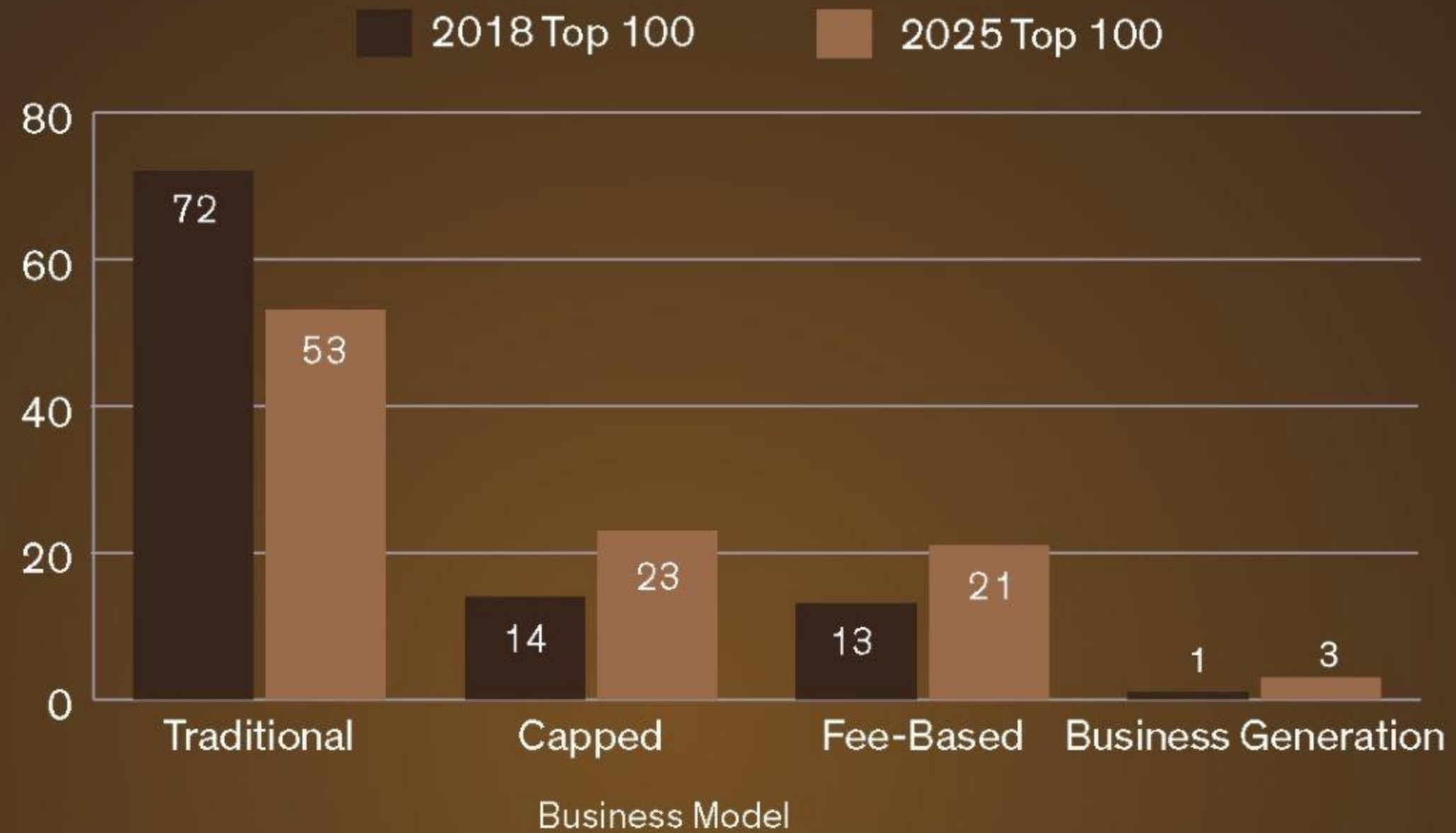


Profile of an
Industry in Flux

Business Model Representation in Top 100, 2018 and 2025

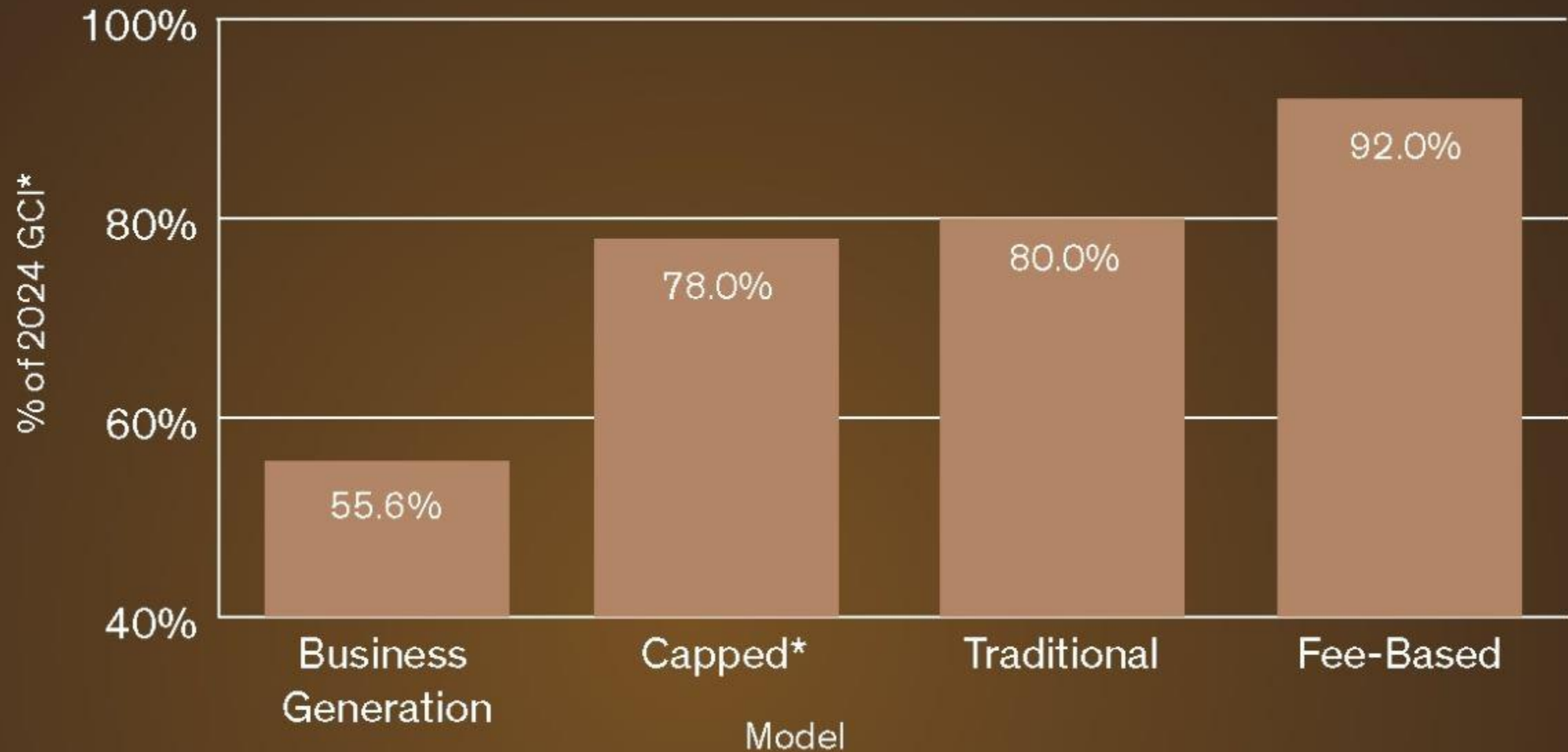
Trend 4:

Profile of an Industry in Flux



Share of Average 2024 GCI Agent Keeps by Model

Trend 4:

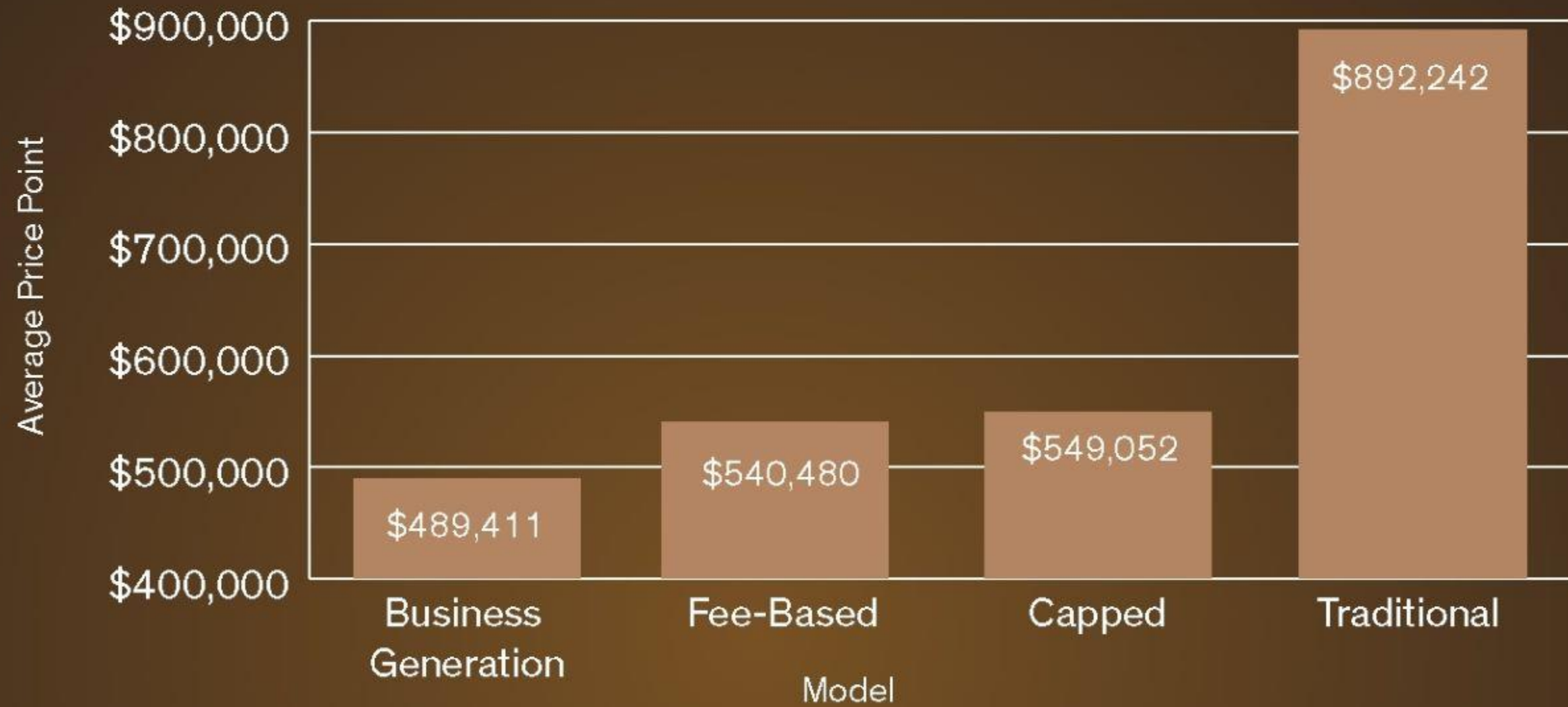


*Does not include supplemental agent compensation such as revenue-share or equity grants.

Trend 4:

Average Price Point vs. Model

The Power – and Decline –
of the Traditional Model



2024 Average Annual GCI Broker and Agent Split by Model

Trend 4:

The Power – and Decline – of the Traditional Model



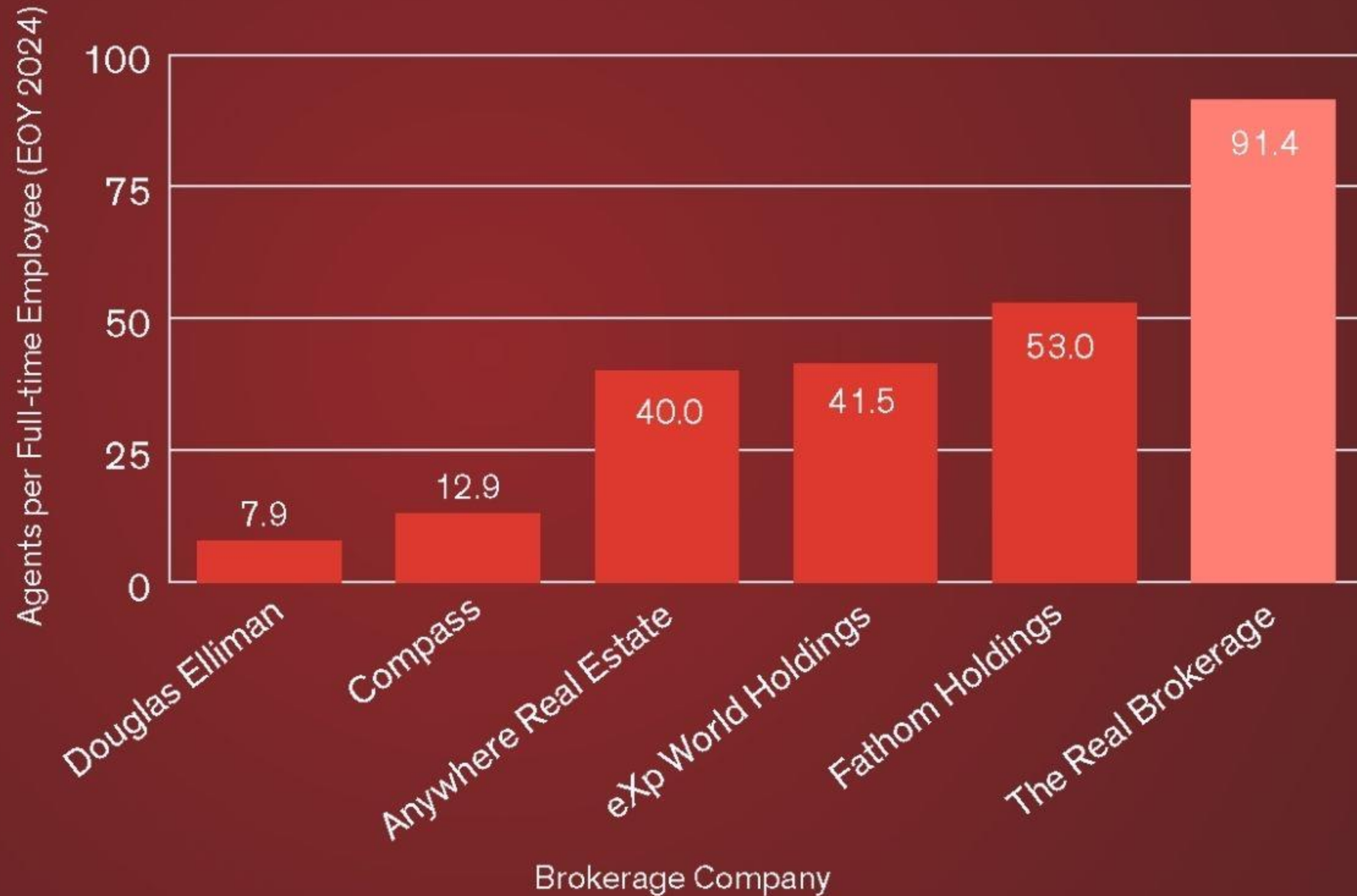
*Does not include supplemental agent compensation such as revenue-share or equity grants.

Trend 3:

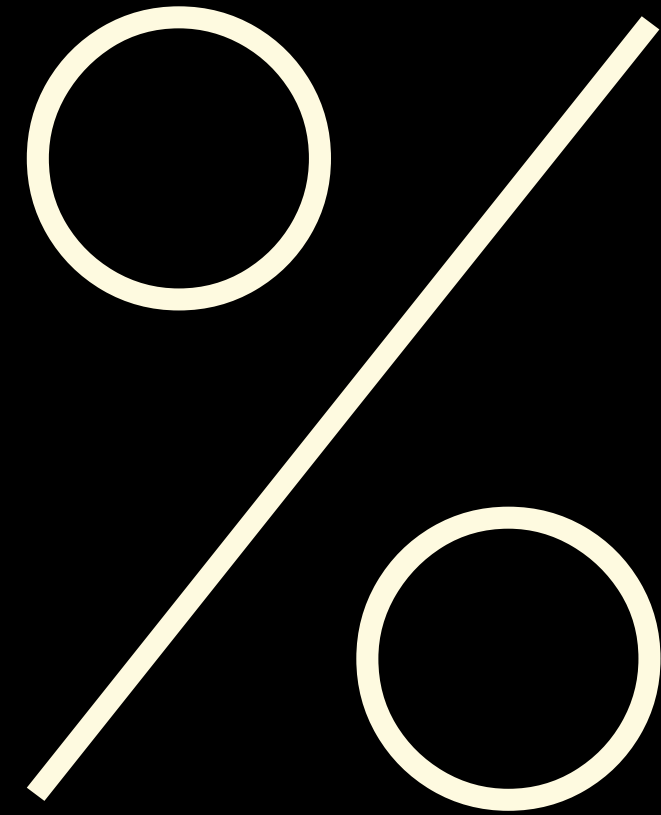
The Rise of the National Brokerage Platform

Trend 3:

Agents per Full-Time Employee vs. Brokerage Company



Adoption vs Logins



It's Tech

1. PAIN vs NICE to have
2. Revenue & Retention
3. Existing Behavior
4. Winning in 30-60 days
5. Integration

It's a "Toy"

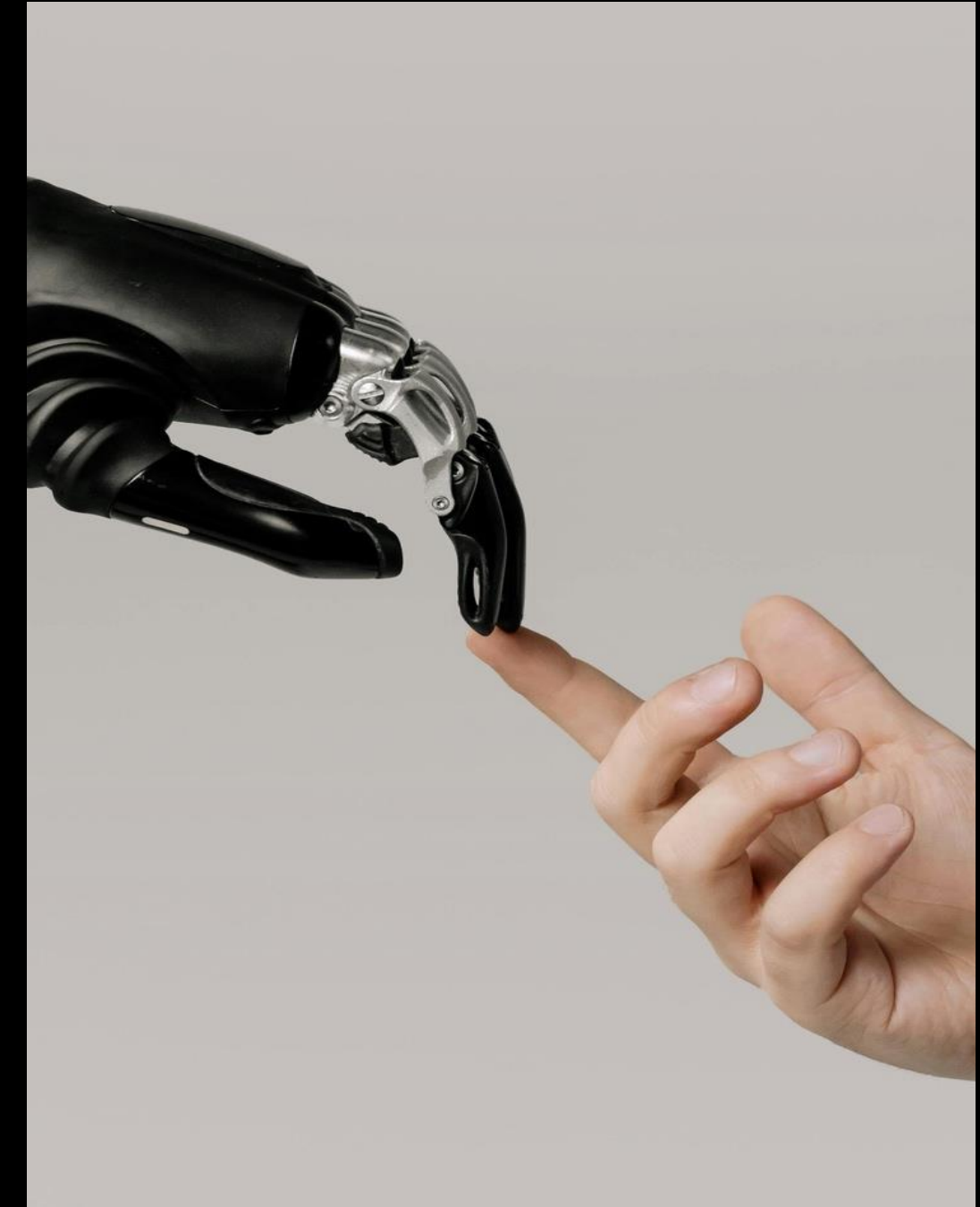
1. Built for presentations vs daily
2. Duplicative
3. Dependent on *PERFECT* usage
4. Really a problem?
5. Adds cost vs SAVES

Ultimate Reality Check

Shut off the PLATFORM for a week

- SCRAMBLE = Adoption
- SHRUG - Subscription

DIGITIZE THE REAL ESTATE TRANSACTION WITH AI



Any ▾

\$400k-\$600k

Any ▾

Find a Home

Location

Any ▾

Any ▾



Price

Any ▾

Beds

Any ▾

Keywords



Pet-friendly

Garage

House

Townhome

Condo

Apartment

Search

Reset

I'm looking for a 3-bedroom place near a park with good schools





Walk around your space to
build the point map

AI/AEO Top 'Five' ...

1. Automate Property Descriptions
2. Positioning – Google Biz Profile, Reviews & Website
3. Photo Editing
4. Market Reports & CMAs
5. Scripts/Outlines – Social, Video & Objections

Including results for **susie wargin real estate**

Search only for **suzie wargin real estate**

● Results for **Castle Pines, CO** · Choose area ⋮

 **susiewargin.com**
https://susiewargin.com ⋮

Susie Wargin - REMAX Hall of Fame Realtor - Zillow 5-Star ...

Susie is AMAZING!! We sold a home and bought a new home and she made the process smooth and seamless. She is professional, a fantastic, personable communicator ...

- About Susie
- Susie as your Realtor
- Contact

Missing: ~~suzie~~ | Show results with: **suzie**

 **RE/MAX**
https://www.remax.com › Castle Pines › RE/MAX Alliance ⋮

Susie Wargin, Castle Pines, CO Real Estate REALTOR

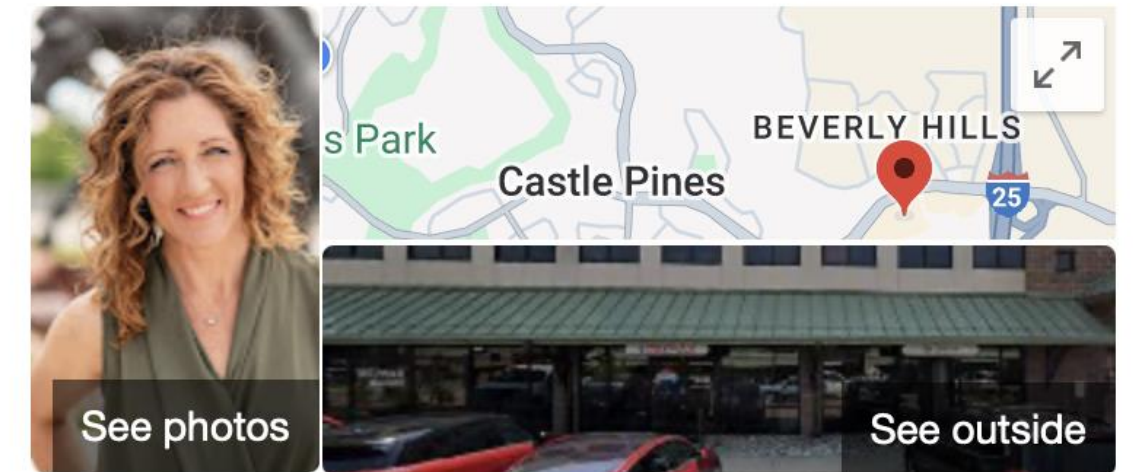
A 4th generation Colorado native, **Susie Wargin** knows the Front Range well. She was born in Denver, raised in Broomfield, and has lived in Fort Collins, ...

Missing: ~~suzie~~ | Show results with: **suzie**

 **Zillow**
https://www.zillow.com › Colorado › Castle Pines ⋮

Susie Wargin - Real Estate Agent in Castle Pines, CO

A 4th generation Colorado native, Susie Wargin knows the Front Range well. She was born in Denver, raised in Broomfield, and has lived in Fort Collins, ...



Susie Wargin, RE/MAX Alliance

5.0 ★★★★★ 103 Google reviews ⋮

Real estate agency in Castle Pines, Colorado

- Website
- Directions
- Reviews

- Save
- Share
- Call

Real estate agency with a full-time realtor offering assistance with purchases and sales. ⋮

Address: 7437 Village Square Dr #105, Castle Pines, CO 80108

Get There: 🚗 23 min

Phone: (303) 517-7484

Susie Wargin, RE/MAX Alliance

7437 Village Square Dr #105, Castle Pines, CO 80108, United States

[Write a review](#)

5.0  103 reviews ⓘ



Tony Francoeur

5 reviews



 3 weeks ago

NEW

Susie is amazing. We were in a position with our elderly (99 year old) mother that we needed her in a place that was safe with more support. I reached out to Susie because her mother sold the home to our parents over 40 years ago. Susie ... [More](#)



Hover to react



Susie Wargin, RE/MAX Alliance (Owner)

2 weeks ago

Thank you Tony! It was such an honor to work with you and your family and share such a special connection with my mom and your parents. While there are many of you, it was easy to be a team and I know everyone (including me) greatly appreciates you being the captain of your family. I still chuckle because I was convinced you were the first born. only to find out you are the "babv." :) Thank you



ABOUT

TESTIMONIALS

HOME SEARCH

LET'S CONNECT

(303) 619-7800



Nancy Levine

Metro Denver Real Estate Expert

City, Area, Region or Zip Code

SEARCH

LET'S CHAT!



SUSIE AS YOUR REALTOR

ABOUT SUSIE

FIND A HOME

SUSIE'S LISTINGS

CONTACT

Susie as your Realtor®



 Zillow® 5-STAR AGENT



7437 Village Square Dr

Suite #105

Castle Pines, CO 80108

Cell/Text: 303-517-7484

Office: 303-773-3885

susie@susiewargin.com

Each Office Independently

Owned & Operated

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Buying or selling a home is a large financial transaction. Choose a Realtor® wisely.

Below are a few questions to consider when interviewing an agent:

Are you a full time Realtor®?



Do you work alone or with a team?



How many transactions have you closed this year and last year?



What sets you apart as a Realtor® if I am buying a home?





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print "Sele
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modifier_@  
bpy.context  
print "Sele
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01011010
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