Agenda

- Introductions
- Why we're creating the CG
- Who are the potential actors in the group
- What it does for the real estate industry
- Demo of DO AudioTours

- Q&A

Introductions

- Alan Bird, Industry Relations, DirectOffer
- Amy Chorew, Curated Learning, DirectOffer
- In abstention – Kathleen (Katie) Lappe, CEO and Founder, DirectOffer
- Around the room

How
DO AudioTours™
Started

Why we're creating the CG

- Real Estate Industry is constantly creating new platforms for the consumer and the real estate professional and is unaware of the value of Web Standards

- Provide a forum for real estate-related technical discussions to track progress of technology features on the Web within W3C groups,

- Educate the real estate industry on the use of Web technologies by external organizations

- Identify use cases and requirements that existing and/or new specifications need to meet to deliver a more inclusive, robust experiences to the Real Estate ecosystem.

DO AudioTours™
Powered By DirectOffer

2023
MEMBER PROFILE

REALTORS® are members of the National Association of REALTORS®

2023 Member Profile

Business Characteristics and Activity of REALTORS®, by Real Estate Experience

	ALL REALTORS®	REAL ESTATE EXPERIENCE			
		2 YEARS OR LESS	3 TO 5 YEARS	6 TO 15 YEARS	16 YEARS OR MORE
PERCENT OF REALTORS® IN THE CATEGORY					
Have a Website	66%	65%	69%	67%	65%
WILL REMAIN ACTIVE AS A REAL ESTATE PROFESSIONAL DURING THE NEXT TWO YEARS					
Very certain	76%	77%	78%	79%	73%
Somewhat certain	17	18	17	16	18
Not certain	7	5	5	5	8
BUSINESS ACTIVITY					
Brokerage: Median number of transactions*	12	6	10	12	12
Brokerage: Median sales volume (millions)	$3.4	$1.7	$2.4	$3.9	$3.4
Median hours worked per week	30	30	30	30	30
Percent of repeat business from past consumers and clients (median)	27%	0%	9%	21%	43%
Percent of business through referrals from past consumers and clients (median)	24%	4%	17%	23%	30%
AFFILIATION WITH FIRM					
Independent Contractor	89%	94%	91%	90%	88%
Employee	4	3	6	5	4
Other	7	3	3	5	9
Tenure at firm (median years)	6	1	2	5	13
DEMOGRAPHICS					
AGE					
39 or younger	7%	34%	22%	9%	1%
40 to 59	41	44	58	56	28
60 or older	51	22	19	35	71
Median age	60	46	50	55	65
Education: bachelor's degree or higher	49%	56%	54%	53%	46%
Real estate is only occupation	78%	54%	63%	77%	84%
Gross household income (median)	$141,200	$91,300	$122,700	$150,000	$142,500
Real estate is primary source of income for household	52%	28%	41%	47%	58%
Homeownership rate	89%	75%	83%	87%	91%
Voted in the last national election	94%	77%	88%	94%	96%

Both residential and commercial

Who are the potential actors in the group

- Real Estate Technology Providers and Developers
- Multi-Listing Services / Search Providers
- National Association of REALTORS
- National alliances such as: AREEA, NAHREB, LGBTQ+ Real Estate Alliance
- Government Housing Agencies
- Regional and Global Resorts
- Existing W3C Members that have Real Estate interests within their organization

What it does for the real estate industry

- Provides a forum to learn about and have discussions on the value of Web Standards

- Increases the usage of Web Standards for infrastructure thereby allowing them to spend development dollars on competitive issues

- Introduces them to organizations that they may want to collaborate with as they evolve their offerings

- Provides them a path to bring their unique requirements into the W3C discussion via collaboration with existing groups

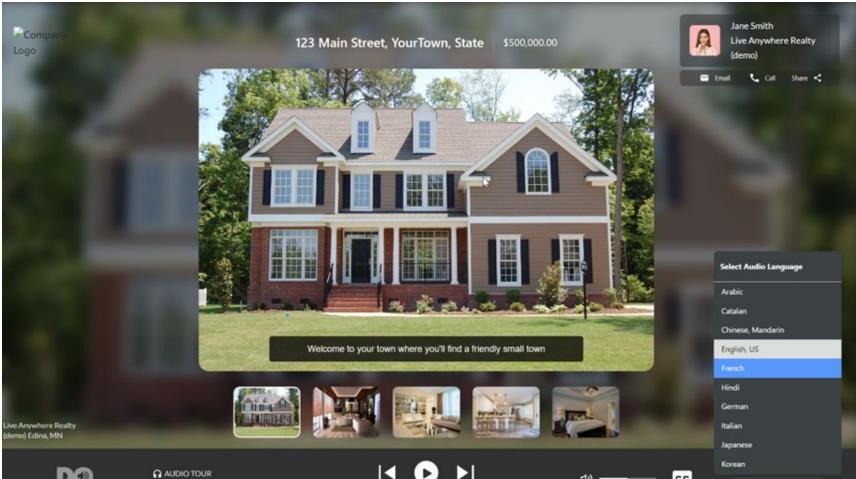- Allows the tools in one place for the real estate professional

DirectOffer®

What is DO AudioTours™

DO AudioTours™ is a tool that enhances your property listings by creating an AI-generated audio tour and displaying it on a beautifully showcase listing page. This tool provides valuable information for consumers in multiple languages with captioning and helps you stand out in a competitive market.

Research shows the audio is an effective way to bond which is critical for prospects and difficult to do online.

Unlocking your Full Potential

AI Generated Audio

Manual Uploads With AI Audio

Multilingual with captioning

ADA Compliant

Embraces DEI

Direct Share Everywhere

QR Codes

Your Listing Your Lead

Any Device, Anytime, Anywhere

Instant, Easy, Affordable

Jane Sm...
Live Anywhere Real Estate

Email   Call   Share

Play Audio Tour

1234 Sunnyside Street, Happy Place, FL

$ 675,000.00

0:00 ——————————————— 0:00

English, US

Introduction to DirectOffer

DirectOffer Inc. is elevating communication, transparency and insights for real estate professionals. For us, it's all about attainable, affordable technology that builds relationships.

- The world has changed. We help agents broaden their reach. DirectOffer's products gives the world a better way to communicate. We are committed to breaking down home ownership barriers in a world that is DEI and ADA focused.

- Listings can now be ADA compliant with just one click

- Agent, Brokers, Associations and MLS's can now speak in multiple languages with our AI technology to potential buyers.

- Agent, Brokers, Associations and MLS's can now reach a larger audience of buyers and seller that have hearing, visual, neurodiversity and multilingual barriers to home ownership.

- Agents and Brokers can now get their own leads instead of buying them or loosing them based on cost.

- Qualified Buyers can now effectively communicate interest on multiple properties to the listing agents with their buyer agent information or if self if they do not have a buyer agent.

Introduction to DO AudioTours

Key Features	Benefits
AI Powered Automation	Stand Out in a Crowded Market
Personalization Options	Global Reach
Accessibility and Inclusion	Time and Cost Savings
Seamless Integration	Enhanced Accessibility
	Boost Engagemetn

demo of DO AudioTours

- **https://app.doaudiotours.com/preview-property/10009933/536?lang=en-US**
- **https://app.doaudiotours.com/preview-property/10613737/536?lang=en-US**
- **https://app.doaudiotours.com/preview-property/11266440/536?lang=en-US**

Any Questions?

DirectOffer®