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2019 TRENDS TO WATCH



ARIZONA CORPORATE
COUNSEL AWARDS **46**

ARIZONA LODGING AND
TOURISM ASSOCIATION **73**

GREATER PHOENIX
ECONOMIC COUNCIL **89**

Is cryptocurrency the future?

Scottsdale-based Tru Realty, made the first recorded blockchain real estate transaction in Arizona in late 2018, sees cryptocurrency as a game-changer in residential real estate. "At a high-level, Tru Realty sees blockchain as an opportunity to open Arizona residents to the international real estate market and to improve the overall process of buying and selling," said Sarah Richardson, designated broker and founder of Tru Realty.

JIM BELFIORE, founder and president, Belfiore Real Estate Consulting:

"The housing market is bursting with opportunity today. Demand is growing at a double-digit pace and consumers are open to new home designs and features. Home demand is now at early 2007 levels and it will very likely grow above this over the course of this year."



WENDY FORSYTHE, COO, HomeSmart:

"Technology will continue to shape the future of the real estate industry in 2019. The industry is collectively working to make the home buying and selling process more efficient. New or improved platforms, apps and tools will enhance the consumers' experience, from digital marketing to communication and the closing process."



BRIAN NORTH, founder and CEO, North&Co.:

"2019 will be the beginning of the new way of brokering real estate. The expectation of the broker will be significantly higher, the compensation structure will be different, higher education will be required and there must be attention put on the value of the human connection as technology becomes more prevalent."



SECOND HOMES IN ARIZONA

Snowbirds flock to Arizona to avoid harsh winters, making the West the second-most-popular location to buy a second home, according to the National Association of Realtors. "Arizona has always been a desirable location for second-homeowners," says Crel Vogel, regional sales manager for Optima Kierland. "In the past, this trend was fairly specific to (people from) Illinois, Nebraska and Western Canada. Today, this trend has expanded and includes higher concentrations from New York, New Jersey, Seattle, Wisconsin, Oregon, California and all of Canada. The data points to this trend continuing to accelerate in 2019."

"In the mortgage and real estate space, there has been major movement toward online services. The computer cannot replace the human interaction, experience and sheer passion for the industry. The computer is useful for gathering information about a potential client or gathering information securely for a potential home loan client. The computer is not able to determine the best program, nor truly have the clients best interest at heart without a thorough human-to-human conversation."

Greg Gale, vice president and branch manager,
Nova Home Loans

5 TRENDS IN REAL ESTATE TO WATCH IN 2019

