



Year in Review 2018: Harry Zlokower, Zlokower Co.

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Name & Title: Harry Zlokower, President

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What market trend(s) will impact your industry in 2019?

While technology has been a growing factor in real estate, (home buying, crowdfunding and business intelligence) we are preparing for more fintechs to enter the transactional sector in a few years. When that happens, tech companies will be tasked with demonstrating their value to a market which still depends very much on skilled real estate professionals and trusted advisors to get the work done and keep all parties focused.

Rent payments by phone, record-keeping by blockchain, and paperwork loops are among pending and present innovations that will require strategic communication to prospective users, accustomed to a more personal touch.

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