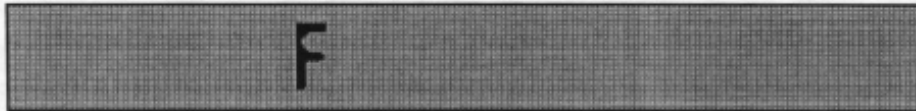




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Company Press Release

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Imagine Real Estate Tomorrow ... A Paperless Real Estate Industry on the Horizon

SAN FRANCISCO, June 5 /PRNewswire/ -- Imagine viewing a home from your laptop, zooming in on the Persian rug to find out if it is an import or a knock off.

Imagine a real-time video security system for commercial real estate viewed from the World Wide Web.

Imagine a comprehensive listing of all apartments in the U.S. housing market where landlords can market buildings and screen tenants.

Imagine a Web based transaction system for investing in Real Estate Investment Trusts, or REITS.

Sound like starry-eyed ideas in some futurist's speech?

Not only are such systems imaginable, they are available today.

Once slow to adapt, the real estate industry is rushing to figure out how the Internet can improve all aspects of their business. Real estate firms are teaming up with technology companies to recast how real estate is bought, sold and leased.

Next month in San Francisco, top leaders in the fields of technology and real estate will gather for the first time to discuss these breakthroughs at Real Estate Connect Summit 97, sponsored by Inman News Features, the world's leading real estate news and information company.

THE FUTURE OF REAL ESTATE

More and more experts agree the most significant Internet benefit will be online commerce and electronic transactions. While real estate and property-related transactions may be the most complex to put online, lower costs and a faster process should result in paperless transactions.

Already, the task of finding the right property has been made easier by sophisticated maps on the Web.

On the Internet, maps are much more than city guides for getting from A to Z. Instead, they can show everything from the location of the nearest fire department to demographic information on a particular neighborhood.

Soon the real estate mantra of "location, location, location" could become "maps, maps, maps" as consumers conduct sophisticated reconnaissance in their geographical search for a new home. Today savvy Realtors are using online maps for market analysis and mortgage lenders are using complex mapping systems to better market their loans.

But if you are not among the one thousand real estate and technology industry representatives who are expected to attend the Summit beginning July 24, visit Inman News Features' internet site at <http://www.inman.com/summit> to discover the latest developments being discussed at the conference or call (510) 444-6176 for more information.

SOURCE: Inman News Features

Contact: Kevin Hawkins of tnlg.com, 888-398-NEWS (6397), or direct, 206-855-9477, or cell

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