

2025 REALTORS® TECHNOLOGY SURVEY



**NATIONAL
ASSOCIATION OF
REALTORS®**

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Executive Summary

In July 2025, NAR surveyed its members about their opinions on and experience with technology in the industry. The findings are as follows:

Report Highlights

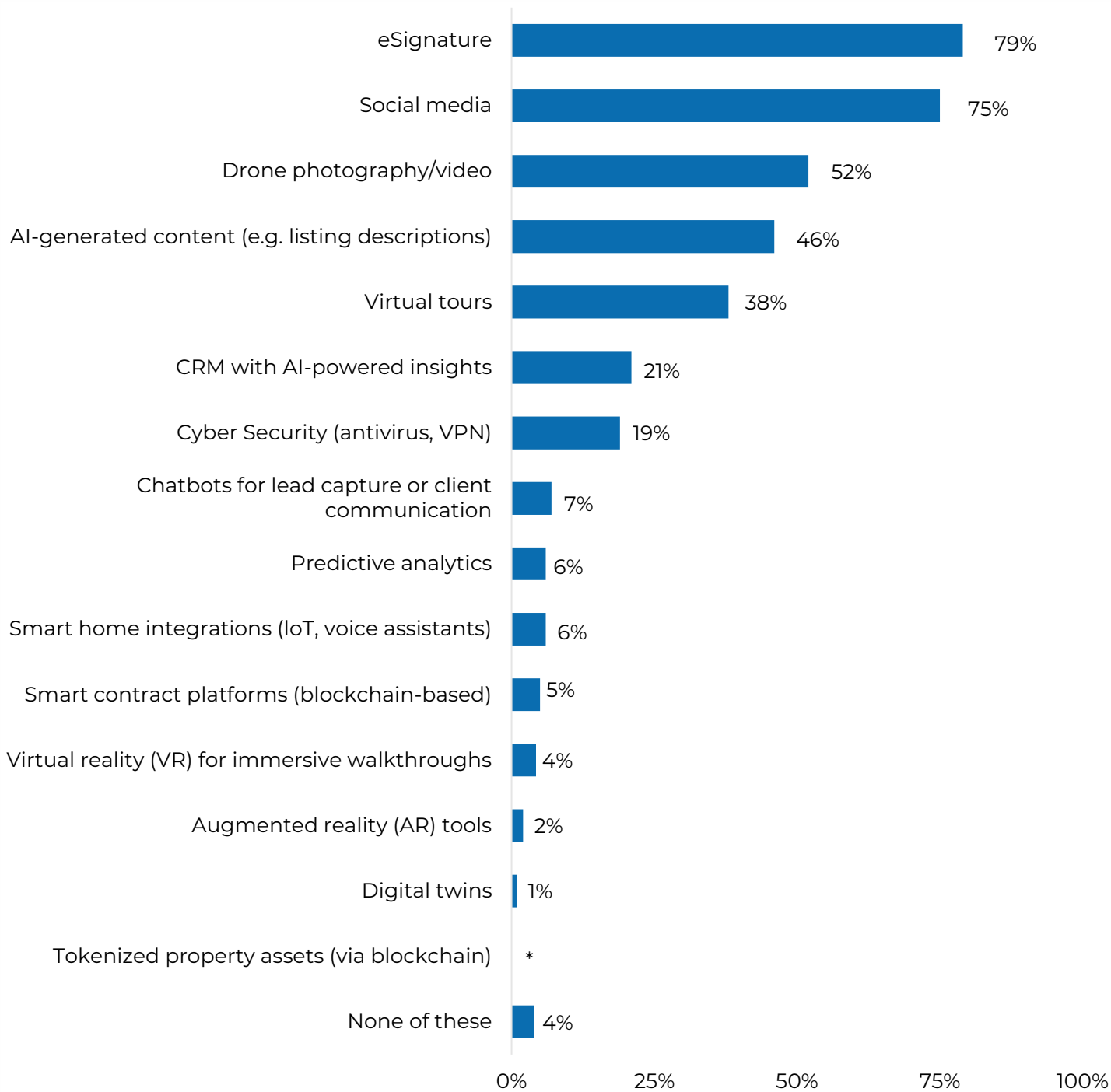
- The most popular technology used by REALTORS® is eSignature (79%), followed by social media (75%), and drone photography/video (52%).
- Forty-five percent of REALTORS® shared that their clients responded very positively to the integration of technology in the buying and selling process.
- Thirty-eight percent of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their jobs, and 29 percent strongly agree.
- Over the past 12 months, thirty-four percent of respondents spent on average between \$50-\$250 monthly on technology to use in their individual real estate business.
- Sixty-six percent of REALTORS® report that they embrace new technology primarily to save time.
- Sixty-four percent of REALTORS® states that their motivation for adopting new technology is to enhance the client experience.
- Social media remained the top lead-generating technology (39 percent), followed by Customer Relationship Management (CRM) (23 percent), and their local MLS (17 percent).
- Fifty-nine percent of REALTORS® use some emerging technology but are still learning. Twenty-one percent of REALTORS® have heard of emerging technologies but haven't used them.
- Thirty-three percent of respondents found AI to have a moderately positive impact on their real estate business.
- A majority of REALTORS®, 88 percent, have not actively tried to use AR/VR for their business. Eight percent shared that they use AR/VR a few times a month.
- Fourteen percent of REALTORS® shared that they have invested in cryptocurrency.



Current Technology

Current Technologies Used in the Real Estate Business (Percent of Respondents)

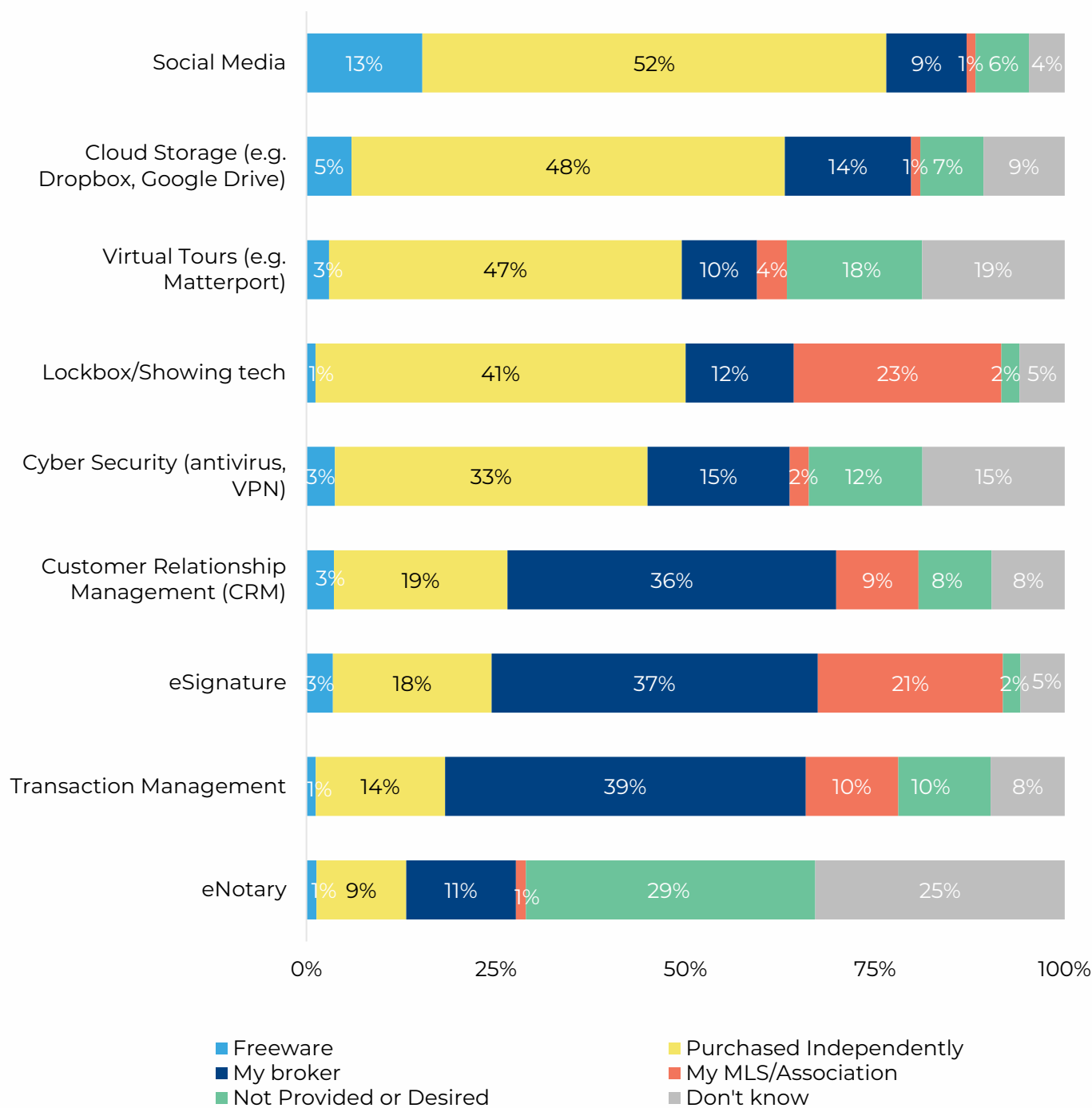
The most popular technology used by REALTORS® is eSignature (79%), followed by social media (75%), and drone photography/video (52%).



Current Technology

How Technology Tools Were Provided (Percent Distribution)

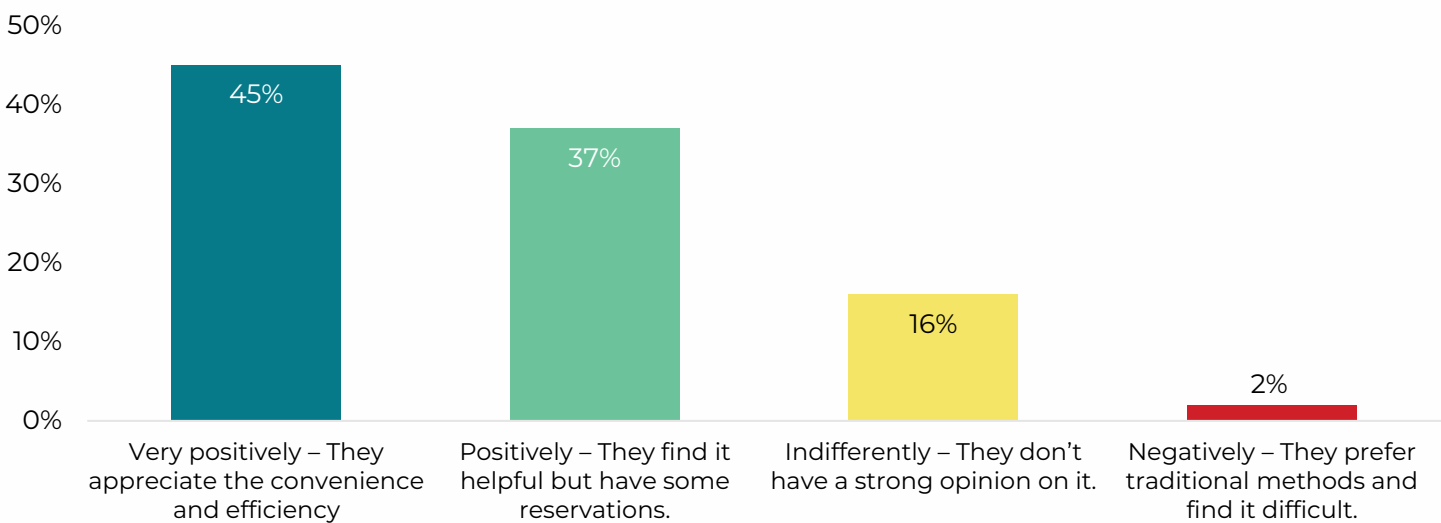
Respondents indicated the following sources for their technology needs: 23 percent reported that lockbox/showing technology was supplied by their MLS or Association, while 39 percent received transaction management tools through their broker. Additionally, 48 percent of respondents personally purchased cloud storage solutions, and 13 percent utilized social media tools available as freeware.



Current Technology

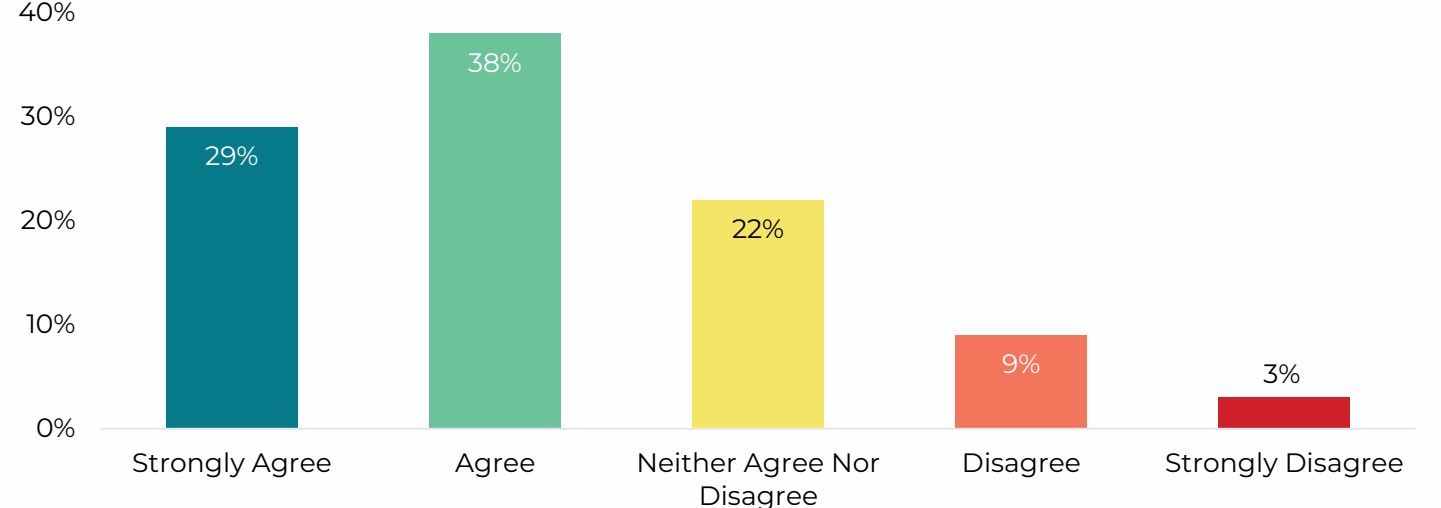
Client Responses to Technology in the Buying/Selling Process (Percent Distribution)

Forty-five percent of REALTORS® shared that their clients responded very positively to the integration of technology in the buying and selling process. Meanwhile, 37 percent noted that their clients reacted positively, appreciating the benefits of technology, although they did express some reservations.



Employee Satisfaction with Brokerage-Provided Technology Tools (Percent Distribution)

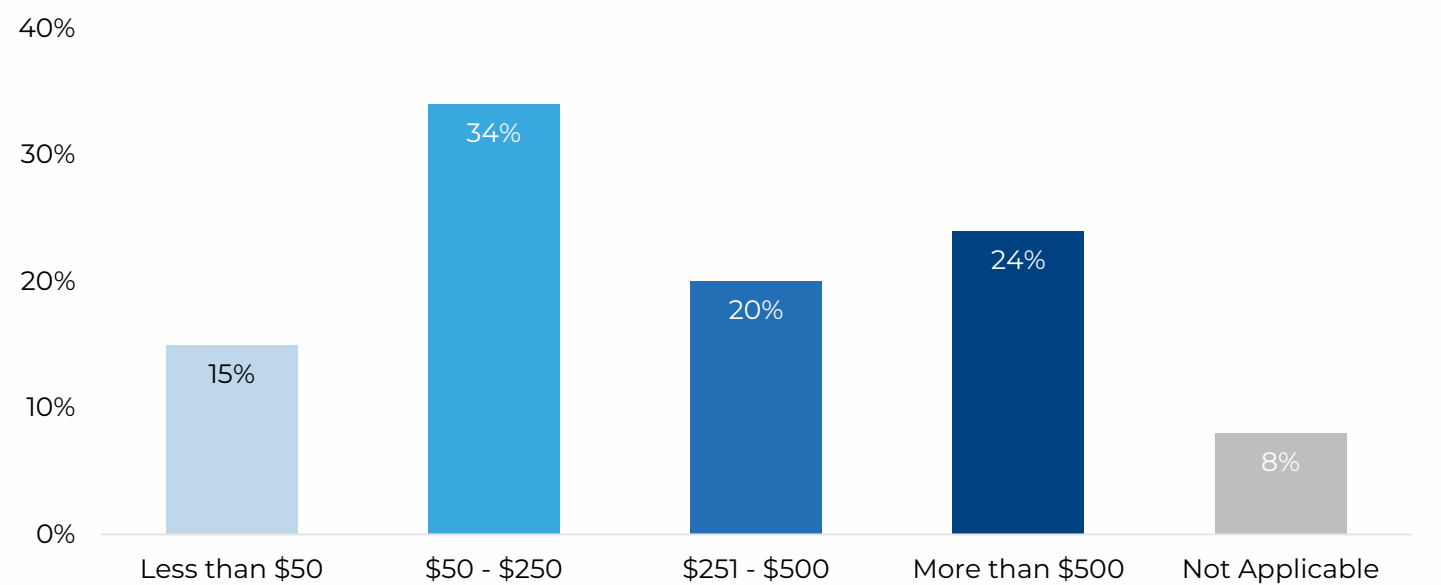
Thirty-eight percent of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their jobs, and 29 percent strongly agree. Twenty-two percent of respondents neither agree nor disagree.



Current Technology

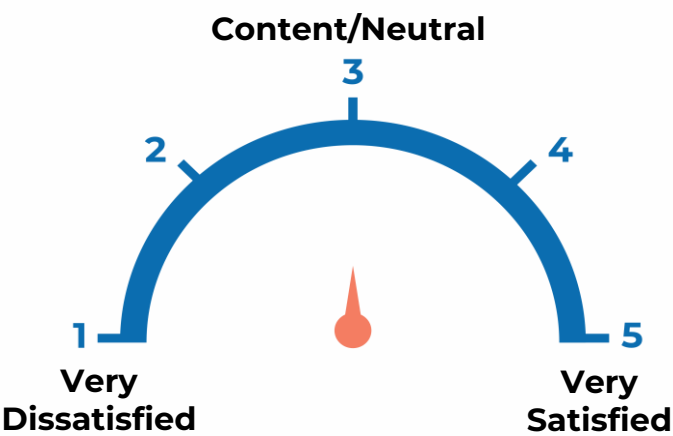
Average Monthly Spending Over the Past 12 Months on Technology Tools (Percent Distribution)

Over the past 12 months, thirty-four percent of respondents spent on average between \$50-\$250 monthly on technology to use in their individual real estate business. Twenty-four percent of respondents spend more than \$500 on technology monthly to use in their business



MLS Core Technology Satisfaction Ratings (Median)

When asked to rate their satisfaction with the core technology provided by their MLS on a scale from 1 (very dissatisfied) to 5 (very satisfied), the median score was 3 (content, neutral).

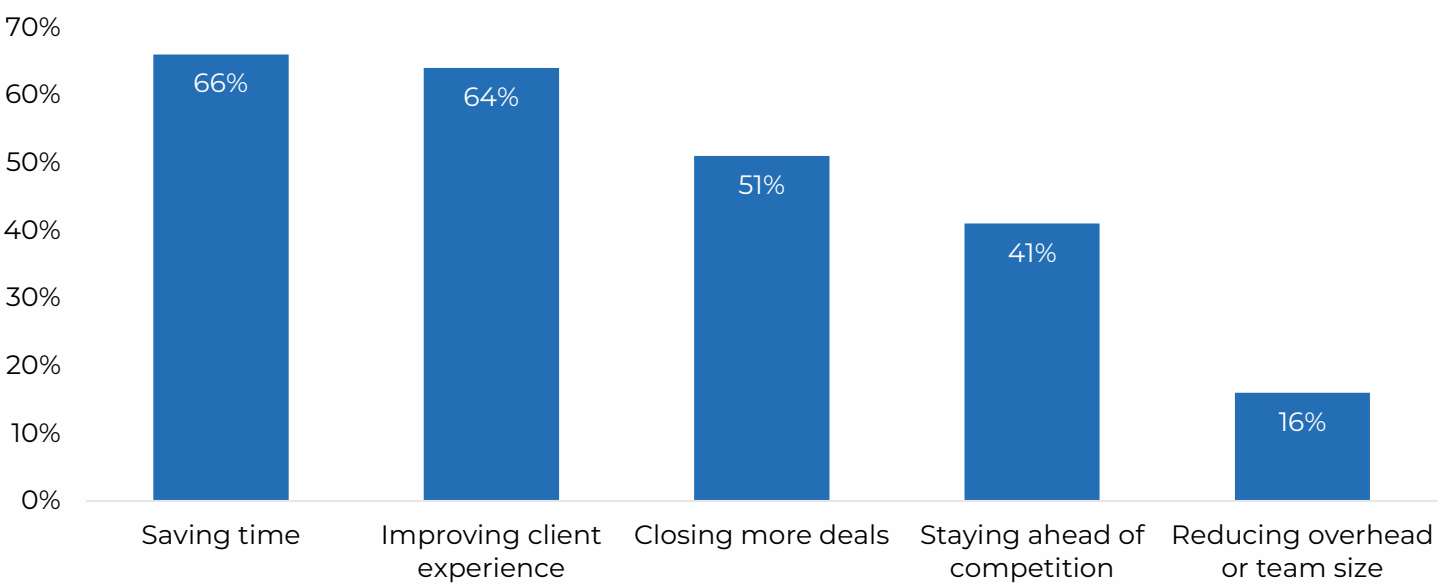


Current Technology

Goals in Adopting New Technology

(Percent of Respondents)

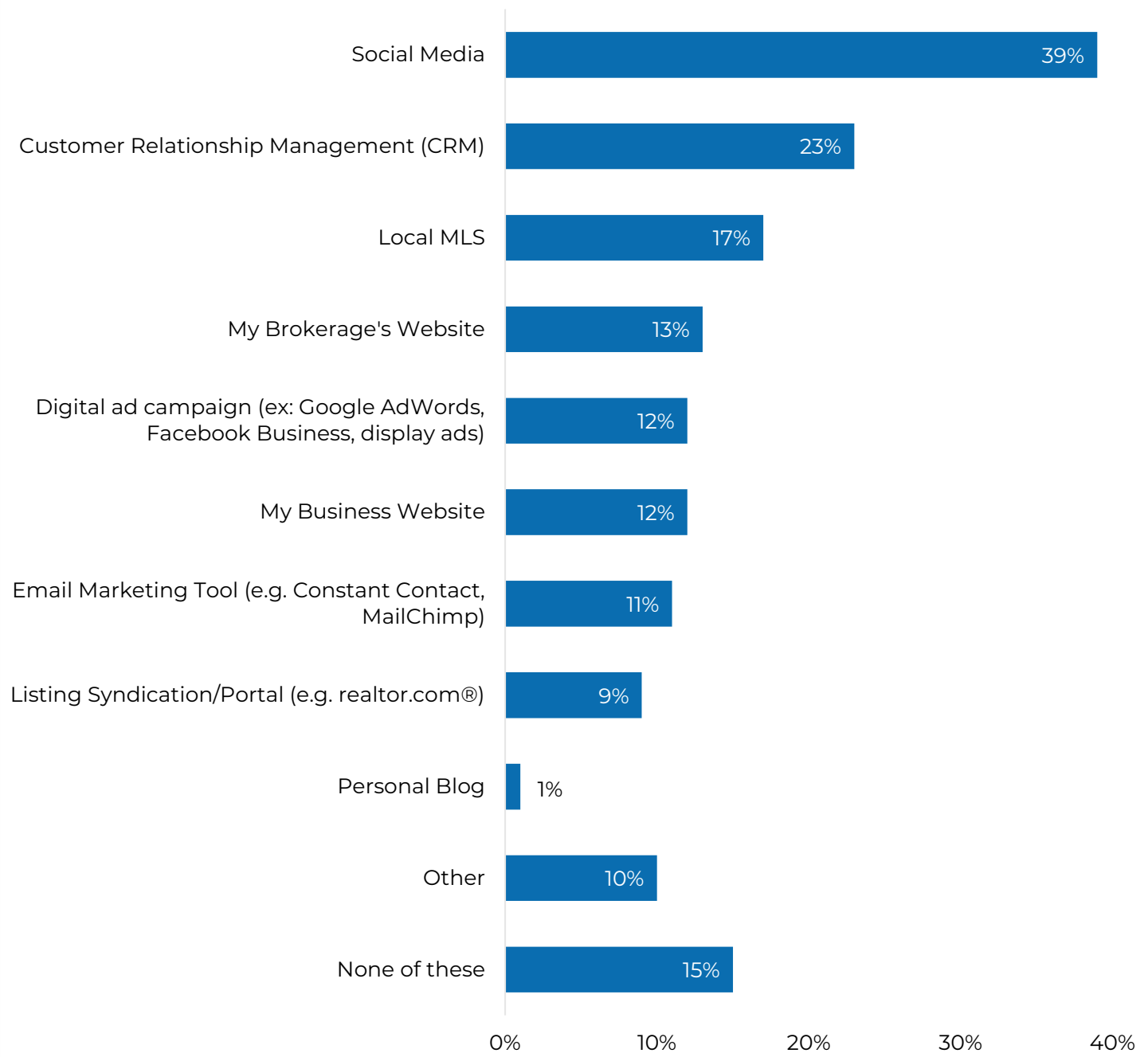
Sixty-six percent of REALTORS® report that they embrace new technology primarily to save time. Meanwhile, 64 percent indicate that their motivation for adopting new technology is to enhance the client experience.



Lead Generation

Top Lead-Generating Technologies *(Percent of Respondents)*

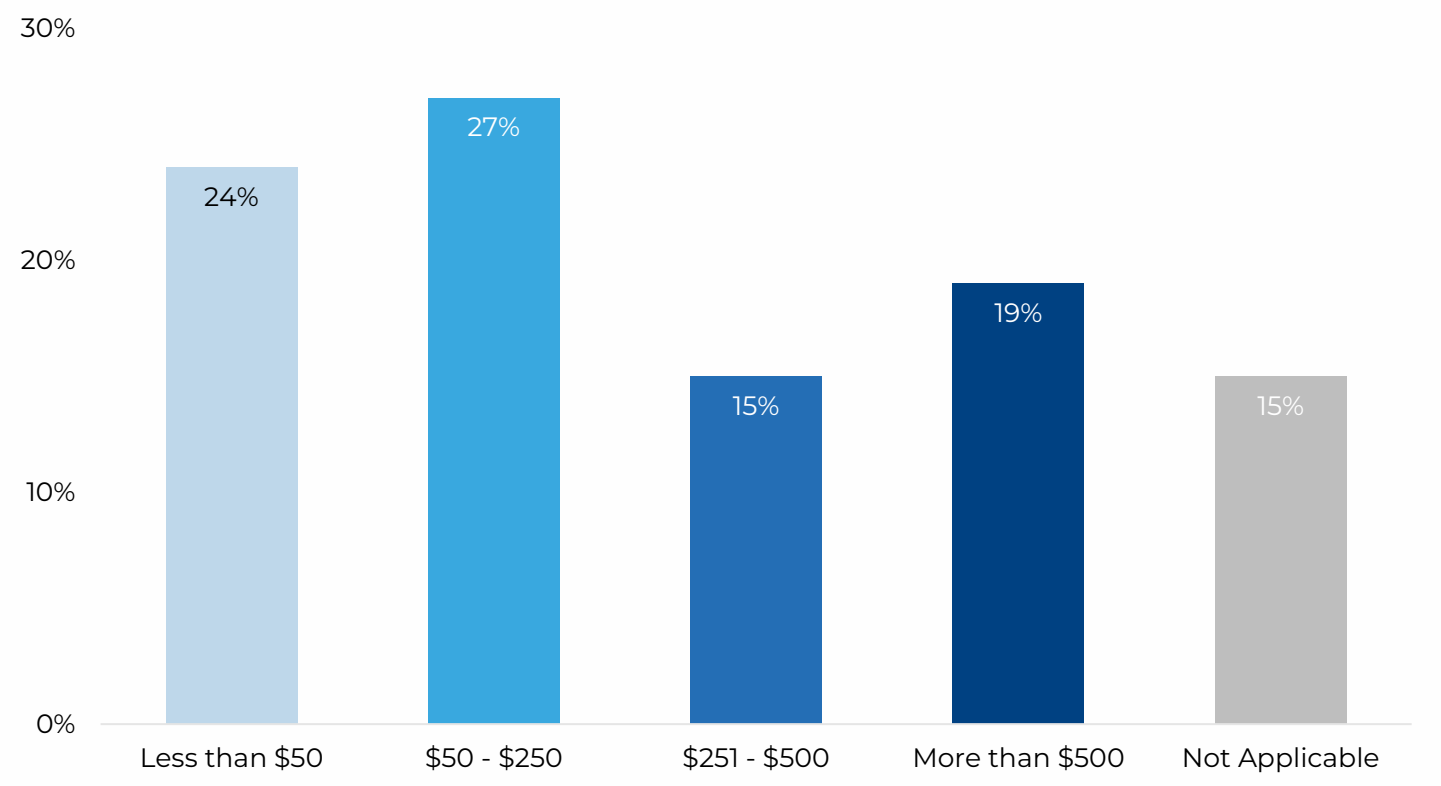
When asked which technologies provided the highest number of quality leads, 39 percent of respondents said social media (consistent with last year’s reporting), followed by Customer Relationship Management (CRM) (23 percent), and their local MLS (17 percent).



Lead Generation

Average Monthly Lead Generation Spending Over the Past Year (Percent Distribution)

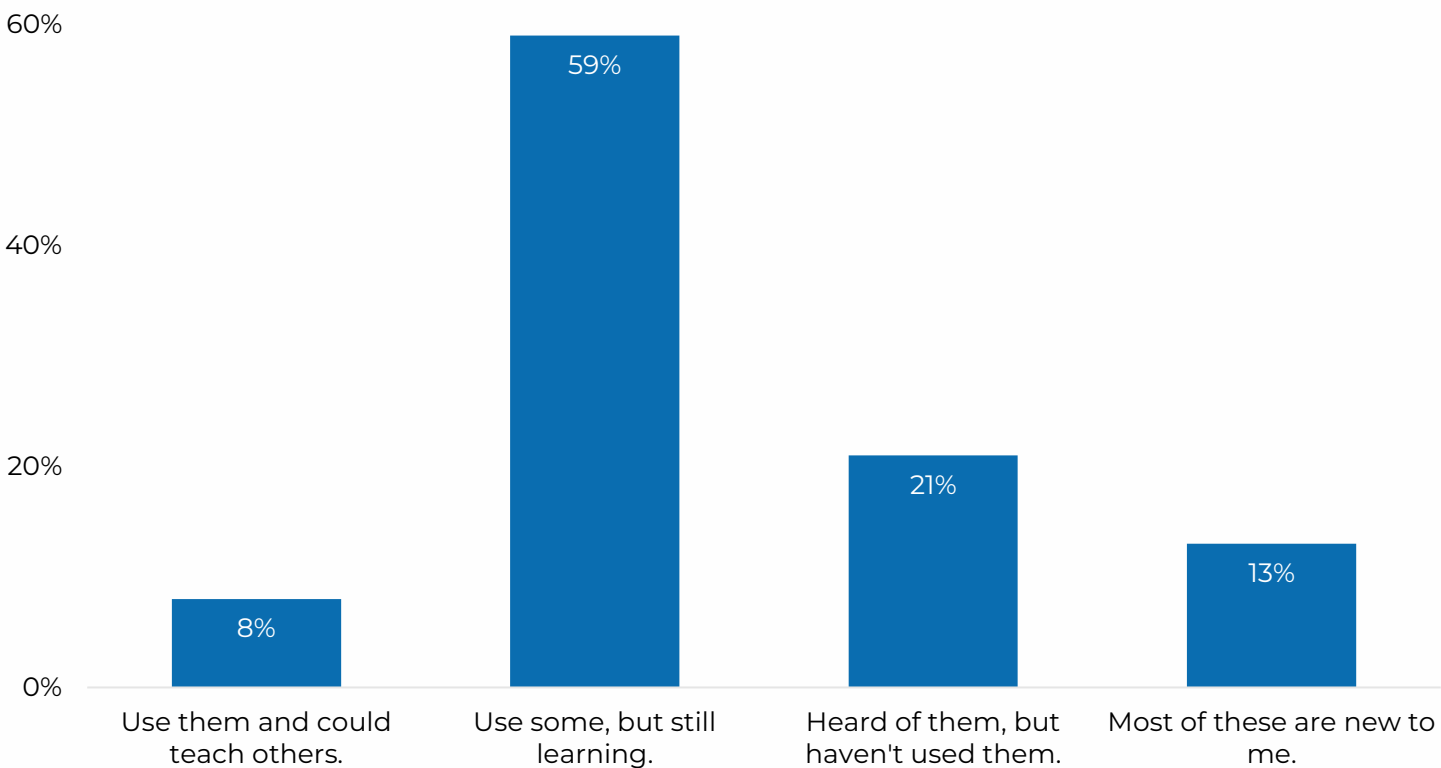
Over the past 12 months, 24 percent of respondents spent less than \$50 per month on lead generation. Twenty-seven percent of respondents spent, on average, between \$50-\$250 monthly on lead generation over the past year.



Emerging Technology

Familiarity with Emerging Technologies (Percent Distribution)

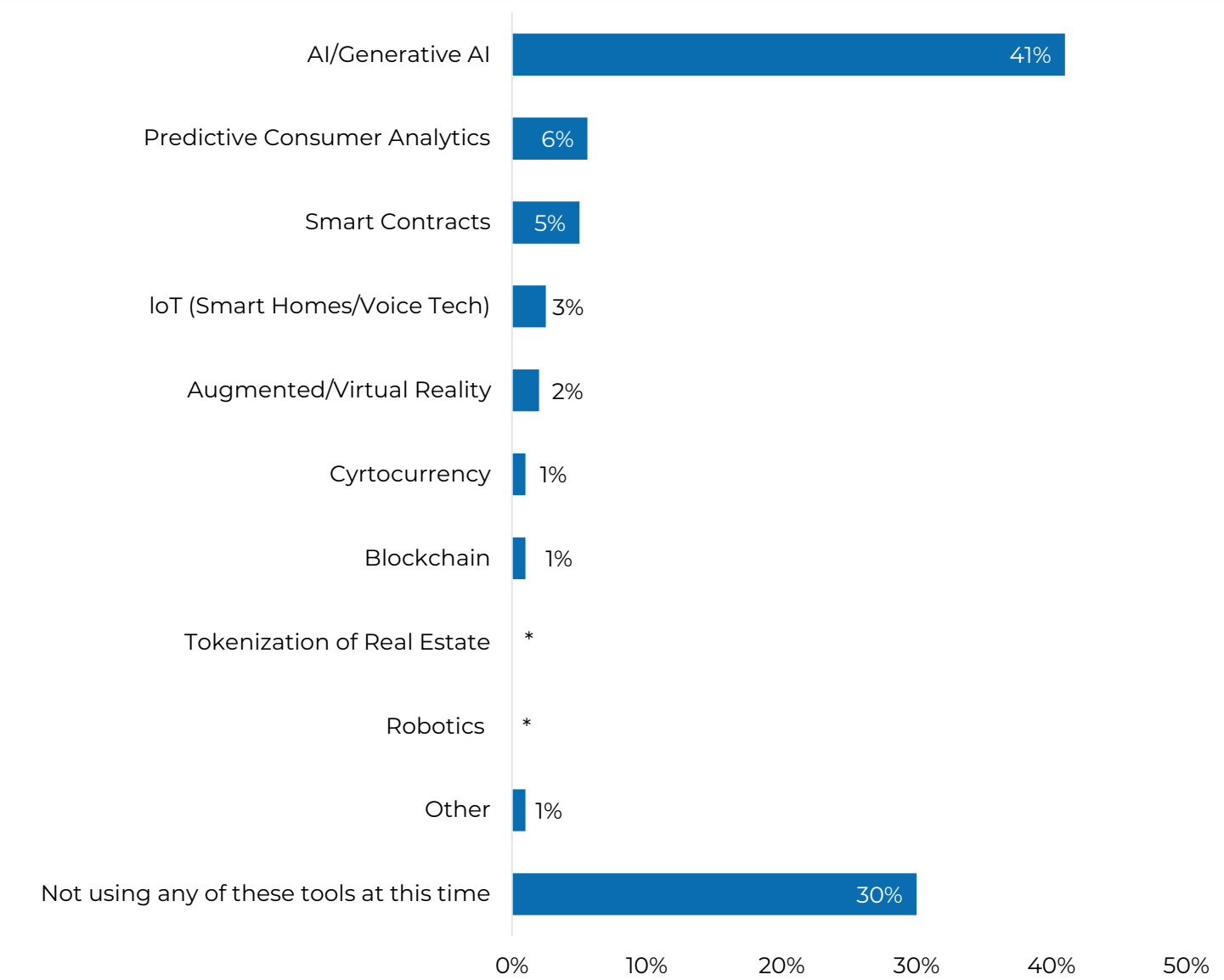
Fifty-nine percent of REALTORS® use some emerging technology (such as AI, cryptocurrency, and others.) but are still learning. Twenty-one percent of REALTORS® have heard of emerging technologies but haven't used them.



Emerging Technology

Current Emerging Technologies Use (Percent of Respondents)

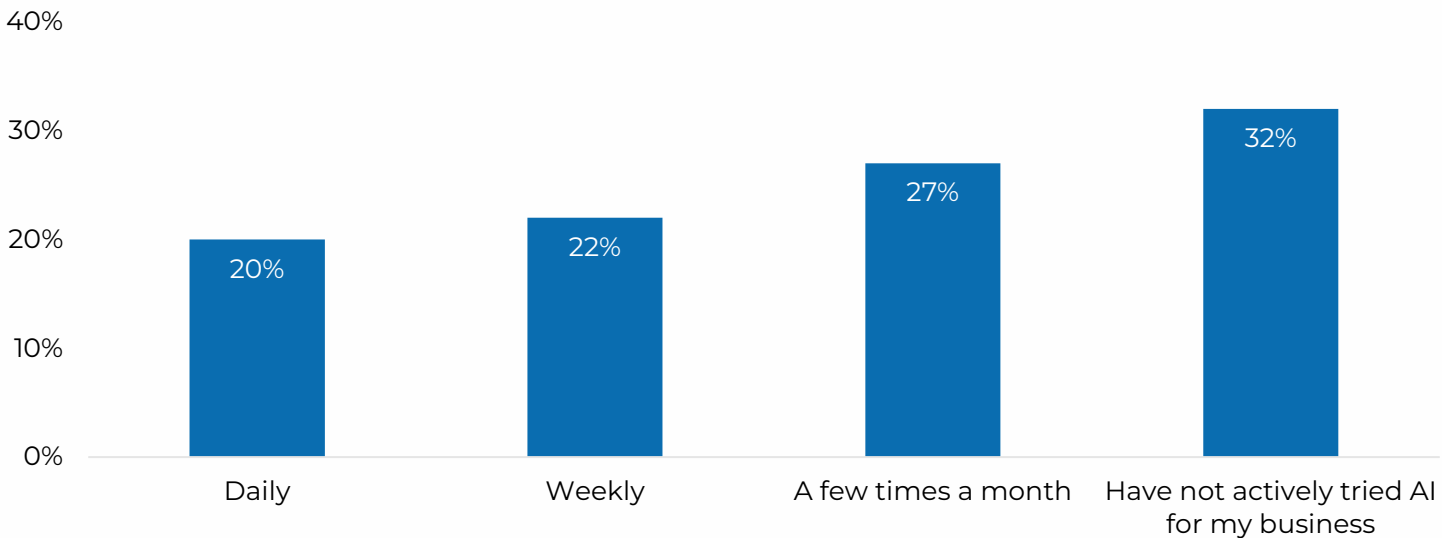
Seventy percent of REALTORS® use some form of emerging technology. Forty-one percent of REALTORS® are currently using AI/Generative AI, six percent use predictive consumer analytics, and five percent use smart contracts.



Artificial Intelligence

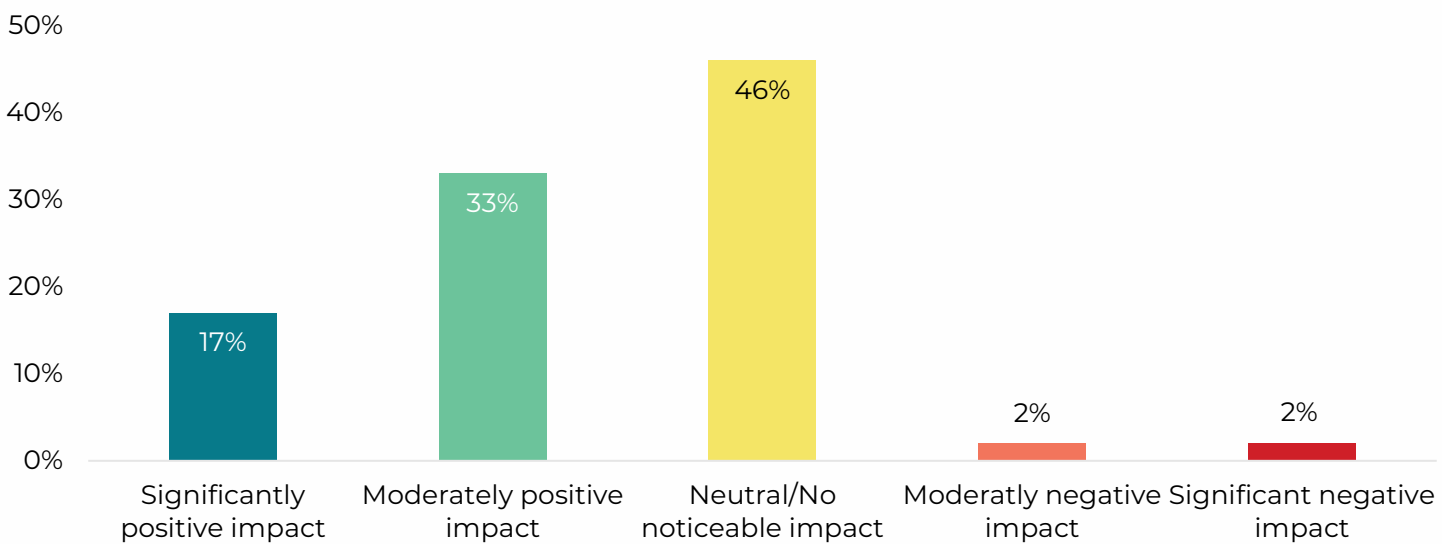
Frequency of AI Usage in Business Over the Past 12 Months (Percent Distribution)

A majority of REALTORS®, 32 percent, have not actively tried to use AI for their business. One in five (20%) REALTORS® use AI daily.



Impact of AI on Business (Percent Distribution)

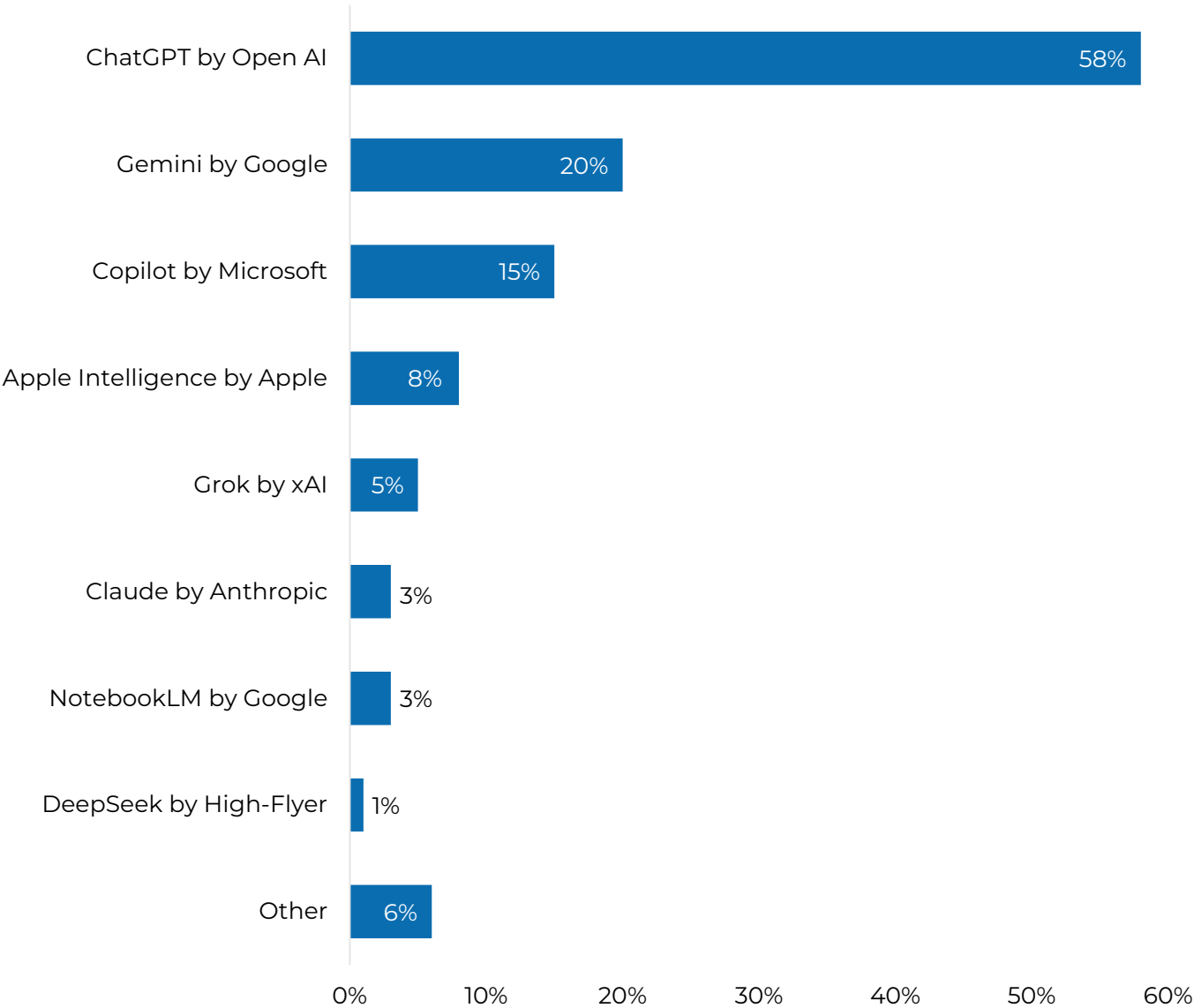
Forty-six percent of REALTORS® found neutral/no noticeable impact on their real estate business due to AI. Thirty-three percent of respondents found AI to have a moderately positive impact on their real estate business.



Artificial Intelligence

Top AI Tools Used *(Percent of Respondents)*

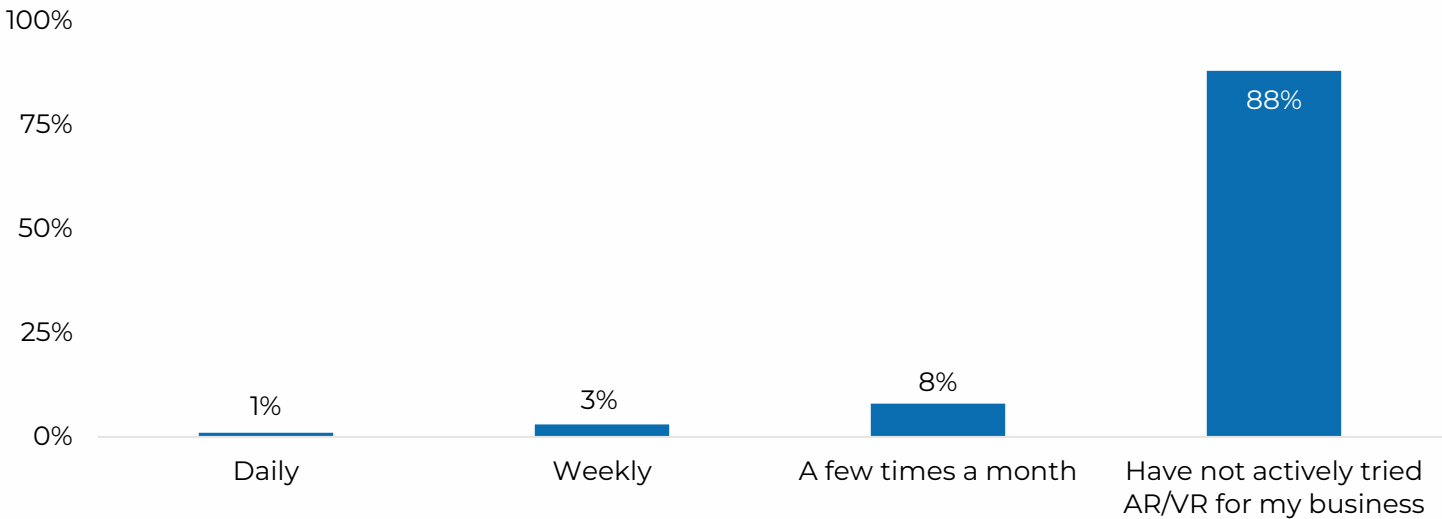
Fifty-eight percent of respondents have used ChatGPT by OpenAI, followed by Gemini by Google and Copilot by Microsoft (20 percent and 15 percent, respectively).



Augmented/Virtual Reality

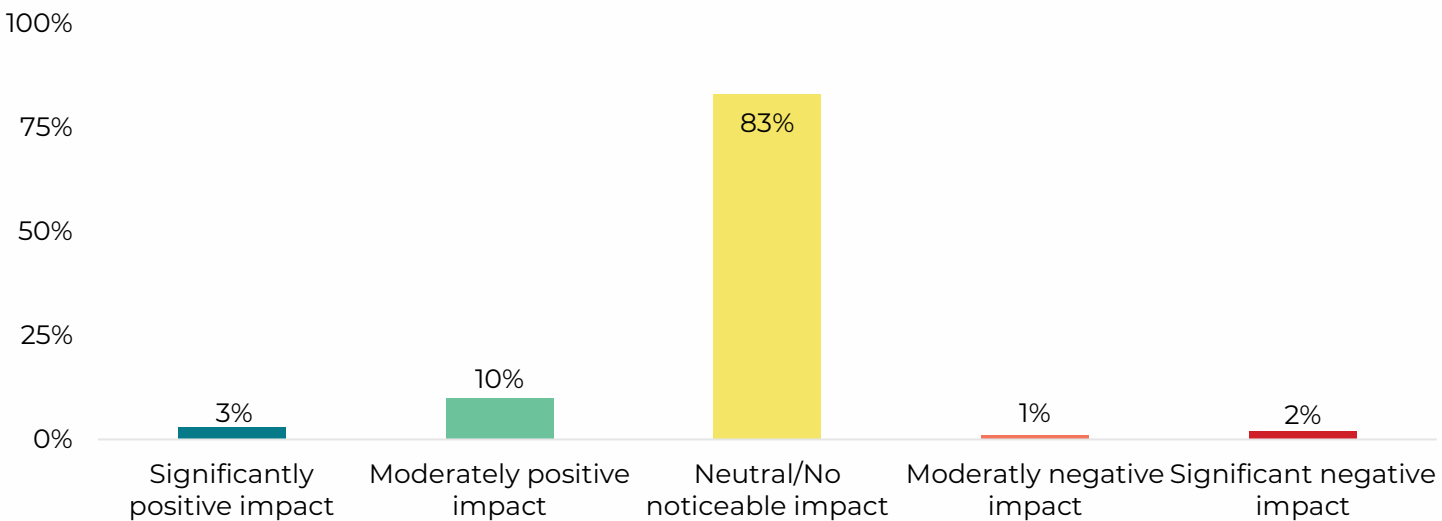
Frequency of AR/VR Usage in Business Over the Past 12 Months (Percent Distribution)

A majority of REALTORS®, 88 percent, have not actively tried to use AR/VR for their business. Eight percent shared that they use AR/VR a few times a month.



Impact of AR/VR on Business (Percent Distribution)

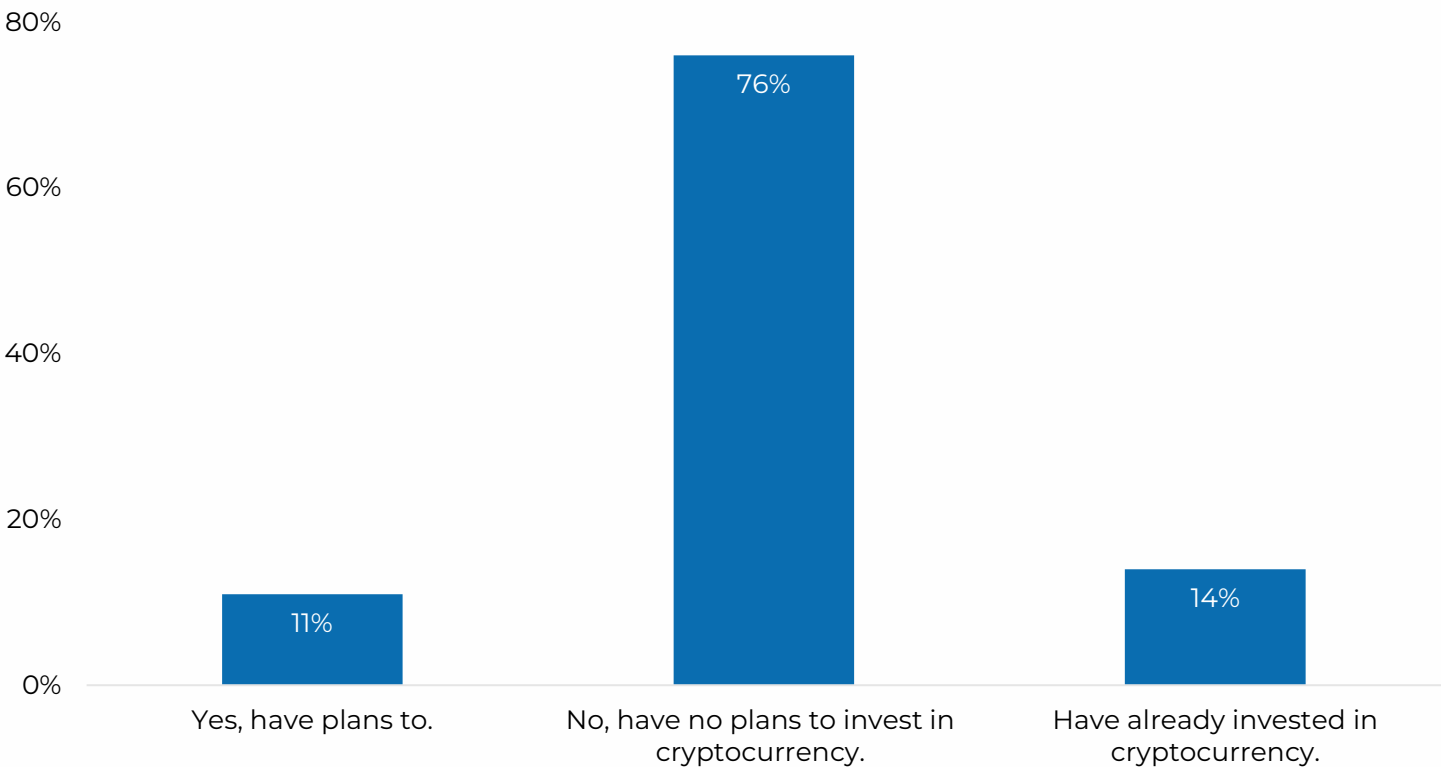
Eighty-three percent of respondents said they have not observed the impact of AR/VR on their real estate business. Ten percent of respondents have observed a moderately positive impact on their real estate business due to AR/VR.



Cryptocurrency

Plans to Invest in Cryptocurrency (Percent Distribution)

Fourteen percent of REALTORS® have already invested in cryptocurrency. Seventy-six percent of REALTORS® shared that they have no plans to invest in cryptocurrency.

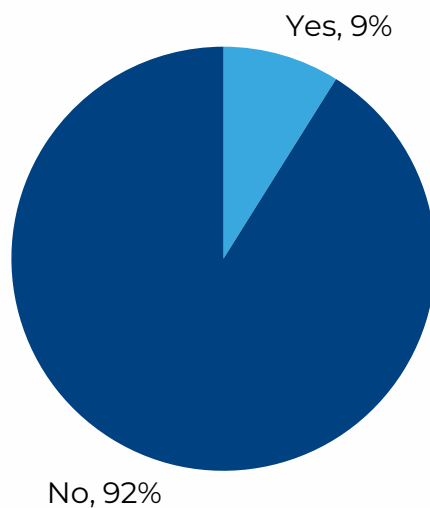


Cryptocurrency

Client Discussions on Cryptocurrency in Real Estate Transactions

(Percent Distribution)

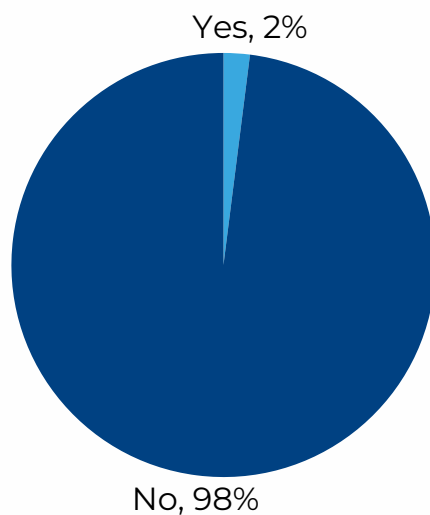
Ninety-two percent of REALTORS® have not had clients discuss the use of cryptocurrency in their real estate transactions.



Involvement in Real Estate Transactions Using Cryptocurrency

(Percent Distribution)

Ninety-eight percent of REALTORS® have not been involved in a real estate transaction using cryptocurrency.



NAR Survey Respondents

- Sales agents were the primary function of survey respondents, at 68 percent, followed by associate brokers at 14 percent.
- Respondents have been active as real estate professionals for a median of 11 years.

Methodology

In July 2025, NAR invited a random sample of 49,233 active REALTORS® to fill out an online survey. A total of 1,241 usable responses were received for an overall response rate of 2.5 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2.78 percent.





As America's largest trade association, the National Association of REALTORS® is involved in all aspects of residential and commercial real estate. The term REALTORS® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes — from written buyer agreements to negotiating compensation — visit facts.realtor.

NATIONAL ASSOCIATION OF REALTORS®

Research Group

The Mission of the National Association of REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

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NATIONAL ASSOCIATION OF REALTORS®

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