



91º ENIC

Encontro Nacional da Indústria da Construção

Rio de Janeiro, de 15 a 17 de maio de 2019

USO DE CANAIS DIGITAIS NA VENDA DE IMÓVEIS

TECNOLOGIAS

QUE IRÃO TRANSFORMAR A **INTERMEDIÇÃO IMOBILIÁRIA**

NOS PRÓXIMOS ANOS

SERGIO LANGER

@sergiolanger



Sergio Langer

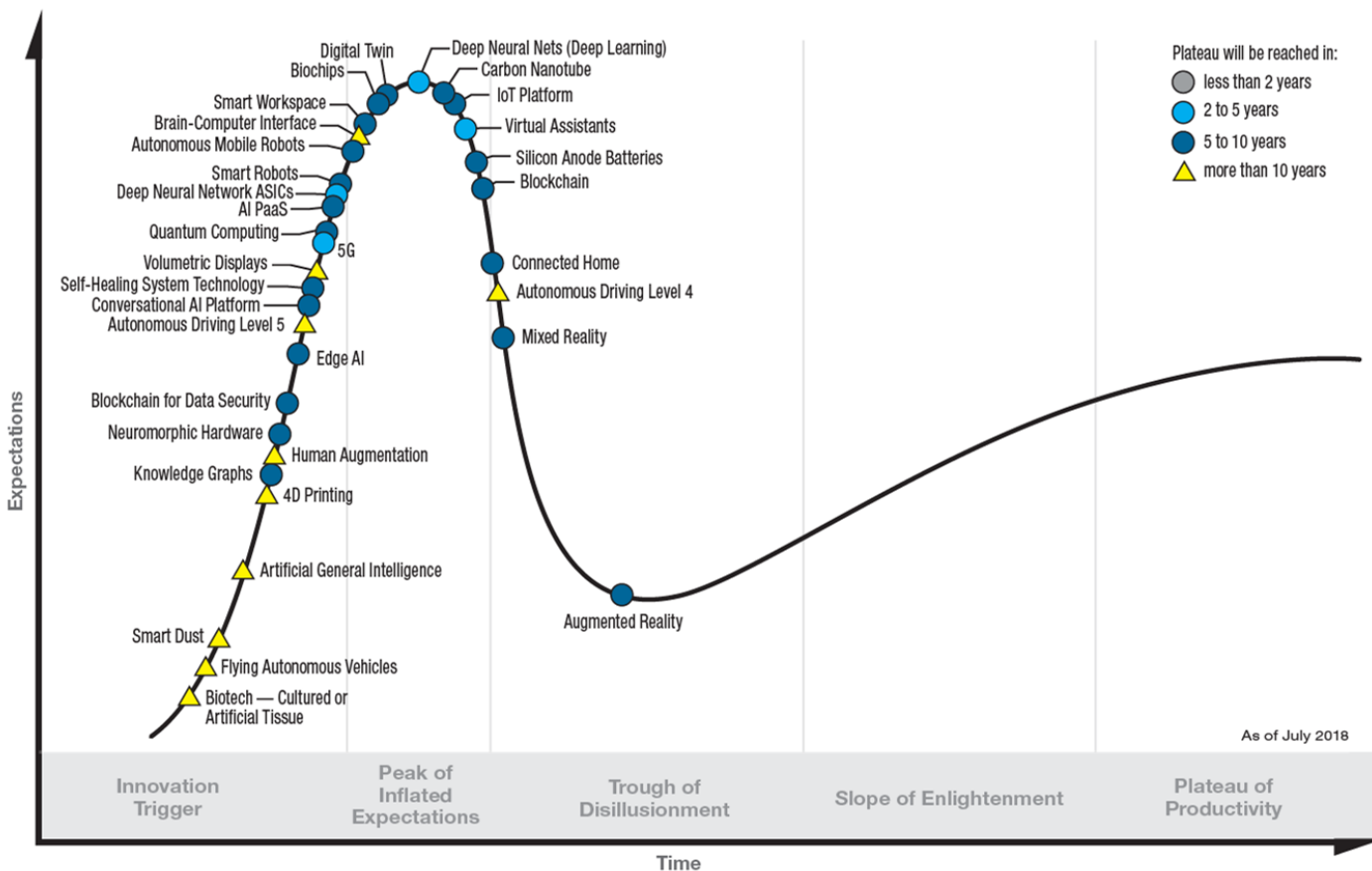
Possui mais de 20 anos de experiência em comunicação e marketing. Especialista em estratégia e vendas utilizando os canais digitais para o mercado imobiliário.

É sócio e fundador da **Hosher**, agência referência em marketing imobiliário no Brasil, e do portal imobiliário **ImovelK**.

É certificado pelo Google e Facebook, além de ter estudado Empreendedorismo e Negócios em Israel.

Participa como palestrante de eventos no Brasil e exterior.

Hype Cycle for Emerging Technologies, 2018



Source: Gartner (August 2018)

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1.

IoT
(Internet of things)



IoT - Internet das coisas

A IoT permite que diferentes objetos, de carros a máquinas industriais ou bens de consumo como calçados e roupas, compartilhem dados e informações para concluir determinadas tarefas.

A base para o funcionamento da IoT são sensores e dispositivos, que tornam a comunicação entre as “coisas” possível.



A Internet das Coisas (que exclui PCs, tablets e smartphones) aumentará para **26 bilhões** de unidades instaladas, em 2020.

Isso representa um crescimento de quase **30 vezes** em relação aos 900 milhões, em 2009.

Fonte: Gartner

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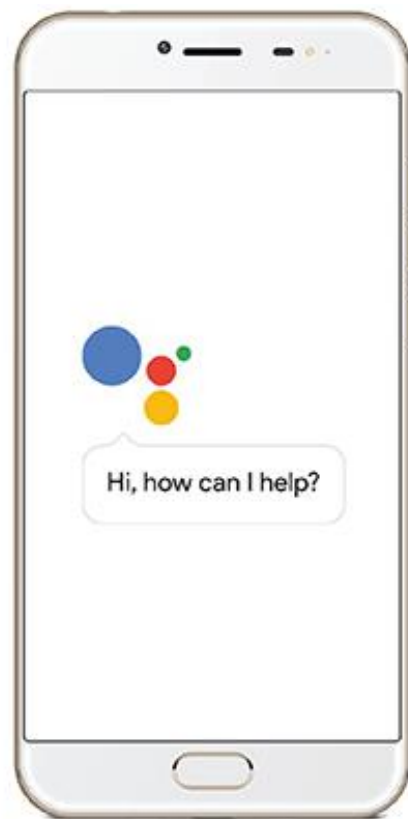
Aplicações

- Segurança
- Entretenimento
- Iluminação
- Controle Temperatura
- Sensores
- Beacons

Voice Assistant









An abstract graphic on a dark background featuring a complex network of interconnected points and lines. The network is divided into two main color-coded regions: a yellow-green region on the left and a red-purple region on the right. The points are small circles, and the lines are thin, creating a mesh-like structure. The overall shape of the network is irregular and sprawling, with some denser clusters and some more sparse areas.

Cases



PRODUCTS

NEST AT HOME

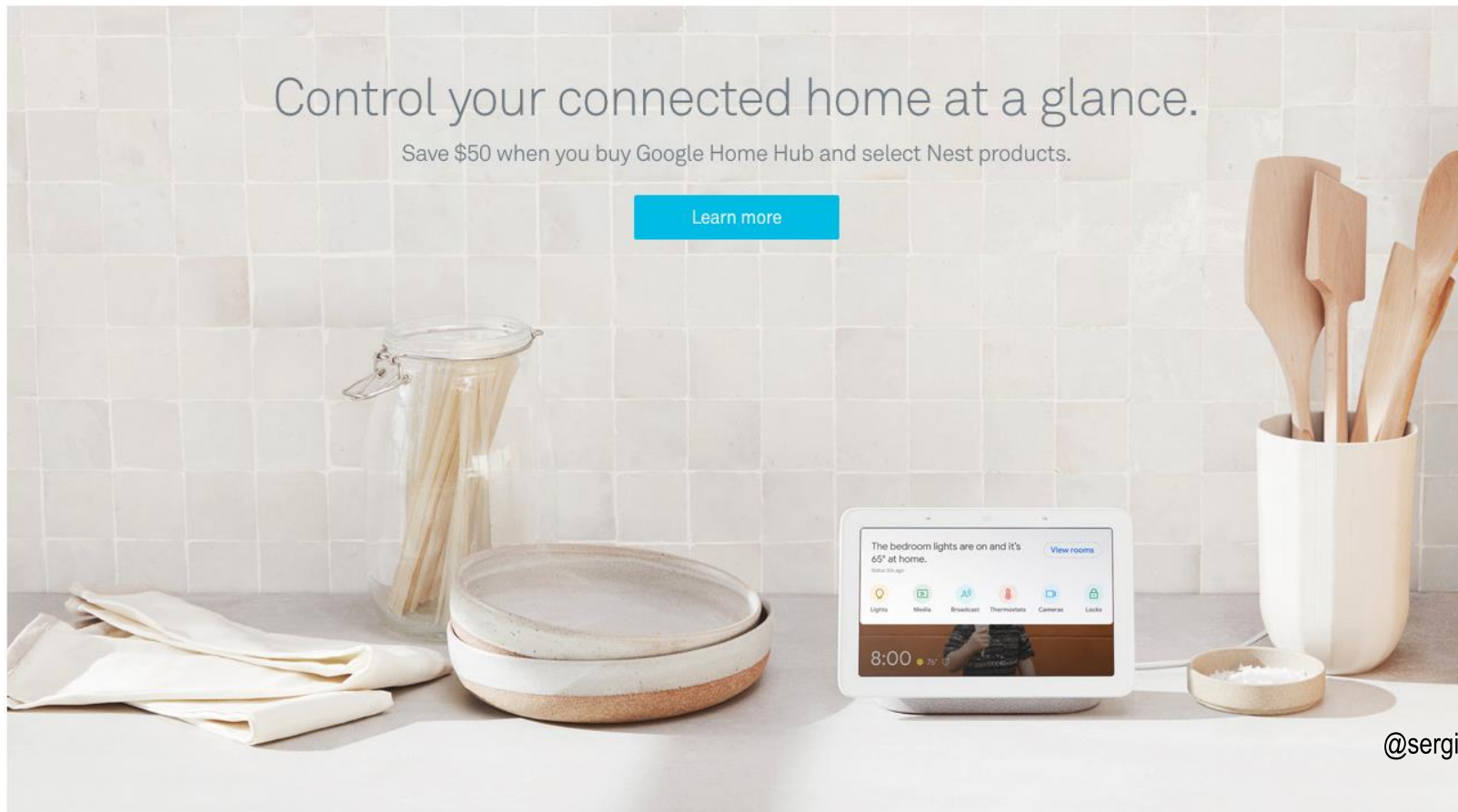
FOR BUSINESS

OFFERS

Control your connected home at a glance.

Save \$50 when you buy Google Home Hub and select Nest products.

[Learn more](#)



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Smart Indoor Air Quality Monitor

Breath better, sleep better

Discover the air quality monitor





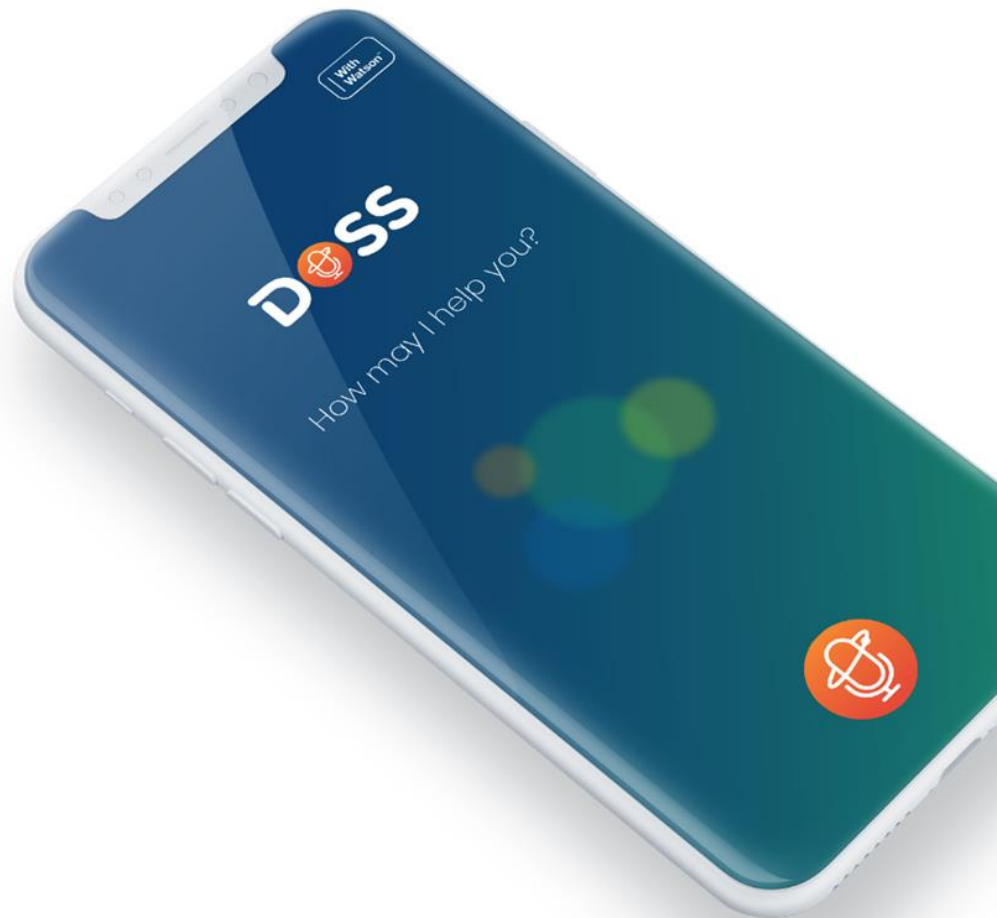
What is DOSS?

I'm an Intelligent Personal Assistant, like Siri, but exclusively for the real estate industry.



Mission

To radically simplify home search and the entire real estate process.





2. BIG DATA



Big Data

Big Data é um conceito que descreve o grande volume de dados estruturados e não estruturados que são gerados a cada segundo.

A tecnologia de Big Data aplicada ao setor imobiliário permite identificar desejos, tendências, necessidades e até mesmo o interesse dos usuários, oferecendo uma experiência mais personalizada.

Avaliação manual x AVMs (Automated Valuation Models)

Opendoor

Offerpad

REDFIN

knock

 **Zillow**[®]
Instant Offers

Avaliação manual x AVMs (Automated Valuation Models)

The logo for Loft, featuring the word "loft" in a stylized, lowercase, orange font. The letter "l" is thin and vertical, while the "o" is a simple circle. The "f" is thin and has a small horizontal bar at the top.The logo for keycash, featuring the word "keycash" in a bold, lowercase, black font. The letter "a" is replaced by a pink upward-pointing triangle.The logo for grupo ZAP, featuring the word "grupo" in a lowercase, grey font, followed by the word "ZAP" in a bold, lowercase, green font. The letter "A" is replaced by a green upward-pointing triangle.

OPEN 1 Westinghouse Plz Unit C327
Boston, MA 02136
Status: New

\$449,900
Price

1
Bed

1
Bath

1,529 Sq. Ft.
\$294 / Sq. Ft.

Redfin Estimate: \$452,922 On Redfin: 4 days



Favorite



X-Out



Share

Overview

Property Details

Property History

Schools

Tour Insights

Public Facts

Redfin Estimate

Neighborhood

Similar Homes



Redfin listed this home, so you can buy it online without an agent. This makes your offer \$4,499 stronger by saving the seller money. Otherwise, a Redfin Agent can represent you.

[Find Out More](#)

REDFIN OPEN SAT, 12PM TO 1:30PM

HOT HOME



Go Tour This Home



[Schedule Tour](#)

It's free, with no obligation — cancel anytime

[Start an Offer](#)

[Ask a Question](#)

(617) 291-5034



Aplicações

- Entender o perfil do cliente
- Imóveis mais buscados pelos clientes
- Variações no mercado financeiro
- Indicadores do mercado
- Avaliação do imóvel
- Enriquecer leads

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Cases

We are real estate innovators.

**We are building the next generation of real estate businesses
powered by data and technology.**



Mapping Smart Land Decisions

On-demand land mapping and data visualization

START NOW



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“ I locked down
five listings in
the first 60 days
using offr.com. ”



ROBERT LAING
RE/MAX GOLD

#1 in Predictive Analytics for Real Estate. ↻

Learn how offr.com has the highest accuracy for predicting future listings.

GET LISTING LEADS IN YOUR ZIP

Get Promo Code

Submitting this form you agree to our [Terms and Conditions](#)

FACT #1:

75% CHOOSE FIRST AGENT.

Over 75% of homeowners choose the first agent they meet to list their home. Target marketing with Smart Data enables you to be first in the door.

FACT #2:

WE PREDICT 70%+ OF LISTINGS.

Our machine-learning algorithm has predicted over 70% of listings for thousands of agents across the country.

FACT #3:

ONE LISTING GETS ROI.

With our competitive pricing and access to our smart data and marketing, it just takes one listing per year to profit.

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The background is a gradient of orange and red. On the left, a large, stylized number '3' is formed by a dense, textured pattern of small, dark, irregular shapes. On the right, there is a network diagram consisting of numerous black dots connected by thin, light-colored lines, forming a complex, web-like structure.

3.

BLOCKCHAIN



Blockchain

Também conhecido como “o protocolo da confiança” é uma tecnologia de **registro distribuído** que visa a descentralização como medida de segurança. São bases de registros e dados distribuídos e compartilhados que têm a função de criar um índice global para todas as transações que ocorrem em um determinado mercado.

Funciona como um livro-razão, só que de forma pública, compartilhada e universal, que cria consenso e confiança na comunicação direta entre duas partes, ou seja, sem o intermédio de terceiros.



Mercado imobiliário

É muito claro que o Blockchain representa uma oportunidade para o setor imobiliário:

- ▶ Título de propriedade exatos
- ▶ Transações mais rápidas e barato
- ▶ Alta liquidez
- ▶ Simplificação sem fronteiras
- ▶ Melhor prestação de contas
- ▶ Negociação de propriedade fracionada



Impacto do Blockchain

Aqui estão 5 temas que devemos considerar:



Velocidade no processo de transação



Aumento de transparência



Segurança no armazenamento de dados



Rentabilidade e confiança



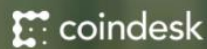
Informação acessível e disponível



Cases

More secure. More efficient. More cost-effective.

Buy and sell real estate online secured through blockchain.








San Diego | 3042 Broadway, San Diego...

2-4 Unit | 10 BEDROOMS | 3320 ft²

\$1,595,000

[Share Property](#)



Vacaville | 7944 Pleasants Valley Rd, V...

Single Family Home | 5 BEDROOMS | 2789 ft²

\$2,800,000

[Share Property](#)



Gilroy | 12000 Heritage Way, Gilroy, C...

Single Family Home | 4 BEDROOMS | 8250 ft²

\$3,499,950

[Share Property](#)



1 PRO = \$0.28

Explore the cities

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Dynasty Global™
INVESTMENTS

Switzerland | United Kingdom | Spain

TURNING REAL ESTATE INTO A MORE LIQUID ASSET BY TOKENIZATION.

DYN TOKENS will provide low risk Real Estate
investments with high liquidity in a global portfolio

The finest, most desirable products in Real Estate
at your disposal, as part of your Dynasty.

TOKEN SALES SOON



ROAD **SHOW**



NEWSLETTER

WHITEPAPER

ON GOING

BE PREPARED

Subscribe

Coming Soon

MORE INFO

INVESTMENT SUMMARY



DO YOU HOLD BST TOKENS? INCREASE YOUR FIRST BUYER POWER AND EARN WHENEVER PROPTOKENS (BSPT) ARE TRADED!

BST tokens in your registered Holding Wallet count towards your First Buyer Power (FBP). All who buy BSPT in a PropToken Generation Event

Total investment	16,000 EUR
Current sale stage	Sale successful
Already sold	100,000 BSPT (100%)
Accepted currencies	DAI, EUR

 Check PropToken contract on Etherscan

 View location on Google Maps

PURCHASE PRICE:	15,555 EUR
PURCHASE COSTS:	445 EUR
MORTGAGE:	NONE
TOTAL INVESTMENT:	16,000 EUR
EST. ANNUAL RENT:	1,200 EUR
EST. RENTAL YIELD:	7,5%
MIN. HOLD PERIOD:	NONE

 BUY PROPTOKEN

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4.

INTELIGÊNCIA ARTIFICIAL



Inteligência artificial

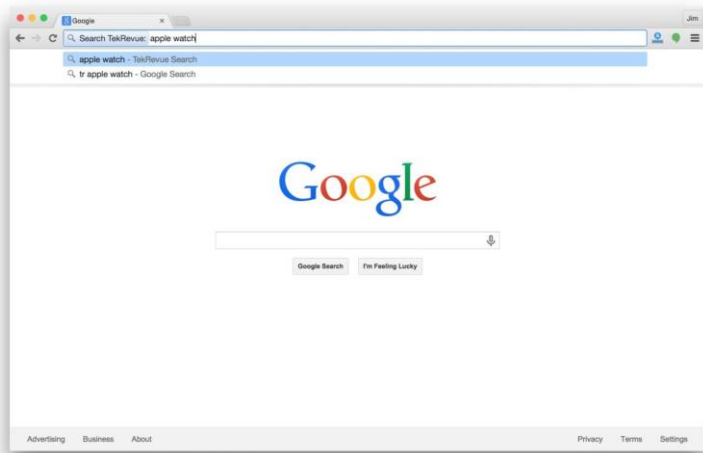
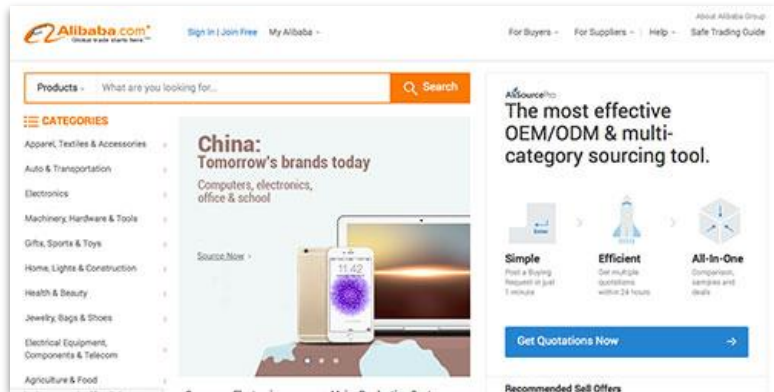
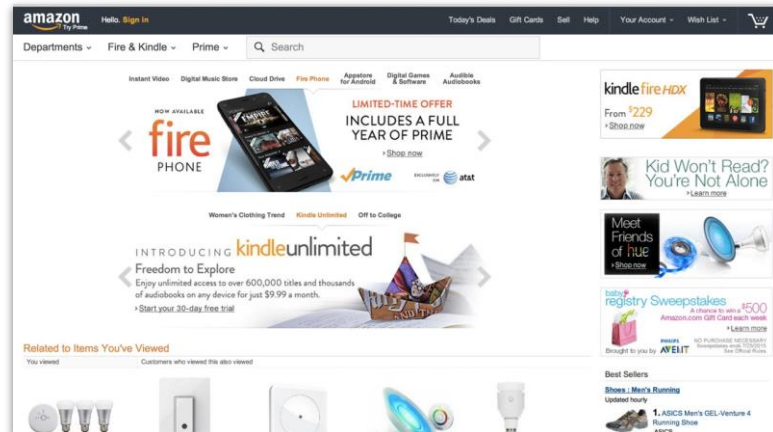
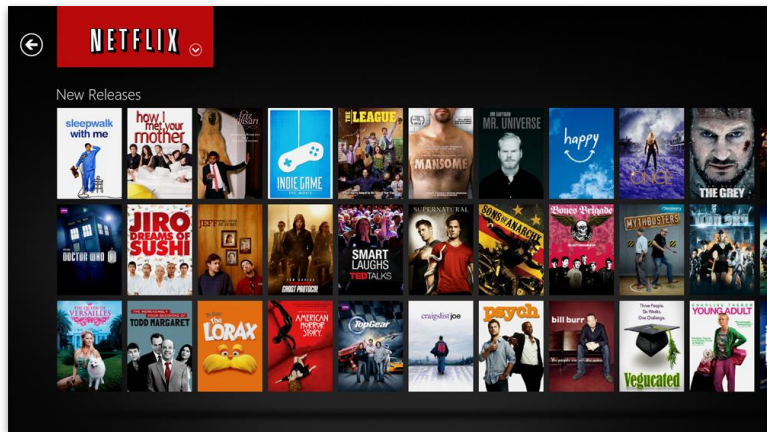
A definição de inteligência artificial está relacionada à capacidade das máquinas de pensarem como seres humanos - de terem o poder de aprender, raciocinar, perceber, deliberar e decidir de forma racional e inteligente.



"Intelligence is as intelligence does".

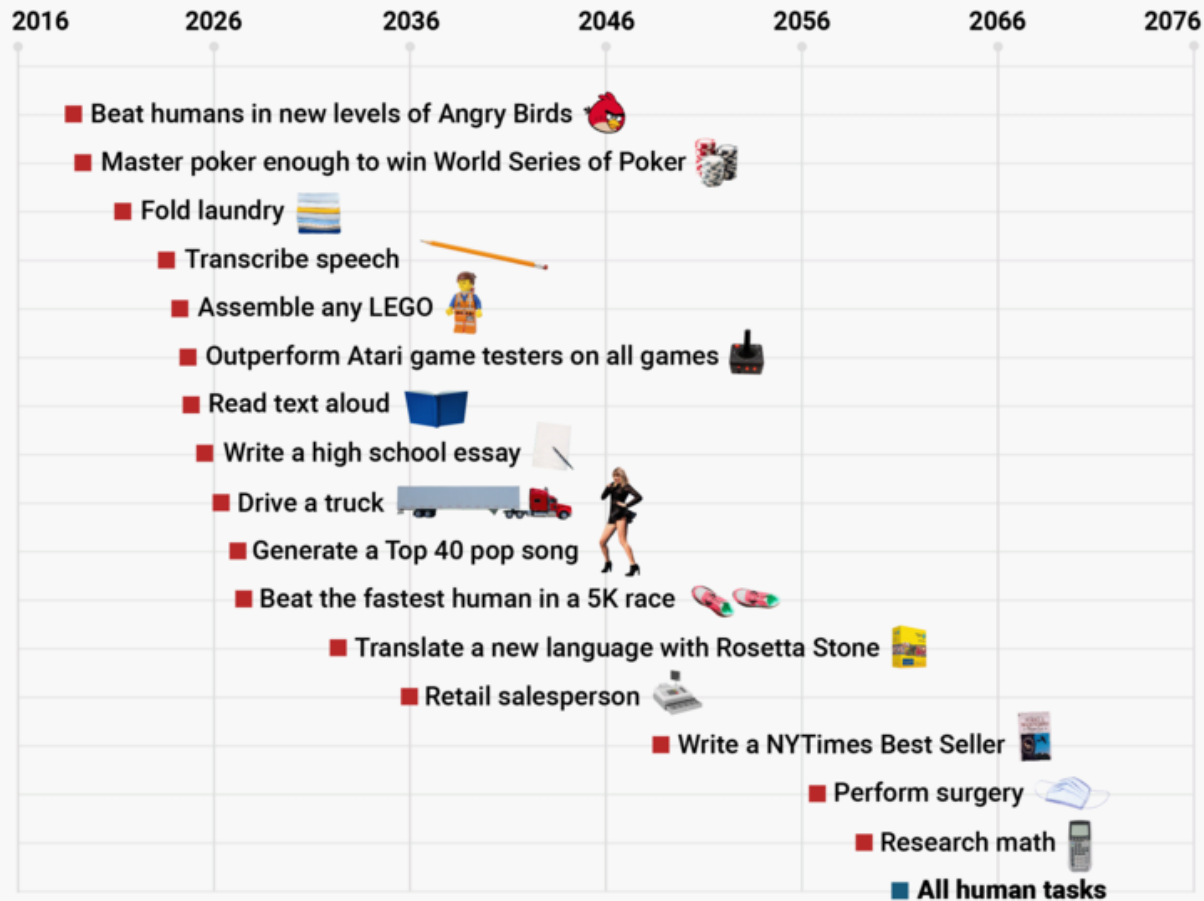


Alan Turing



@sergiolanger

WHEN JOBS/TASKS WILL BE TAKEN OVER BY MACHINES



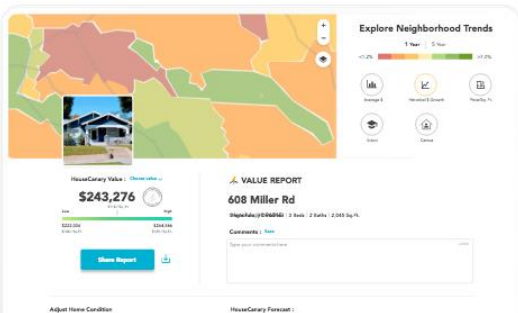
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Cases

We're hiring! Join our team of all-star employees solving problems in real estate technology.

One platform, infinite insights

Earn more in US residential real estate with data science, predictive analytics, and advanced software.



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The only true AI powered data extraction platform for corporate documents

LEVERTON creates valuable insights from unstructured data found in legal and corporate documents. Find out why global organizations trust LEVERTON's AI-powered technology to increase transparency and workflow efficiencies.

GET DEMO



Never lose another client

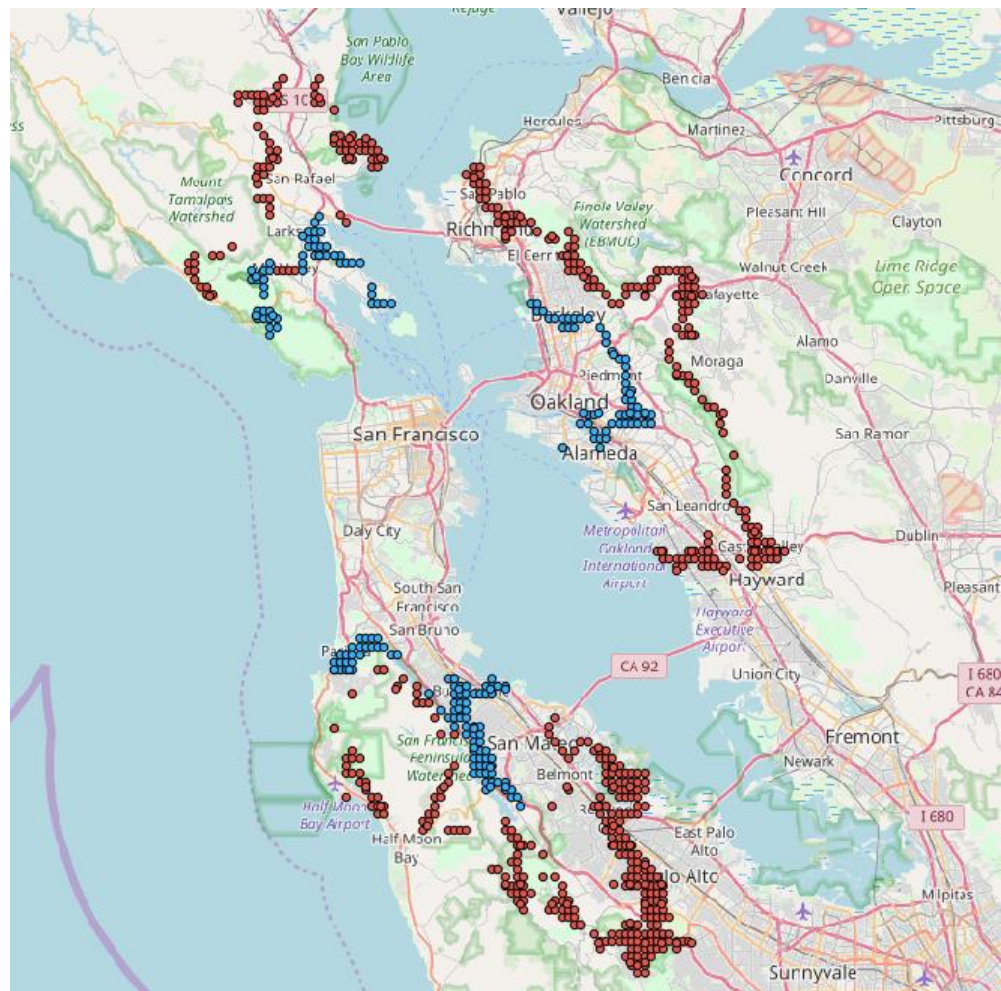
First helps you focus on the people who need you most.

[Get Started](#)[Watch Video To Learn More](#)

Veículo autônomo

- ▶ Tornam os deslocamentos mais agradáveis
- ▶ Podem até encurtar os deslocamentos
- ▶ Reduzir a dependência do transporte público





Horários de trajetos de 60 minutos (vermelho) e 45 minutos (azul) do centro de São Francisco às 17h

A man with a beard is wearing a VR headset, looking into it. The background is a kitchen with a sink and a countertop. The entire image is overlaid with a red color scheme and a complex geometric pattern of lines and dots on the right side. A white rectangular box highlights the number 5.

5.

REALIDADE VIRTUAL



Realidade Virtual

É uma tecnologia de interface capaz de enganar os sentidos de um usuário, por meio de um ambiente virtual, criado a partir de um sistema computacional. Ao induzir efeitos visuais, sonoros e até táteis, a realidade virtual permite a imersão completa em um ambiente simulado, com ou sem interação do usuário.



A VR será um mercado de U\$ 80 bilhões até 2025 - com U\$ 2,6 bilhões provenientes diretamente do setor imobiliário.

Goldman Sachs



"A VR tem o potencial para transformar como interagimos com quase todos os setores hoje em dia, e acreditamos que ela será igualmente transformadora tanto do ponto de vista do consumidor quanto da empresa".



Heather Bellini
Goldman Sachs Research



Aplicações

- ▶ Tour virtual
- ▶ Simulador 3D
- ▶ Visualização de arquitetura
- ▶ Instruções virtuais para inquilinos
- ▶ Comércio eletrônico



Benefícios da VR



Poupar tempo



Criar conexões emocionais



Alcance global



Economizar dinheiro



Sentido Imediato de posse

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Cases

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Leaders In CGI & 3D Modeling, Virtual Staging & AR/VR App Development
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IMAGE ENHANCEMENT

DAY TO DUSK

VIRTUAL STAGING

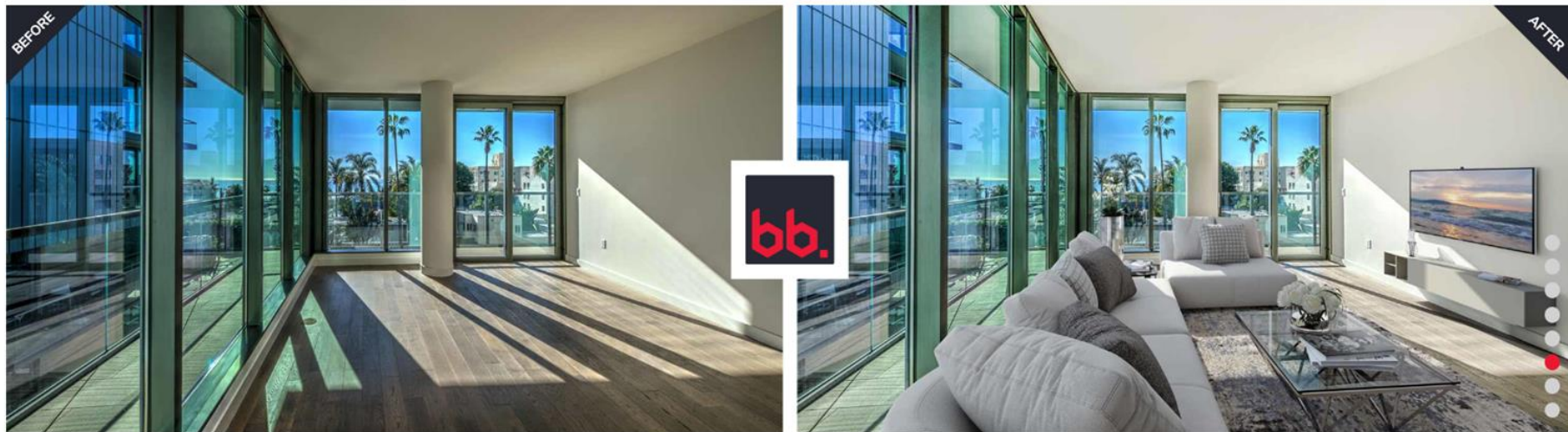
ITEM REMOVAL

FLOOR PLANS

RENDERS

VIRTUAL RENOVATION

OTHER



VIRTUAL STAGING AU\$40.00

WHY FILL YOUR EMPTY LISTING WITH VIRTUAL FURNITURE?

✓ INCREASE BUYER INTEREST

90% of buyers start looking online where you only have a few moments to catch a buyer's interest.

✓ SELL PROPERTIES FASTER

Homes that are staged sell 75% faster than those that are not.

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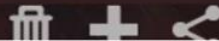
DIY Virtual Staging Software

The do-it-yourself virtual home staging software that lets *you* stage photos in minutes!

Click · (Erase) · Stage · Flare

GET STARTED

OR VIEW LIVE DEMO



VisualStager



A adoção de novas tecnologias só continuará a crescer nos próximos anos.





UBER

CAIXA

**PÁTRIA AMADA
BRASIL**
GOVERNO FEDERAL

91º ENIC

CII

Comissão da
Indústria
Imobiliária

CHIS

Comissão de
Habitação de
Interesse social

patrocínio


ArcelorMittal

Firjan Sesi


**30 ANOS
PASI**

CAIXA 

correalização

ADEMIR ASSOCIAÇÃO DE
DESENVOLVEDORES DE NEGÓCIOS
DO MERCADO IMOBILIÁRIO

 **SECONCI**
A SAÚDE DA CONSTRUÇÃO

realização

 **Sinduscon-Rio**
Desde 1979 

promoção

SENAI
PELO FUTURO DO TRABALHO

CBIC

OBRIGADO

Para baixar a apresentação:

bit.ly/sergio-enic

Meus contatos

 [instagram.com/sergiolanger](https://www.instagram.com/sergiolanger)

 [facebook.com/sergiolanger](https://www.facebook.com/sergiolanger)

 [youtube.com/sergiolanger](https://www.youtube.com/sergiolanger)

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