PRODUCTS THAT COUNT PRESENTS

Product Industries to Watch:

PropTech

PropTech is: Technology to optimize the way people research, rent, buy, sell, and manage a property.

Key Stats

$45 billion
Estimated global PropTech market value by 2027

73%
Share of investors expecting an increase in mergers and acquisitions over the next 12 months

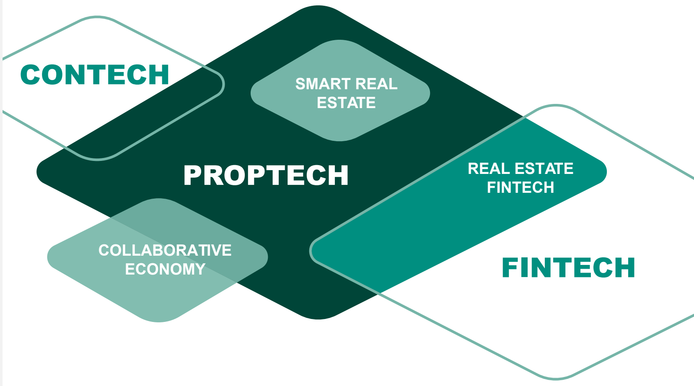
5.8/10
PropTech investor confidence index in 2022

9.3/10
PropTech investor confidence index in 2021

> **Real estate is the largest asset class in the world, and its old school systems and processes present opportunities for disruption across every segment. Today's catalysts – which include a macro digital shift, the arrival of 5G, and COVID's lasting impact on how we live and work – position PropTech for accelerated growth.**



The Byrd Digital President
Kristopher Drey



PROPTECH - real estate startups

SMART REAL ESTATE - intelligent cities and buildings

CONTECH - construction startups

FINTECH - finance startups

Key Trends in PropTech Products

Property technology utilizes the **Internet of Things** (IoT), combining the physical and digital – aka "phygital." That also means more potential for hacking – and thus the increased importance of **cybersecurity**. Some more key trends in this sector include:

Drones

For aerial imagery and virtual tours

AR/VR

To tour properties not even built

Geolocation

Transforms maps into data sets

PRODUCTS THAT COUNT

Learn more at

productsthatcount.com