

Ricoh Market Watch

Real Estate: Staying Profitable in an Uncertain Market

Disruption Drive



1 The bubble bursts – 2018



Prime residential prices
tumble: down 20% in 2018²

2

“Truly in the midst of downturn”
– Nerida Conisbee, REA Chief Economist, Jan 19¹



50% agents
impacted
by REA³

3



“Sharpest drop since GFC”
– Corelogic, Dec 18²

<2% average
commission
and falling⁵

4



Regulators tighten
lending conditions

5



6

Technology to significantly
disrupt the industry⁴

How can **Business Resilience** help you stay profitable?

Take the opportunity to get ahead of the game



Scalability Street

- Optimise core systems
- Adopt new efficiency tools more easily



Collaboration Circuit

- Smarter ways to introduce buyers to properties
- Reduce Travel Costs



Print Innovation Parade

- Turn cost centres in to profit generators
- Monetize merchandise

Automation Avenue

- Make administration faster, for less
- Make property management profitable

Ready to increase profitability in your business?

The first step is finding the right workspace technology partner to design a customised solution that works for your business. Contact us today hello@ricoh.com.au

1. RealEstate.com.au Property Outlook – Jan 19 2. CoreLogic November home value index – December 2018
3. Macquarie – Residential Real Estate benchmarking summary 2017 4. Deloitte, Digital disruption: Short fuse, big bang? 2012
5. www.afr.com/real-estate/low-listings-ray-white-south-melbourne-offers -zero-commissions-to-drum-up-work