# 2026 REALTORS® TECHNOLOGY REPORT

NATIONAL ASSOCIATION OF REALTORS®

REALTORS® are members of the National Association of REALTORS®.

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# Executive Summary

In June 2026, NAR surveyed its members about their opinions on and experience with technology in the industry. The findings are as follows:

## Report Highlights

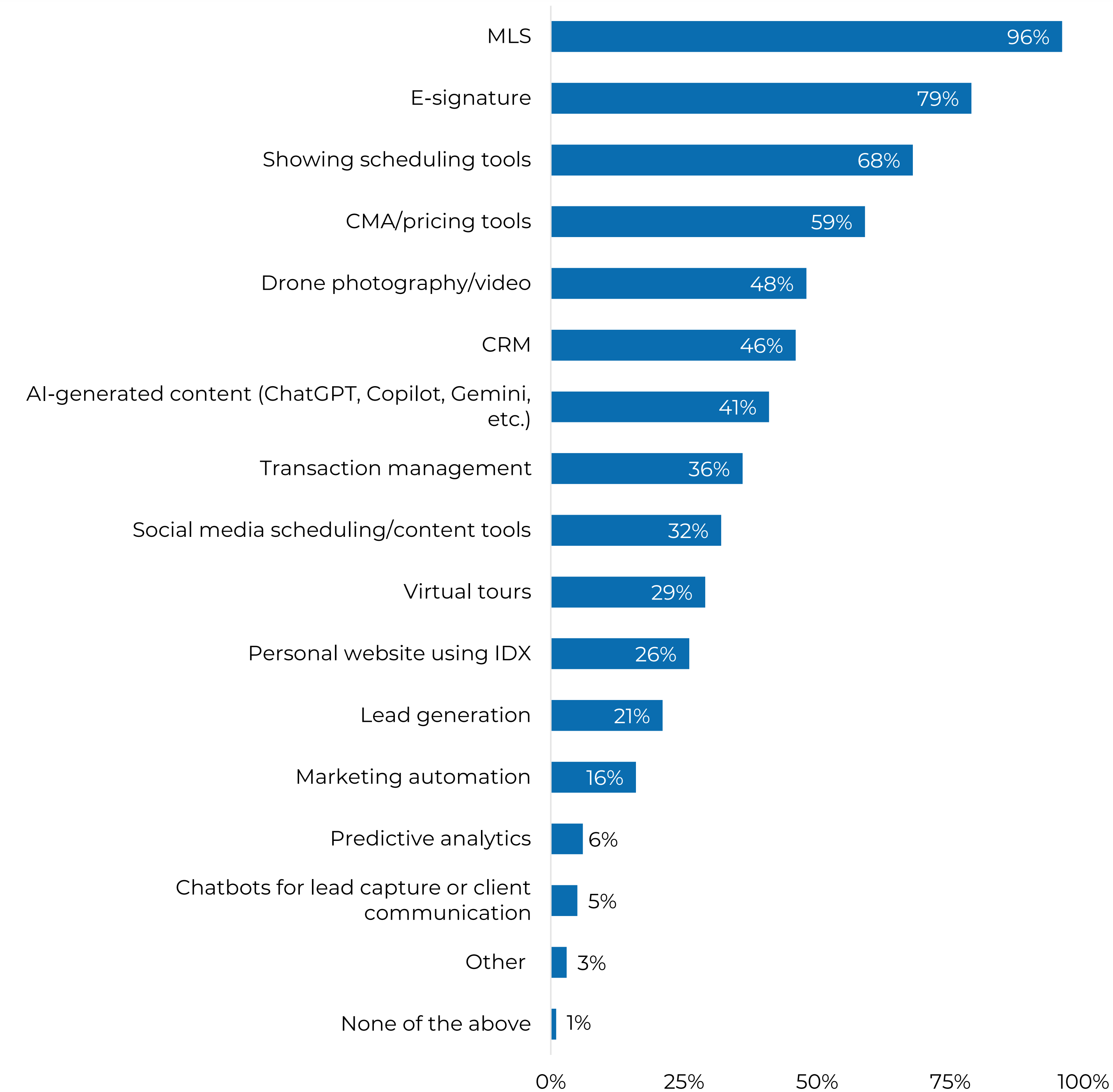
- The most popular technology used by REALTORS® is MLS (96%), followed by eSignature (79%), and showing scheduling tools (68%).
- Forty percent of REALTORS® shared that their clients responded very positively to the integration of technology in the buying and selling process
- Over the past 12 months, 36 percent of respondents spent, on average, between $50 and $250 on technology to use in their individual real estate business.
- Eighty-one percent of REALTORS® report that they embrace new technology primarily to save time.
- Sixty-three percent of REALTORS® shared that the biggest challenge in adopting new technology is the learning curve.
- Sixty-seven percent of REALTORS® use some emerging technology (such as AI, cryptocurrency, and others) but are still learning.
- Fifty-four percent of REALTORS® expressed an interest in using Generative AI for content creation over the next 12 months to enhance their real estate business.
- Twenty-three percent of REALTORS® use AI daily.
- Fifty-five percent of respondents found AI to have a positive impact on their real estate business.
- The top three tasks REALTORS® use AI for are writing listing descriptions (75%), social media posting (56%), and creating emails/follow-ups (52%).
- Nine percent of REALTORS® have had clients discuss the use of cryptocurrency in their real estate transactions.

# Current Technology

## Current Technologies Used in the Real Estate Business

*(Percent of Respondents)*

The most popular technology used by REALTORS® is MLS (96%), followed by e-signature (79%), and showing scheduling tools (68%).

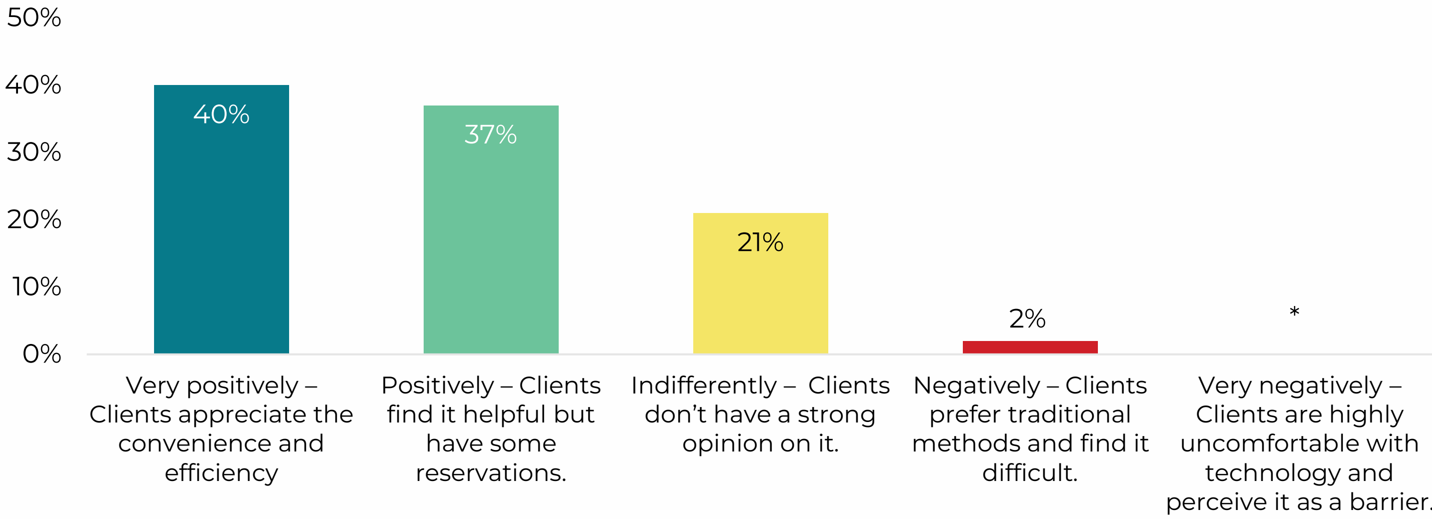


# Current Technology

## Client Responses to Technology in the Buying/Selling Process

*(Percent Distribution)*

Forty 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.

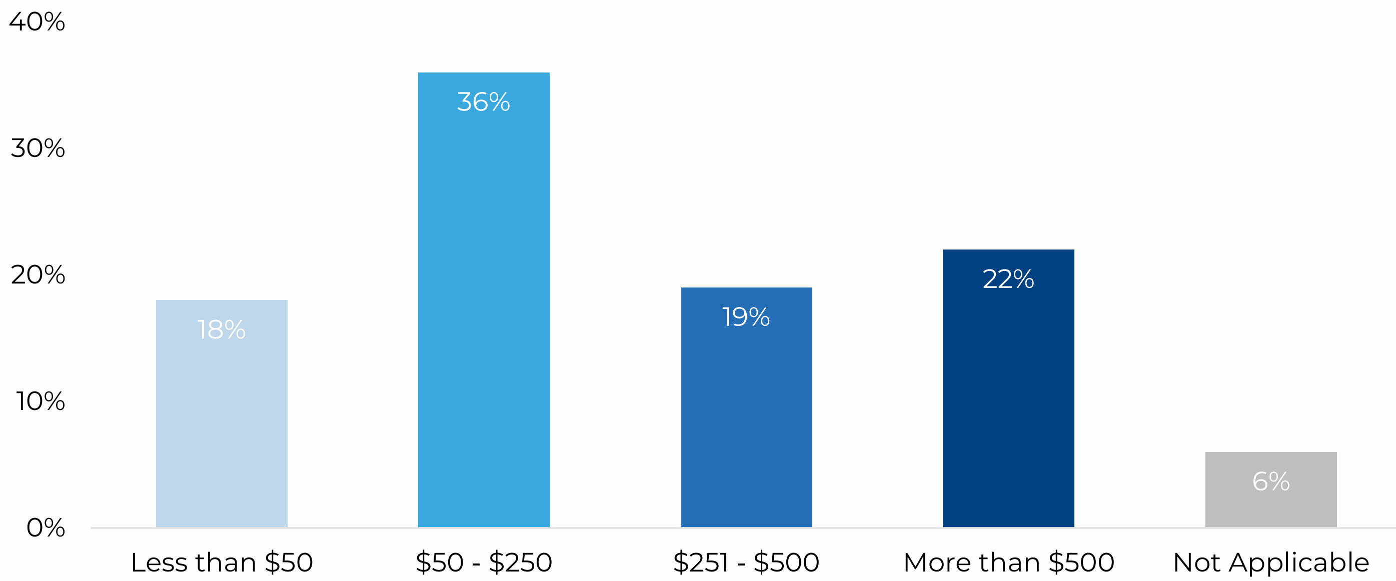



* *Less than 1 percent*

## Average Monthly Spending Over the Past 12 Months on Technology Tools

*(Percent Distribution)*

Over the past 12 months, 36 percent spent, on average, between $50-$250 monthly on technology to use in their individual real estate business. Twenty-two percent of respondents spend more than $500 on technology monthly to use in their business

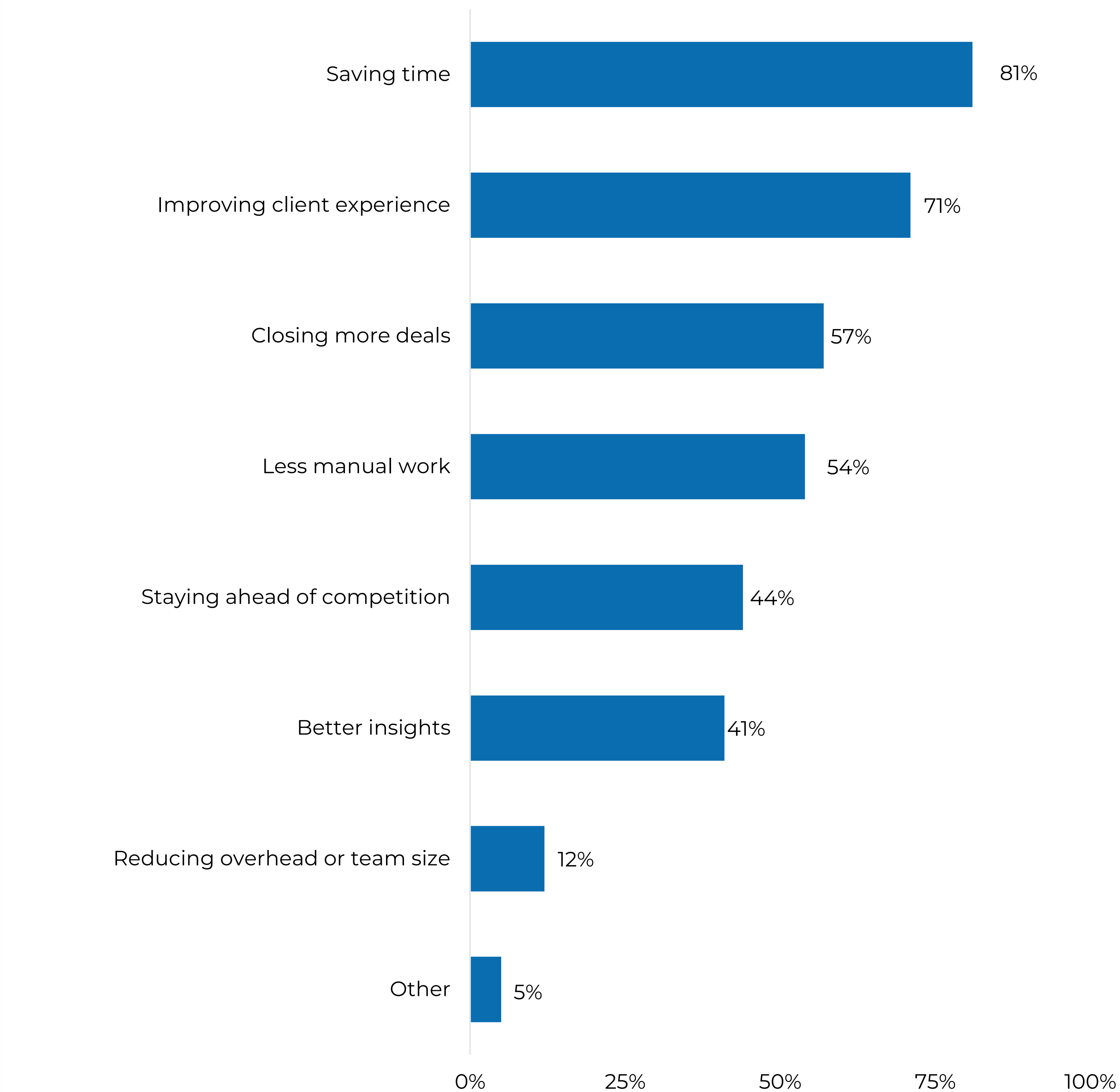


# Current Technology

## Goals in Adopting New Technology

*(Percent of Respondents)*

Eighty-one percent of REALTORS® report that they embrace new technology primarily to save time. Meanwhile, 71 percent indicate that their motivation for adopting new technology is to improve the client experience.

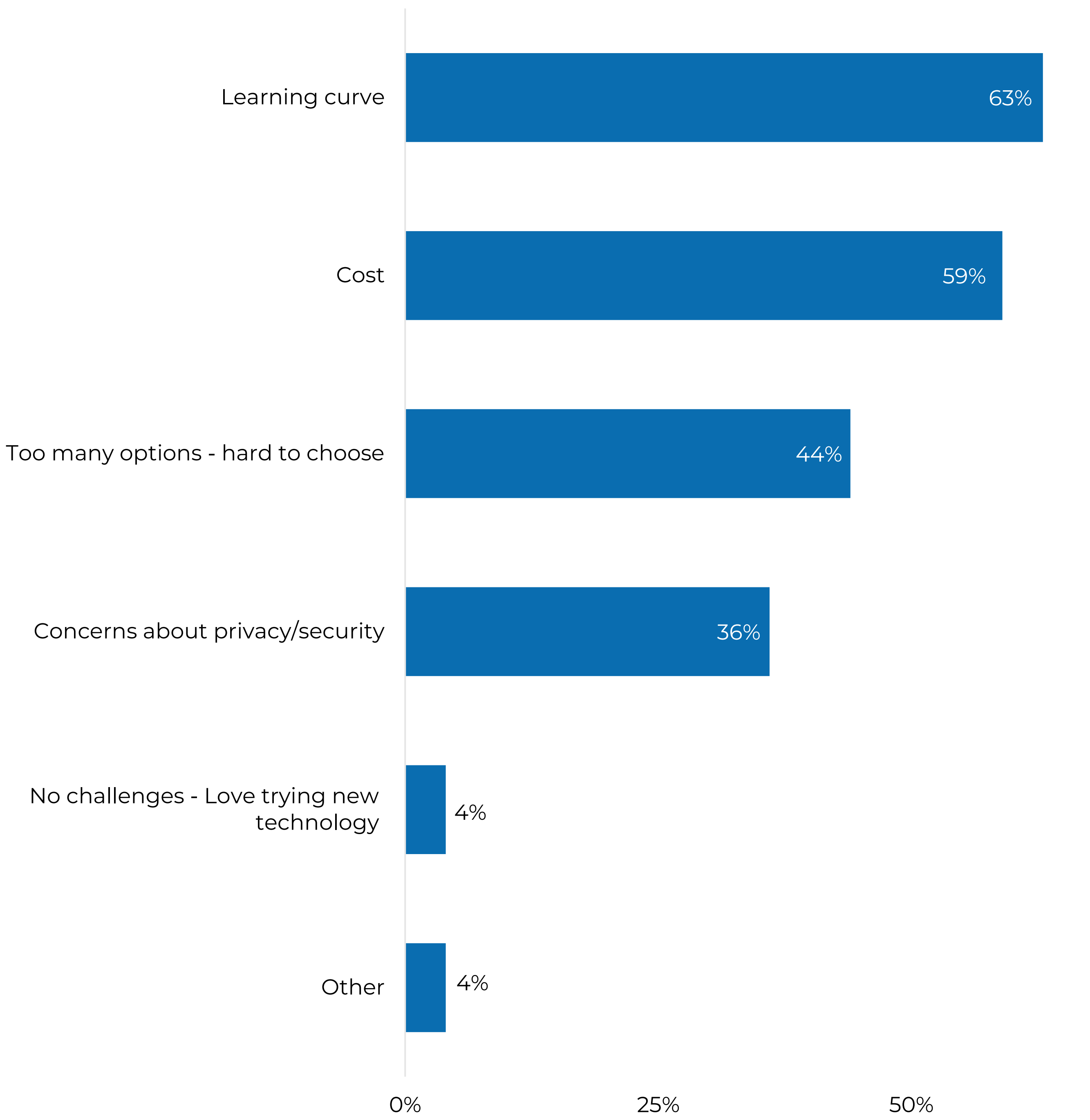


# Current Technology

## Challenges with Adopting New Technology

*(Percent of Respondents)*

Sixty-three percent of REALTORS® shared that the biggest challenge in adopting new technology is the learning curve. More than half, 59 percent, of respondents named the cost of adopting new technology to be their biggest challenge.

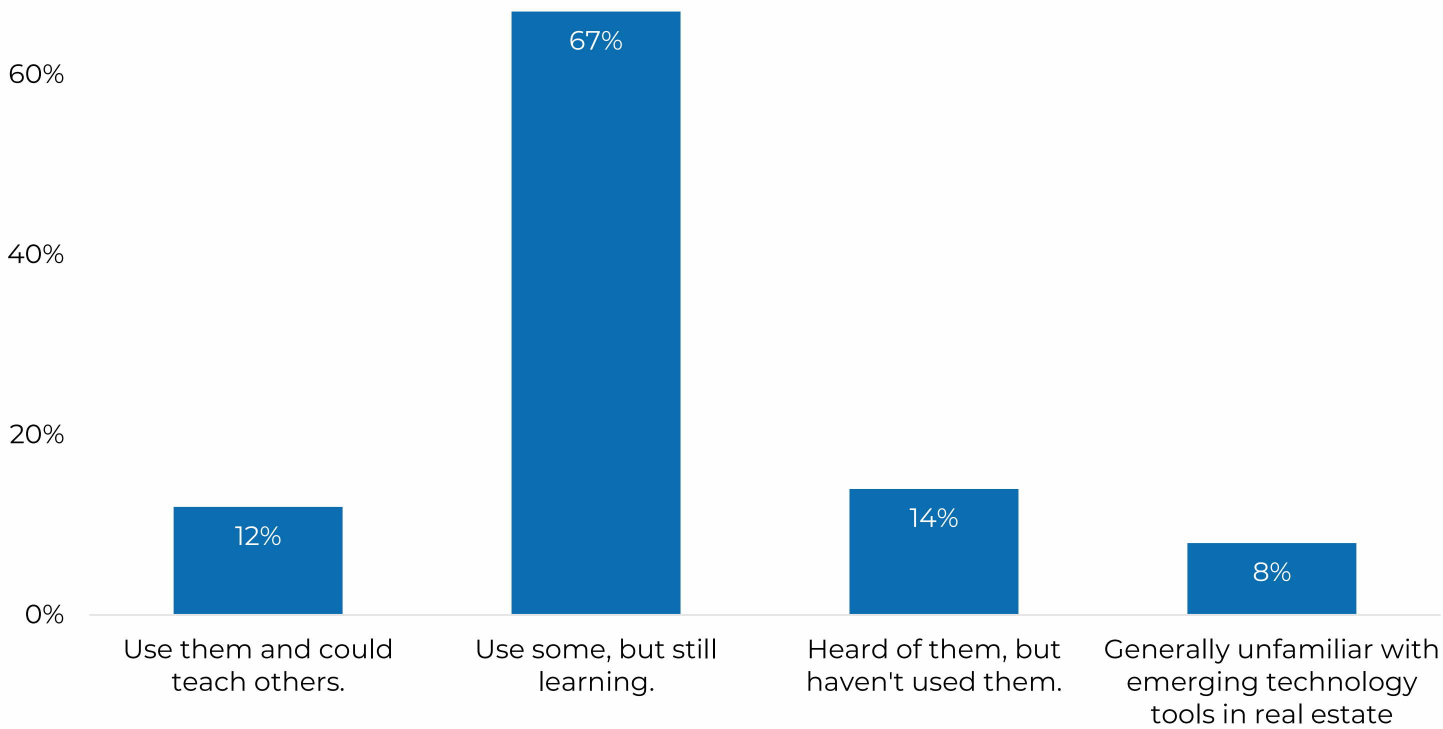


# Emerging Technology

## Familiarity with Emerging Technologies

*(Percent Distribution)*

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

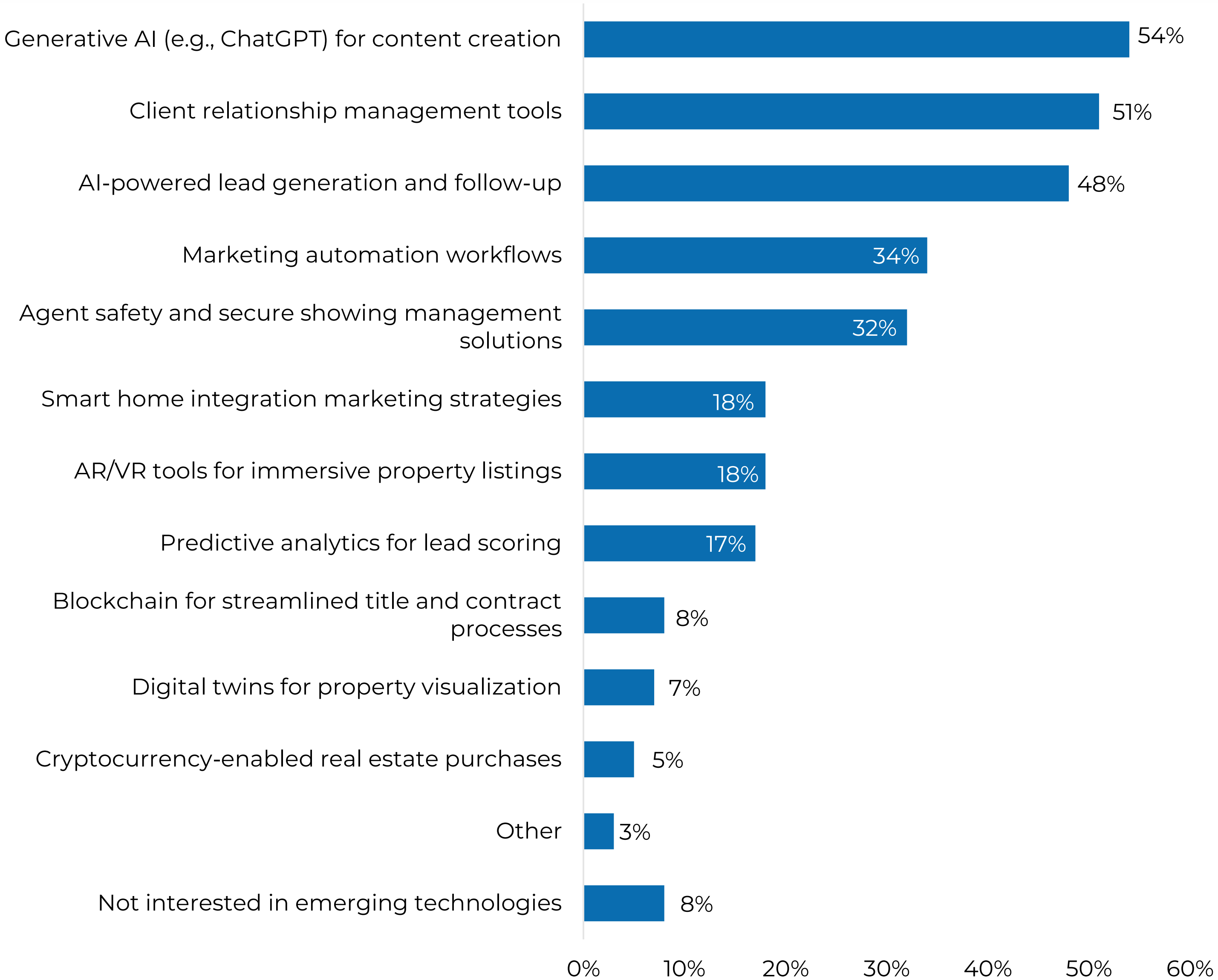


## Emerging Technology

### Future Emerging Technologies Use to Enhance Business

*(Percent of Respondents)*

Fifty-four percent of REALTORS® expressed an interest in using Generative AI for content creation over the next 12 months to enhance their real estate business, followed by client relationship management tools at 51 percent, and 48 percent for AI-powered lead generation and follow-up. Eight percent of REALTORS® expressed no interest in emerging technology.

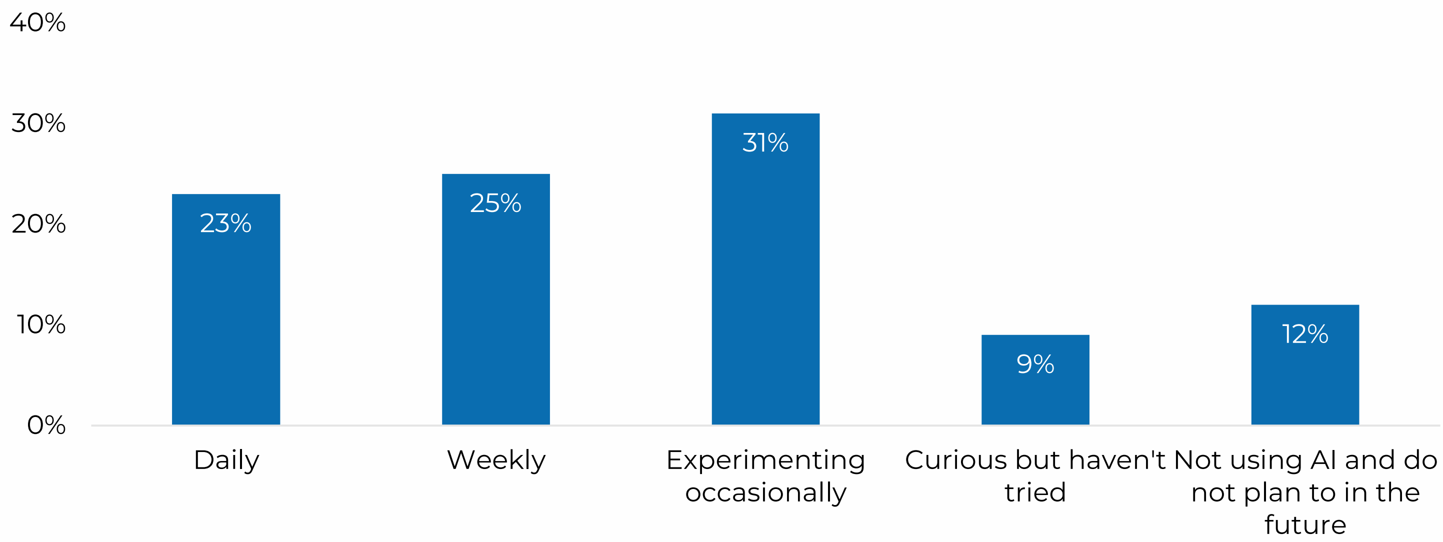


## Artificial Intelligence

### Frequency of AI Usage in Business Over the Past 12 Months

*(Percent Distribution)*

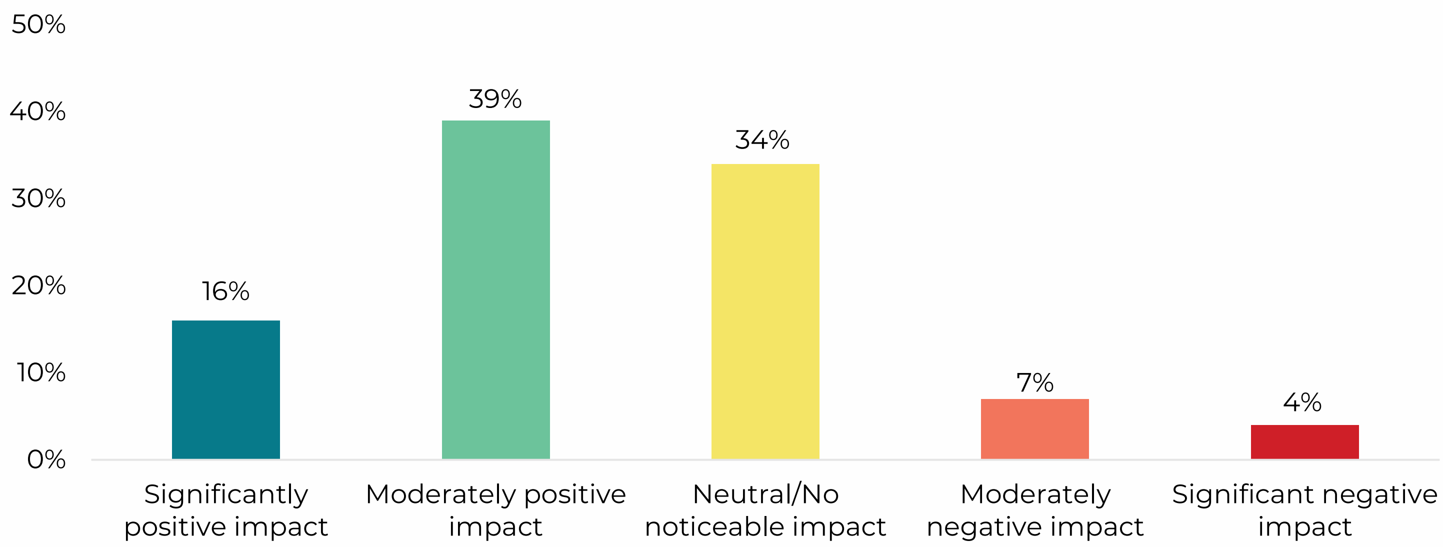
Thirty-one percent of REALTORS® experiment occasionally with AI. Twenty-three percent of REALTORS® use AI daily.




### Impact of AI on Business

*(Percent Distribution)*

Thirty-nine percent of respondents found AI to have a moderately positive impact on their real estate business. Thirty-four percent of REALTORS® found no noticeable impact on their real estate business due to AI.

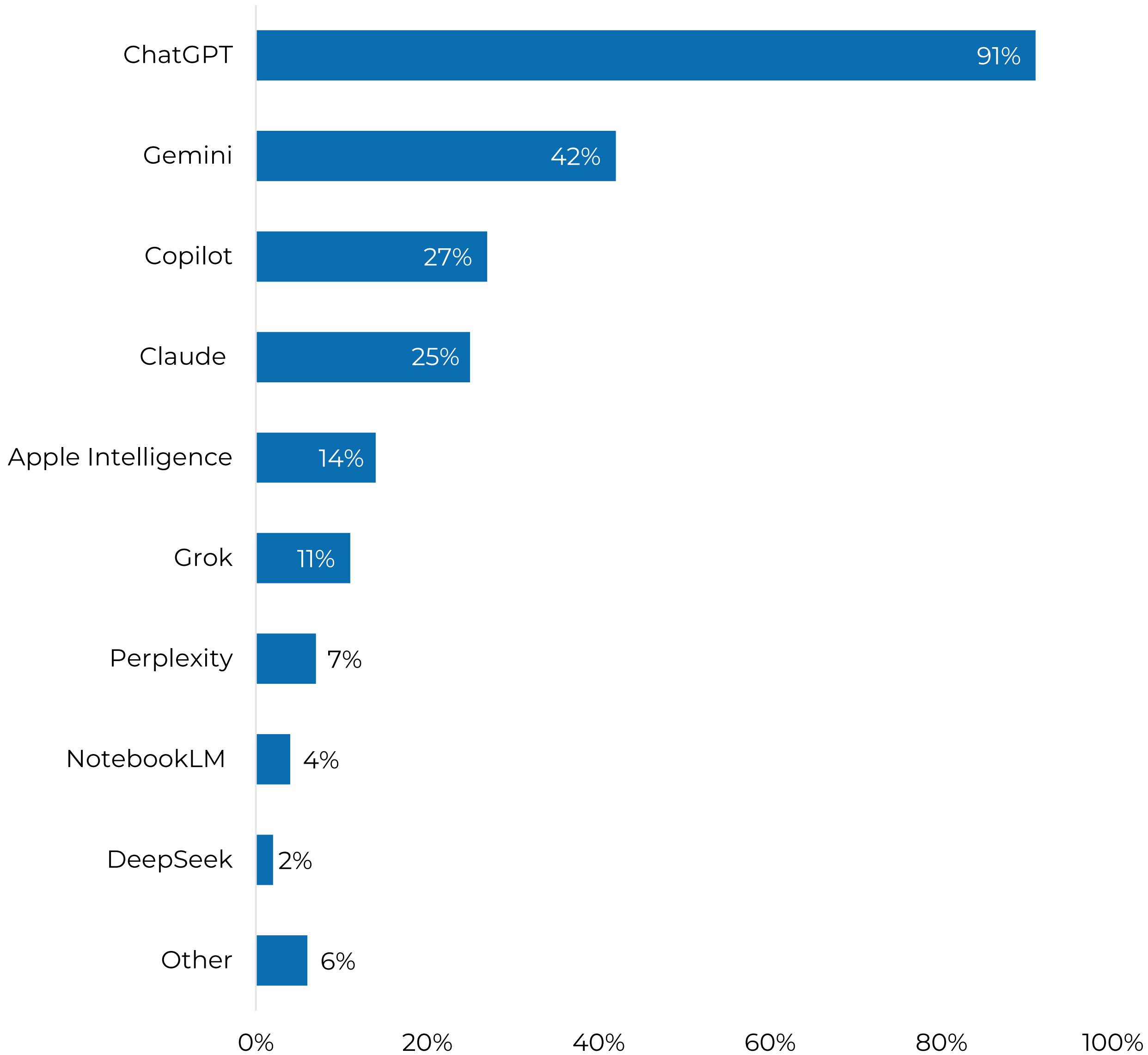


# Artificial Intelligence

## Top AI Tools Used

*(Percent of Respondents Who Use AI)*

The top three AI tools used by REALTORS® are ChatGPT (91%), Gemini (42%) and Copilot (27%).

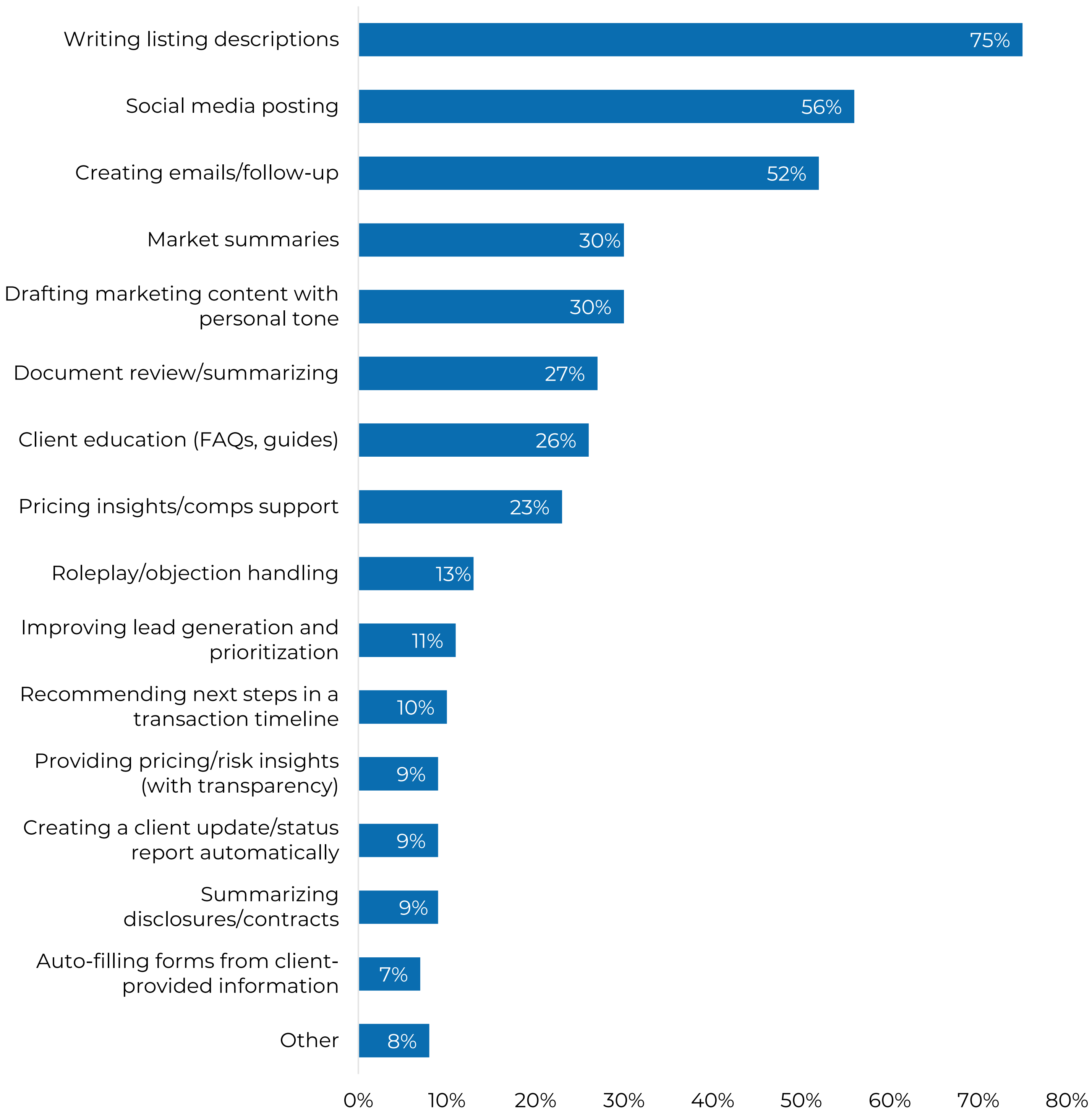


# Artificial Intelligence

## Current Uses of AI

*(Percent of Respondents Who Use AI)*

The top three tasks REALTORS® use AI for are writing listing descriptions (75%), social media posting (56%), and creating emails/follow-ups (52%).

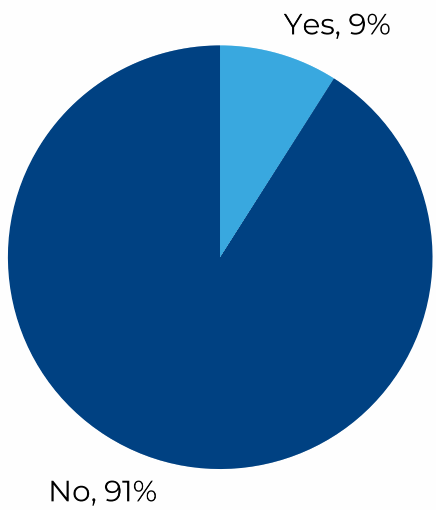


# Cryptocurrency

## Client Discussions on Cryptocurrency in Real Estate Transactions

*(Percent Distribution)*

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




## Client Discussions on Cryptocurrency in Real Estate Transactions by Primary Business Focus

*(Percent Distribution)*

Five percent of REALTORS® whose primary business focus is luxury real estate have had clients discuss the use of cryptocurrency in their real estate transactions.

| | All REALTORS® | Residential | Commercial | Land | Mixed Use |
|---|---|---|---|---|---|
| Client discussed the use of crypto in their real estate transactions | 9% | 8% | 20% | 19% | 50% |
| Client did not discuss the use of crypto in their real estate transactions | 91% | 92% | 80% | 81% | 50% |

| | Luxury | Property Management | New Construction | Investors | Other |
|---|---|---|---|---|---|
| Client discussed the use of crypto in their real estate transactions | 5% | 9% | * | 10% | 13% |
| Client did not discuss the use of crypto in their real estate transactions | 95% | 91% | 100% | 90% | 88% |

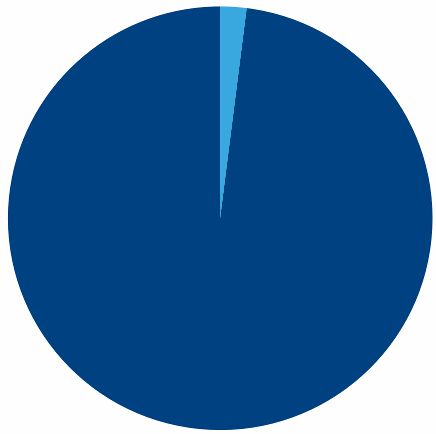
** Less than 1 percent*

# Cryptocurrency

## 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 62 percent, followed by associate brokers at 12 percent.
- Respondents have been active as real estate professionals for a median of 12 years.

## Methodology

In June 2026, NAR invited a random sample of 73,718 active REALTORS® to fill out an online survey. A total of 1,165 usable responses were received for an overall response rate of 1.5 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 2..85 percent.

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