



# Real Estate Confronts the e-Consumer

*Stefan Swanepoel*

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The years 1999 and 2000 introduced an overwhelming number of new technology vendors, products and services. By then it had become apparent that there was no turning back and that the Internet had started the to move the entire industry into a new direction. But the real estate industry was confused what services to incorporate and with who to partner with. As the third publication in the series, "*e-Consumer*" attempted to bring some clarification to confusing times. Some 750 companies offering real estate "e-services" were researched and evaluated. The final result was a 300-page guide that detailed the top 75 "e-services" companies and services as well as the leading software products available to the industry.

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