

2026 REALTORS® TECHNOLOGY REPORT



NATIONAL
ASSOCIATION OF
REALTORS®

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

2026 Leadership Team

Kevin Brown, AHWD, C2EX
President

Christine E. Hansen, AHWD, C2EX, CIPS, CRB, GRI
President-Elect

Colin Mullane, ABR®, CIPS, CRS, GREEN, AHWD, C2EX, Earth Advantage Broker
First Vice President

Craig W. Sanford, GRI
Treasurer

Kevin Sears, AHWD, C2EX
Immediate Past President

Asa Fleming, AHWD, C2EX, SFR®
Vice President of Advocacy

Bobbi Howe, CRS, AHWD, C2EX, SFR®
Vice President of Association Affairs

Nykia Wright
Chief Executive Officer

NAR Research Staff

Lawrence Yun, Ph.D.
Chief Economist and Senior Vice President

Jessica Lautz, Dr.RealEst.
Deputy Chief Economist and Vice President Research

Brandi Snowden
Director, Member and Consumer Survey Research

Meredith Dunn
Research Manager

Lead Author:
Amethyst Marroquin
Research Analyst



Table of Contents

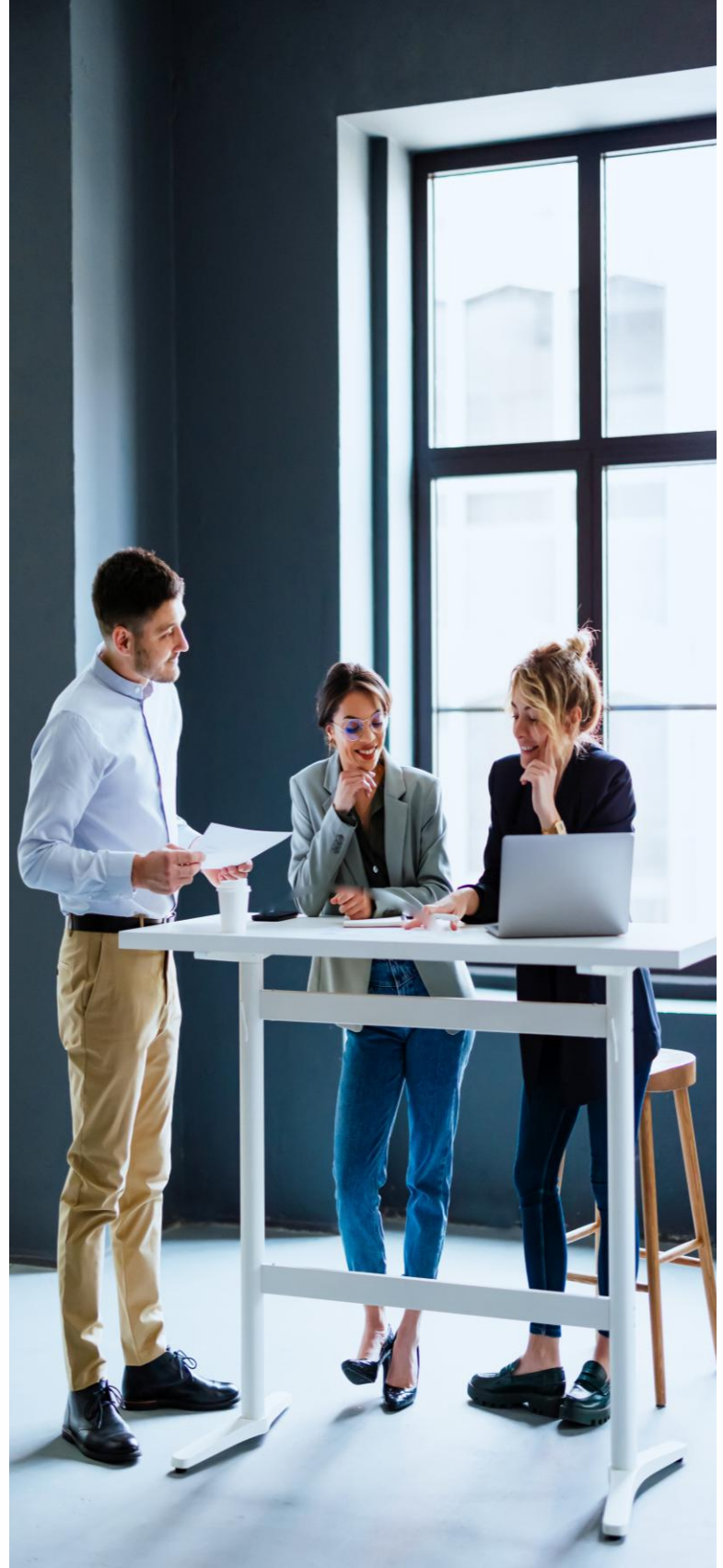
3	Executive Summary	10	Artificial Intelligence
4	Current Technology	13	Cryptocurrency
8	Emerging Technologies	15	Methodology

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

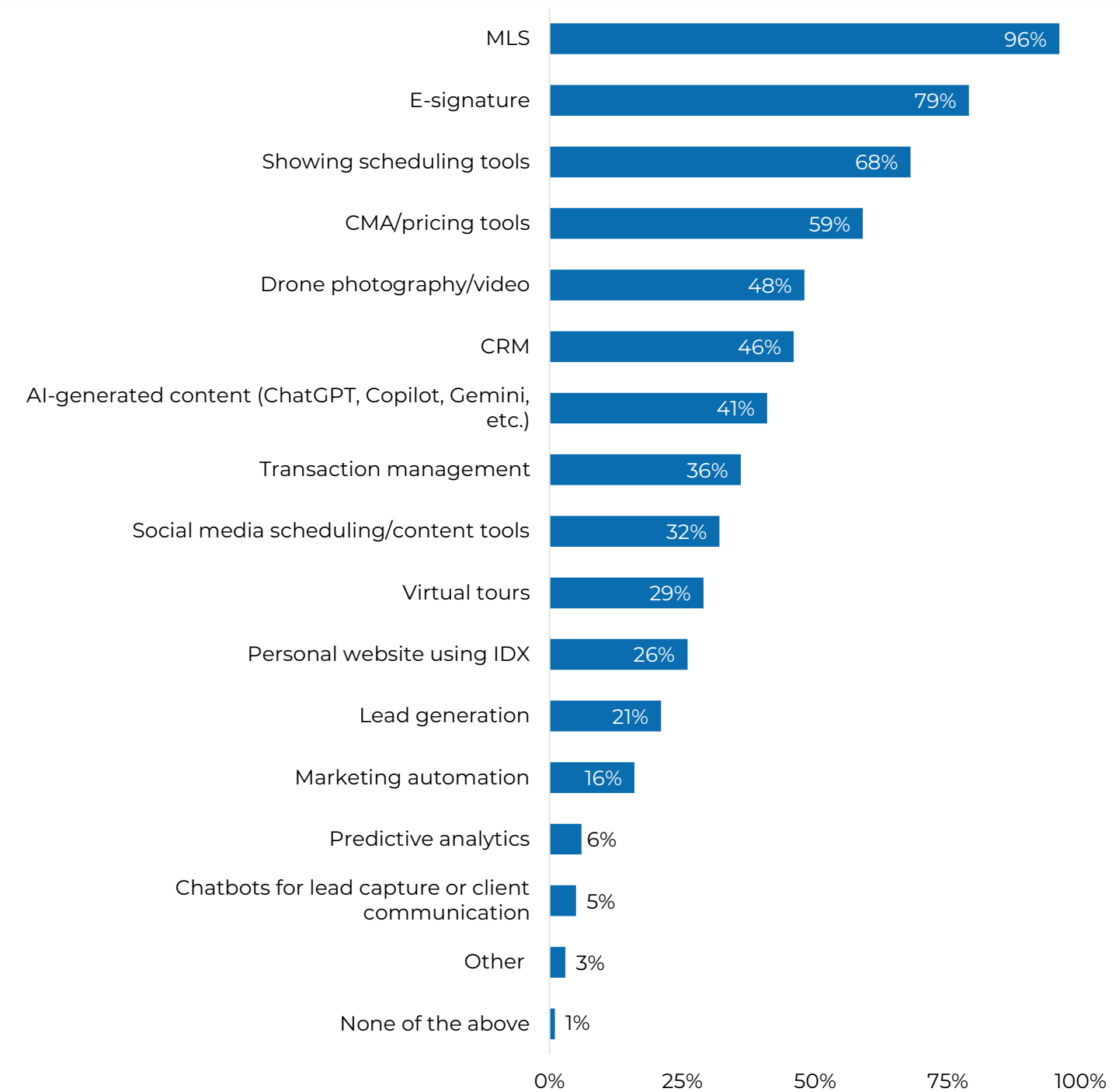
- The most popular technology used by REALTORS® is MLS (96%), followed by eSignature (79%), and showing scheduling tools (68%).
- Forty percent of REALTORS® shared that their clients responded very positively to the integration of technology in the buying and selling process
- Over the past 12 months, 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)*

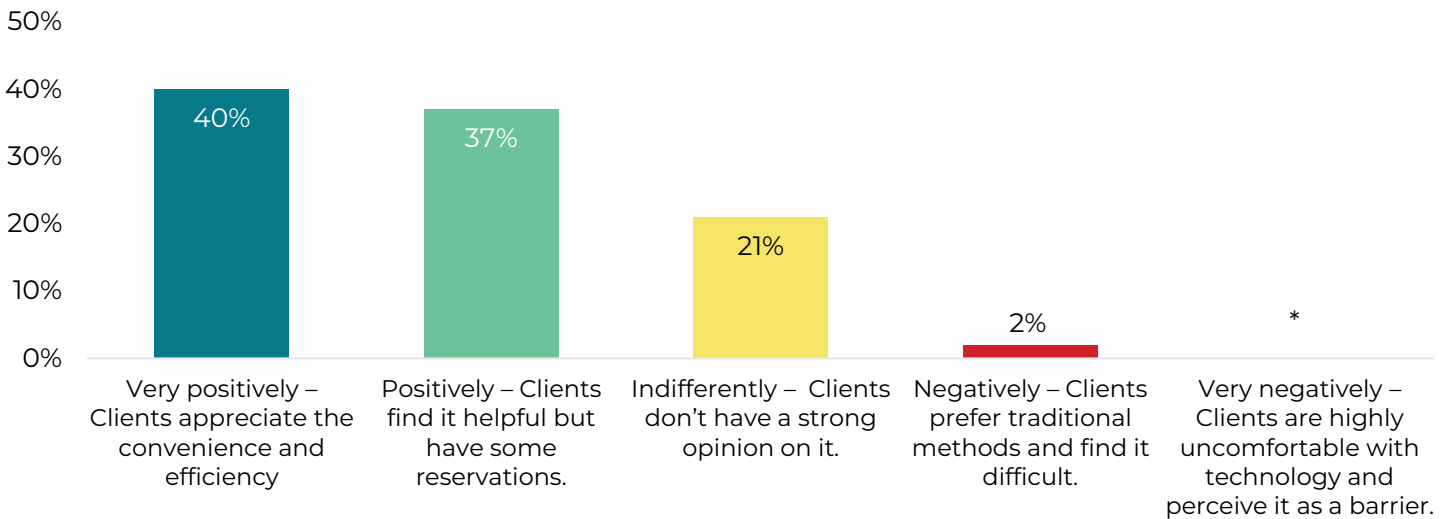
The most popular technology used by REALTORS® is MLS (96%), followed by e-signature (79%), and showing scheduling tools (68%).



Current Technology

Client Responses to Technology in the Buying/Selling Process (Percent Distribution)

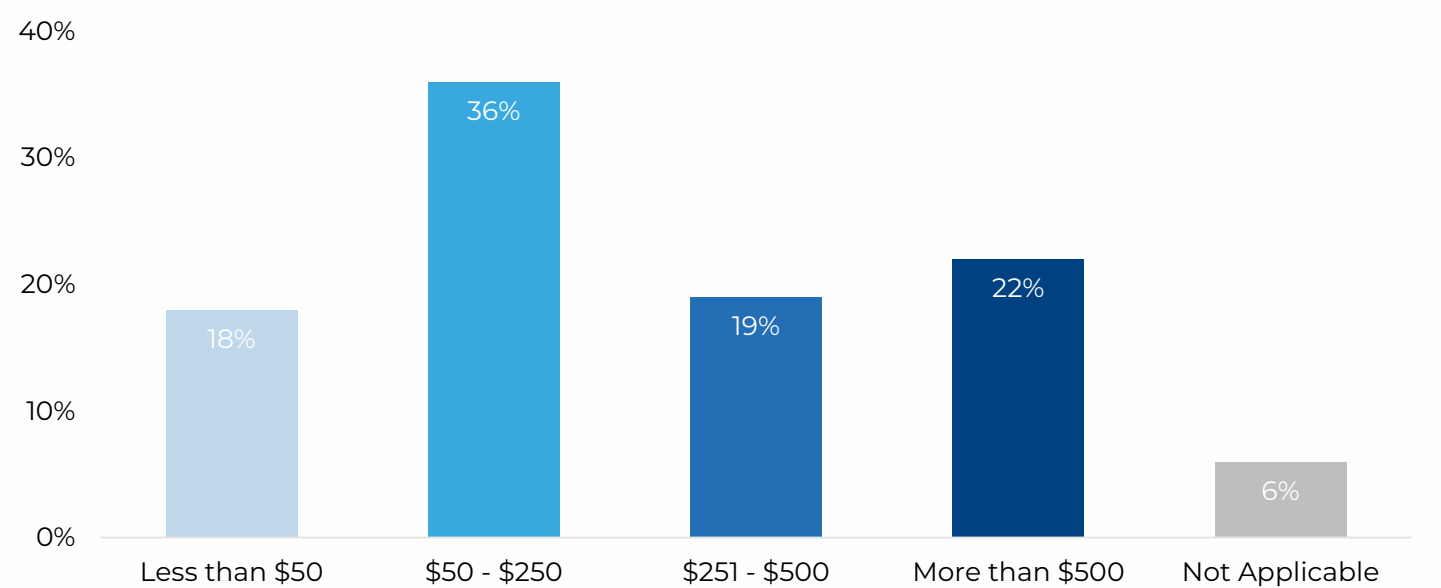
Forty percent of REALTORS® shared that their clients responded very positively to the integration of technology in the buying and selling process. Meanwhile, 37 percent noted that their clients reacted positively, appreciating the benefits of technology, although they did express some reservations.



* Less than 1 percent

Average Monthly Spending Over the Past 12 Months on Technology Tools (Percent Distribution)

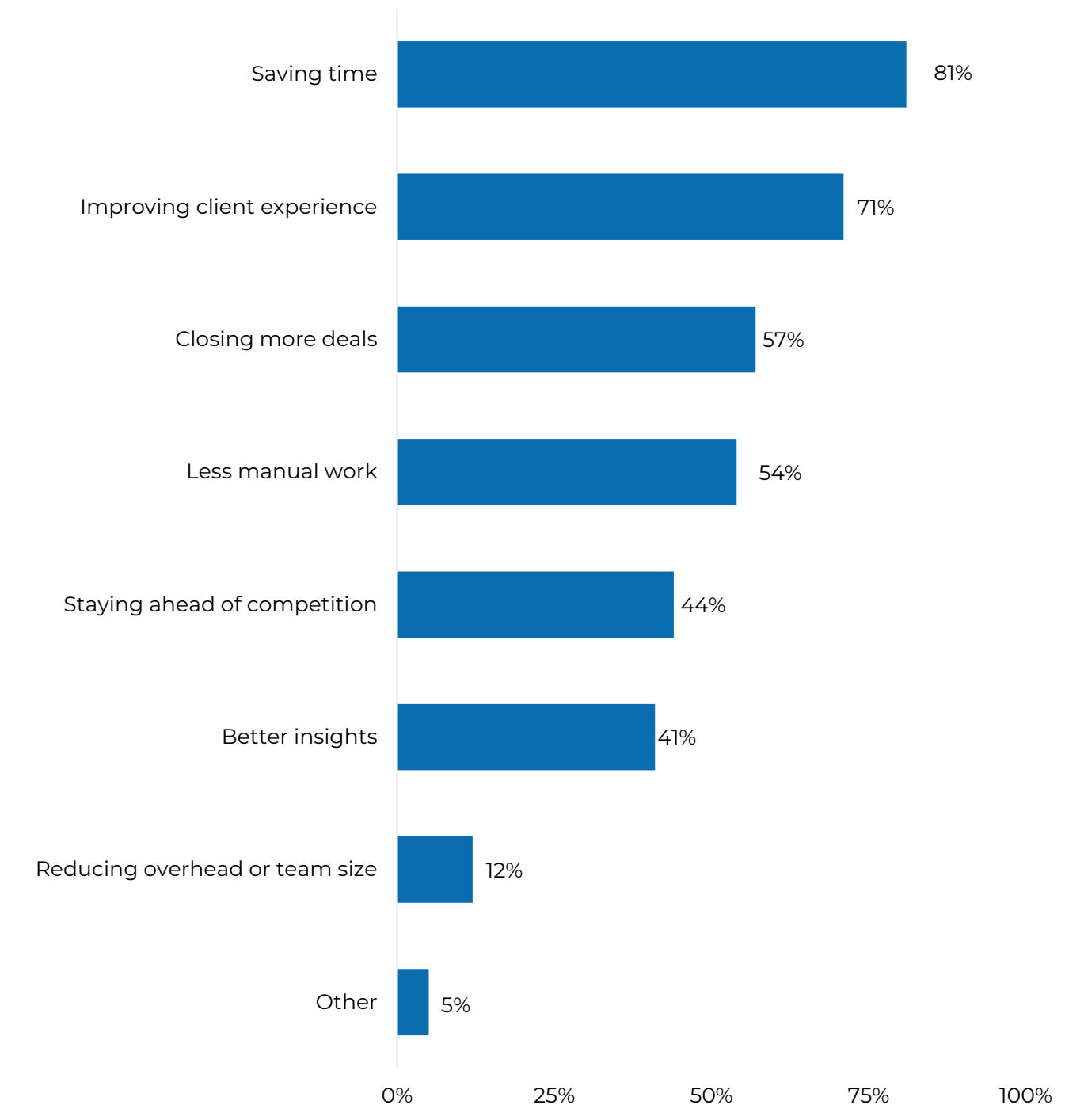
Over the past 12 months, 36 percent spent, on average, between \$50-\$250 monthly on technology to use in their individual real estate business. Twenty-two percent of respondents spend more than \$500 on technology monthly to use in their business



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.

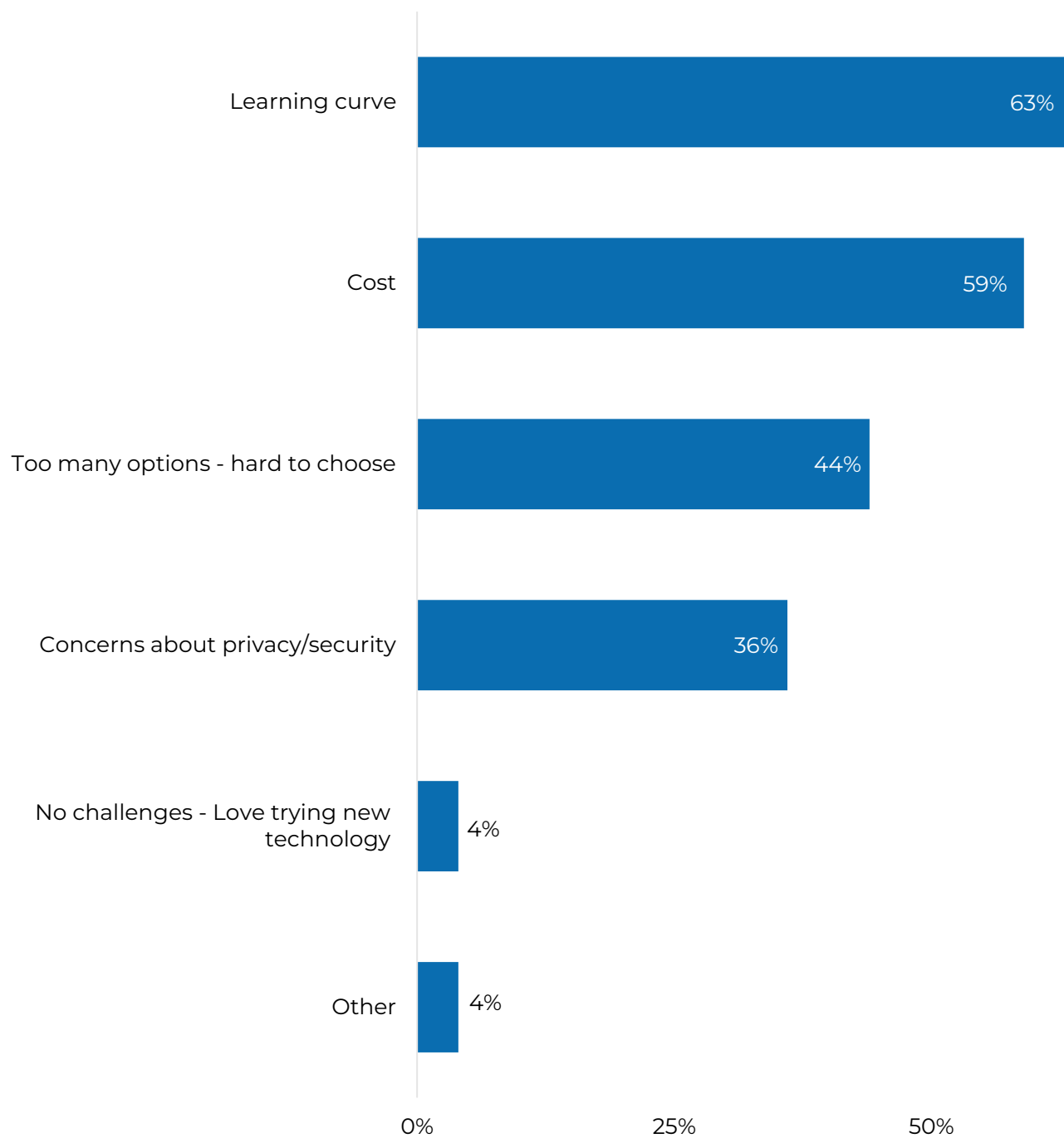


Current Technology

Challenges with Adopting New Technology

(Percent of Respondents)

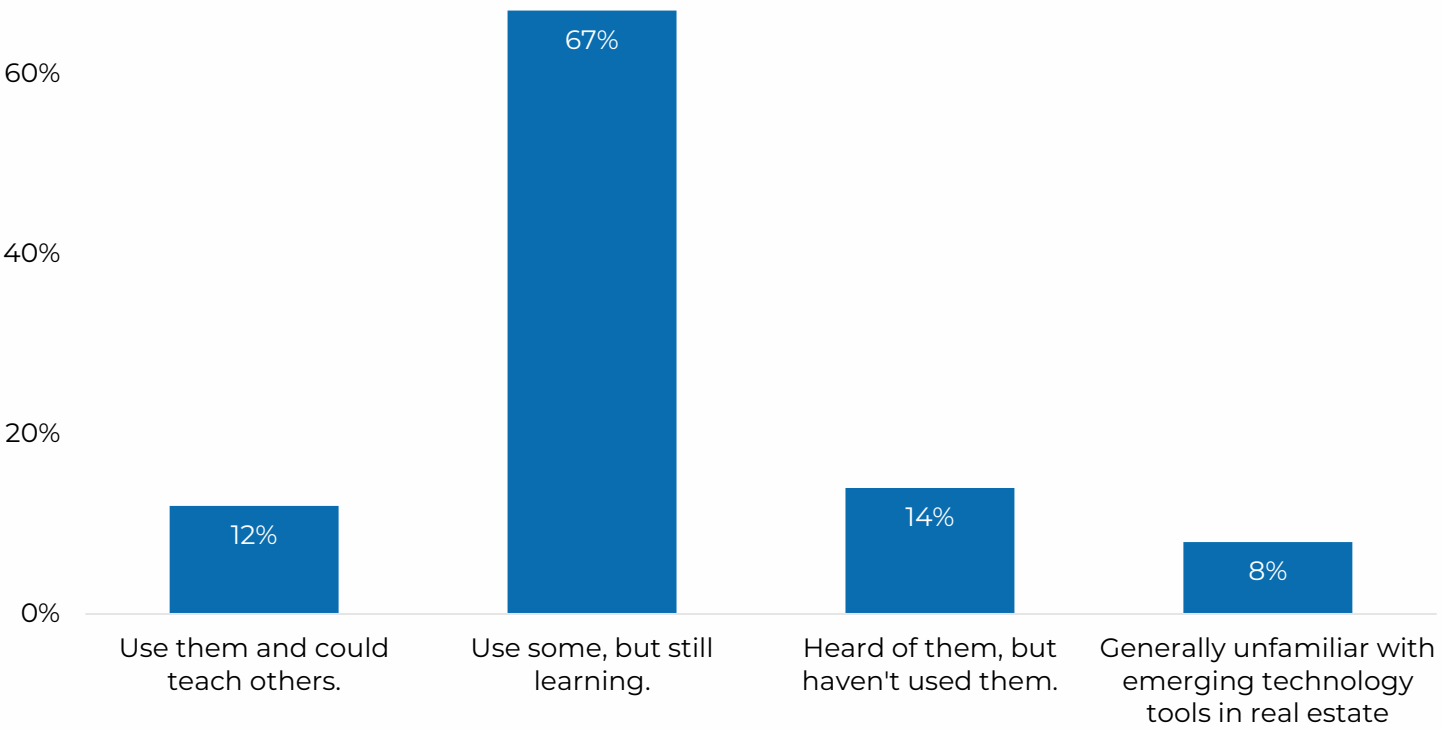
Sixty-three percent of REALTORS® shared that the biggest challenge in adopting new technology is the learning curve. More than half, 59 percent, of respondents named the cost of adopting new technology to be their biggest challenge.



Emerging Technology

Familiarity with Emerging Technologies (Percent Distribution)

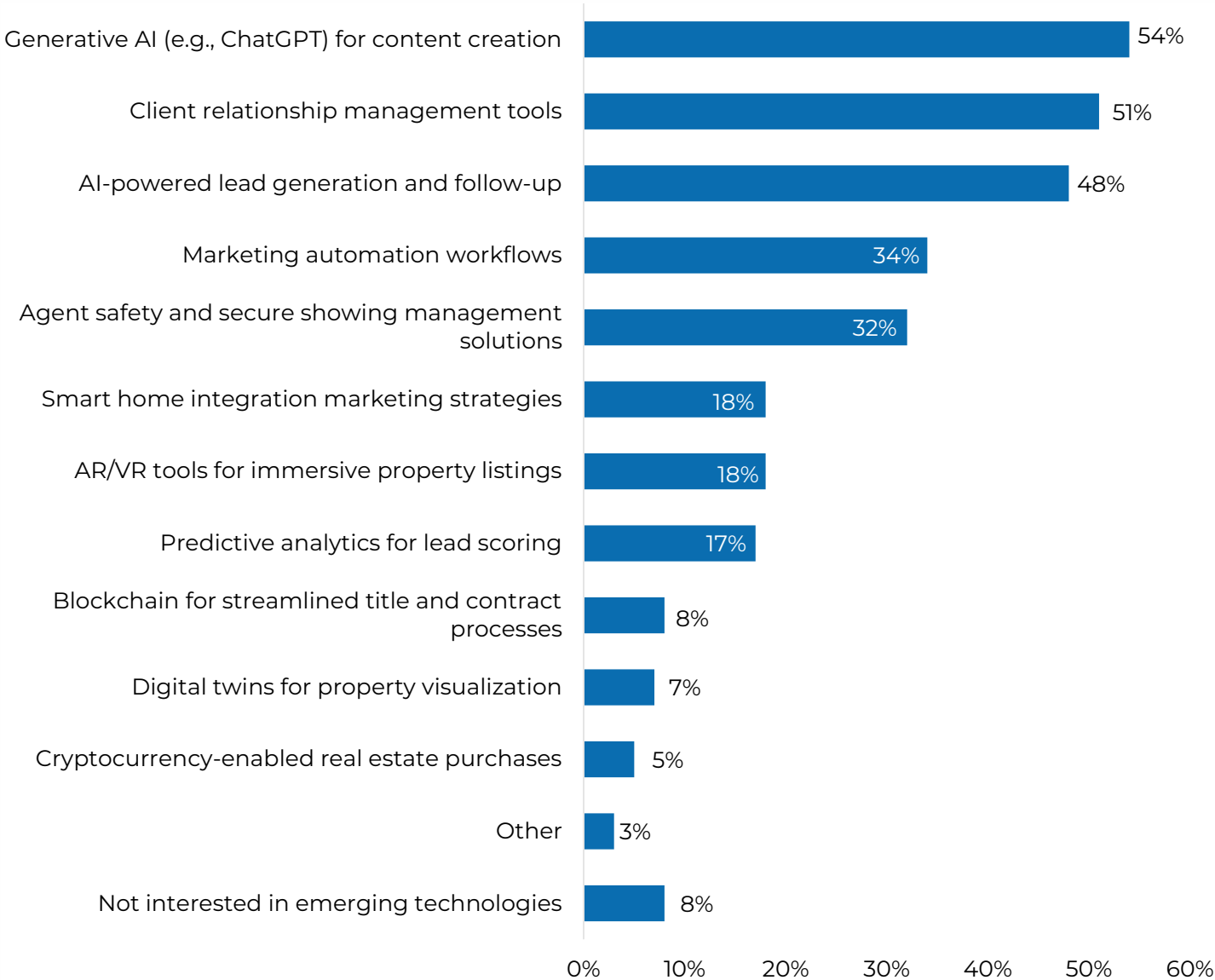
Sixty-seven percent of REALTORS® use some emerging technology (such as AI, cryptocurrency, and others) but are still learning. Fourteen percent of REALTORS® have heard of emerging technologies but haven't used them.



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.

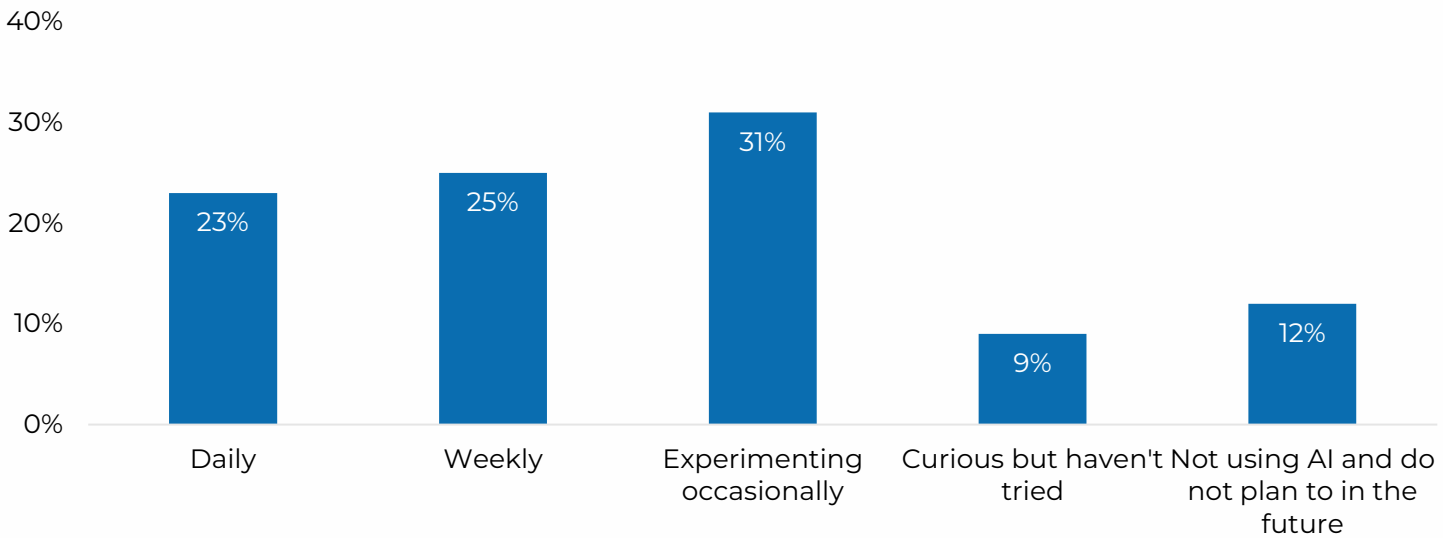


Artificial Intelligence

Frequency of AI Usage in Business Over the Past 12 Months

(Percent Distribution)

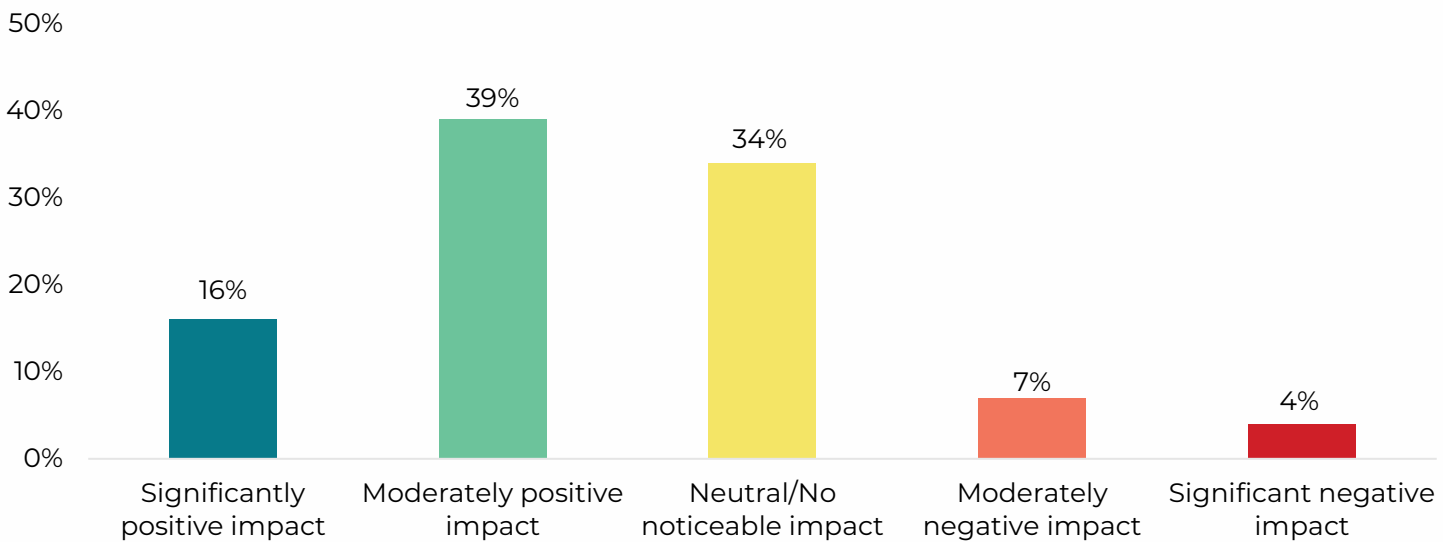
Thirty-one percent of REALTORS® experiment occasionally with AI. Twenty-three percent of REALTORS® use AI daily.



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.

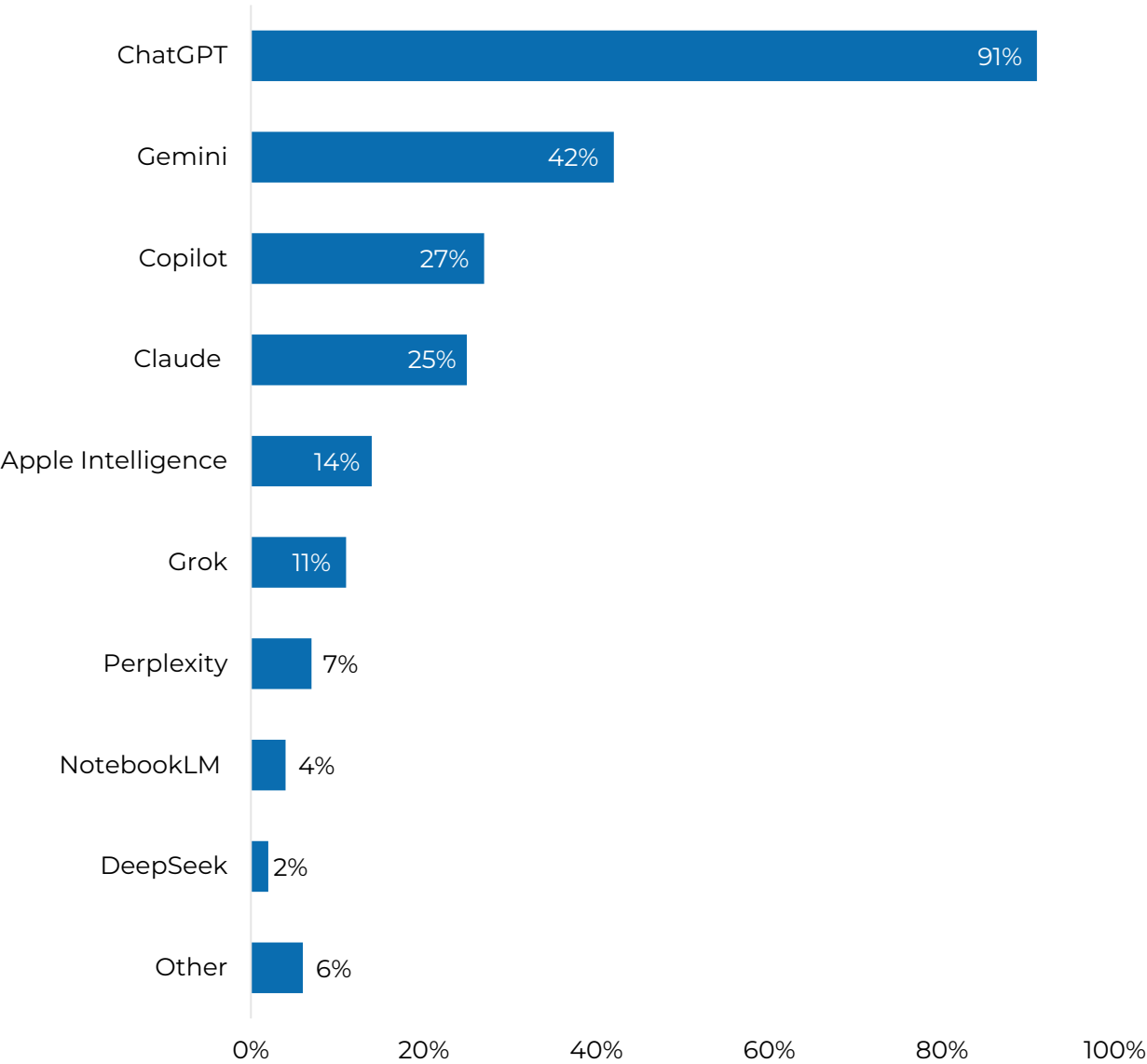


Artificial Intelligence

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%).

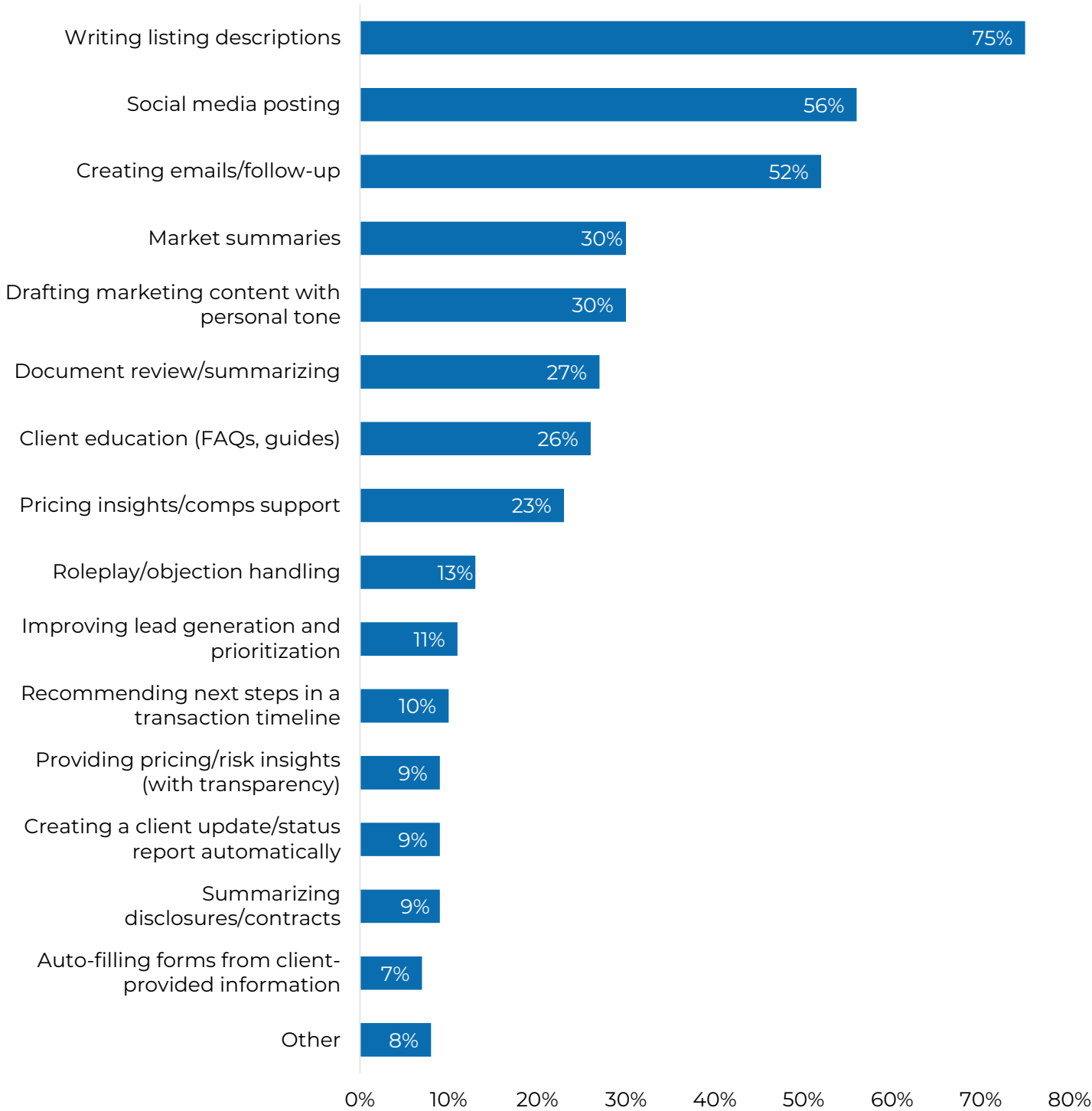


Artificial Intelligence

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%).

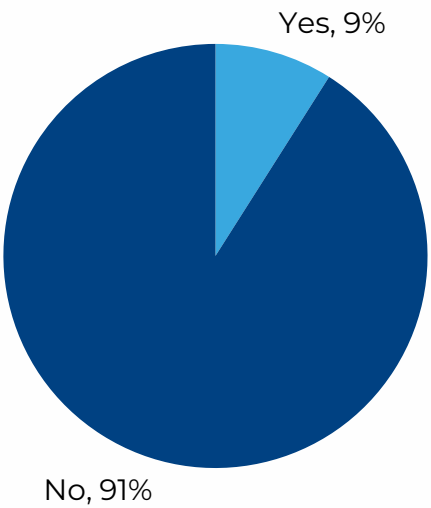


Cryptocurrency

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%

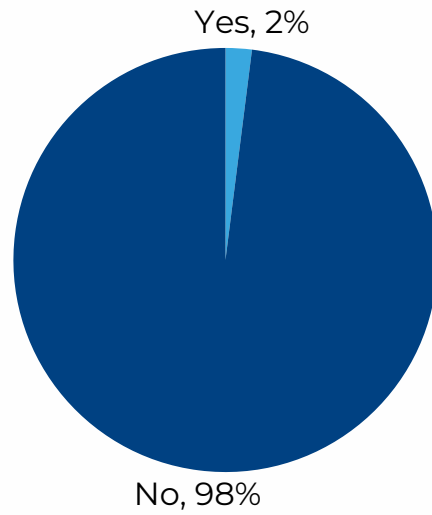
* Less than 1 percent

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.





As America's largest trade association, the National Association of REALTORS® is involved in all aspects of residential and commercial real estate. The term REALTORS® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes — from written buyer agreements to negotiating compensation — visit facts.realtor.

NATIONAL ASSOCIATION OF REALTORS®

Research Group

The Mission of the National Association of REALTORS® Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members, and inform consumers, policymakers and the media in a professional and accessible manner.

To find out about other products from NAR's Research Group, visit nar.realtor/research-and-statistics.

NATIONAL ASSOCIATION OF REALTORS®

Research Group
500 New Jersey Avenue NW
Washington, DC 20001
202-383-1000
data@nar.realtor

©2026 National Association of REALTORS®
All Rights Reserved.

May not be reprinted in whole or in part without permission of the National Association of REALTORS®.
For reprint information, contact data@nar.realtor.