

LET'S GET SMART TOGETHER

Coldwell Banker Real Estate became the industry leader in smart home technology by developing strong business alliances with tech leaders, including CNET, LG, Nest, Lutron, August, Alarm.com and the smart home industry trade group, CEDIA. While focusing on engaging consumers and training affiliated agents, the brand was the exclusive real estate sponsor of the 2016 CES Smart Home Marketplace. Coldwell Banker Real Estate also became the first real estate brand to be a member of the Consumer Technology Association's Tech Home Division.

33% of agents surveyed by Coldwell Banker Real Estate found **HOMES WITH SMART HOME TECH ARE SELLING FASTER** than homes without the technology.

Almost half say on average, **THEIR SMART HOME TECHNOLOGY SAVES THEM OVER \$1,100 PER YEAR.**

PARENTS ARE NEARLY TWICE AS LIKELY TO ADOPT SMART HOME TECHNOLOGY, and nearly 60% of them would be willing to pay more for a home with smart home tech installed.

SMART HOME TECH CAN ADD VALUE TO A SELLER'S HOME AND INFLUENCE WHAT BUYERS EXPECT.



**MORE
SECURE**

72%

of smart home tech owners say their products provide peace of mind.¹



**MORE
EFFICIENT**

45%

of Americans say smart home products save them an average of over \$1,100 per year.²



**MORE
ENJOYABLE**

87%

of those who own smart home products say it makes their life easier.¹



**MORE
CONNECTED**

62%

of brokers and agents see homebuyers interested in controlling smart home tech with their phones or tablets.¹



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What's in a Name?

Defining the Smart Home

As smart home technology enters the mainstream, both sales associates and consumers have asked themselves what truly constitutes a home that is smart. Coldwell Banker and CNET have joined forces to put the debate to rest and truly define the modern Smart Home.

What is a smart home? Ten years ago, the concept of a smart home conjured up images of the Jetsons. Even five years ago the smart home was only for the luxury homeowner. But today, with hundreds of connected home products on the shelves and new innovations hitting the market daily, it begs the question – what is a smart home, really?

That's why Coldwell Banker and CNET, the world's largest and most trusted online source of consumer technology news and reviews, collaborated to create the first-ever smart home definition to help real estate sales associates, as well as home buyers and sellers, accurately pinpoint and describe a smart home.

So is your home smart enough to be at the top of its class? Check out the full smart home definition below and see for yourself!

"Smart home: A home that is equipped with network-connected products (aka "smart products," connected via Wi-Fi, Bluetooth or similar protocols) for controlling, automating and optimizing functions such as temperature, lighting, security, safety or entertainment, either remotely by a phone, tablet, computer or a separate system within the home itself."

In order to be categorized as a smart home, the property must have a smart security feature that either controls access or monitors the property or a smart temperature feature, as well as two others from a varied list, in addition to a reliable Internet connection. The definition is outlined below:

Must Have

| Category | Examples |
|---------------------|-------------------------|
| Internet Connection | Cable, satellite or DSL |

Must Have At Least Three

*One of the categories must be security or temperature

| Category | Examples |
|-------------------|---|
| Appliances | Smart refrigerators, smart washer / dryers |
| Entertainment | Smart TVs, TV streaming service |
| Heating / Cooling | Smart HVAC system, smart fans or vents |
| Lighting | Smart light bulbs, lighting systems |
| Outdoors | Smart Plant sensors, smart watering systems |
| Safety | Smart fire / carbon monoxide detectors, nightlights |
| Security* | Smart locks, networked security cameras |
| Temperature* | Smart thermostats |

We already know that over the past couple of years, demand has increased significantly for smart homes in the real estate market. This standardized definition gives us an opportunity to pinpoint exactly what constitutes a smart home for buyers and sellers, so that they can make informed decisions.

<http://blog.coldwellbanker.com/what-is-a-smart-home>

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