



For more information:
Jack Miller (512) 784-3804

Comprehensive scorecards for real estate tech companies

Rigorous product assessment to certify product quality

SAN JUAN CAPISTRANO, CA [November 15, 2018] – T3 Sixty, the leading management consultancy in the real estate industry, has completed a comprehensive assessment of four key technology companies in the real estate industry: MoxiWorks, SkySlope, BombBomb and QuantumDigital. Brokers and agents can download the findings at t360.com/techscorecards

The T3 Tech Scorecards consist of an independent, standardized survey of each company's users, an analysis of the company's products with a detailing of the pros and cons, a description of the ideal customer for each product and best practices for effective agent adoption. Additionally, an overall description of the product and the company is included as well as an actual scorecard grade.

According to Jack Miller, President and Chief Technology Officer of T3 Sixty, these are but the first four T3 Tech Scorecards and they will be followed by at least one new assessment every month "until we've reviewed and analyzed all meaningful quality technology offerings in the market that brokers and agents should consider."

"The technology products reviewed were graded on five key areas that are critical for successful utilization in a real estate brokerage environment," Miller said. These include user satisfaction, with the specific five key product capabilities, ease of learning the product, product support, integrations with other products they use and overall value of the product to the user. From the five component areas a composite score is generated and the product is graded on a spectrum from "Inferior" to "Best-in-class." The composite score is the overall score for the products tested, and the component scores can help brokers understand the strengths and weaknesses of particular products.



Jonathan Kauffmann, the founder of Nest Realty Group and an early critic of the T3 Tech Scorecards, said, “As we all know, there are countless third-party technology offerings for agents and brokerages. The sheer number of options is overwhelming and, as a broker, it’s even more overwhelming to try to research and vet all of those systems to see what the right fit would be for the needs of my brokerage and our agents. This is the best review of tech products I have seen to date in our industry.”

To complete the T3 Tech Scorecards, the technology vendors studied had to agree to an independent third-party survey of their clients, including interviews with both the brokers and agents who utilized the product. The surveys were validated by collecting user’s information, and by randomly contacting users to verify that they were indeed product users. Product demonstrations were given in conjunction with the user study, and an independent product overview was drafted as part of the final report. Tech vendors reviewed also had to agree that T3 Sixty always maintains absolute reporting control over the results.

“With vendors committing to verifiable third-party validation, real estate professionals can feel confident that they are reading unbiased opinion and the best objective review available in real estate,” says Miller.

“By highlighting the elements most important in the decision-making process, the T3 Tech Scorecards simplify the task for any brokerage looking for technology solutions,” says Vanessa Bergmark, CEO of Red Oak Realty.

The first four T3 Tech Scorecard - MoxiWorks, SkySlope, BombBomb and QuantumDigital - can now be downloaded at t360.com/techscorecards.

About T3 Sixty:

The largest management consultancy dedicated exclusively to the residential real estate brokerage industry. Since 1998, authors and publishers of over 40 studies and reports about the real estate industry, including the Swanepoel Trends Report, the SP200, the Mega 1000 and the DANGER Report. Learn more at t360.com.