What qualifies as a "smart home," and do you have the knowledge and skills to advise your clients on the proper valuation of smart home technologies? What are the common security and legal considerations with buying and selling smart homes? In this CRS course, you'll find out the answers to those questions and dive deep into the topics of smart home technology in relation to real estate marketing strategy, security considerations and more.

Who should attend
This course will benefit anyone working in the real estate industry regardless of REALTOR® membership or interest in earning the CRS designation.

At a glance
✓ **Why smart homes:** Internet and smart home growth and trends, smart cities, consumer behavior, buyer/seller demographics and more.
✓ **All about technology:** Categories of smart home device types, such as security systems, lighting, temperature control, appliances and more.
✓ **Marketing a smart home:** Angles of promotion of smart home technology, using smart home technology to aid with aging in place, and grabbing the smart home niche in your market.
✓ **Security and ethical concerns:** Recordings of showings, disclosures of smart home monitoring, and ethical considerations with smart home technologies.
✓ **Closing and conveying:** Directions and advice for sellers upon closing, the buyer/seller handoff of a smart home and more.

Course takeaways
You’ll walk away from this course prepared to do the following:
✓ Identify what is needed for a house to be considered a smart home.
✓ Apply promotional ideas to make a house stand out as a smart home.
✓ Apply marketing ideas to your business and stand out in the market.
✓ Assess the value of smart home features.
✓ Address security issues when selling/buying smart home technologies.