

Mobile Phone Usage by Real Estate Professionals in the U.S. (2025)

Introduction

Mobile technology has become central to the work of real estate professionals. In 2025, virtually all U.S. residential real estate agents rely on smartphones to conduct business. In fact, *96% of REALTORS® use a smartphone nearly every day* ([Highlights from the NAR Member Profile](#)). Agents increasingly manage their communications, lead generation, marketing, and transaction processes through mobile apps and tools. This report provides a comprehensive profile of how agents are using their mobile phones for work, including current usage statistics, breakdowns by business activity, emerging tech trends, and the most popular mobile applications in each category. The goal is to understand how agents leverage their phones to stay connected with clients, market properties, and streamline transactions on the go.

Key Mobile Use Areas: Real estate agents use their phones for a wide range of tasks:

- **Communications:** Keeping in constant contact with clients via calls, texts, and messaging apps.
- **Prospecting & Leads:** Managing leads and client relationships through mobile CRM and lead-gen apps.
- **Marketing:** Promoting listings on social media, creating video content, and managing listing information.
- **Transactions:** Facilitating e-signatures and handling transaction documents through mobile platforms.
- **Emerging Tech:** Adopting AI assistants, mobile-first CRM systems, and automation tools to boost efficiency.

Communication on the Go

Staying connected with clients is the foundation of an agent's business, and smartphones make it possible anywhere, anytime. **Text messaging has become the most common way agents communicate with current clients (used by 94% of agents), followed closely by traditional phone calls (91%) and email (89%)** ([Highlights from the NAR Member Profile](#)). Rapid response is crucial in real estate, and agents take advantage of their phones to reply to inquiries and updates in real time. Clients often expect near-instant answers, and mobile connectivity enables agents to meet that expectation.

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- **Calls & Voicemail:** Despite the rise of text and email, voice calls remain vital for detailed discussions. Agents regularly handle client and vendor calls while on the road or between appointments. Many use wireless earbuds or car Bluetooth for hands-free calling as they travel between showings.
- **Text Messaging:** Texts are ideal for quick updates – scheduling showings, sending property addresses, or answering simple questions. The vast majority of agents rely on SMS or iMessage to send quick notes and confirmations. This informal channel is highly effective: one survey found texting is the #1 way agents stay in touch with current clients ([Highlights from the NAR Member Profile](#)).
- **Messaging Apps:** In addition to standard SMS, some agents and teams use messaging apps like **WhatsApp or Facebook Messenger** to communicate, especially with clients who prefer those platforms. This is common for international clients or younger, tech-savvy buyers. Group messaging threads (via WhatsApp or iMessage) can keep all parties (buyers, sellers, co-agents) in sync during a deal.
- **Video Calls:** Mobile video conferencing has gained traction for virtual showings and client meetings. Agents use apps like **Zoom, FaceTime, or Google Meet** on their phones to give remote buyers live video tours of properties or to conduct face-to-face consultations when in-person meetings aren't feasible. About **40% of agents rated video conferencing tools provided by their brokerage as very valuable** ([NAR Technology Survey](#)), underscoring the importance of video communication. Especially after 2020, clients are comfortable with virtual interactions, and agents leverage their phone cameras to walk clients through homes in real time.

Overall, the smartphone serves as a **24/7 communication hub** for agents. It allows them to be highly responsive – whether it's **answering late-night calls or firing off quick texts on weekends**, the business is no longer confined to the office. *"We can essentially run our office from our phone,"* notes one agent, highlighting how critical mobile communication has become. According to the National Association of REALTORS® (NAR), having a smartphone is now seen as **indispensable for conducting business** in real estate ([AI assistants are here to stay, but they won't take your job](#)). The always-on connectivity helps agents nurture relationships and ensure no opportunity or inquiry falls through the cracks.

Lead Management & Prospecting via Mobile

Mobile phones are equally important for prospecting and managing leads. Dedicated apps help agents capture inquiries, follow up with prospects, and organize their client pipeline on the go. In fact, **54% of agents say social media is a top source of high-quality leads, followed by CRM systems (36%) and their MLS listings (24%)** ([NAR Technology Survey](#)). Much of this lead generation and follow-up happens through mobile platforms. Agents who are out in the field rely on their phones to

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alert them of new leads and respond quickly – often within minutes – to gain an edge in converting the client.

Mobile CRM Apps: Customer Relationship Management (CRM) software is a staple of lead management, and most modern CRMs offer robust mobile apps or mobile-web interfaces. These apps allow agents to **receive lead notifications, log interactions, and update contact records instantly** after meeting a new prospect or finishing a call. Some of the most popular real estate CRMs among agents include **Follow Up Boss, LionDesk, and Wise Agent** ([The 7 Best CRM for Real Estate in 2025](#)) – all of which offer mobile access. These tools help agents “**stay organized, quickly follow up with leads, and automate communication**” through their phones ([The 7 Best CRM for Real Estate in 2025](#)). For example, an agent can use a CRM app to schedule a task to call a new lead the next day, or to put a prospect on an automated drip text/email campaign, without needing a laptop.

Lead Generation Portals: A significant portion of new leads come via real estate portals like Zillow, Realtor.com, Redfin, and others. Each of these platforms provides mobile apps for agents. The **Zillow Premier Agent** app, for instance, is widely used to **receive instant alerts for buyer inquiries**. As soon as a buyer on Zillow requests info or a showing, the agent gets a push notification on their phone. *“Becoming a Zillow Premier Agent lets you tap into an enormous pool of local leads... Plus, its app has a surprisingly robust CRM, allowing you to import leads, set up tasks, and automate texts and emails,”* notes one industry review ([12 Best Real Estate Apps for Agents in 2025](#)). In practice, an agent might get a new lead notification on their iPhone, click it to view the inquiry details, then **call or text the lead back within minutes** – greatly increasing the chance of making contact. Realtor.com and other lead services offer similar functionality with their mobile apps (often including built-in mini-CRMs for follow-up tracking). Quick response time is critical; using mobile lead alerts, agents can respond faster than competitors who might wait to check email at a desk.

On-the-Go Prospecting: Smartphones enable prospecting wherever an agent is. Some examples: agents use mobile apps at open houses to capture visitor information (e.g. scanning a QR code or using a sign-in app like **Curb Hero**, which creates digital open house sign-in sheets and funnels the data to a CRM) ([12 Best Real Estate Apps for Agents in 2025](#)). While door-knocking or farming a neighborhood, an agent can use their phone to pull up property data on the fly (via apps like **RPR Mobile (Realtors Property Resource)** for property history and valuations) ([12 Best Real Estate Apps for Agents in 2025](#)). They might also quickly add a new lead’s contact info into their phone’s contacts or CRM app the moment they meet, ensuring no business card gets lost. In short, the mobile phone acts as a **prospecting toolkit** – from lead capture to follow-up – that agents can carry in their pocket.

Notably, brokers recognize this mobile-centric workflow: many brokerage-provided tools are mobile-friendly, and some brokerages even develop their own all-in-one mobile platforms. (For example, Keller Williams provides its agents with “Command,” a proprietary mobile-first CRM/marketing platform for lead gen and transaction management ([The 7 Best CRM for Real Estate in 2025](#)).) The trend is toward “**mobile-first**” CRMs that assume agents will interact via phone more often than desktop. By having all leads, tasks, and client data accessible through an app, agents can prospect and cultivate business from anywhere – whether they’re waiting for a client or between

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showings. This constant access helps maximize productivity and ensure timely follow-ups, which directly impact an agent's success in converting leads.

Mobile Marketing & Social Media

Marketing is another area of the real estate business that has gone increasingly mobile. Agents are often “*most active on Facebook, LinkedIn, and Instagram*” for professional marketing ([Highlights from the NAR Member Profile](#)) – and all of these platforms are readily managed through smartphone apps. Whether it's promoting a new listing, building a personal brand, or advertising services, agents use their phones as a marketing studio: creating content, posting updates, and engaging with audiences on social media.

Social Media Dominance: According to NAR surveys, **92% of REALTORS® use Facebook in their real estate business, 68% use Instagram, and 52% use LinkedIn** ([NAR Technology Survey](#)).

These platforms are frequented daily by many agents to share listings, client testimonials, market tips, and personal touches that keep them top-of-mind. Agents can easily snap photos or video clips of a property on their phone and immediately post them to social media. Facebook and Instagram, in particular, are key for advertising listings and reaching local communities. Many also use **YouTube (used by 26% of agents)** for longer videos like home tours or market update videos ([NAR Technology Survey](#)). Emerging networks are gaining ground as well: as of 2023 about **15% of agents were using TikTok** for their real estate business ([\[PDF\] 2023 Technology Survey - National Association of REALTORS®](#)), a number that has grown from practically zero just a few years prior. Short-form video apps like **TikTok** and Instagram **Reels** have enabled agents to showcase properties in creative, bite-sized clips and potentially go viral, attracting a younger audience of homebuyers. While TikTok isn't yet mainstream for most veteran agents, those who have embraced it can point to large followings and even direct leads from the platform ([15 Essential Real Estate Lead Generation Statistics - The Close](#)).

Professional Photography: High-quality photography remains the cornerstone of real estate marketing, and leading media companies like **f8** are making it easier than ever for agents to access and manage professional visuals on the go. Through dedicated mobile apps, agents can now **order photography services, download branded marketing materials, and distribute media directly** to assistants, team members, sellers, and even prospective buyers — all from their phones. By centralizing the entire visual marketing workflow into a mobile experience, platforms like f8's "**f8 for Real Estate**" app empower agents to stay productive and client-ready no matter where they are — turning listing photos into immediate, actionable marketing assets.

Video Creation on Mobile: Mobile phones now come with high-quality cameras that are ideal for creating **video content** without specialized equipment. For example, an agent might film a quick property walkthrough on their iPhone, and post it to Instagram or YouTube within the same hour. There are numerous apps tailored for real estate marketing:

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- **Video:** Apps like **Triple Vision** help agents create social vertical and traditional walkthrough videos with no editing skills required. **BombBomb** is another popular app for easily recording and sending video messages – agents use it to email quick video greetings or market updates to clients, adding a personal touch beyond text.
- **Graphics and Design:** Tools like **Canva** (with mobile editing) allow agents to design polished flyers, social media graphics, and short videos with templates. An agent can design a “Just Sold” Instagram story or a market stats infographic from their phone and publish instantly.
- **Collaboration:** Agents also use their phones to coordinate marketing with others – e.g. texting a photographer, posting updates to a team Slack channel, or monitoring comments and messages on their social posts so they can respond promptly.

Listing Portals & Advertising: Beyond social media, agents leverage mobile **listing apps** for marketing exposure. Many maintain a presence on Zillow, Trulia, Realtor.com, and their MLS’s mobile app, ensuring their listings are presented attractively with plenty of photos and accurate info. Agents often use their phones to upload photos or video walkthroughs to these listing portals shortly after taking them. Some apps (like **Homesnap Pro**, which is linked to many MLS systems) allow agents to **share listings with clients, schedule showings, and even run ads** right from their phone. Mobile ad tools let agents promote a listing or an open house on social networks with just a few taps, selecting an audience and budget from a phone interface. This means time-sensitive marketing (like pushing out a “Just Listed” post or updating a price change) can be done immediately, without waiting to get back to a computer.

Engagement and Follow-Through: Marketing via mobile is not just posting content; it’s also about engaging with the audience. Agents often **manage inquiries that come in through social media apps**, treating them as leads. For instance, if someone comments on a Facebook post asking if a property is still available, the agent can reply in minutes via the Facebook app. Many clients find agents through social media profiles; an agent’s quick reply to a direct message on Instagram could secure a new buyer client. According to industry observations, “*social media content designed to boost engagement and attract leads*” is now a key part of an agent’s strategy ([20 Ai tools for real estate agents to get a competitive edge - RealTrends - Blog](#)), and smartphones are the primary tool for executing that strategy in real time.

Agents are also tapping AI to enhance their mobile marketing efforts. “*I’ve used ChatGPT to do market research, plan a social media content calendar, and write voiceovers for reels and TikToks,*” says one Realtor, describing how AI tools (accessed via phone or web) can save time on content creation ([How Real Estate Agents Are Using AI Right Now](#)). By asking an AI assistant on her phone for catchy caption ideas or script wording for a home tour video, she can produce polished marketing content faster. (Of course, agents still review and edit AI-generated text for accuracy and personal tone.) This blend of AI and mobile apps in marketing is a growing trend in 2024–2025, which we’ll explore more in the *Emerging Tech* section.

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In summary, mobile phones have effectively become a **marketing workstation** for agents: from shooting video to editing photos, posting across platforms, and interacting with followers or inquiries, almost every aspect of real estate marketing can be handled with a few taps on a smartphone. This mobile-first approach to marketing enables agents to promote their listings and services dynamically, capitalize on social trends (like Stories or live video), and respond to online interest instantly, which can be crucial in converting online impressions into real clients.

E-Signatures and Transaction Management

Real estate transactions involve a lot of paperwork, but mobile technology has largely digitized this process. Agents can now **manage contracts, forms, and signatures from their phones**, which keeps deals moving swiftly even when parties are apart. The prevalence of e-signature and transaction-management apps means agents are no longer tied to a desk or printer; a purchase contract can be reviewed and signed on a smartphone or tablet at a moment's notice.

E-Signature Tools: Electronic signature solutions are arguably the most impactful mobile tools for agents' businesses. In the latest NAR tech survey, **79% of agents said e-signature software is "very impactful"** – ranking it the #1 technology tool in terms of impact ([PowerPoint Presentation](#)). Apps like **DocuSign, dotloop, and zipForm** (Digital Ink) are standard in the industry. An agent can draft an offer or listing agreement and send it to clients for signature through a mobile app; clients then sign with their finger or stylus on their own device. The agent gets a notification once all parties sign, and voila – a fully executed contract without any physical paper. This capability is indispensable when time is of the essence (for example, in a competitive offer situation late at night). Nearly every agent has an e-sign app at the ready on their phone or tablet, so they can **execute documents from anywhere** – whether at a coffee shop or a client's kitchen table. Brokerages have widely adopted these tools too; **67% of agents reported that e-signature tech provided by their brokerage was very valuable** ([NAR Technology Survey](#)).

Transaction Management: Beyond signatures, agents use mobile **transaction management systems** to organize all the paperwork and deadlines that come with each deal. Platforms such as **SkySlope, Dotloop, DocuSign Rooms, and TransactionDesk** allow agents to upload contracts, track contingency deadlines, and coordinate with their broker's compliance – all online. These systems often have companion mobile apps or mobile-friendly sites. Agents can **check the status of a deal, send a contract to the escrow officer, or update a contingency date** right from their phone. For instance, while out in the field, an agent might get a text that a buyer has a question about the contract; the agent can quickly pull up the full PDF of the purchase agreement on their phone's transaction app to reference it. If an amendment is needed, they could generate it on a tablet and get it e-signed within the hour, without returning to the office.

This level of agility keeps transactions on track. As one state Realtors' association noted, agents are embracing tools like eSign and **cloud storage** to optimize their workflow, untethering them from the office ([NAR Tech Survey Reveals Successes and Trends | Florida Realtors](#)) ([NAR Tech Survey Reveals Successes and Trends | Florida Realtors](#)). In 2023, **66% of agents rated lockbox/showing**

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scheduling tech and 48% rated cloud storage as very impactful to their business ([NAR Technology Survey](#)) – both are aspects that often integrate with mobile transaction management (e.g., using a phone app to unlock a smart lockbox for a showing, or accessing contract files from cloud storage during a negotiation).

Efficiency and Client Experience: The ability to do transaction work on a phone improves client service and efficiency. Deals can progress even if someone is traveling or it's after hours. For instance, an agent on vacation can still review an offer contract on their phone and forward it to their client for electronic signing without delay. Clients appreciate the speed and convenience; they can sign documents from their own device without printing or meeting in person. This has become so standard that in many markets **virtually all transactions are now closed with electronic signatures**, unless a client is very averse to technology. By 2025, it's not uncommon for buyers to never physically sign a single piece of paper until the closing – everything up to that point can be done through mobile-enabled platforms.

The bottom line is that **mobile document handling has removed traditional friction** from real estate deals. Agents cite e-signature as a technology that **“transformed how properties are bought and sold”**, making the process faster and more efficient ([NAR Tech Survey Reveals Successes and Trends | Florida Realtors](#)). With a smartphone or tablet, an agent can truly *“run the contract to close the process from anywhere.”* This flexibility is now baked into real estate workflows – it's a competitive necessity in a fast-moving market. Agents who master mobile transaction tools can turn around offers and counter-offers faster, keep clients happier, and close deals with less hassle.

Emerging Tech: AI Assistants and Mobile-First Tools

Looking ahead, new technologies are further enhancing how agents use their mobile devices. In 2024 and 2025, we see rapid adoption of **artificial intelligence (AI)** features and automation tools integrated into mobile workflows. Agents are experimenting with AI assistants, voice-powered tools, and smarter CRM systems – many of which are accessible right from their phones. Industry experts predict that embracing these technologies will be key to working more efficiently (and staying competitive) in the coming years.

AI-Powered Personal Assistants: One of the most buzzed-about trends is the rise of AI “copilot” apps for agents. These AI assistants aim to handle routine tasks so that agents can focus on high-value activities. A striking analysis by real estate consulting firm T3 Sixty in 2024 concluded that **AI could potentially take on 80% of an agent's workflow** ([AI assistants are here to stay, but they won't take your job](#)) – not to replace agents, but to offload administrative burdens. Startups are racing to make this a reality. For example, **HouseWhisper** (launched in early 2025 by former Zillow executives) is a conversational AI assistant that acts like a 24/7 secretary for agents ([Zillow vets launch HouseWhisper, giving real estate agents an AI assistant to help with workload – GeekWire](#)). Agents can **call, text, or voice-message HouseWhisper's number and ask it to perform tasks** as they would with a human assistant. On the backend, the AI transcribes the request and executes it – whether that's updating a CRM record, scheduling a client appointment, following up with an email, or

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setting a reminder. The appeal is huge for busy agents: *“Every agent would love to have an assistant... We’re removing [the barriers] – this is significantly cheaper than hiring a human and it’s already trained on real estate,”* explains HouseWhisper’s CEO, Luis Poggi. During its beta, over 4,000 agents started using HouseWhisper, and even less tech-savvy agents found the *phone-based conversational interface* easy – they just talk or text like they normally would.

Another example is **Productive.ai**, an AI phone call assistant. This tool automatically **transcribes calls, summarizes key points, creates follow-up tasks, and logs the call details into the CRM** – all without the agent needing to take notes ([Transforming How Agents Work the Phones Using AI Call Assistants - iOi](#)). *“Tools like AI call assistants organize, transcribe and follow up on every phone call an agent makes, transforming the efficiency of their workflow,”* observes a 2024 NAR tech blog. Imagine finishing a phone call with a client and instantly having a written summary and to-do list pop up on your phone; that’s what these AI services provide. They act as an ever-present “listening secretary” on calls, which is ideal for agents who are frequently in the car or multitasking. Agents using such AI call assistants report that **every phone conversation is captured and action items are created automatically**, so nothing slips through the cracks. This is a game-changer for productivity because it automates the documentation and follow-up that agents used to do manually after hours.

Mobile-First CRM and Automation: CRM systems and other software are increasingly being designed with a *“mobile-first” philosophy*, meaning the smartphone experience is prioritized. Recognizing that agents spend a lot of time in the field, developers are focusing on intuitive mobile interfaces, voice input, and AI-driven features. For instance, the CRM **Realvolve** offers a mobile app and emphasizes workflow automation – it can trigger emails or texts and remind the agent of tasks according to customizable workflows, all synced to the agent’s phone ([The 7 Best CRM for Real Estate in 2025](#)). **Wise Agent**, a popular CRM, has integrated AI for lead scoring and even automated content, plus a full mobile app so agents have “on-the-go access to all your tools and client information” ([20 Ai tools for real estate agents to get a competitive edge - RealTrends - Blog](#)). These platforms leverage AI to do things like suggest which leads to contact next or auto-fill parts of a marketing email, directly from the mobile app. The trend is that an agent’s smartphone becomes not just a tool for manual input, but a **smart advisor** that can prompt the agent with insights (e.g., “It’s been 3 months since you last spoke with Client X – time to check in!”).

Automation Tools and Integrations: Agents are also using various automation apps in tandem with their phones. Some use services like **Zapier** or specialized real estate automation platforms to connect their apps – for example, automatically add a new Zillow lead into their phone’s contacts and CRM, or set up an email drip campaign trigger when a lead texts a certain keyword. Mobile notifications from these automations keep the agent informed in real time. Additionally, **voice assistants** have started to play a role; agents with smart devices or Siri/Google Assistant can use voice commands on mobile for simple tasks (“Schedule a showing tomorrow at 123 Main St” or “Remind me to call the Andersons this evening”). While still early, voice-activated commands could become more useful as they integrate with CRM apps – an agent might simply speak into the phone, *“Add Jane Doe as a buyer lead with a budget of \$500k”*, and the AI assistant will create the contact and even pull relevant market data. Some industry watchers predict that *“having an AI assistant will*

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become as mission-critical as having a smartphone” ([AI assistants are here to stay, but they won't take your job](#)) for agents in the near future. In other words, just as no agent today would operate without a smartphone, a few years from now not having an AI or automation system might put an agent at a disadvantage.

Not everyone is tech-forward, of course. There is a learning curve in understanding AI capabilities and setting up automations effectively. Brokers and Realtor associations are offering more training to help agents get comfortable with these tools. The consensus among tech leaders is that AI and automation **won't replace the human touch** in real estate, but they can **augment an agent's capabilities** significantly. Agents who embrace these innovations are likely to free up more time for client-facing activities.

In practical terms, the integration of AI and automation into mobile workflows means an agent's phone becomes an even smarter personal assistant. It not only connects the agent to people (through calls, texts, social media) but also to intelligent systems that streamline their work (through AI summaries, automated follow-ups, smart scheduling, etc.). The year 2025 finds the industry at an inflection point where these technologies are moving from experimental to mainstream. Many agents have started with small steps – like using ChatGPT for writing a property description or letting an AI schedule some appointments – and are seeing positive results. As the tools improve, we can expect that within a few years a top-producing agent's mobile phone will handle a significant share of administrative tasks autonomously, allowing the agent to focus on negotiations, strategy, and relationships.

Most-Used Mobile Apps and Platforms by Category

The table below highlights some of the **most popular mobile apps and tools** that U.S. real estate agents are using in 2025 for various aspects of their business:

Category	Top Mobile Apps/Tools (2025)
Communication	Phone (voice calls), SMS/Text messaging, WhatsApp & Facebook Messenger for chats, Zoom/FaceTime (video calls)
Lead Gen & CRM	Zillow Premier Agent (lead alerts & CRM), Realtor.com Pro, Follow Up Boss (CRM), LionDesk (CRM), Wise Agent (CRM) (The 7 Best CRM for Real Estate in 2025) (12 Best Real Estate Apps for Agents in 2025)
Marketing & Social	Facebook & Facebook Messenger, Instagram, LinkedIn, YouTube, TikTok, Canva (graphic/video creation), BombBomb (video email) (PowerPoint Presentation) ([PDF] 2023 Technology Survey - National Association of REALTORS®)
E-Sign & Transactions	DocuSign (e-signatures), Dotloop (transactions & e-sign), zipForm Mobile (forms & e-sign), SkySlope (transaction management) (NAR Technology Survey)

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Conclusion

The landscape of real estate work in 2025 is undeniably **mobile-centric**. The smartphone has evolved into an all-in-one business tool for agents – a **phone, computer, scanner, camera, and personal assistant** combined. Current statistics underscore that almost every agent is plugged in via mobile daily, using it for everything from prospecting new clients to finalizing deals. They communicate predominantly through calls and texts on their phones, harness mobile CRMs and lead apps to stay on top of prospects, and actively engage in marketing through social media apps. The once paper-heavy transaction process is now executed through a few taps on a screen with e-signature apps.

Technology trends indicate that mobile usage will only deepen with the integration of AI and automation. Agents are beginning to offload time-consuming tasks to AI assistants accessible via their phones, a shift that could significantly boost productivity. Importantly, these advancements don't replace the agent's role but **amplify their effectiveness** – allowing more time for client relationships and strategy while routine tasks are handled in the background. As one tech leader put it, the agent of the future who partners with AI *“will have a distinct advantage over those who don't”*.

A real estate agent in 2025 can essentially run their business from their smartphone: **listings, leads, clients, and contracts all in their pocket**. The convenience and power this affords have reshaped client expectations (faster responses, digital transactions) and enabled agents to be more agile and efficient than ever. Industry reports and experts consistently encourage embracing these mobile tools and trends – not only to improve current operations but to future-proof one's business in a rapidly evolving digital environment.

Mobile phone usage is at the heart of a real estate agent's work today, and mastering mobile-centric tools is now a prerequisite for success in the competitive U.S. housing market.

Sources: This report drew on recent industry surveys, including the NAR 2023 Technology Survey and Member Profile, which provide data on agent tech usage (e.g. smartphone adoption, communication channels, top tech tools) ([Highlights from the NAR Member Profile](#)) ([PowerPoint Presentation](#)). Insights and quotations from real estate tech experts and veteran agents were included to illustrate how these trends play out in practice, with sources ranging from NAR's own publications to real estate news outlets and expert blogs ([12 Best Real Estate Apps for Agents in 2025](#)) ([The 7 Best CRM for Real Estate in 2025](#)) ([Transforming How Agents Work the Phones Using AI Call Assistants - iOi](#)). All data and quotes are from 2024–2025 reports to ensure the information is up-to-date and reflective of the current state of the industry. The overwhelming consensus is that mobile technology has revolutionized real estate work – a trend that will continue as new innovations come to the palm of the agent's hand.