

Video transcript

Beyond the Bricks – How technology is transforming the world of home buying

[James Dearsley, Leading International Property Technology Expert]: Advancements in property technology are having a significant impact in the home buying process. We as consumers are desperate for a more streamlined process, a far simpler process and, most fundamentally, a quicker process. We want it to feel as if we've already moved in before we've set foot through the door.

[Voiceover]: HSBC's Beyond the Bricks surveyed over 9,000 people, exploring the changing ways we search for and finance our homes. For most people everything now starts online, with more people researching finance options online too. Our future is being driven by digital, so where to next?

[James Dearsley]: What I'm expecting over the next five to ten years is a real drive for technology to help us understand what we want, perhaps even before we know we want it. Things like artificial intelligence understanding the data that we are feeding our own social media streams and then saying, "Hang on a minute, I think you may need a home."

We will be able to get to a point where we're trying before we're buying so we may be able to sit on our couch in the evenings looking at properties, just searching the portals and the online sites that we're seeing in front of us and then instantly go into their living rooms through 360-degree interactive tours or virtual reality tours of these homes and these may be the second-hand resale homes that we're so used to buying or even buildings which aren't even in existence yet, without even a brick being laid.

But there's another side to the property: there's the area, there's the street that that property is situated on, what's that like? So one aspect and one theory that's been put out there in the property technology world is our use of personalised drones.

So look over the next five to 20 years to see things like artificial intelligence, robotics, wearable technologies, virtual reality all having a significant play on exactly how we buy the houses we want.

[Voiceover]: HSBC is constantly discovering new trends and developing new ways to meet the demands of our customers. If you're searching for a home or want to find out what the future of home buying looks like, go to <http://www.hsbc.com/BeyondTheBricks>