



TECHNOLOGY

Amazon will send a smart home specialist to your real estate client's door

Consultants will talk one-on-one with customers about how to get Alexa talking to more devices

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BY CRAIG C. ROWE ★

Key Takeaways

- Amazon has launched personal smart home consulting services in select West Coast markets.
- The service does not handle physical installations or repairs but will help test products that overlap with a person's smart home goals, such as energy savings or connecting in-home entertainment.
- For now, the consultations are free.

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Real estate agents in major West Coast markets now have a new assistant they can call upon to help customers with questions about smart home connectivity. And for now, the service is free.

179 customer reviews

What's included

- Personalized smart home solution recommendations from a trained Amazon employee
- Home WiFi assessment to identify and troubleshoot any issues
- In-home demo of popular smart home products
- Appointment typically lasts 1 hour
- Installation, troubleshooting, and setup of devices not included

amazon home services

Price: **\$0.00**

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Pick an **exact** appointment
Available from 8am - 8pm

This service is a **consultation only**. Need setup or installation? > [Find your service](#)

Amazon has made public its eight-month-old smart home consulting services that help homeowners analyze network strength, understand how devices work with one another, and demonstrate their features and benefits.

Seattle, Portland, San Francisco, San Diego, Los Angeles, Orange County and San Jose are the first markets in which the service is available.

The service does not handle physical installations or repairs but will help test products that overlap with a person's smart home goals, such as energy savings or connecting in-home entertainment. Appointments average 45 minutes, [according to Amazon](#).

Application for real estate agents

Real estate agents concerned about keeping pace with the flow of smart home technology could benefit by informing interested clients about Amazon's new personal in-home services. (Be the source of the source.)

Agents wanting to go a step beyond recommendations should seek to become specialists in this niche. It wouldn't hurt to give Amazon's new services a test run, as well.

Moreover, smart home technology continues to weave its way into the mainstream. In 2016, Coldwell Banker created the industry's first [smart home certification](#) program, and its [2017 Smart Home Marketplace Survey](#) reported that 72 percent of respondents are seeking smart home networks with voice control.

One real estate agent has already developed an [Alexa-voiced home search app](#).

[Geekwire reported](#) in December of 2016 that sales of Amazon Echo were up ninefold compared to 2015, soundly beating the company's goals.

The online giant did not release specifics but said millions of its [voice-activated appliance, the Echo](#), were sold last year.

Amazon's infiltration in this space

Amazon's deeper market penetration means that more consumers will find a reason to buy an Echo and use it to power more systems throughout the house.

The company will no doubt use the information it gathers from customers to make marketing and sales decisions, meaning smart home devices are going to become the next microwave oven.

(An aside: I do find it ironic that one of the world's largest Internet companies is using actual people to expand its footprint in the smart home market.)

Will we see homes branded 'Amazon Smart Home Ready?'



Will we see homes branded “Amazon Smart Home Ready” or brokerages with on-call Amazon specialists?

Maybe we should ask Alexa.

Have a technology product you would like to discuss? [Email Craig Rowe](#).

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