

HubSpot



The Ultimate Guide to Real Estate Marketing

Tips and tricks on creating a memorable brand,
going viral on TikTok, and more.



Table of Contents

The Importance of Real Estate Marketing	3
Identifying Your Target Audience	5
Creating a Unique, Compelling Brand	9
Social Media Marketing	12
Content Marketing	19
Digital Marketing	26
Offline Marketing	27
Client Relationship Management	28



The Importance of Real Estate Marketing

Marketing is necessary for any business, and real estate is no exception. Currently, +1.7m residential homes are **for sale** in the United States. With millions of listings, real estate marketing enables you to stand out from the competition and capture the attention of potential buyers or renters.

More specifically, real estate marketing enables you to:

- **Increase Visibility:** Effective marketing increases the visibility of your property among potential buyers or renters, leading to more inquiries and a quicker sale or rental
- **Differentiate:** Marketing helps you stand out from the competition as it enables you to highlight unique selling points
- **Reach More Customers:** Through different marketing methods, you can reach a wider range of customers, including those on social media
- **Improve Your Credibility:** Effective marketing can help enhance your business's credibility and reputation
- **Stay On Top of Trends:** By executing real estate marketing campaigns, you'll keep a pulse on industry trends
- **Increase Revenue:** Marketing can help highlight the selling points of your property, enabling you to sell or rent at a higher premium
- **Build Relationships:** Real estate marketing can help you build better relationships with clients, ensuring you stay on top of their list when they choose to purchase or rent a home



But to reap these benefits, you need more than a 'For Sale' sign. Real estate marketing entails using multiple channels to help promote your business and properties. In this guide, we'll cover:

- **Identifying Your Target Audience:** how to create your ideal persona, including their budget, demographics, and region
- **Branding:** how to create a unique, compelling brand identity for your real estate company
- **Social Media Marketing:** how to use Instagram, Facebook, and even TikTok to connect with potential buyers and renters
- **Content Marketing:** how to create search-engine-friendly content, including blog posts, property listings, and videos
- **Digital Marketing:** how to create and manage your website and email
- **Offline Marketing:** how to make use of traditional offline marketing techniques, including physical posters, billboards, and networking events
- **Client Relationship Management:** how to stay on top of your relationships, including advice on tracking leads and following up with them

Ready to write down your real estate marketing strategy?

Check out our free Real Estate Marketing Plan Template.

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Identifying Your Buyer Persona

What is a buyer persona?

Ideally, your real estate company should serve one buyer persona, a group of customers that share similar characteristics. That way, you can narrow down your marketing efforts to better serve them.

Typically, your buyer persona includes characteristics such as:

- **Location:** Where are they looking to buy?
- **Age:** How old are they?
- **Gender:** What gender do they identify as?
- **Employment:** What industry do they work in? Do they work from home?
- **Income:** How much money do they make? Does anyone else in their household earn money?

You can also build out characteristics relevant to real estate, including:

- **Family size:** How many family members do they live with? Are they partnered or have children?
- **Values:** What kind of political values do they hold? Would they rather live in an urban, suburban, or rural environment?
- **Pain points:** What kind of amenities do they require? Do they have a car and need a garage, or do they work from home and need an office?
- **Lifestyle:** Do they prefer quiet neighborhoods, or do they prefer a bustling nightlife?
- **Experience:** How familiar are they with buying or renting a property? Do they need as much education as possible, or are they more experienced?

Depending on the goals of your business, you might end up with more than one persona. This is especially true if you're both selling and renting properties, as the goals of a renter will differ from the goals of a buyer.

How do I collect information for my buyer persona?

If you're just starting out, you likely have little to no data to build your buyer persona. If that's the case, you can still write out your ideal customer persona by starting with one piece of information and researching. For example, you might know your ideal buyer persona is 20-30, single, and lives in New York.

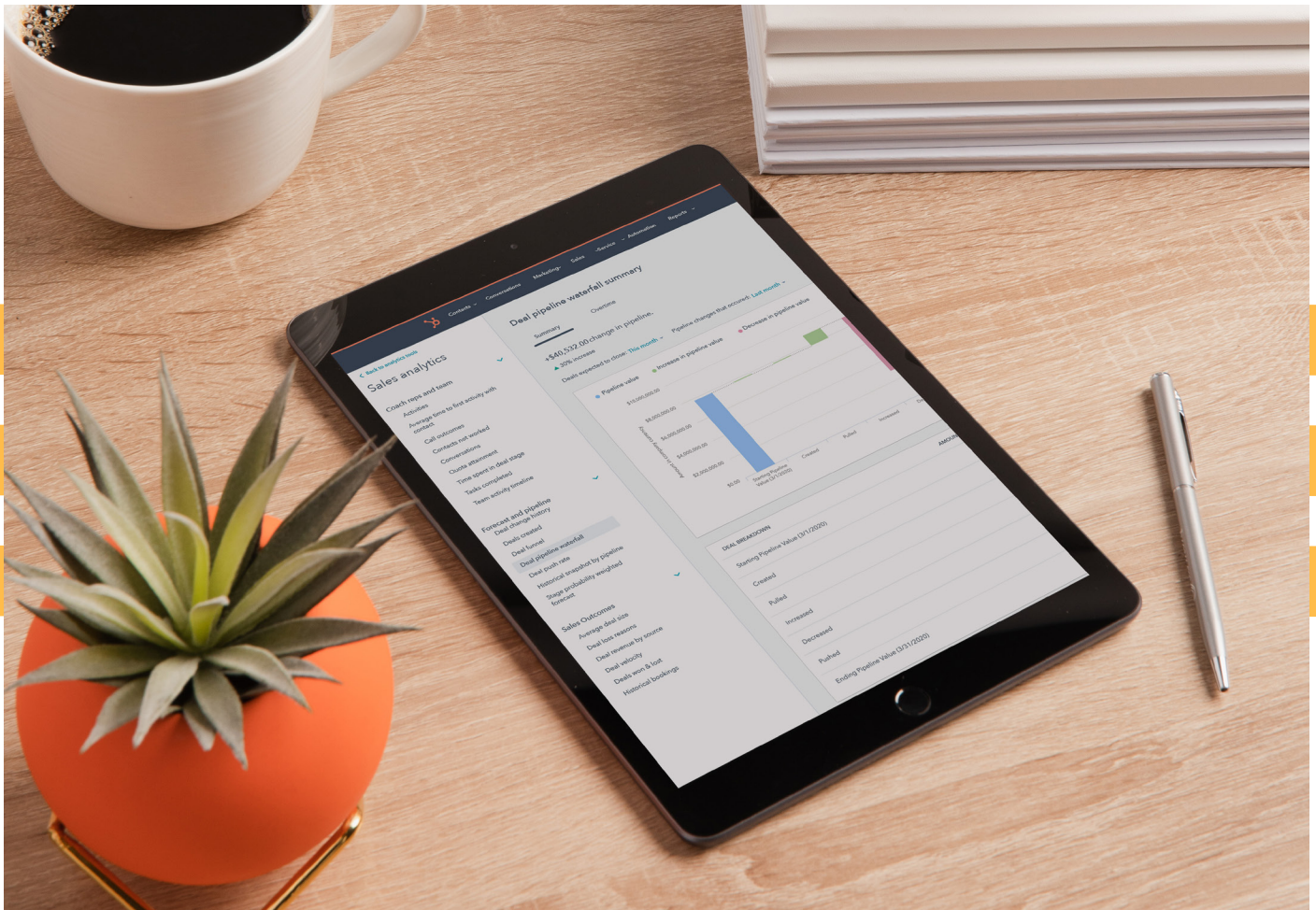
You can then find out more about this buyer persona by researching that demographic. What's the average income of a 20-30-year-old who lives in New York? What neighborhoods do they primarily live in? How much time do they spend researching real estate properties? What platforms do they use?

To find this information, try browsing the following websites:

- **Online Real Estate Platforms:** Browse listings on [Zillow](#), [Redfin](#), and [Trulia](#). What does your target audience expect to pay for the property? What are typical amenities?
- **National Association of Realtors (NAR):** Check through market insights, housing trends, and resources offered by the NAR to better understand your buyer persona's preferences, search behavior, and demographics. What does this research reveal about your buyer persona?
- **Local Facebook Groups:** Join location-specific Facebook groups for home buyers and renters. What are common complaints and listings? What kind of users are engaging in these groups?
- **Reddit Forums:** Join and research real-estate-related Reddit communities, such as [r/FirstTimeHomeBuyer](#) and [r/renting](#). You might also find communities specific to your location, such as [r/BostonHousing](#) and [r/BayAreaRealEstate](#). What are users in your demographic discussing? What are they looking for? What are they concerned about?

To find this information, try browsing the following websites:

- **Google Analytics:** Use Google Analytics to gather data on website visitors, which typically includes their search behavior and demographic information (e.g., location)
- **Email Analytics:** If you've used an email marketing platform, analyze the data they provide. What subject lines have received the most attention? What demographic information can you gather from your subscribers?
- **Social Media Analytics:** Instagram and Facebook offer a plethora of data you can use for your business, including age, gender, location, and interests. What's the average age of your followers? How engaged are they on that platform?





Examples of Real Estate Buyer Personas

Once you've gathered up all the necessary information, create an actual persona for your ideal buyer. Consider the following examples to help guide you.

Finley the First-Timer

Finley the First-Timer lives in the Bay Area, is 30-40 years old, and is ready to start a family with their partner in the suburbs. Together with their partner, they bring in +300k per year. They typically use Zillow or Redfin to browse listings but sometimes look through Facebook Groups or Craigslist for deals.

Finley has only ever rented apartments in their life and is totally unfamiliar with the process of buying a home. They would prefer to work with a real estate company that walks them through every step, from identifying homes based on their preferences to making an offer. Their ideal home includes a backyard, an extra room for a baby, and space for a home office.

Riley the Renter

Riley the Renter currently attends Harvard University and rents in the Greater Boston area. They receive most of their money from the university or family, as they spend the majority of their time studying and researching for their degree. They plan on living with multiple people, mainly other students, to reduce the costs of renting.

Riley hopes to live within walking distance to their university. They're not particularly interested in luxurious amenities such as a gym, garage, or pool. They've only ever used Zillow, which has always worked for them. If their rent increases, they'll likely look for a cheaper alternative, making them a more temporary tenant than other renters.

Creating a Unique, Compelling Brand

Before creating a social media profile or running advertising campaigns, take time to build a strong brand identity. A unique, compelling brand is essential for establishing your presence in a competitive real estate marketplace.

Logo Design

Your logo should reflect both your and your buyer's personalities and values. Are they more traditional buyers and, therefore, expect a simple, serious logo? Or are they younger and would find a quirkier logo more appealing? In other words, ask yourself: What would my buyer persona enjoy as a logo?

Consider the following elements when creating your logo:

Color

Typography

Shapes, lines, and symbols

Examples

Kumara

The logo for Kumara is displayed in a large, bold, black serif font. The letters are closely spaced, and the overall style is elegant and sophisticated.

Kumara, owned by Kumara Wilcoxon, deals with multi-million dollar properties in the Austin, Texas area. They exclusively sell luxury properties, including some which never get publicly listed. Her logo is simple with a sophisticated, black font, which complements the kind of properties you can expect to find on their website.

Red Oak Realty



Red Oak Realty operates in the East Bay area located near San Francisco. As a woman-owned, smaller real estate company, their logo stands out amidst the many standard black-face font logos used by others. It conveys a casual vibe that makes them more approachable than some of their more serious competitors.

Williams & Williams Estates Group

As shown through the symbols in their logo, Williams & Williams Estates Group operates in the Los Angeles area. They specialize in one-of-a-kind properties, specifically historical ones located in neighborhoods such as Beverly Hills and Malibu. Their logo represents the kind of properties they specialize in—ones with unique architectural structures that represent the vibe of Los Angeles.



Want to create a logo for your real estate company—right now?

Use HubSpot's free Company Logo Maker. You'll even get access to a kit for your entire brand, including social media assets, typography, and more.

[Access Now](#)

Select Your Logo

Pick the logo you like the most:



Color Palette

Colors can help convey the emotions and reliability of your real estate company. For example, green represents life for most people and might make sense for a real estate brand focused on sustainability. On the other hand, black is a color associated with elegance and sophistication, which might work best for a real estate brand that serves a wealthier clientele.



Brand Voice

To complement your visual branding, define a consistent brand voice that reflects your personality and values. Does your brand aim to convey trustworthiness, as needed for higher-end deals? A more formal voice might make sense, especially if you serve a more affluent audience. If you primarily serve short-term renters who go to college a casual voice might be better suited.

Regardless of the way you want to convey your messaging, pick a voice—formal, serious, casual, whatever—and stick to it. A unique brand voice helps you stand out from more generic competitors.

Values & Mission

You sell or rent properties, but what does your brand believe in? Do you believe in helping first-time buyers close in on a perfect home? Do you aim to make your properties as eco-friendly as possible? Whatever the case, make sure you establish clear values for your company. You sell or rent properties to make a profit, but strong values can help you attract passionate buyers willing to pay a higher price.

Here are a few examples you can include in your mission statement or values:

LGBTQIA+ Friendliness

Customer Service Excellence

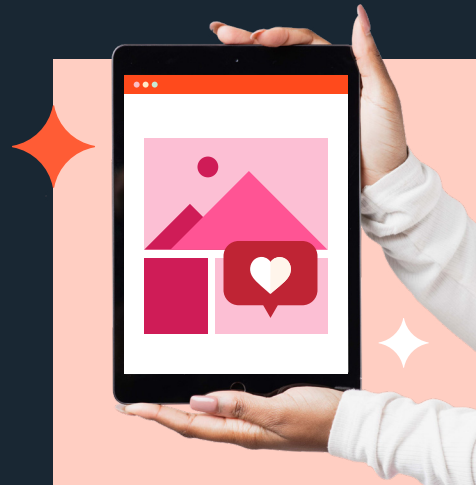
Giving Back To Communities

Sustainability

Social Media Marketing

Remember to make a copy of our free Real Estate Social Media Photo templates, including visual options for Facebook and Instagram.

[Access Now](#)

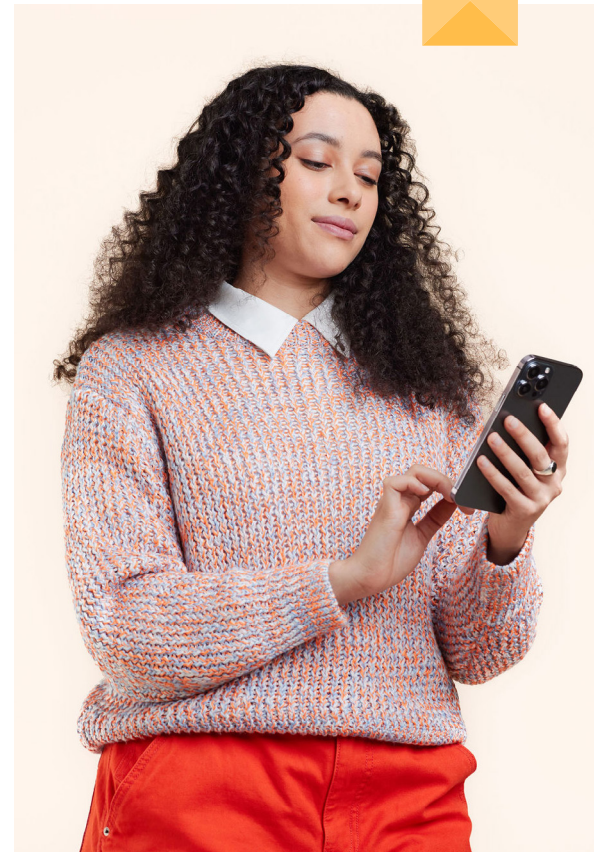


Picking the Right Platforms

Not every social media channel will make sense for your brand. If you serve Baby Boomers, of which only 5% **use** TikTok, for example, it makes no sense to invest time and energy into that platform. Instead of putting your eggs in a bunch of social media baskets, first figure out where you can best find your ideal persona.

In HubSpot's The State of Social Media Report, they found the following audiences for each social media platform:

- **Facebook:** Cusp of Gen Z and Millennials, with most users aged 24-35
- **Instagram:** Nearly even distribution of Gen Z and Millennials
- **TikTok:** Primarily Gen Z followed by Millennials



Facebook

Create a Business Page

A business page is the center of your Facebook marketing efforts. Think of it as a customizable profile for your real estate company, one where prospective buyers and renters can interact with your content, send messages, and learn more about your brand.

Within the page, remember to include:

- Contact information (e.g., a phone number and email address)
- Website
- Business hours
- A description of your services

Share High-Quality, Relevant Content

Almost 7 in 10 people **follow** brands on social media to stay up to date on the business's products and services. For real estate companies, that means regularly posting high-quality content, including property listings, real estate tips, client testimonials, and more.

Since Facebook is a visual platform, remember to accompany your posts with visuals, such as property photos, photos or quotes of satisfied clients, and relevant images.

Engage with Your Audience

Chances are, anyone interacting with your Facebook page is either seeking information or looking to buy. Sometimes, they might even message your business directly with questions or requests. You should take time to respond to them promptly with as much helpful information as possible, keeping in mind the brand voice you hope to convey.



Run Targeted Ads

Facebook Ads enable businesses to target specific demographics, interests, and locations to help promote your property listings. You can target ads based on the following characteristics:

- Age
- Location
- Gender
- Education
- Financial status
- Relationship status
- Interests (e.g., hobbies)

Take advantage of every detail to niche down your ads to match your ideal buyer persona.



Host Facebook Lives

Facebook enables users and businesses alike to host Facebook Live videos. This could help attract prospective buyers who aren't quite ready to meet you in person but want to learn more. Your Facebook Live could include:

Virtual open houses

Question-and-answer sessions

Real estate tips

Create Facebook Groups

If a local Facebook Group for your real estate region doesn't exist, make one. You can start by inviting your friends or any existing clientele to build up the community. As the page grows, you can share local market updates, community events, and your property listings.

List Your Property on Facebook Marketplace

Facebook lets users advertise property rentals, including apartments and houses for rent. If your prospective buyer uses Facebook Marketplace, you might want to consider sharing property listings there. Of course, remember to make every aspect of your business page legit—Facebook does not require users to verify their identity, making it a potential risk for both buyers and sellers.



Instagram

Facebook and Instagram are owned by the same parent company, so you'll find similar suggestions tailored to Instagram below. In fact, Facebook and Instagram share the same advertising manager—making it possible for you to run targeted ads across both platforms.

Create a Business Profile

If you haven't already, create an Instagram page for your real estate company and convert it into a business profile. This will enable you to access additional features, including contact buttons, insights, and the ability to run ads.

Highlight Property Photos and Videos

Unlike Facebook, Instagram is all about the visuals. Post high-quality photos and videos showcasing your properties, including highlights of specific rooms and amenities. You might consider working with a professional photographer or interior decorator to showcase the space as best as possible.

Here are some content ideas to help you get started:

- Team introductions
- Community events
- Before-and-after photos
- Virtual tours
- Property fun facts (especially if they're unique or quirky)
- Amenities

Feature User-Generated Content

Satisfied customers will sometimes post about their positive experiences on Instagram. If that's the case for your company, engage with them and feature their content on your page. You want your followers, who are your prospective buyers, to see satisfied clientele.

Collaborate with Influencers

Even with real estate, you can collaborate with influencers—if it makes sense for your brand. For example, you could transform your property into a photo-shoot-ready home and invite local influencers to an open house. They will then take photos and post about their experiences online in exchange for a fee to work with you.

TikTok

On Facebook and Instagram, users can only interact with content made by people and pages they already know. TikTok, however, cares more about catering videos their algorithm thinks a user will enjoy. This makes it much easier for brands to reach new viewers at zero cost.

Create a Business Account

Like most social media platforms, you should first go to your TikTok profile settings and switch toggle on the Business Account option.

Highlight Your Personality & Charisma

On TikTok, users want to be entertained. Otherwise, they'll slip away within seconds to the next algorithmically-perfected video. As a real estate company, you should make either yourself or someone else the face of the company on TikTok (preferably someone confident, personable, and charismatic).

Take Advantage of Trends

TikTok uniquely allows users to use other people's content to create their own. This might mean taking audio from another video and using it for their video or "duetting" by posting a video side-by-side with another creator's video. The more a video or audio gets used, the greater its trend on the platform.

These trends offer organic ways for your brand to get eyes on your business. You could save sound bites and later lip sync, dance to them or overlay a song over a property listing video. Users interested in that trend will browse videos featuring the trending content, including yours.



Start with a Strong Hook

If you don't pull viewers in with a strong hook on TikTok, they'll swipe your content away. Whatever content you plan on producing, start with something that immediately grabs their attention.

For example, if you're sharing rental tips, you might start by previewing a serious warning that you explain later in the video. Effectively, this pulls viewers in—they want to know the answer, so they'll watch the video until you give it to them. Of course, remember to make the rest of the content engaging and relevant to keep them interested.

Write Captions for Your Videos

Almost 6 in 10 Gen Z **report** using subtitles, which TikTok enables on their platform. Take the time to write out accurate captions and text for your TikTok videos. Not only does this make your content more accessible, but it makes it watchable for users watching TikTok on mute.

Use Relevant Hashtags

Sometimes, TikTok users will browse relevant hashtags to get the content they're interested in. As a real estate company, you can take advantage of hashtags to ensure your videos are shown to users interested in real estate.

Here are some of the most popular hashtags related to real estate on TikTok:

#RealEstate

#HomeBuyers

#HomeSellers

#DreamHome

#HouseHunting

#PropertyForSale

#HouseForSale

#NewListing

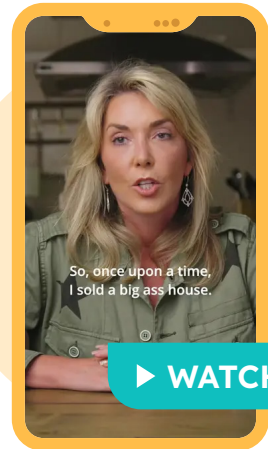
Of course, if your video is region-specific, include both a location and relevant hashtag for that video. That way, users in your area can access your content. This is especially important if you intend to showcase properties for sale or rent on TikTok.

Get Inspired by Realtors Already on TikTok

Glennnda Baker

Glennnda Baker works in the Atlanta, Georgia area and has amassed over 875k followers on TikTok. Her success on the platform largely comes down to her charming, authentic personality. Whenever she talks on her videos, she's not putting on a formal or sophisticated persona. She often curses, self-deprecates, and laughs at her real estate antics.

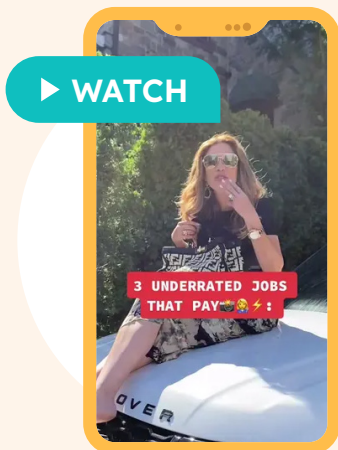
As an example, one of her most popular videos starts with the line *"So, once upon a time, I sold a big ass house."*



Tat Londono

With over 2.8 million followers, real estate coach and investor Tat Londono has become one of the most followed real estate influencers on the platform. In her videos, she grabs viewers with a strong hook and jumps right into the content—helping to keep users' attention.

One of her videos has nearly four million likes and starts with a lightning-fast introduction: three jobs that pay hundreds of thousands of dollars without a college degree. Simple, but effective. She then goes through each one quickly while acting out each of the jobs she mentions, including an electrician, plumber, and real estate photographer.



Byron Lazine

Byron Lazine primarily uses TikTok to repurpose content from his podcast, in which he interviews real estate professionals. With over 50k followers, his success demonstrates the power of taking content that already exists and optimizing it for TikTok.

One of Lazine's more popular videos features an interview snippet with Glennnda Baker (the same one we mentioned earlier). In the segment, Baker recommends a bold financial decision: parents should buy a property as an investment for their children.



Content Marketing

Content marketing entails creating articles, infographics, guides, videos, and information to help your prospective customers. In the context of real estate, this means keeping people up to date on property investment, housing market trends, and local insights.

Create For Your Audience

Remember to always create for your audience regardless of what you choose to create. Pay attention to their:

- Location
- Age
- Gender
- Employment
- Income
- Family size
- Values
- Pain points
- Lifestyle
- Experience

Consider the differences between a customer who lives in an urban area and one who lives in a rural one. Someone in a city might be more concerned with the safety of neighborhoods or proximity to public transportation. On the other hand, someone in a more rural area might be more concerned with the kind of nature near a property or the amount of privacy.

If you plan on targeting multiple types of customers (and if your properties are in different areas, you definitely should), you can still create different types of content depending on your target persona. To start, list the questions and challenges you could see your prospective customers encounter. This list will help guide your content marketing efforts.



Pick Your Distribution Channels

Rather than spreading content across every possible channel, pick the most relevant ones for your business. These include social media platforms, blogs, email newsletters, real estate listing websites, podcasts, webinars, paid advertising, and others.

When choosing channels, consider your:

- **Audience:** Which channels do my prospective customers use most? Do they only use social media, or do they read longer forms of content?
- **Performance:** Do you have any historical data demonstrating one channel's impact over the other?
- **Bandwidth:** Based on available resources, which channels do you see yourself being able to consistently make high-quality content for?

It's best to pick a few channels rather than one or a bunch. That way, prospective customers have multiple touchpoints with your business, whether that means interacting with your Instagram, reading a blog, or watching a video.



Developing a Search Engine Optimization (SEO) Strategy

Benefits of SEO

Content marketing often aims to attract prospective customers to your company through free, high-quality content. According to HubSpot research, 29% of marketers list SEO as a top trend they leverage in their strategy, making it an essential part of content marketing.

A strong SEO strategy brings multiple benefits to your real estate business, including:

- **Increased visibility:** Focusing on SEO ensures your website and content ranks higher on search engines, making it easier for prospective customers to find your business
- **Improved credibility:** Ranking high on search engines signals credibility and trust to potential clients
- **Reduced advertising costs:** While SEO takes time to completely see results, in the long run, it costs less than paid advertising

To get started with SEO, consider the following example. Say a user types into the search bar “two-bedroom homes in [city name].” Google then analyzes web pages with relevant keywords to display results. Google will prioritize websites optimized with targeted keywords and quality content, making them the first results the user will see.





SEO Research Tools

Though you can still create content with the intent to rank on search engines, tools provide a plethora of critical data and insights to make SEO easier. Here are a few to explore:

- **Ahrefs Webmaster Tools:** provides useful SEO reports and keyword research, including details into your domains
- **SEMrush Keyword Magic Tool:** enables you to type in a keyword and get a list of similar keywords
- **Ubersuggest:** gives you three free searches per day to find out specific keyword performance, including related keywords
- **Free Keyword Research Tool:** lists related keywords based on input keyword alongside keyword cluster ideas
- **Google Keyword Planner:** outputs keyword ideas based on a keyword or your website

Conducting Keyword Research

Keyword research is the first step to developing your SEO strategy. There are three main elements to consider before picking keywords to prioritize:

01 Relevance

Whatever content you plan on creating, it should match the user's search intent and keywords

02 Authority

Enrich your site with high-quality, useful content to build authority, otherwise you'll lose out on rankings to websites with higher authority

03 Volume

Ideal keywords have a consistent monthly search volume (MSV), as this shows users are searching for information

Remember those questions you wrote out earlier? Here's where they come in handy. Take those identified questions and challenges and create ten topic buckets based on them. These topics should directly address the types of topics your target audience would search for on Google.

As a real estate company, you might end up with the following:

1. Property Listings
2. Home Buying Process
3. Neighborhoods
4. Communities
5. Investment Properties
6. Home Improvement and Staging
7. Real Estate Marketing Trends
8. Mortgage and Financing
9. Real Estate Legal Matters
10. Moving and Relocation

These are just examples. Your ten topics should always relate to your business needs, buyer persona's interests, and pain points. Remember to use the keyword research tools mentioned previously to figure out the expected volume for the topic buckets.

Next, take those topic buckets and identify keywords that fall into them. Take the example bucket "Real Estate Market Trends." You might end up with:

housing market forecast

real estate data analysis

property price trends

Pick out a few keywords for each of your topics. If you're struggling to find some, try searching for a phrase in Google and picking through the related search terms.

Refining Your Keywords

You've written out your buckets and hypothetical keywords. Now comes the part where you pick specific keywords to target via high-quality, relevant content.

First, consider using any of the tools mentioned previously. Google's Keyword Planner can give you search volume and traffic estimates for your potential keywords. Whichever tool you use, research your keywords and eliminate any with too much or too little volume. Chances are, something with a significant search volume will be too difficult to rank at this stage.

Instead, find keywords with a healthy amount of volume and little competition. Keywords with few articles battling for the highest rank can afford you the spot by default, assuming no one else tries claiming it.

You also want to create a mix of head terms and long-tail keywords in each bucket. Consider the following search terms:

real estate

how to research real estate

The first one, the head term, likely has a much higher search volume than the second. But it's also going to be significantly more difficult to rank on. The good news? Someone searching the second query, the long-tail keyword, is more desirable as it indicates a clearer search intent.

Executing Your SEO Strategy

After selecting your keywords, you can start writing content, keeping everything mentioned above. Remember to make the content as high-quality and relevant as possible. If it makes sense for your business, consider hiring real estate freelance writers to boost your content's authority.

Ready to start executing your content marketing strategy?

Check out HubSpot's free Editorial Calendar Templates.

[Access Now](#)



Optimizing Property Listings for SEO

Other than articles, you'll also want to optimize your property listings for search. After all, prospective buyers and renters will first look to Google to gauge what's available in their area.

Here are a few tips to make sure your property listings rank high on Google

01 Feature the address in your header

Include all of the address details, including the street address, town, county, and zip code

02 Use local keyword

Expand the location reach of your property to include broader descriptions (e.g., "Greater Boston" instead of "Somerville")

03 Take high-quality image

Google also takes into consideration the quality of images used in a listing, so ensure they're high-quality ones of the property

04 Reference nearby landmarks

Users looking to live near specific landmarks or neighborhoods will search specifically for properties near them

05 Include proximity to public transportation

If the property is located within walking distance to a subway or bus stop, mention this

06 Promote the listing elsewhere

Link the listing on your social media, blogs, and other areas to improve user engagement and drive traffic

07 Consider search intent

Think about what someone looking for an apartment or home might search on Google, and try to match your header and title to that (i.e., would they be more inclined to search for an 800-foot-square apartment or a two-bed apartment?)

Offline Marketing

Send Mail

Even in today's digital world, physical mail remains an effective marketing tool for real estate professionals. With mail, you can directly engage with potential clients in a super personalized way. Not only that, but it helps your business stand out from the noise online.

Consider the following ideas as starting points:

- Personalized postcards
- Newsletters
- Market updates
- Property listings
- Just sold listings
- Customized brochures
- Seasonal cards
- Open house invitations
- Thank you notes
- Branded gifts (e.g., magnetic calendars or notepads)

Billboards

Billboards are an effective form of outdoor advertising. They help capture the attention of both drivers and pedestrians, who all likely work and live close to your properties. An eye-catching billboard can help your business deliver a memorable, concise message, making it a valuable offline marketing tool.

Here are some ideas to help you get started:

- Property listing
- Promotional offer
- Testimonials
- QR code
- Holiday-themed messages



Networking

Real estate is all about relationships. What better way to build them and make connections than networking? You can increase your visibility, gain additional industry insights, and generate leads by engaging in networking events, conferences, and community events. Consider the following networking opportunities:

- Local real estate networking events
- Industry conferences
- Trade shows
- Seminars
- Online forums
- Social media
- Educational workshops
- Mentorship programs



Client Relationship Management

To build trust, foster loyalty, and generate repeat business, you should implement effective client relationship management (CRM) strategies. Through a solid CRM strategy, you can keep track of clients, follow up with them, ask for referrals, improve client satisfaction, and maintain constant communication from closing and beyond.



HubSpot offers a free CRM platform you can start using to set yourself up for real estate success.

[Try Now](#)

