19+ real estate Snapchatters you can’t help but watch

Between the opportunities for authentic video, crazy filters, targeted geofilters — and now Snap Maps — Snapchat is where it’s at, just ask any millennial (or anyone trying to market to millennials).

But the platform has grown beyond that niche usage among the most obvious demographic. Indeed, there are 3 billion snaps sent every day. In North America alone, 60 million people use the app.

Half of Snapchat’s new daily users in the U.S. are 25 and older, according to the company’s S-1 filing. Users 25 and older use Snapchat 12 times a day for a total of 20 minutes, and users under 25 are visiting Snapchat 20 times a day and spending over a half hour on the app daily. Imagine all that reach to future homebuyers and sellers; it’s no wonder real estate has gravitated toward the platform.

We’ve put together a list of 20 real estate Snapchatters who are worth watching and learning from — fun filters included.

1. Chelsea Peitz (@chelsea.peitz), AVP, director of social strategy, Fidelity National Title Agency

Chelsea Peitz
1h ago

2. Snaplistings (@snaplistings)

SnapListings
10h ago
The happiness is real
CHAT

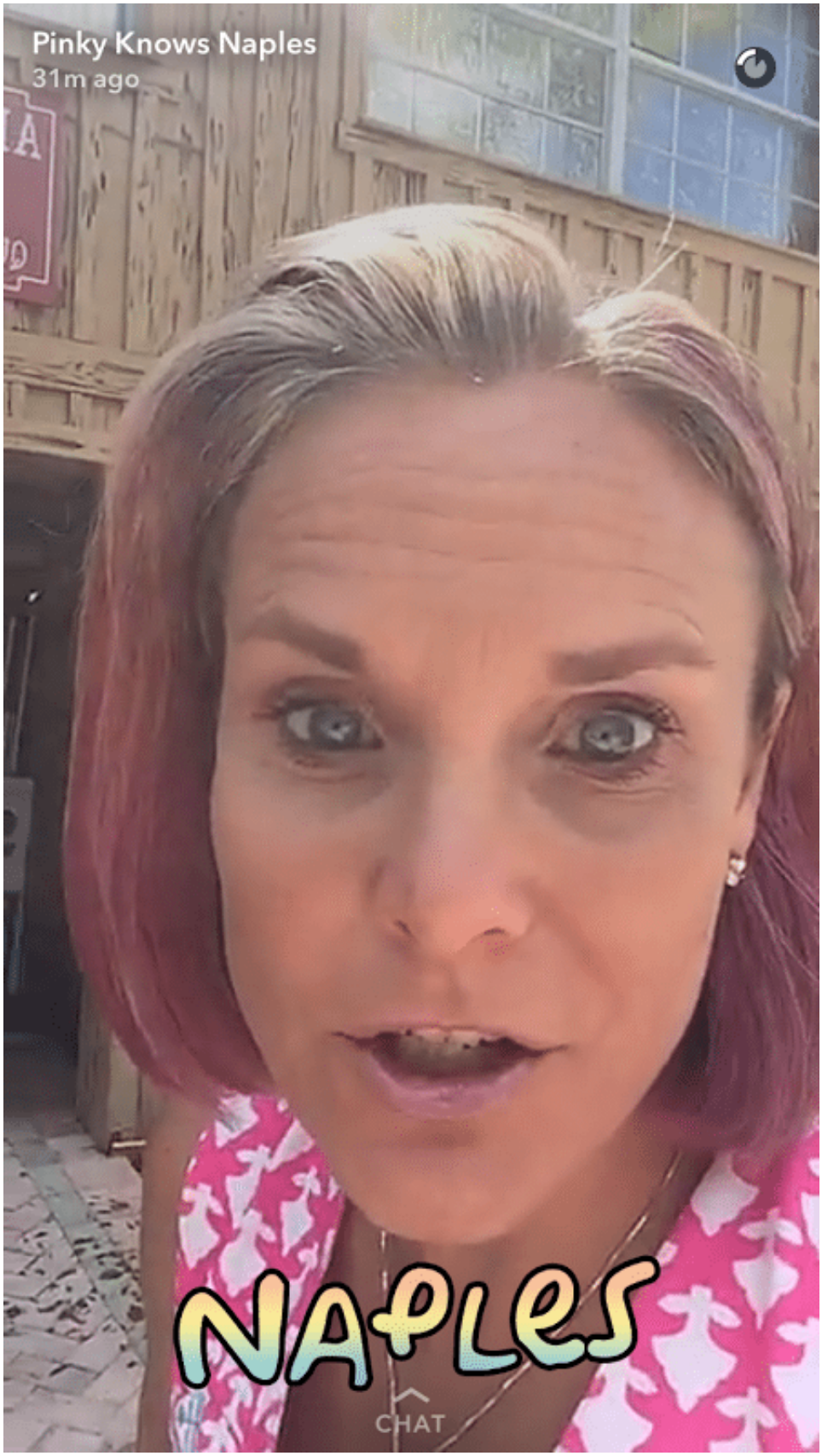
Why switching websites is more costly than you think

Shiny new tools appeal, but they have hidden costs READ MORE

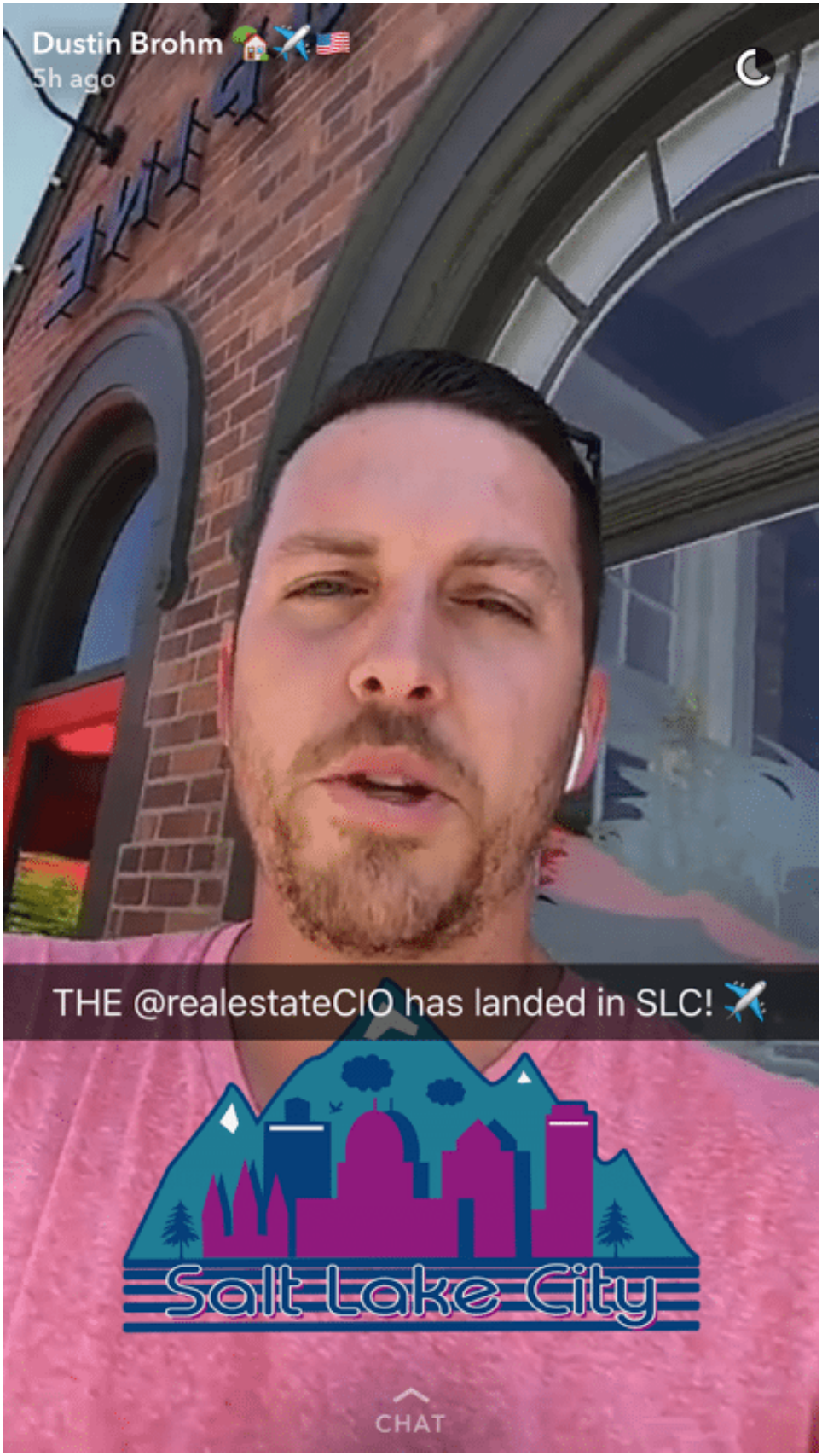
3. Katie Lance (@katielance1), CEO/owner of Katie Lance Consulting

Katie Lance | #GetSocialSmart
22h ago
Dixie
Happy 4th of July
CHAT

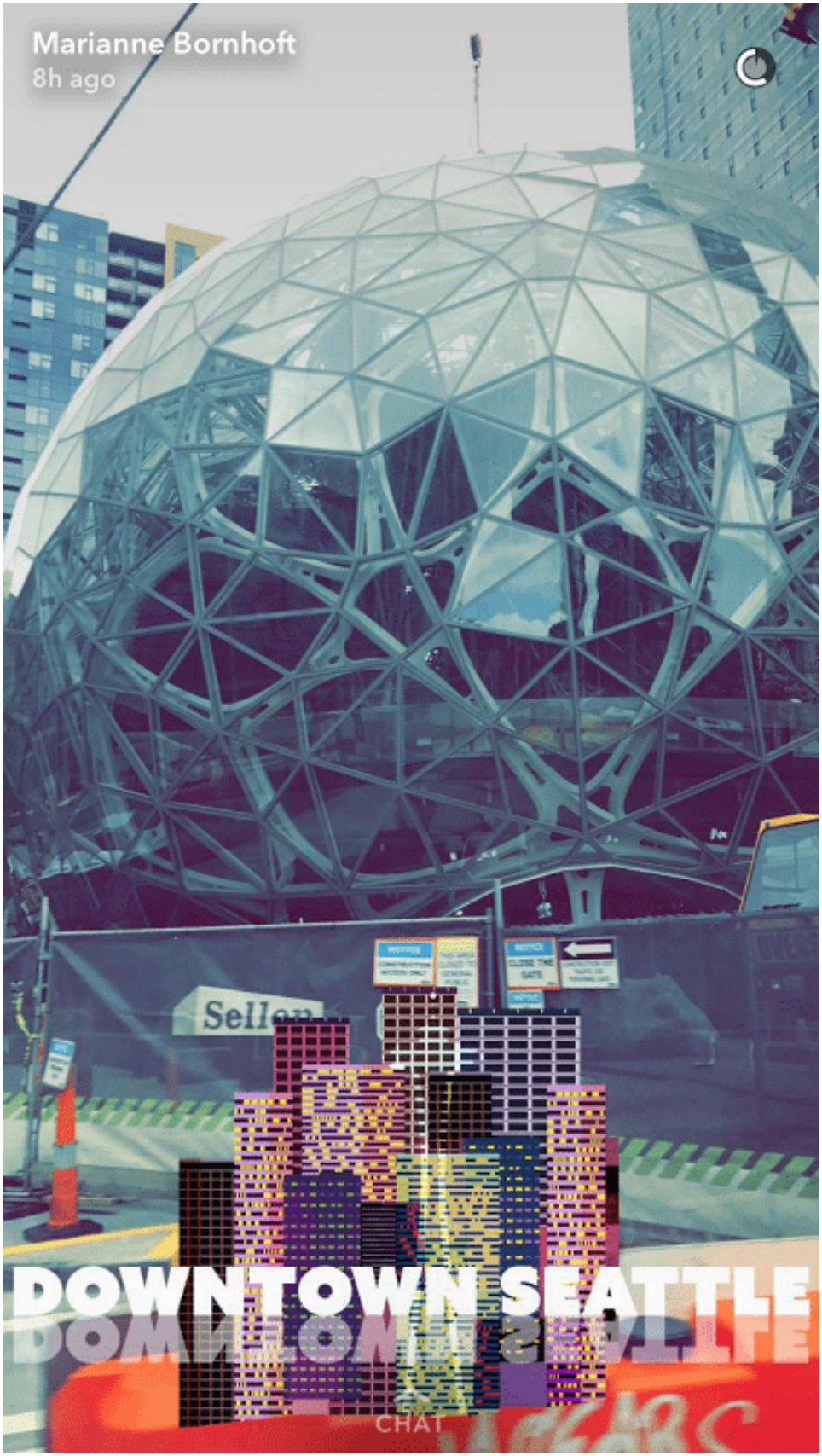
4. Sue Benson (@suebensonremax), real estate agent, Re/Max Dream


Pinky Knows Naples
31m ago
NAPLES
CHAT

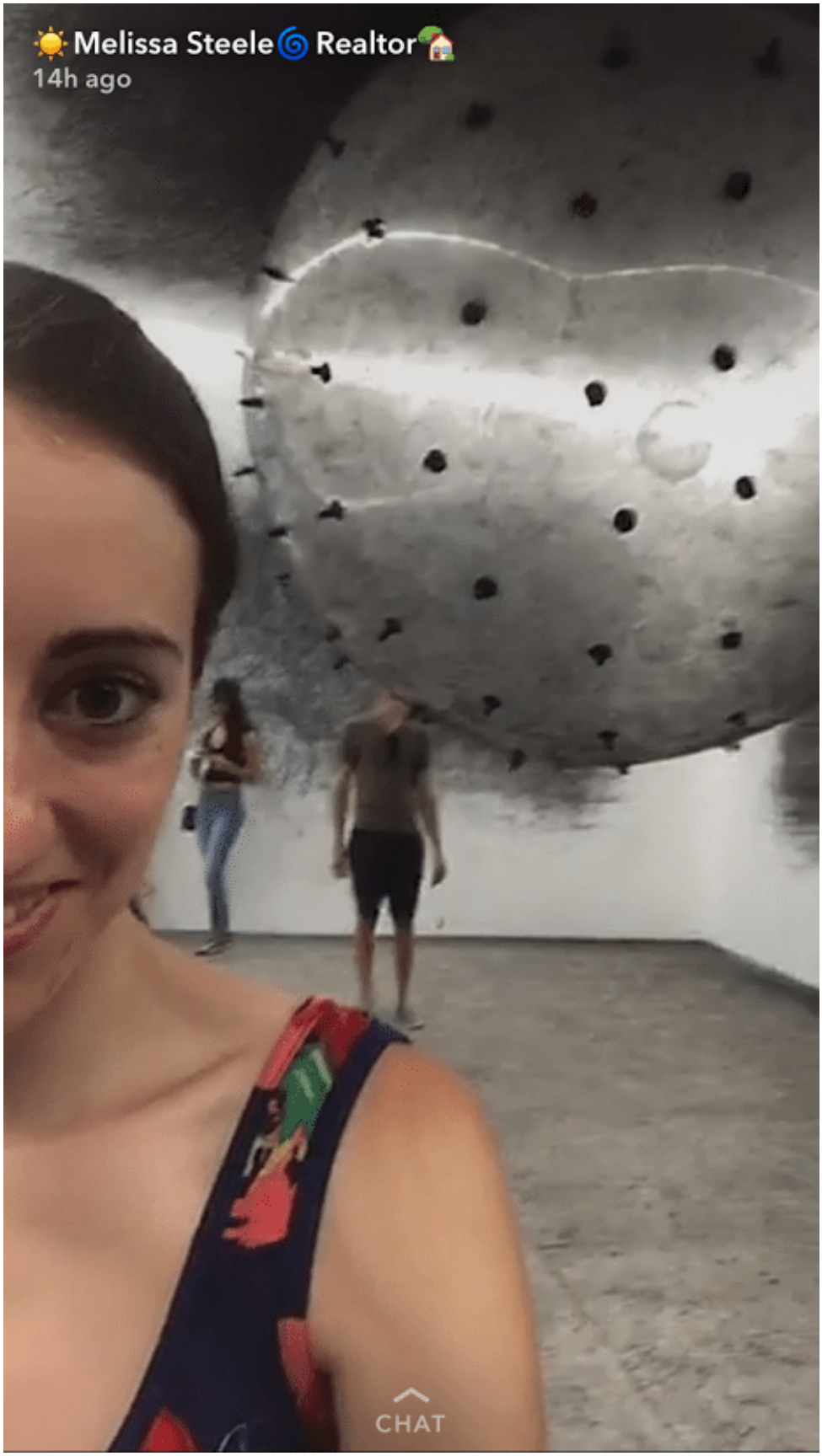
5. Dustin Brohm (@dustinbrohm), Realtor, founder of SearchSaltLake.com


Dustin Brohm
5h ago
THE @realestateCIO has landed in SLC!
Salt Lake City
CHAT

6. Marianne Bornhoft (@spokanehouse), Realtor/broker, Windermere/Manito


Marianne Bornhoft
8h ago
DOWNTOWN SEATTLE
CHAT

7. Melissa Steele (@steelesdhomes), president/co-founder and agent, Steele San Diego Homes


☀️Melissa Steele🌀 Realtor🏡
14h ago
CHAT

8. Shannon Milligan (@rvahometeam), Realtor/associate broker, RVA Home Team, powered by eXp Realty

Shannon Milligan
12h ago

9. Michael Meier (@michaelmeiernyc), broker/owner, Meier Real Estate

michaelmeiernyc
10h ago
A goal is something you're hoping to achieve... Commitments need to be made to increase the chances of achieving a goal.
#GOALS
CHAT

10. Sonia E Figueroa (@soniafigueroare), broker, Century 21 Affiliated

*Sonia Figueroa RE 💁🏻‍♀️🏡 Chicago
13h ago
Tudor Style houses
🏡 June 21, 2017
HAPPY
WEDNESDAY
CHAT

11. Jose De Leon (@topflrealtor), agent, Florida Relocation Real Estate Inc

TopFLRealtor™ 🌴🏡🔑😎
4h ago
Offer submitted. Wish me luck!!!! 🤞🏼
CHAT

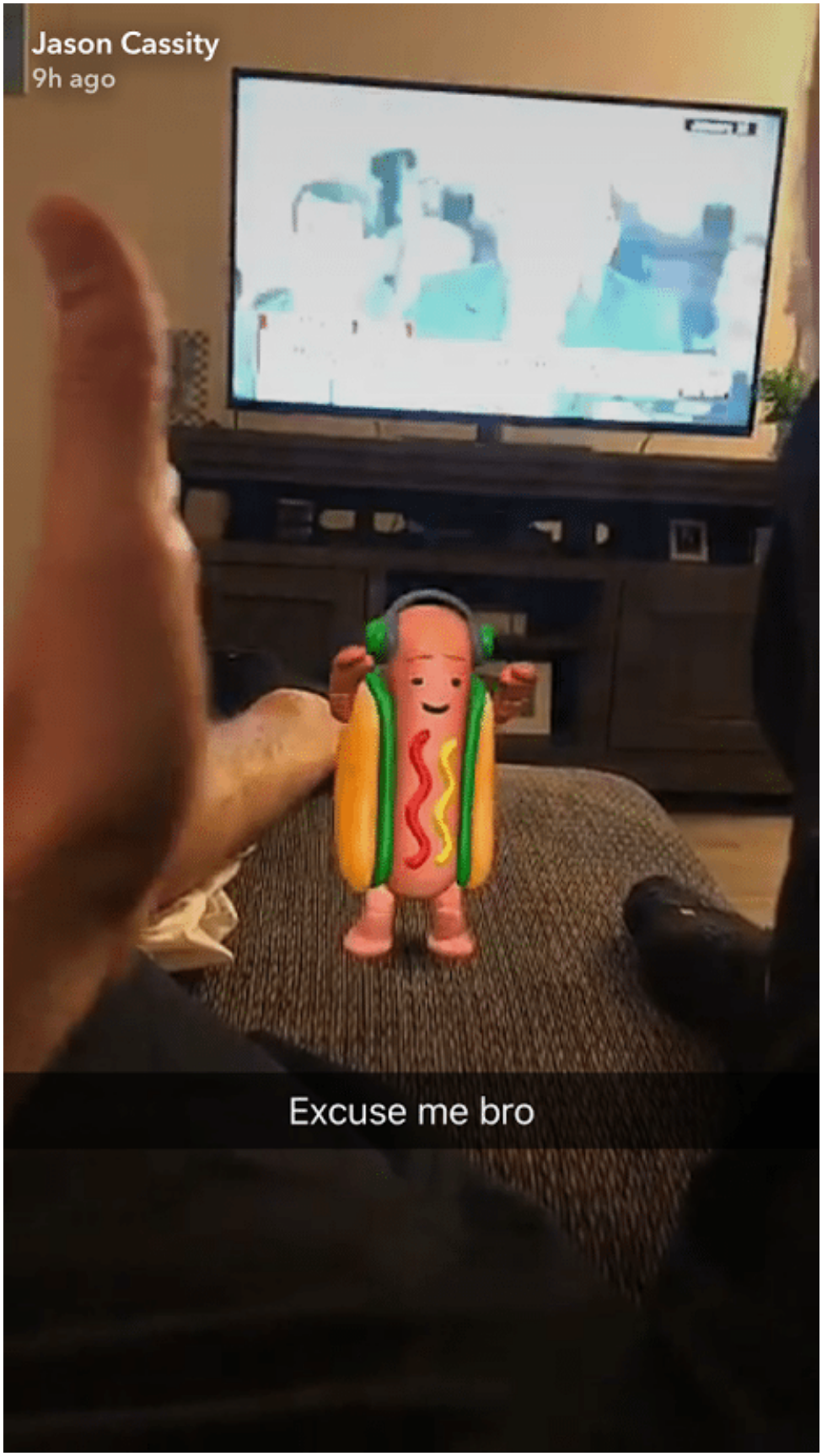
12. Annette Martinez Portalatin (@annie.kwrealtor), Realtor, Keller Williams

🏠Annette Portalatin🏠
11h ago
FLORIDA HOSPITAL
CELEBRATION HEALTH
Celebration, FL
CHAT

13. Jason Frazier (@realestatecio), CIO/chief strategy officer, Mason-McDuffie Mortgage Corporation

Frazier The Real Estate CIO
9h ago
welcome
CORPORATE OFFICE
Technology
Human Resources
Happy Wednesday!
MASON MCDUFFIE MORTGAGE
SAN RAMON CALIFORNIA
MASONMAC

14. Jason Cassidy (@sd_jcass), Realtor, I Sell The City Real Estate


Jason Cassity
9h ago
Excuse me bro

15. Bucky Beeman (@buckybeeman), agent, Realty Growth

BuckyBeeman
23m ago
@SnappyCHICKEN
HONK & WISH
HAPPY BIRTHDAY
MICAH IS 40
MEGHAN IS 16
WEDNESDAY
WABASHA
CHAT

16. Eric Larkin (@eric_larkin), broker associate, Re/Max Solutions

Eric Larkin😎😎🏡🏡🌴🌴
10m ago
Eric_Larkin is my instagram account
CHAT

17. Salvatore Friscia (@sjfriscia), founder/residential property management expert, SDPmanagement.com

Salvatore Friscia
22h ago
SAN
DIEGO
CALIFORNIA
CHAT

18. Adam Kresch (@adamkresch), COO Atlantis Mortgage

AdamKresch
2h ago
Thursday
WEST BLOOMFIELD
CHAT

19. Dean Ouellette (@deanouellette), Realtor, Realty Executives

Dean Ouellette 👻🎅🙏
20h ago
Attached

Bonus: Gary Vaynerchuk **(@garyvee), CEO, VaynerMedia**

GaryVee ❤️
11h ago
Ready
CHAT

Who are you following on Snapchat? Please share your faves in the comments section below.

Email Dani Vanderboegh

Source: click here