Where real estate marketing is headed in 2018

Real estate marketing was brought to new heights last year, and I was so impressed with the creativity happening out there! With home inventory still very low in many markets, the battle over available listings was fierce, and I don't see that changing in 2018. As real estate professionals, we must continue bring our "A-game" to the table if we want to win those listings. That being said, below are 10 trends in real estate marketing I see coming this year: 1. Cross-pollination business marketing Cross-pollination business marketing is one of the smartest marketing trends to hit our industry, and it isn't brand new. It's the thought of reaching our target market of new and existing clientele outside of the usual marketing means. We started this a couple years ago with our event hosting. We hosted a large open house for a golf course listing we had and invited various cross-pollinating vendors to "the party." We had brand new luxury vehicles, wine tasting, spirit tastings (liqu...

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