

6 real estate marketing trends that *hold the key to success*



02 How to be seen as an INDUSTRY EXPERT



*Open doors
and close deals
with these
key trends*

01 The power of personal BRAND BUILDING



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3. Creative tech is essential for closing deals



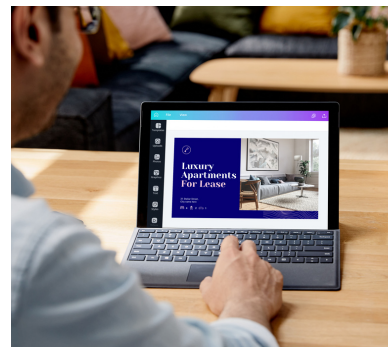
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6. Design plays an essential role in the buying process



Key takeaways

As motivational author William Arthur Ward once wrote, *“A house is made of walls and beams; a home is built with love and dreams.”*¹

Perhaps this is why buying a home is a goal that many add to their bucket list from a young age. For aspiring homebuyers, the journey begins when a real estate agent opens their eyes to the possibilities a new property holds. Amid the logistics and paperwork, the agent’s role is to realize the buyer’s dream lifestyle, and help them find meaningful connections within those walls and beams — encouraging them to find not just a space to inhabit, but a place to call home.

1 William Arthur Ward, 1968



The same goes for commercial real estate. With the right agent at their side, a client touring empty offices, restaurants or storefronts will feel that they're walking in the footsteps of their business' bright future.

Those in all corners of the real estate world — buyers, sellers, and agents alike — know the market can be unpredictable and saturated. And it's not easy for agents to cut through the noise and quickly reach the right clients with listings that resonate.

In this eBook, we're taking a deep dive into what today's real estate environment looks like. Putting a spotlight on the emerging trends shifting focus in the U.S. real estate market, we'll start with what's happening and what buyers and sellers expect, before moving into what real estate agents are doing to succeed — and why this matters.



What's happening in today's market?

A quick survey of the current U.S. real estate landscape uncovers where the most business opportunities will be throughout 2021 and beyond:

3 shifts in residential real estate

- 1. Enormous growth is expected in home sales**
According to Zillow, "The next home shopping season will be the hottest in recent memory ... and it could be the last of its kind." Industry researchers are forecasting 21.9% annual growth in home sales throughout the U.S. — the biggest boom since 1983.² This shows us that buyers can expect a continuation of the competitive market throughout 2021.
- 2. Urban living will experience a renaissance**
While COVID-19 saw many American homebuyers rushing to the suburbs to embrace more space and a slower-paced lifestyle, experts at MarketWatch anticipate a renewed embrace of city living after the risks of the COVID-19 pandemic subside and urban economies recover.³
- 3. Digital house hunting will occur across all seasons**
As property hunting becomes an increasingly digital experience, Zillow predicts that seasonal buying peaks seen in warmer months and dips seen in winter won't be as significant.⁴ Instead, convenient virtual tours and e-closing are becoming the norm all year long.

² Zillow — [Bold 2021 predictions: A stronger housing market across the board](#)

³ MarketWatch — [The U.S. real estate markets that are poised for a post-pandemic boom in 2021](#)

⁴ Zillow — [Bold 2021 predictions: A stronger housing market across the board](#)



3 shifts in commercial real estate

1. Vacant office space is saturating the market

As The Wall Street Journal reported, “Corporate tenants put a record 42 million square feet of space on the office market in the second and third quarters” of 2020.⁵ Looking ahead, agents will be grappling with a remarkable amount of office space as ways of working evolve.

2. There’s a growing market to repurpose empty commercial space

A high volume of unwanted space is creating new opportunities for developers ready to convert those properties into new spaces that will better serve the market. The Motley Fool pegs adaptive reuse as a top 5 investment opportunity for 2021.⁶

3. Industrial real estate is in demand

Holding another spot in The Motley Fool’s top 5 list is the industrial real estate segment.⁷ Demand for warehouses, cold storage, life sciences research centers, and data centers has surged over the past several years, to keep up with evolutions in consumer behaviors, science, and technology.

⁵ The Wall Street Journal — [Corporate tenants dump excess office space, sending shivers through the market](#)

⁶ The Motley Fool — [The 5 biggest real estate investment opportunities in 2021](#)

⁷ The Motley Fool — [The 5 biggest real estate investment opportunities in 2021](#)

3 open doors we'll see in the market

With seismic shifts happening across the industry, what does it all mean from a real estate marketing perspective? These shifts all come with challenges, but there are opportunities for growth and improvement, too:

Telling new stories for a new era

Given the way work, school, and home life have evolved in the pandemic, homebuyers are shopping for spaces that meet their new lifestyle needs. Property investors and business leaders are reimagining commercial spaces in a similar way.

Visionary agents will need fresh storytelling strategies that align with their clients' new paths. Building personal brands as local authorities, embracing video and virtual content, and focusing on selling a lifestyle instead of a property will be essential. We'll explore these strategies in more detail as we progress through the eBook.





Finding ways to move faster, market better, and sell more

The competitive residential landscape means getting to market faster is critical, but legacy tools and technology can't keep up. Meanwhile, digital-first real estate shopping means stellar virtual tours and online experiences are becoming central to the real estate experience.

As you'll discover, with the right tools and tactics, on-the-go agents are empowered to be faster and more effective marketers.

Expecting agents to become authority figures

Purchasing a property is no small investment. Agents are increasingly expected to educate buyers and become tastemakers within the industry. Agents who moonlight as marketers and share helpful resources, hard-to-find industry insights, local expertise, and striking visual presentations will certainly be memorable.

But investments in these types of marketing efforts can't come at the expense of efficiency. It's all about finding simple but impactful strategies that can be implemented in between open houses, inspections, meetings, and paperwork.

All of this is just a taste of what's possible.
Now, let's explore six real estate marketing
trends and actionable strategies paving the
way for successful closings.



01



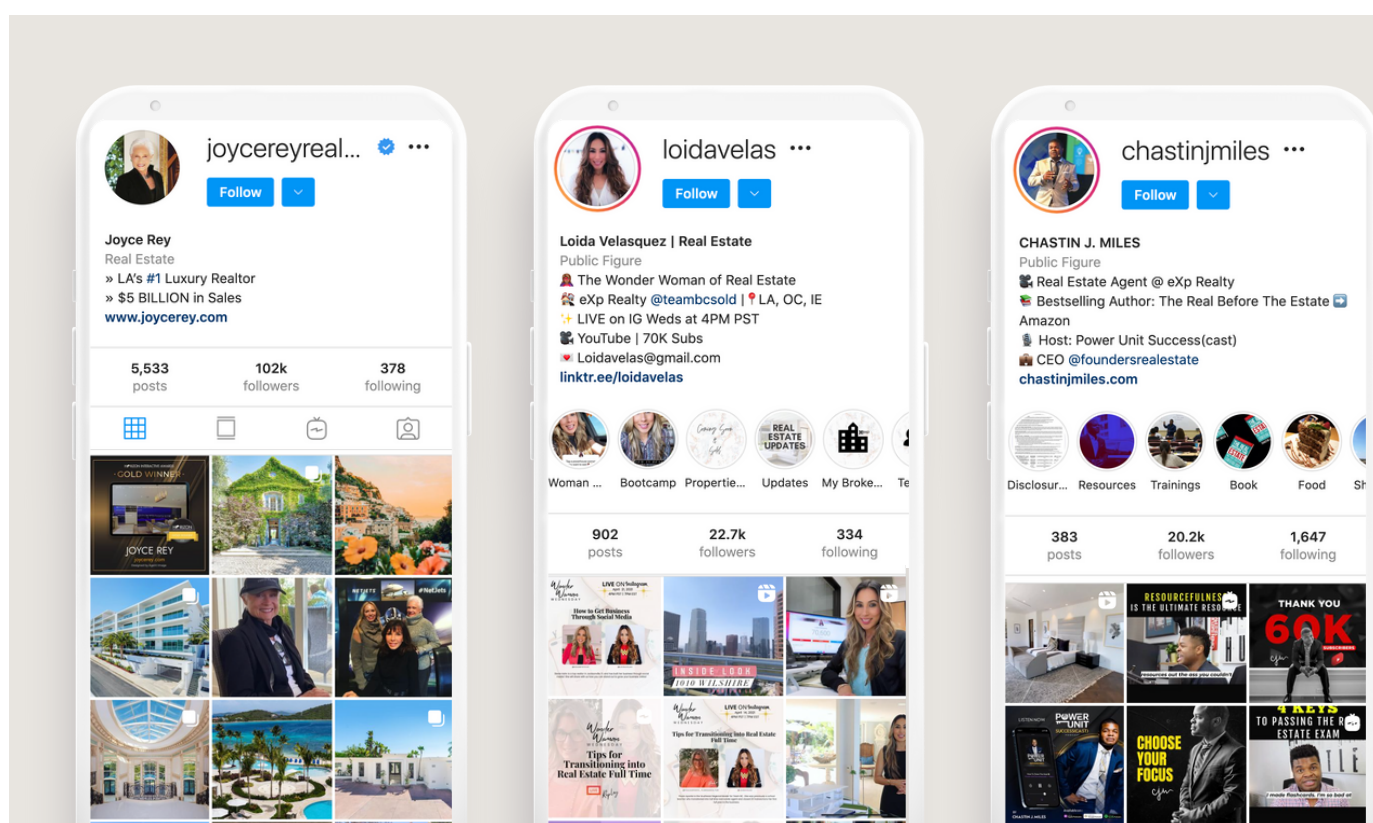
**Agents are
building their
own brands**

Whether they work for a franchise or for themselves, to stay competitive, the top real estate agents are adopting a more entrepreneurial mindset, quickly becoming influencers and authorities in their own right.

With tens of thousands of Instagram followers, agents like Joyce Rey (@joycereyreal...), Loida Velasquez (@loidavelas), and Chastin Miles (@chastinjmiles) use social media to amplify their reach and attract new clients.⁸

While it's not necessary to become a digital influencer in the traditional sense, building a personal brand is all about leveraging the consumer habits of today's buyers and providing easily accessible information about your expertise.

8 Real Estate Express — Follow these 17 best Instagram accounts for real estate



Here's how agents can build and manage their own brands:

Start with a personal brand audit

It's essential for agents to start thinking about and curating their online presence. What appears when someone searches their name? How do their public social channels reflect their expertise and unique skills? What types of properties are they known for selling? Tidy up anything that detracts or distracts from how the agent and agency want to be perceived by potential clients.

Inspire agents to define and own their personal brands

"Your personal real estate brand is a reflection of you — your unique qualities and your values," Real Estate Express advises. "It's not just a matter of coming up with a color scheme or logo; it gives you an opportunity to convey a sense of who you are to your clients."⁹ And, it tells clients why they should choose you and your organization instead of competitors.

Give each agent the support, space, and tools they need to intentionally craft a personal brand, with messaging and visual branding frameworks that match their unique strengths.

Learn all about personal brand management in *Personal Branding* with Dr. Talaya Waller, available through [Canva's Design School](#).



⁹ [Real Estate Express — Building your real estate personal brand as a new agent](#)

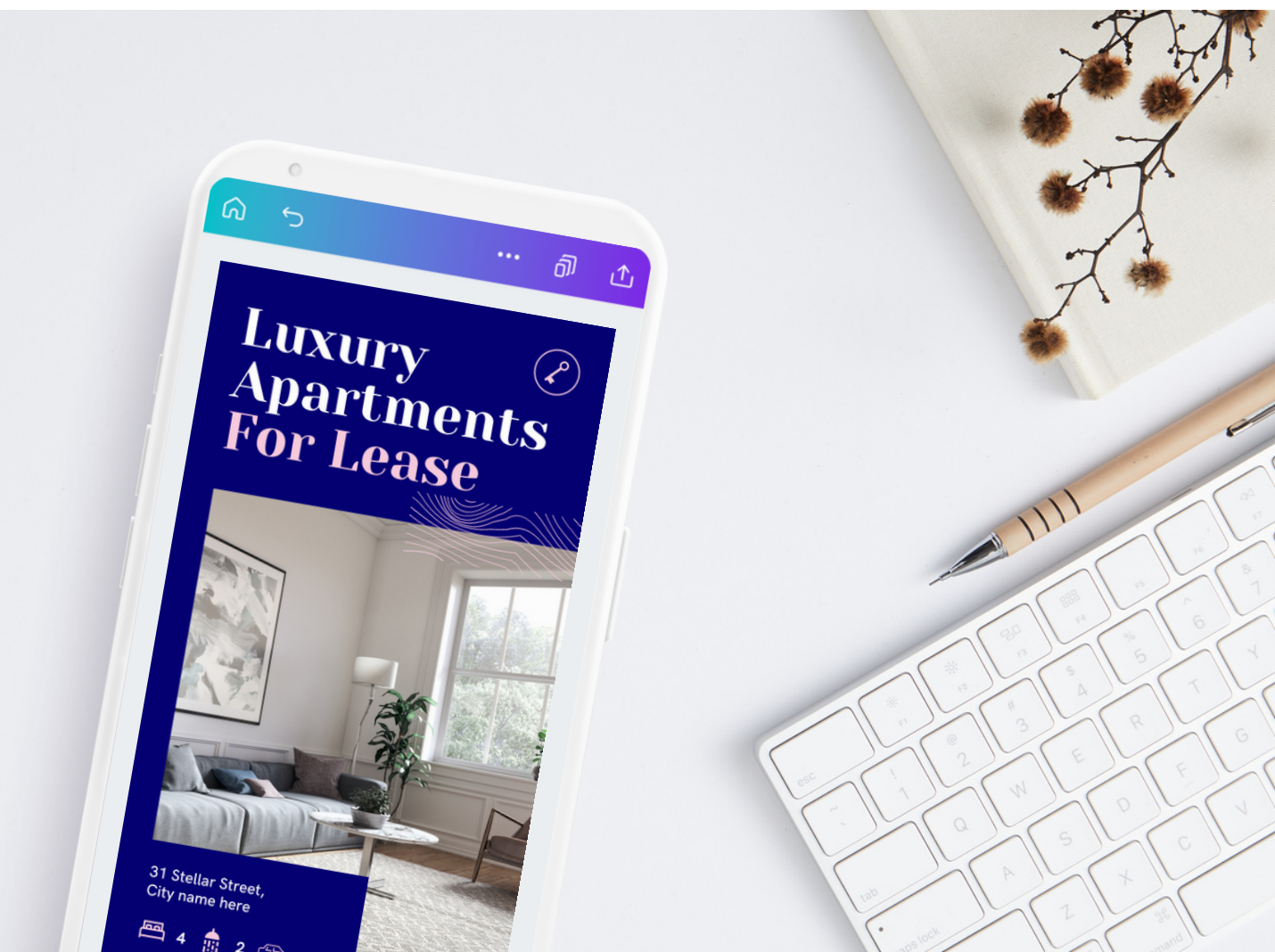
Make on-the-go marketing easy

It's not news that agents are busy and always on-the-go. So, driving engagement and building influence on social media needs to be fast, simple, and mobile.

Dustin Brohm, host of Massive Agent Podcast, recommends helping agents brainstorm creative ways to use polls, Q&A stickers, and sliders in Stories. Make eye-catching image libraries and templates available, and consider sponsoring giveaways or contests, too.

These are great ways to make instant connections with potential buyers and sellers. As Dustin says, "Master how to get 10 people engaged and coming back for more, and you'll win."

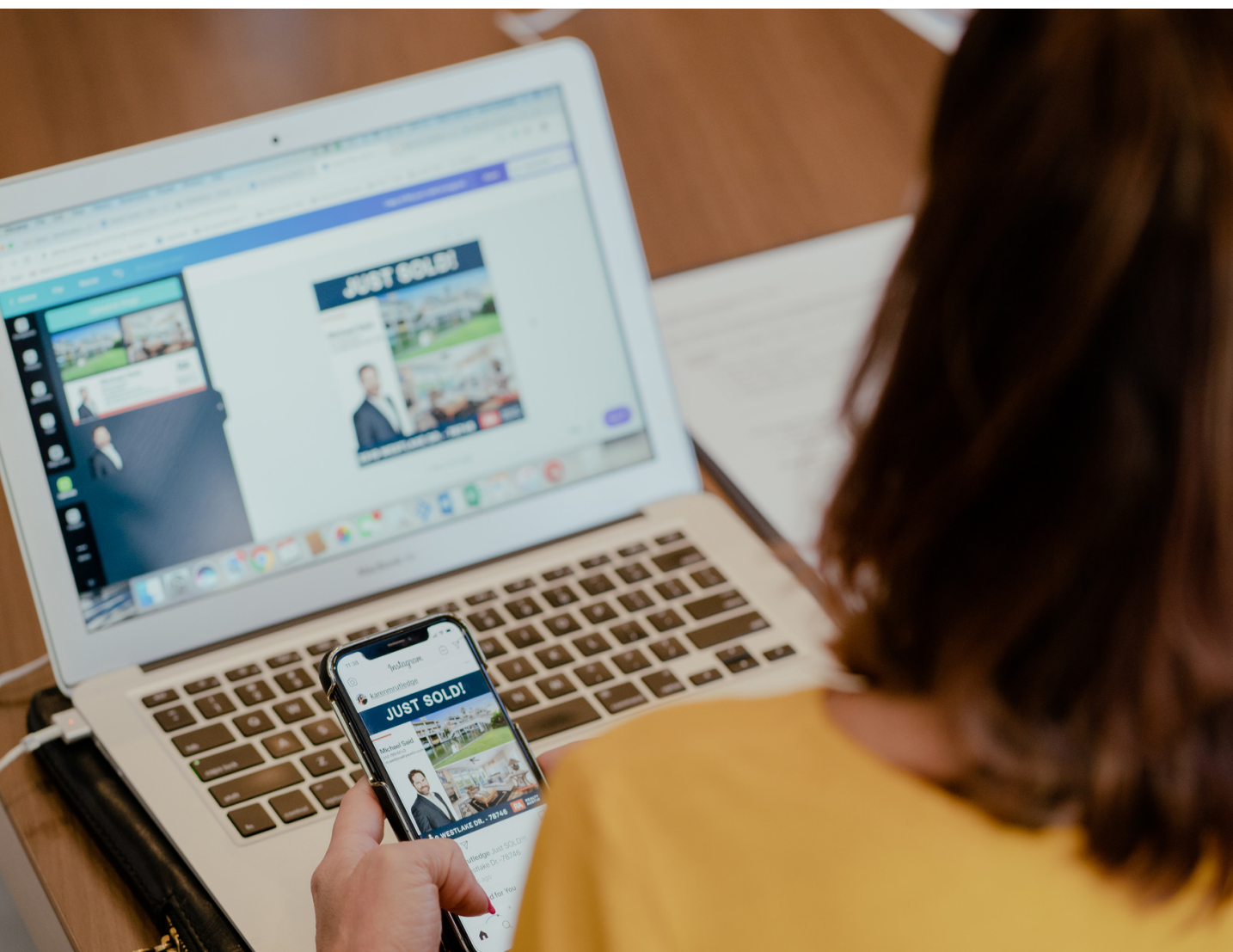
10 The Close — 29 creative real estate marketing ideas & trends for 2021



When agents have the ability to create marketing collateral that paints a clear picture, they can bring properties to market themselves, and at a faster pace.

Head offices benefit when their agents take on an entrepreneurial mindset, too. While agents are growing their own professional brands and networks, they're also serving as valuable brand ambassadors for the real estate franchise as a whole.

"We've noticed a huge growth in our agent's online and social media presence. It really makes the clients feel confident that they are with the best agents in Austin," says Kara Jones, the Marketing Manager at Realty Austin, whose agents have recently adopted [Canva for Enterprise](#) for all their marketing needs.





02

**Agents
are seen
as industry
experts**

Real estate is all about “*location, location, location*” — but one could argue that a successful deal is also about “*reputation, reputation, reputation.*”

In line with building a personal brand, agents should draw on their knowledge about neighborhoods or commercial real estate segments in order to establish themselves as subject matter experts when it comes to properties within their area.

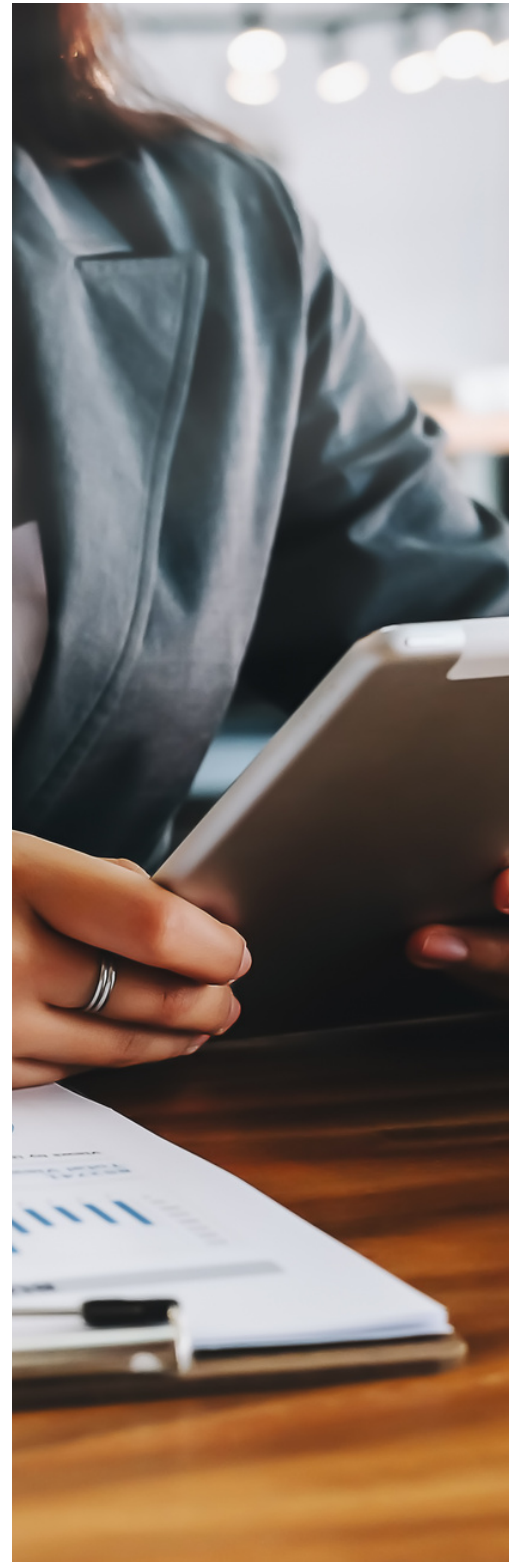
Here are some ways agents can showcase that expertise and become known as trustworthy experts:

Make a move with video

If a picture is worth 1,000 words, a video would be worth 10,000.

“Videos catch people’s attention and do a great job conveying emotion — especially short films that display well on social media,” as Logan Link of Logan & Bernard Group told The Close. “We tried this out in 2018, received a fantastic response, and put even more focus toward the concept in 2019 and on.”¹¹

Thanks to new, easy-to-use video tools, agents are now empowered to create fun, educational, and sleek marketing content that highlights their expertise in a digestible and relatable format. Think neighborhood tours and explainer videos that help first-time property investors navigate the market.



¹¹ The Close — 29 creative real estate marketing ideas & trends for 2021

Partner with local businesses

A lot of effort goes into getting properties ready for showings, so why not partner with local vendors and industry associations during the process? This could be as simple as creating a handy guide to contractors, cleaning services providers, and moving companies in the area.

Or, consider hands-on collaboration with local home stagers and photographers when preparing listings, or with a wine shop and florist when sending closing gifts. Be sure each partner has marketing materials from the other business so it's easy to spread the word. After all, supporting local businesses is something that millennials — who represent 1.4 trillion in spending power — are committed to doing with their buying decisions.

12 Bizwomen — Millennials projected to spend \$1.4 trillion as generation's influence grows



Millennials represent

\$1.4t

trillion in spending power

Support causes that are close to home

As consumers start to expect more from businesses both big and small, Mashvisor notes that clients want to see agents and brokerages standing up for meaningful causes and giving back to the community.¹³ This makes local philanthropy an essential part of becoming an important voice within the local community.

13 Mashvisor — 7 real estate marketing trends to expect in 2021



03



**Creative tech
is essential for
closing deals**

As the world rapidly moves toward faster, more efficient ways of living and working within the digital space, property buyers and sellers are embracing *omnichannel* browsing and buying behaviors with new speed.

Moving forward, here's how real estate companies can leverage the latest creative technologies:

Create an e-closing option

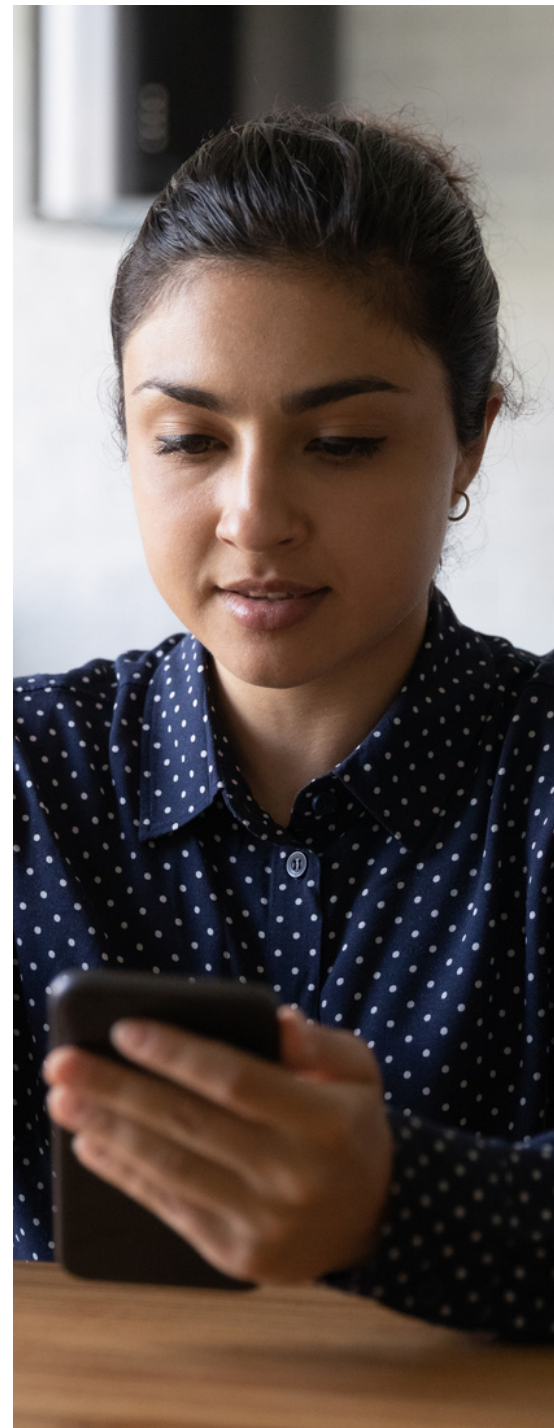
If it's permitted in your area, set up agents with an online transaction management solution. "In-person contract signings are becoming obsolete," REALTOR® Magazine observes, recommending DocuSign, dotloop, and RealPage IMS.¹⁴

Embrace on-the-go visual communication tools

Just as agents know how undeniable charm can sell a beautiful home, they also understand the power of eye-catching visuals in the sales process. But when agents are on the go and short on time, they can't take advantage of desktop design programs. Plus, waiting for design colleagues to update street addresses and photos in a simple graphic can create bottlenecks.

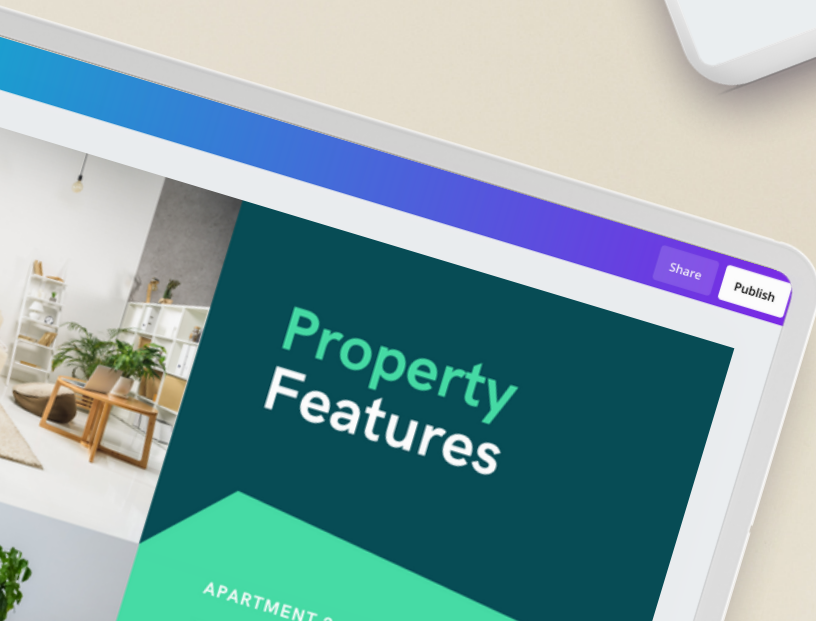
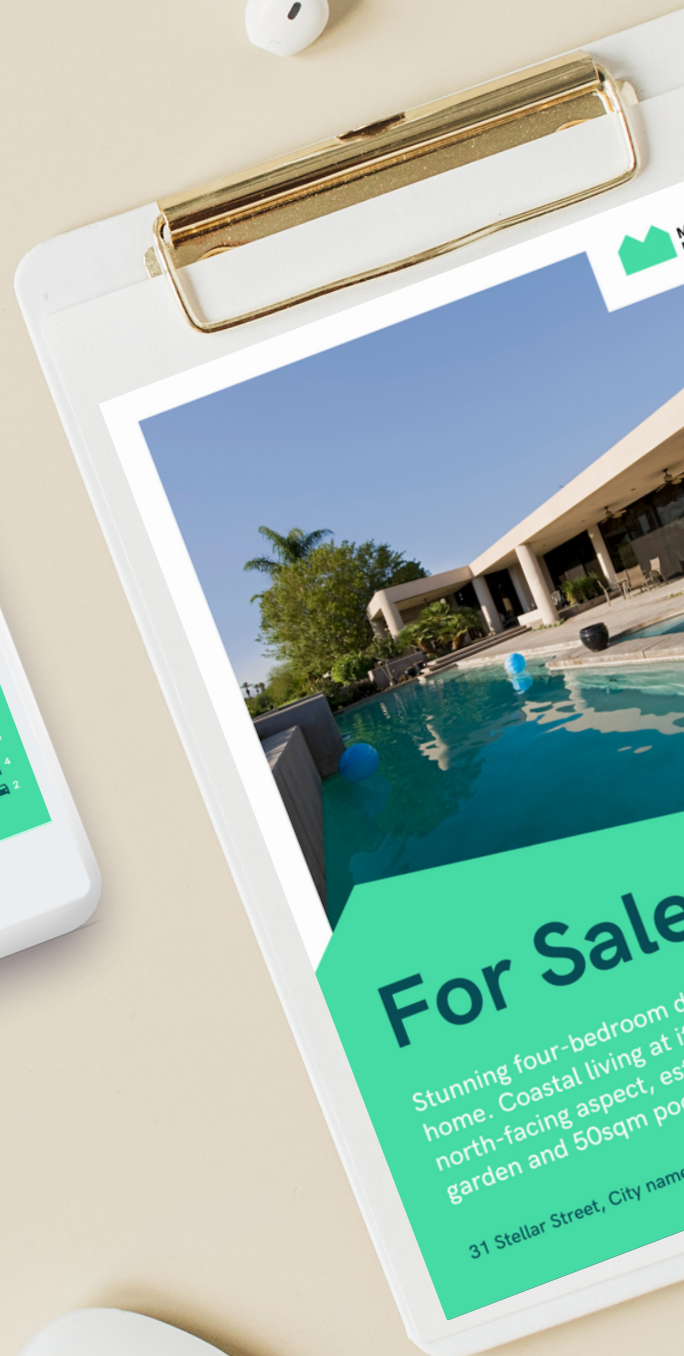
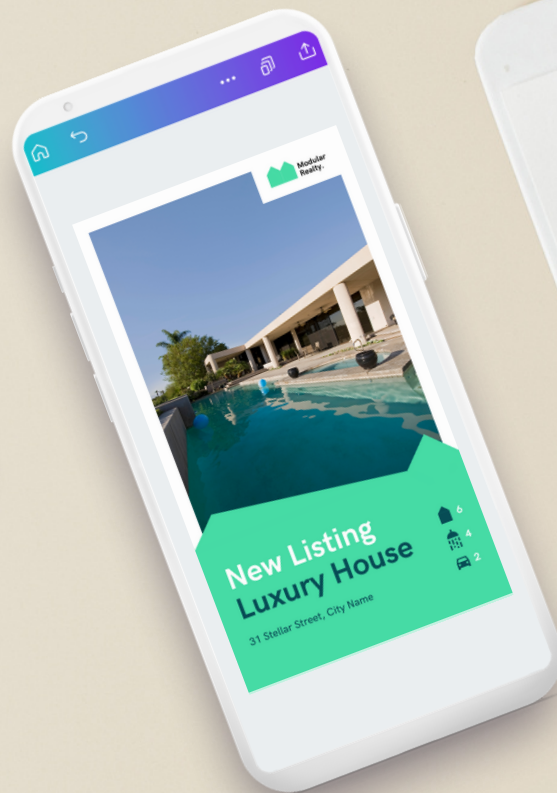
Empower agents to create, collaborate, and design for print, marketing, and social — all in one place, and from any device.

¹⁴ REALTOR® Magazine — [A new bucket of essential technology tools](#)



In an industry that is fast-paced and always changing, Canva is a visual communication tool that empowers agents, property managers, and marketing teams to communicate and advertise faster than ever.

With Canva your team can easily self-produce, create, publish, and print marketing collateral at scale, on any device. No design experience needed.



[Find out more](#)

Use automation to be in the right place, at the right time

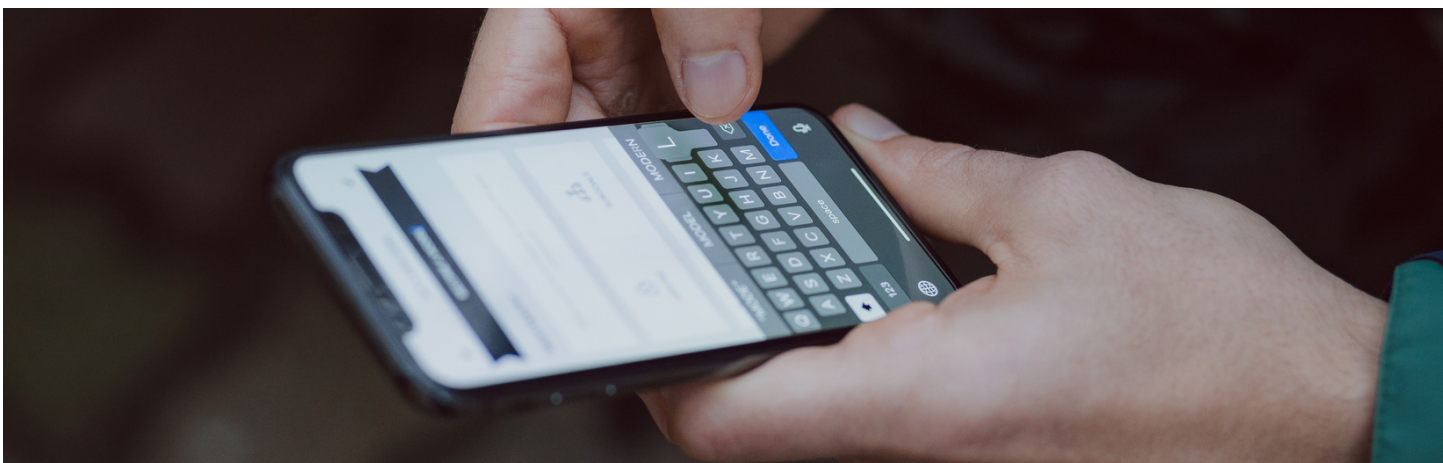
“We want people to get to know us without being intrusive,” says Albert Vasquez of Keller Williams Realty. “But not every person in our database has the same interests.” To accommodate this, Vasquez’s team segmented their audience in 20 different groups, using customized email automation sequences and triggers to ensure each person within those groups receives the right email at the right moment.¹⁵

Using similar email automation and targeted remarketing tools, you can put relevant listings and timely messages in front of potential clients at the perfect moment. Whether you’re sending out listings, creating ads, or following up with past clients to generate referrals, automation can save a lot of time.

Pre-qualify prospects with chatbots

When someone shows up on your website or Facebook page, a quick conversation with a chatbot can tell you whether they’re actively buying or selling.

To set the stage for a great client experience — even before making human contact — try using chatbots to schedule appointments, direct site visitors to a specific landing page, and serve up relevant marketing resources. Become a Local Leader notes that agents can do this using Facebook Messenger, or a tool like Drift, Intercom, or ManyChat.¹⁶



¹⁵ PieSync — Keller Williams Realty: Albert Vasquez

¹⁶ Become a Local Leader — 5 real estate marketing trends that will change the way you land clients In 2020

04



**Sleek
marketing
becomes an
expectation**

Today's real estate clients explore a variety of online channels and take a digital-first approach to the buying or selling process, long before transitioning to physical brand experiences.

But no matter what channel they're engaging through, they expect consistency and quality.

Here are some tactics for delighting customers every time:

Make virtual reality a reality

Static photos can't say much about a warm, inviting layout or the real scale of a space. Virtual tours — including 360-degree imagery and video walkthroughs — can make a world of difference for a buyer.

And, if consumers spend 5 to 10 more times on websites that ¹⁷ feature virtual tours, there's a better chance of a quicker close.



17 Digital in the Round — 13 mind-blowing virtual tour statistics

Share a drone's-eye view

Drones offer a captivating way to present properties like never before — and they're not just for extraordinary locations. You can show off charming streets and stunning properties alike with drone footage.

In 2020, 26% of real estate agents were reportedly using drones to shoot property videos, and even more planned to do so in the future. ¹⁸



18 The Pinnacle List – 3 digital trends for real estate agents In 2020

Offer eye-catching print materials

Agents don't want to leave potential buyers or sellers with a few sheets of loose paper. Making premium-quality, custom-branded presentation folders available is a simple but impactful way to improve the client experience. To really add polish, make sure all other print materials are of the same paper quality and cohesive design scheme.

The portfolio of real estate marketing agency Artifakt Digital is a great starting place for inspiration. Each of the elegant, cohesive suites they've designed makes a unique brand statement through presentation folders, business cards, thank you notes, letterhead, and everything else an agent needs.



05



Agents
are shifting
toward selling
a lifestyle

With home buyers comparing properties to their new and evolving lifestyle needs, it's all the more important to focus on selling the experience and value to that buyer, not just the property's features.

Here are some ways to do it:

Get a complete picture of what clients want, and why

As Kevin Tengan of RE/MAX Prestige in Honolulu explained during a REALTORS® conference, homebuyers are searching for “a place for their life to happen.” In order to really understand that, agents must “start with the why” when marketing properties.²⁰

To get a clear picture of your buyer personas, their lifestyle motivations, and their “why,” dive into the vast amounts of client data at your fingertips.

20 National Association of REALTORS® — Don't just sell a home; market a lifestyle



Help buyers envision the lifestyle possibilities

Engaging listing videos can help house hunters and commercial real estate buyers imagine what it's like to live or work in that property and its surrounding area.

As The Keri Shull Team's director of marketing, Tyler Marrin, told The Close, "We consistently produce video for the neighborhoods we want to be the face of, and we cover numerous housing, entertainment, and lifestyle benefits of those areas."²¹

Create custom marketing assets for each listing

No matter your brokerage's specialty, you can borrow a page from the luxury real estate marketing playbook: Promote individual listings using dedicated collateral. Create glossy, magazine-like brochures and comprehensive landing pages potential buyers can dig into.

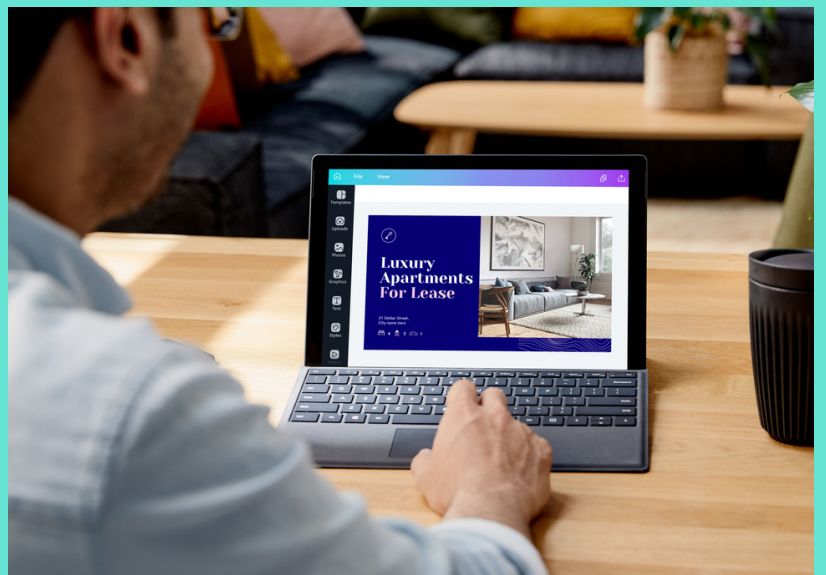
"Thrive in excellence," says luxury real estate advisor Melinda Goodwin. "No matter the price point, go above and beyond for your clients" with high-end assets and you're sure to create a memorable experience.²²

²¹ The Close — [29 creative real estate marketing ideas & trends for 2021](#)

²² Inman — [Why luxury real estate is all about selling a lifestyle](#)



06



**Design plays
an essential
role in the
buying process**

There are many opportunities to impress potential buyers using great design – from staging and styling to web design and graphics.

Don't underestimate the power of a well-designed website

If you want to get clients onto your website and keep them there, make sure your brokerage's website is aesthetically pleasing and easy to navigate. If your site is starting to look dated or cluttered, prospects might assume they'll have a less-than-ideal experience with you.

Invest in your online presence to bring it up-to-date. Prioritize a simple color scheme, straightforward menu options, and streamlined user interface that makes finding and falling in love with properties easy.



Decorate digitally with 3D staging software

When it's done well, home staging can turn a property from mediocre to beautiful. According to the National Association of REALTORS®, 83% of agents agree that “staging a home makes it easier for buyers to visualize living there.”²³

But it's OK if you don't have access to furniture and accessories. Take advantage of 3D virtual staging tools to help potential buyers visualize the space.

Place customizable design templates at your agents' fingertips

With an easy-to-use design tool like Canva, you can make brand assets and ready-to-go templates readily available to agents and marketers.

PRG Real Estate did just that.

23 REALTOR® Magazine — A new bucket of essential technology tools



CASE STUDY

PRG Real Estate

Founded in 1985 PRG Real Estate have established themselves within the market and now owns and manages around 35 properties and more than 10,000 apartments, meaning they have a high demand for marketing materials. These design needs created a backlog of design requests and, as a result, resounding frustration.

PRG's innovative leadership team decided to introduce Canva for Enterprise to 40 team members — and it didn't take long for them to see positive results.



By using Canva as their central visual communication tool, agents could manage their own design needs and create on-brand digital and offline assets, with speed — while freeing up PRG's in-house designer to work on more technical designs such as floor plans and site maps. Canva became a fast solution, helping the whole team work more efficiently in more ways than they could imagine.

"We mostly use Canva to preserve the brand of each of our properties. We're using it every day for all our marketing materials," says marketing coordinator Devon Ditko. "It's a one-stop shop for all the things that we need."





Key takeaways

When putting the top real estate *marketing trends* to good use, agents can attract clients with their own personal brands and expertise, while leveraging the size and strength of the real estate franchise in support of the buyer.

In summary, these are the top takeaways from the real estate marketing trends we've surveyed:

-
- 1. Agents are building their own brands**
Support entrepreneurially minded real estate agents as they build their own personal brands.

 - 2. Agents are seen as industry experts**
Position agents as industry leaders and local experts to earn the community's trust.

 - 3. Creative tech is essential for closing deals**
Embrace the right tools and technologies to improve the client and agent experience.

 - 4. Sleek marketing becomes an expectation**
Stand out with top-quality print and digital marketing materials.

 - 5. Agents are shifting toward selling a lifestyle**
Focus on marketing a lifestyle and remember, it's all about "love and dreams" rather than "walls and beams."

 - 6. Design plays an essential role in the buying process**
Don't forget about the impact great design can have in winning over real estate buyers.



To discover how Canva can
help your real estate business
open doors and close deals, connect
with our sales team today.

canva.com/contact-sales