

THE 2025

# Real Estate Marketing Playbook

Master the Fundamentals and  
Ensure Every Agent Meets Their GCI Goal

BROUGHT TO YOU BY





## INTRODUCTION

In today's competitive real estate landscape, profitability hinges on a brokerage's ability to help its agents attract clients and build long term relationships. The modern buyer's journey is digital. A staggering **92%** of home buyers use the **internet as their primary info source**<sup>1</sup>, **52%** of home buyers **find their homes online**<sup>2</sup>, and **52%** of buyers **prefer virtual tours** over physical tours<sup>1</sup>. Platforms like Zillow dominate the online landscape, making it impossible to outspend them. But agents don't need to. Instead, they can lean into their local expertise, deliver authentic value, and be omnipresent in the digital world.

Yet many brokers struggle to align their marketing tools and strategies with agent success. This eBook bridges the gap, guiding brokerages on how the right marketing can help their agents hit their Gross Commission Income (GCI) goals and position their brokerage for long-term growth.

Consider this your crash course in real estate marketing fundamentals. You'll learn how to reverse-engineer GCI goals into actionable weekly activities, master marketing and sales funnels, and equip your agents with the tools to thrive. Along the way, you'll see how to leverage your brokerage's unique strengths—like local expertise and personal relationships—while staying competitive in the digital age.

Whether you're a broker-owner or managing a team of agents, this guide provides actionable insights to transform your marketing strategy.





ONE

# Back to Marketing Basics: Setting the Foundation for Success

## Why Marketing Matters in Real Estate

Marketing is more than just a tool for selling properties—it's the foundation of your brokerage's success. By effectively reaching buyers and sellers, marketing ensures agents have the pipeline needed to hit their goals, which grows your business.

## The Purpose of Marketing

Marketing is the process of creating, communicating, and delivering value to customers. In real estate, this means crafting compelling listings, building trust with your target audience, and positioning your brokerage as the go-to resource for buying or selling homes. It powers a brokerage's mission to support agents in growing GCI and create meaningful client relationships.

## Why Agents Need to Be Omnipresent

Today's buyers and sellers live in a digital-first world. They expect to find agents, listings, and advice online at every stage of their journey. Being omnipresent—visible across search engines, social media, email, and more—ensures your agents are the ones they turn to when they're ready to make a move. Read more about omnipresence in our blog post, [WHY REAL ESTATE AGENTS MUST BE OMNIPRESENT](#).

## The Broker's Role

Brokers set the tone for marketing success by providing the right tools, training, and resources. By positioning your brokerage as a trusted brand, you create a pull effect, attracting clients and agents who align with your mission and values.







## Core Components of Marketing

Once agents understand why marketing matters and how it ties directly to their GCI goals, the next step is mastering the fundamentals. While marketing can feel overwhelming with its many moving parts, it all boils down to a few core components that drive success. By focusing on these key elements—Product, Price, Place, and Promotion—brokers and agents can create cohesive, effective marketing strategies that resonate with their target audience and generate consistent results. In this section, we'll explore how each of these components applies uniquely to real estate and why getting them right is crucial for standing out in a competitive market.

### The Four P's

The Four P's framework—Product, Price, Place, and Promotion—is a foundational concept in marketing. In real estate, these elements become crucial because they directly impact how brokerages and agents attract clients, sell homes, and build lasting relationships.

### Product:

Real estate isn't just about selling homes—it's about offering a full-service experience. From compelling property listings to exceptional client interactions, your "product" is everything you deliver to buyers and sellers. The better your agents showcase properties and client care, the more trust and referrals your brokerage earns.

In real estate, the product is multifaceted. It's not just the physical property, but also the services brokers and agents offer, such as consultation, negotiation, and market expertise. A compelling "product" creates value and differentiates agents or brokerages in a competitive market.

#### KEY CONSIDERATIONS:

- **Property Listings:** Ensure they are accurate, visually appealing, and showcase unique selling points to attract buyers.
- **Services Offered:** Value-added services, such as staging advice or digital marketing campaigns, increase client satisfaction and perceived value.
- **Client Experience:** Today's buyers and sellers value seamless, tech-enabled interactions. Tools like MoxiPresent can enhance client presentations and streamline this experience.



### Price:

Pricing is critical in two ways: home pricing and commission strategies. Agents need to price homes competitively to attract buyers while maximizing value for sellers. Additionally, brokers must offer commission structures that retain top-performing agents and incentivize success.

Pricing is one of the most sensitive aspects of real estate transactions. Correctly pricing a home can mean the difference between a fast sale and a stagnant listing. Commission splits also influence how brokers attract and retain agents.

#### KEY CONSIDERATIONS:

- **Home Pricing:** Understand market trends, comparable sales, and buyer behavior to set competitive, appealing prices. Overpricing can deter interest, while underpricing may reduce perceived value.
- **Commission Strategies:** Transparent, fair commission policies can attract high-performing agents and instill trust in clients.
- **Perceived Value:** Marketing efforts should highlight how the price aligns with the property's features and benefits, reinforcing its worth.

### Place:

Real estate is all about being in the right place at the right time—online and offline. Leveraging MLS listings, brokerage websites, virtual tours, and open houses ensures maximum exposure. Social media and platforms like Zillow amplify your reach even further. The “place” in real estate refers to how properties and services are made accessible to potential buyers and sellers. Efficient and broad distribution increases visibility and ensures properties reach the right audience.

#### KEY CONSIDERATIONS:

- **MLS (Multiple Listing Service):** Ensure properties are discoverable by other agents and buyers, maximizing reach.
- **Brokerage and Agent Websites:** Act as digital storefronts where buyers and sellers can find listings, learn about the market, and contact agents. Tools like MoxiWebsites optimize these channels for engagement and lead capture.
- **Virtual Tours and Open Houses:** These channels allow buyers to experience properties more conveniently, especially in an increasingly digital-first world.
- **Social Media and Real Estate Platforms:** Platforms like Zillow or Realtor.com, combined with social networks, help place properties directly in front of tech-savvy buyers. Tools like MoxiImpress can make creating graphics for social platforms a breeze.

### Promotion:

Promotion connects everything. Whether through social media ads, email campaigns, or local sponsorships, your brokerage's ability to promote listings and services determines visibility and interest. Without effective advertising, even the best properties can remain unsold. For brokerages, promotion helps establish brand authority and attract both clients and agents.

#### KEY CONSIDERATIONS:

- **Social Media Campaigns:** Platforms like Instagram and Facebook are perfect for visually showcasing properties, generating engagement, and staying top of mind for those in your area.
- **Email Marketing:** Tools like [ActivePipe](#) enable agents to nurture leads with automated campaigns that deliver value and build trust over time.
- **Paid Ads:** Tools like [MoxiPromote](#) simplify ad creation across Google and social networks, reaching targeted audiences and amplifying results.
- **Local Advertising:** Flyers, community sponsorships, and networking events build trust and credibility within local markets. Tools like [MoxiImpress](#) help automate this process.

### Connecting the Four P's to Real Estate Success

When all four P's are aligned, they create a cohesive strategy that resonates with clients. For instance:

A competitively priced home (Price) that's beautifully staged (Product) and listed on popular platforms (Place) will see increased buyer interest, especially if it's advertised with engaging content (Promotion).

By mastering the Four P's, brokerages and agents can build a sustainable marketing system that drives results, attracts top talent, and delivers superior client experiences.



## Branding 101

A strong brand is your brokerage's backbone. It not only attracts clients, but also helps agents align with your mission.

### Why Branding Matters:

Consistency in messaging, visuals, and tone builds trust and recognition in your market. A well-defined brand helps agents feel confident in representing the brokerage and differentiates you from competitors, while instilling confidence in buyers and sellers.

### Personal and Brokerage Branding:

Agents should merge their personal brand with the brokerage's identity. This creates a cohesive yet personalized experience for clients. Encourage agents to emphasize their local expertise, while leveraging the brokerage's larger reputation.

## Understanding the Target Audience

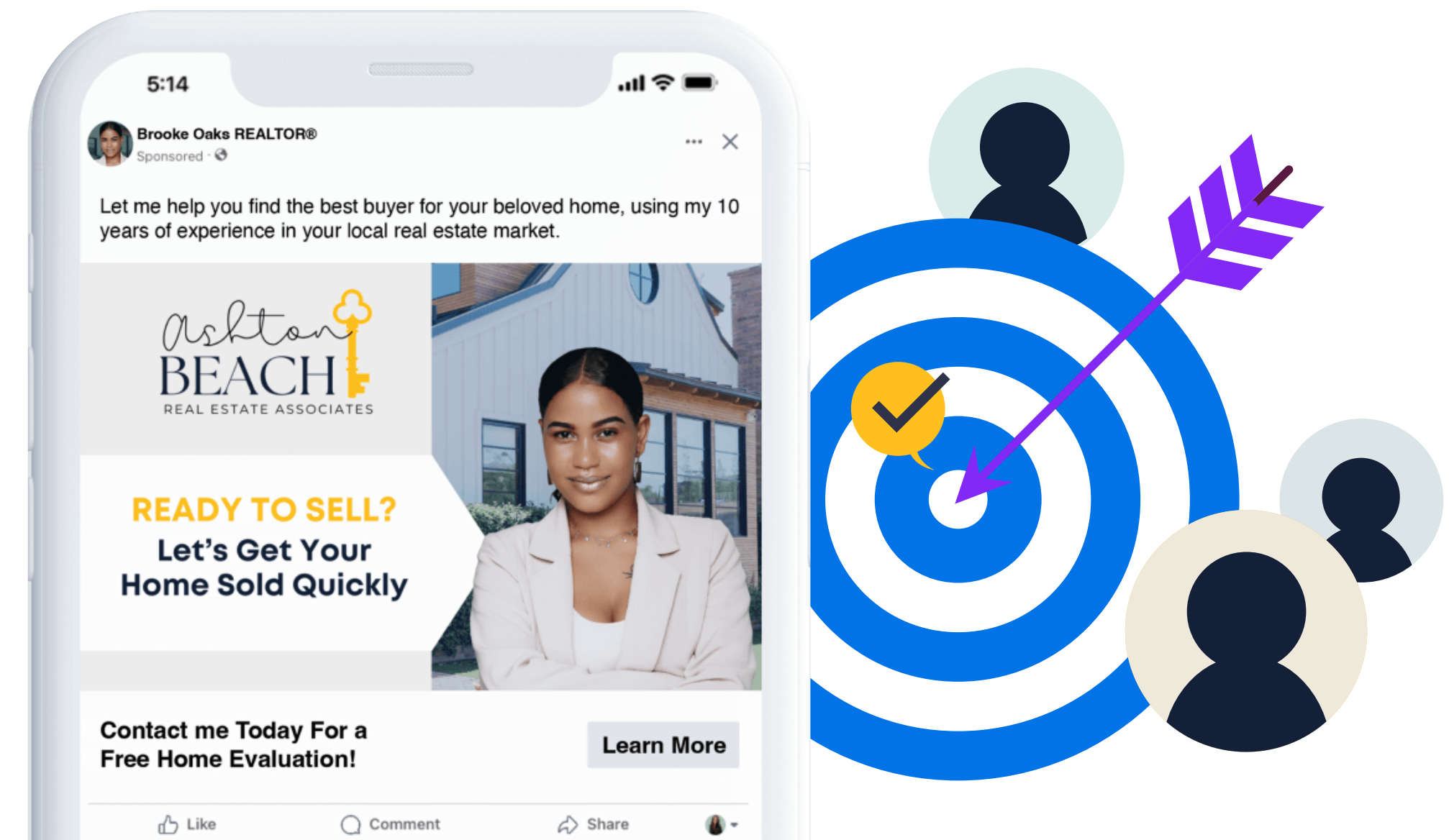
Knowing who you're marketing to ensures your message resonates. In order to do so, consider building buyer and seller personas.

### Identify Key Traits:

- **Demographics:** Age, income, location, & other quantifiable factors.
- **Psychographics:** Interests, values, and behaviors.

### Tailor Messaging:

Buyers and sellers have different concerns. Use personas to address their specific needs, like ease of transaction for sellers or affordability for buyers.







## Marketing Across Channels

Marketing success depends not only on what you say, but where and how you say it. In real estate, choosing the right channels is critical to reaching buyers and sellers at the right moments. A well-rounded approach leverages both digital platforms and traditional methods, ensuring broad visibility while maintaining a personal touch. When used together effectively, these channels create a powerful, omnipresent marketing strategy that keeps agents top-of-mind with potential clients. You'll learn more about these channels in the upcoming section: Strategies for Modern Real Estate Marketing.

### Online Presence:

Your website is the brokerage's storefront—make it engaging, functional, and optimized for lead capture. Social media connects agents with local communities, while email marketing keeps your brand top-of-mind for prospects. As most buyers and sellers start their journey online, brokerages and agents must ensure they are visible at the very start.

### Traditional Marketing:

Flyers, direct mail, cold calling, door knocking and in-person events may seem old-fashioned, but they remain effective for building local relationships. The key here is consistency, which is what most agents struggle with. Brokerages should ensure that their agents participate in a healthy mix of online and offline marketing.

### Word of Mouth and Social Proof:

Testimonials and reviews are gold in real estate. Encourage agents to collect and share positive feedback to enhance credibility.



## TWO

# Understanding the Real Estate Marketing and Sales Funnel

Effective real estate marketing isn't just about generating leads—it's about guiding those leads through a structured journey from awareness to closing. This journey, often visualized as a funnel, represents the stages that buyers and sellers go through before making a decision. By understanding the real estate marketing and sales funnel, brokers and agents can create targeted strategies for each stage, ensuring no opportunity is missed. In this section, we'll break down the funnel into its key stages, explore real-world examples of how leads move through it, and highlight actionable steps agents can take to improve conversion rates at every stage. Mastering this process is essential for turning prospecting efforts into measurable results, and ultimately, achieving GCI goals.

### The Funnel Overview

The real estate marketing and sales funnel maps the buyer and seller journey from awareness to repeat & referral. Understanding this framework helps brokers and agents strategically turn leads into closing deals.





#### HOW THE FUNNEL WORKS

The marketing and sales funnel is a hierarchical structure where many initial touches (calls, emails, texts) gradually narrow into appointments and closed transactions.

##### Example:

1,000 marketing touches  
→ 100 interested leads  
→ 10 appointments  
→ 1 closed transaction

### Awareness

Buyers and sellers first learn about your brokerage and services.

#### Channels

Social media, blogs, SEO-optimized websites.

### Interest

Leads show interest by engaging with your content or tools.

#### Channels

Email subscriptions, downloadable guides, market reports.

### Consideration

Leads actively evaluate their options and seek more detailed information.

#### Channels

Virtual tours, property presentations, testimonials.

### Decision

The moment a lead chooses to work with your brokerage.

#### Channels

One-on-one consultations, compelling follow-ups via CRM.

### Repeat & Referral

Maintaining relationships with clients for future transactions or referrals.

#### Channels

Neighborhood News, client appreciation events, and personalized emails.



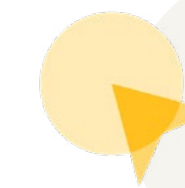
## COMMON MARKETING PITFALLS

Even with the best tools and strategies, many brokers and agents struggle to see the results they expect from their marketing efforts. Why? Common mistakes in execution often derail their success.

[READ MORE ON THE BLOG](#) →

### Awareness Actions:

Post regularly on social media with local insights and market trends. Optimize your website with SEO best practices to ensure your brokerage appears in local property searches.



#### TOOL TIP:

Utilize [MoxiWebsites](#) for creating Search Engine Optimized (SEO) landing pages and blogs.

### Interest Actions:

Distribute valuable content like property updates or home-buying guides via email campaigns.



#### TOOL TIP:

Use [ActivePipe](#) for personalized email nurturing and sending market reports.

### Consideration Actions:

Schedule property tours or virtual meetings to address client concerns.



#### TOOL TIP:

Agents love [MoxiPresent](#) for professional listing presentations.

### Decision Actions:

Provide seamless and timely communication to close the deal.



#### TOOL TIP:

Consider [MoxiEngage](#) CRM to track client interactions and transaction progress.

### Repeat & Referral Actions:

Stay connected post-sale with thoughtful follow-ups.



#### TOOL TIP:

Automate this with [Neighborhood News](#) to keep clients informed about their area or an [ActivePipe](#) campaign built specifically for past clients.



### THREE

## Reverse-Engineering GCI Goals

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Gross Commission Income (GCI) is the cornerstone of every agent's business plan. It's not just a target number—it's the key metric that determines how agents should allocate their time, energy, and resources to succeed. But achieving GCI goals isn't about working harder; it's about working smarter. Reverse-engineering these goals transforms a lofty financial aspiration into a clear roadmap of daily, weekly, and monthly activities that drive results.







## Why GCI Goals Are Critical

Gross Commission Income (GCI) is more than just a number—it's the anchor for every agent's business strategy and a key metric for brokers to measure success. Achieving a GCI goal isn't about luck or sporadic wins; it's about consistent, intentional actions that lead to measurable results. But how do you ensure that your agents' marketing activities are directly contributing to GCI?

### Clarity and Focus:

Knowing your GCI goal gives you clarity about what you're working toward and how much effort is required to get there.

Without a clear target, agents often waste time on activities that don't directly contribute to their bottom line.

### Actionable Insights:

By breaking GCI down into transactions, appointments, and prospecting activities, agents gain actionable steps to meet their income goals.

This prevents overwhelm and allows for better prioritization of tasks.

### Accountability:

GCI goals help brokers and agents stay accountable. By tracking progress toward these goals, brokers can provide support and coaching when agents fall behind.





## Understanding the Connection Between Marketing & GCI

Marketing creates the pipeline that fuels every transaction. Without a steady flow of prospects entering the sales funnel, it's impossible to sustain the volume of transactions needed to meet income goals. Every listing presentation, open house, or email campaign an agent conducts increases the likelihood of a sale. These actions compound over time, creating a predictable pathway to achieving GCI targets.

## The Power of Conversion Ratios

One of the most valuable tools for connecting marketing activities to GCI is understanding conversion ratios. These ratios quantify how many activities are required to achieve one transaction. In real estate, standard benchmarks include:

- 3 appointments for every 1 closed transaction
- 25 calls for every 1 appointment
- 100 texts for every 1 appointment

While these numbers are averages, they give agents a realistic framework for planning their marketing efforts. This translates GCI goals into clear, actionable steps, making the journey from prospecting to closing feel more attainable.

## Breaking Down GCI into Actionable Metrics

Reverse-engineering GCI starts with one simple question: *How much do you want to earn?*

From there, you work backward based on a conversion ratio to determine the activities required to achieve that income. This conversion rate will depict how many actions it takes in order to get a result (in this case, a closed deal).



HERE'S HOW:

1. Determine the Number of Transactions Needed:

Desired Annual Income

 ÷ 

Average Net Commission

**Example:** If an agent's desired annual income is \$100,000 and their average net commission per transaction is \$5,000, they'll need 20 transactions to meet their goal.

2. Calculate the Appointments Required:

Transactions

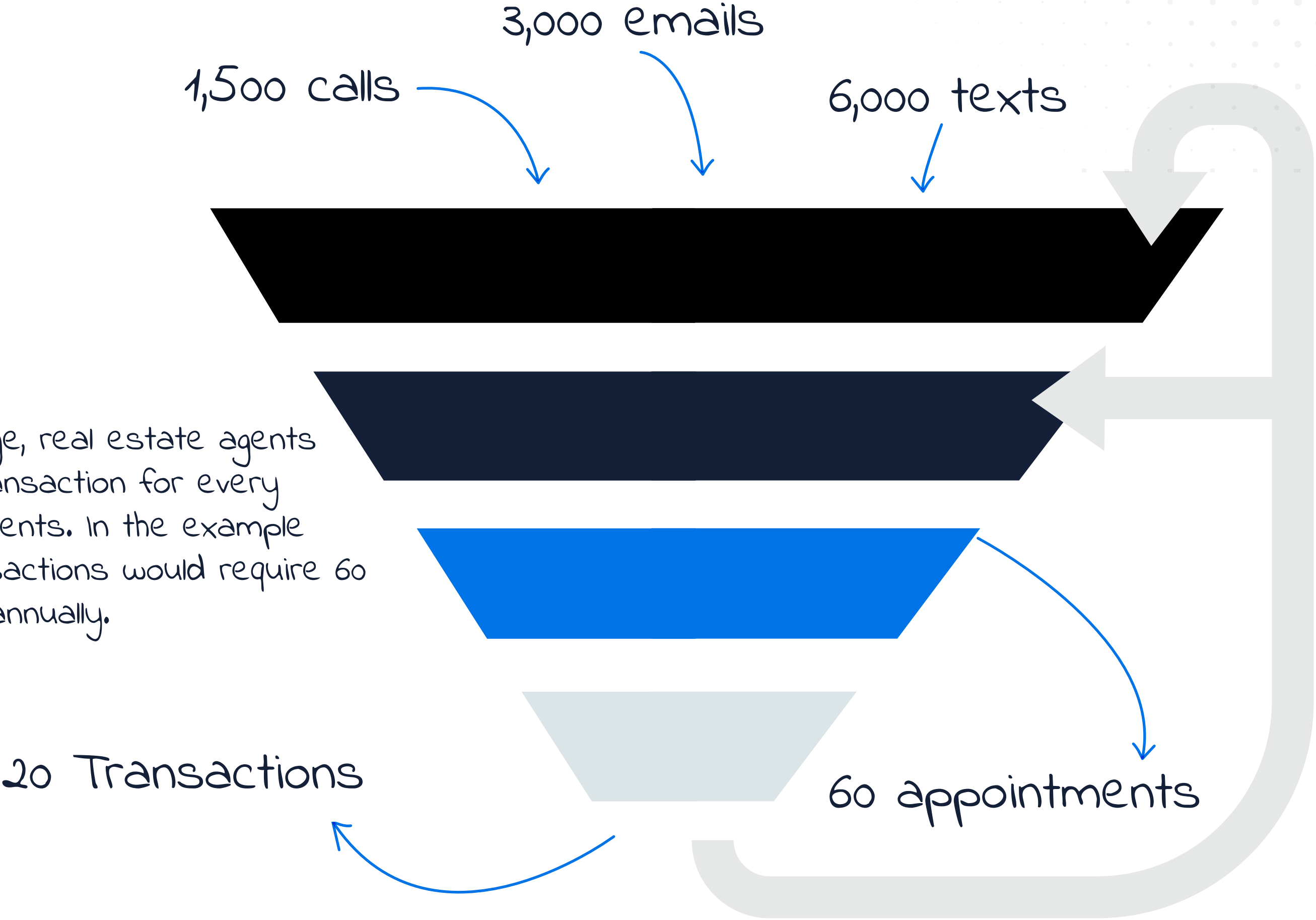
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why? on average, real estate agents convert one transaction for every three appointments. In the example above, 20 transactions would require 60 appointments annually.

3. Estimate Prospecting Activities:

Calls	=	Transactions	×	75
Emails	=	Transactions	×	150
Texts	=	Transactions	×	300





20 Transactions

## Breaking Annual Metrics into Weekly Goals

Once you've calculated the annual activity metrics, the next step is to break them down into manageable weekly goals. This micro-focus not only prevents overwhelm but also creates a rhythm of accountability. When agents consistently hit their weekly goals, they build momentum, confidence, and ultimately, income.

**Example:** Based on a 48 work-week year

Appointments	÷	48	60 appointments → ~1-2 / week
Calls	÷	48	1,500 calls → ~31 / week
Emails	÷	48	3,000 emails → ~62 / week
Texts	÷	48	6,000 texts → ~125 / week

## Visualizing Success

Here's how these calculations translate into daily activities based on a 6 day work week:

An agent aiming for \$100,000 in annual income will need to:

- ☐ Schedule 1-2 appointments per week
- ☐ Make approximately 5 calls per day
- ☐ Send about 10 personalized email each day
- ☐ Send roughly 21 follow-up texts per day

While these numbers may seem small on a daily basis, their cumulative impact builds a pipeline that sustain the GCI goal.



### ONLINE CALCULATOR

We've made these calculations simple for you in our free, easy to use GCI Action calculator.

[TRY IT NOW →](#)







### Why It Matters for Agents and Brokers

For agents, these benchmarks clarify how daily activities directly impact long-term success. It shifts their focus from random efforts to targeted, strategic actions. Instead of wondering why their income fluctuates, they can identify gaps in their pipeline and adjust their efforts accordingly.

For brokers, understanding these ratios is key to coaching and supporting agents. By tracking activity metrics (e.g. calls, emails, or texts), brokers can identify patterns and step in when an agent's activity level isn't aligned with their GCI aspirations.

### Leveraging Technology to Stay on Track

The thought of making thousands of calls, emails, and texts annually can feel overwhelming, but modern tools make it easier. For example:

**MoxiEngage CRM:** Helps agents track leads, automate follow-ups, and manage their pipeline efficiently.

**ActivePipe Email Automation:** Keeps leads engaged with personalized content at scale.

**MoxiImpress:** Automates the creation of listing marketing materials, freeing up time for prospecting activities.

By integrating these tools into daily workflows, agents can focus on meaningful conversations rather than administrative tasks.



## The Broker's Role in GCI Success

For brokers, supporting agents in achieving their GCI goals involves more than just providing tools. It requires active coaching, accountability, and encouragement:

- 1. Provide Training:** Ensure agents understand how to calculate their GCI goals and reverse-engineer the required activities.
- 2. Monitor Progress:** Use tools like dashboards or regular check-ins to track activity levels and coach as needed.
- 3. Celebrate Wins:** Acknowledge milestones to keep agents motivated and engaged.

## Why This Approach Works

Reverse-engineering GCI shifts the focus from vague aspirations to tangible actions. It helps agents understand the direct relationship between their daily efforts and their annual income, empowering them to take control of their success. By aligning these actions with the tools and support provided by the brokerage, GCI goals become more than just a target—they become an inevitability.





## FOUR

# Strategies for Modern Real Estate Marketing

In today's fast-paced, tech-driven world, real estate marketing has evolved dramatically. Gone are the days when print ads and yard signs were enough to attract buyers and sellers. Today, clients expect real estate professionals to meet them where they are—online. For boutique and mid-sized brokerages, mastering modern marketing strategies is essential to compete with giants like Zillow while showcasing your unique strengths: localized expertise, personalized service, and deep community ties.

This section explores actionable strategies to help brokers and agents navigate the digital landscape, connect with clients, and drive results.

### COACHING AGENTS TO MARKETING SUCCESS

Even the most robust marketing strategies can falter without proper execution. That's where brokers come in. Your role isn't just to provide tools and resources, it's to guide agents in using them effectively and building habits that lead to success.

[READ MORE ON THE BLOG](#) →





## Building an Effective Online Presence

An online presence isn't optional in today's market—it's foundational. Buyers and sellers start their real estate journey online, researching agents, browsing listings, and gathering information before ever making contact.

### Websites: Your Digital Storefront

A brokerage's website is often the first impression potential clients have of your business. It must be fast, user-friendly, and visually engaging.

Essential elements of a high-performing real estate website:

- IDX integration for live property searches.
- Lead capture forms for inquiries and newsletter sign-ups.
- Local market content, such as blog posts or neighborhood guides.

#### TOOL TIP:

**MoxiWebsites** helps brokerages and agents create professional, SEO-friendly sites that are easy to update and maintain.



## SEO Basics for Brokerages

Search Engine Optimization (SEO) ensures your website appears in search results when potential clients look for services like “real estate agents near me” or “homes for sale in [city].”

Simple SEO strategies:

- Use relevant keywords in your website copy (e.g., “real estate agent in [location]” or “local home valuations”).
- Optimize meta descriptions and title tags.
- Regularly publish local, informative content to attract organic traffic.





## Social Media: Amplifying Your Reach

Social media platforms like Instagram, Facebook, and LinkedIn allow agents to showcase listings, share market updates, and engage with their audience.

### PRO TIPS:

- Post consistently (2–3 times per week) and vary your content with photos, videos, and testimonials.
- Use platforms differently: Instagram for visual content, Facebook for community updates, and LinkedIn for professional networking.
- Example: Share a “just sold” story with a testimonial from the happy client to build credibility and attract new leads.

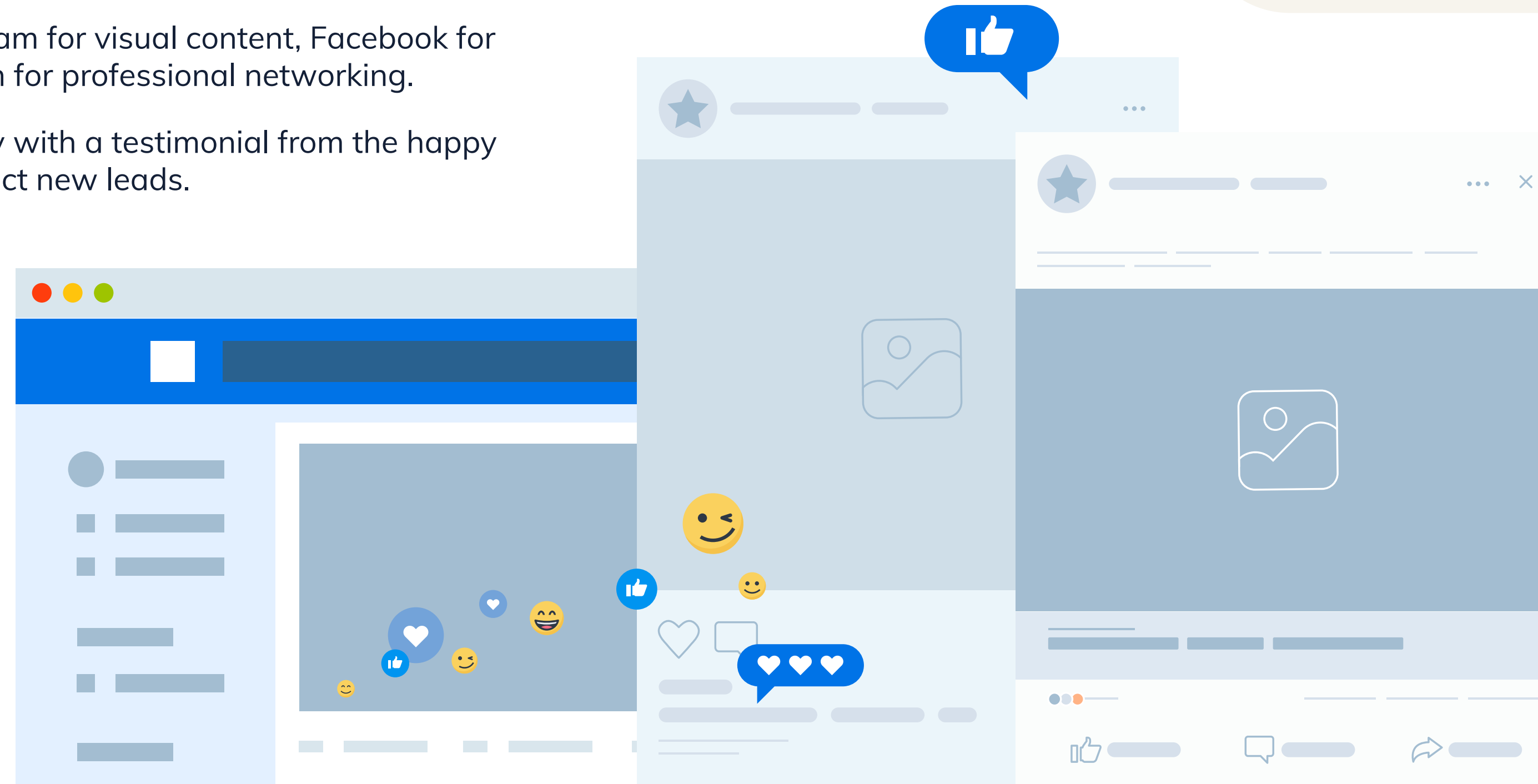
## Digital Advertising: Getting Seen by the Right People

Paid ads on platforms like Google and Facebook allow brokerages and agents to target specific demographics and locations.



### TOOL TIP:

**MoxiPromote** simplifies ad creation, enabling agents to launch campaigns that reach the right audience without technical expertise.





## Content Marketing and Social Proof

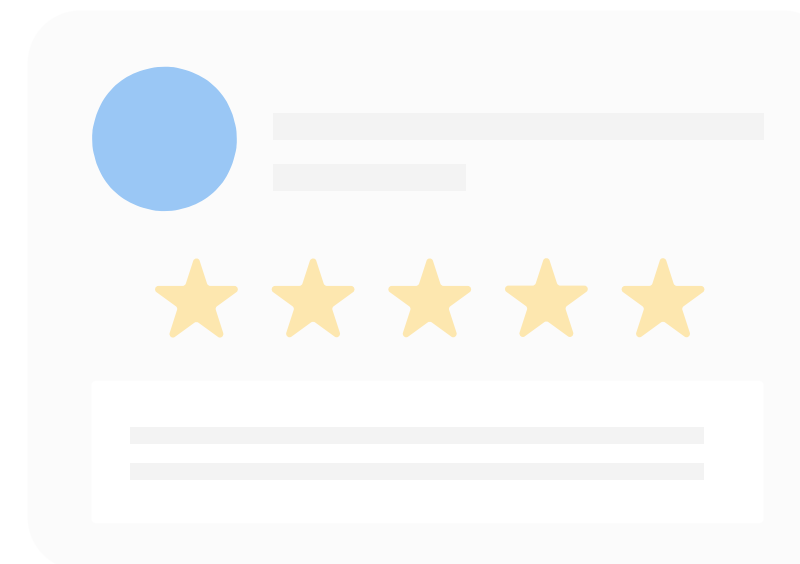
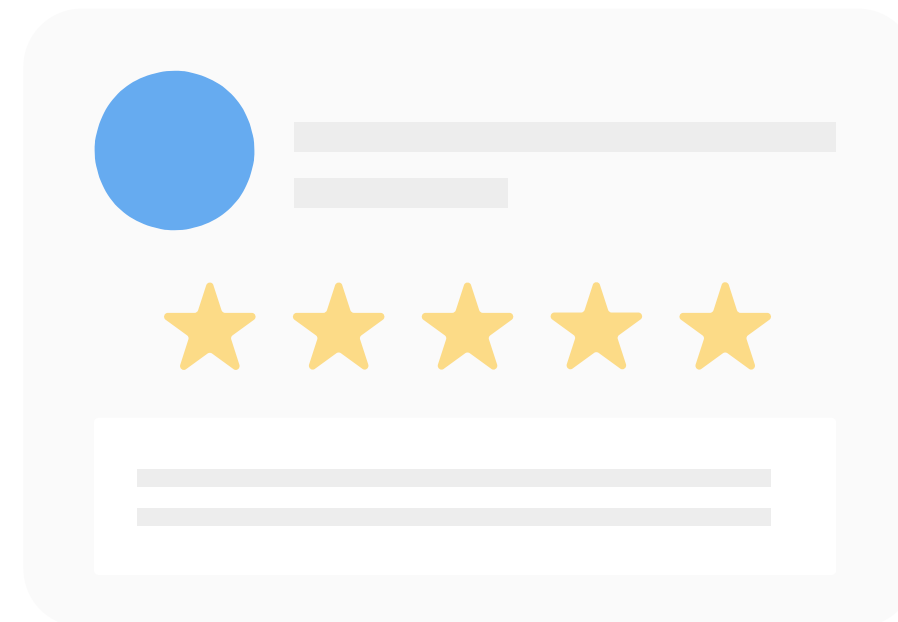
Content marketing helps you establish authority, build trust, and provide value to potential clients before they even pick up the phone.

### Storytelling Through Social Proof

Highlighting client successes builds credibility and creates an emotional connection with prospects.

Here are some ideas for showcasing social proof:

- Video testimonials from satisfied clients.
- Before-and-after stories about how an agent helped a client sell quickly or find their dream home.
- Reviews shared on your website or social media platforms.

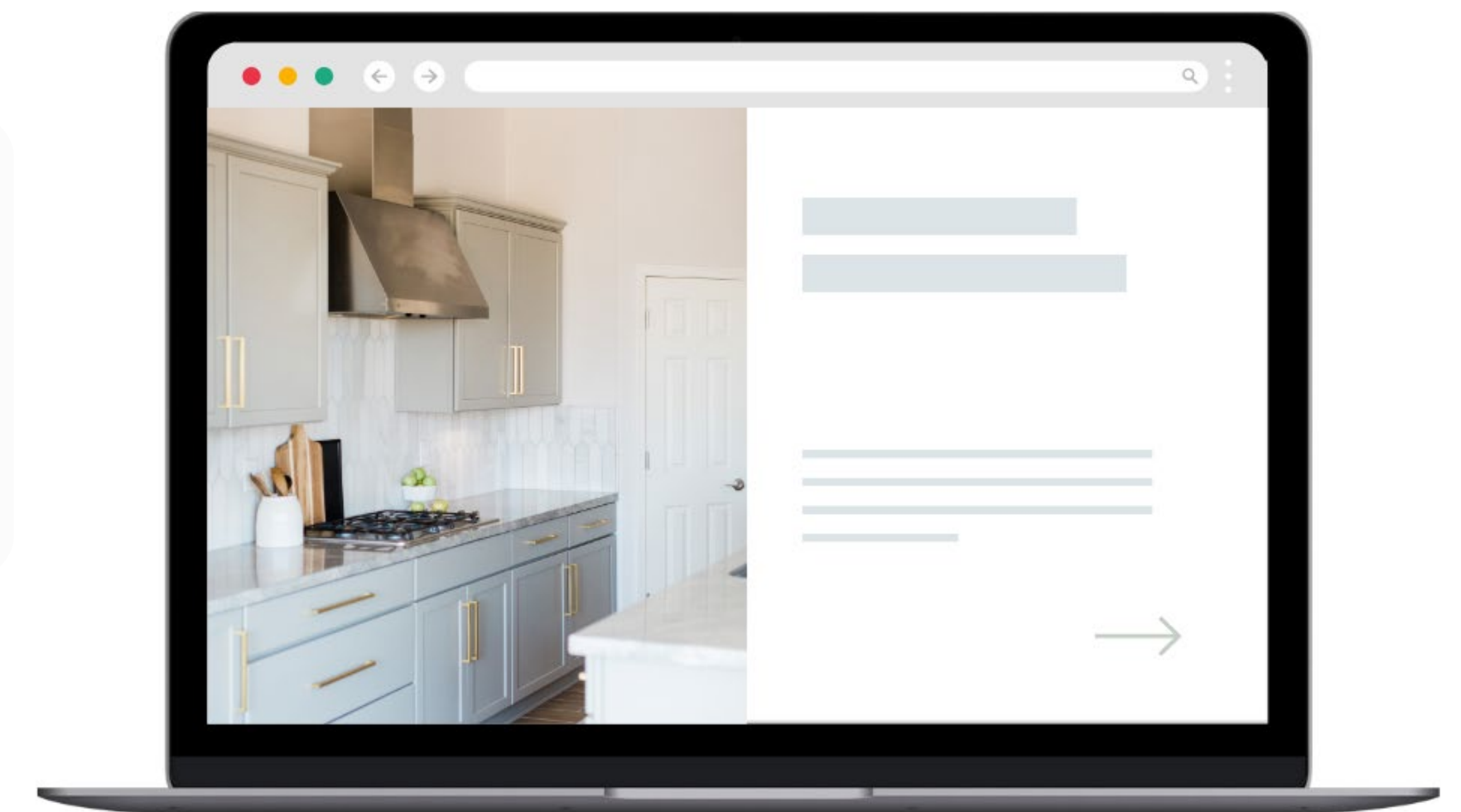


## The Power of Blogging

Blogs position you as a local expert while boosting SEO. Topics might include:

- Market trends and forecasts.
- Tips for buyers (e.g., “5 Mistakes to Avoid When Buying Your First Home”).
- Guides for sellers (e.g., “How to Maximize Your Home’s Value Before Listing”).

Content should balance informational and promotional elements to engage and inform your audience.







## Email Marketing vs. Social Media Marketing

A common myth is that email marketing is dead and all efforts should be placed on social media, but this couldn't be further from the truth! Social media is ideal for lead generation, while email is a powerhouse for nurturing relationships and converting leads.

Here's why you need both:

- Social media offers quick engagement, but limited visibility due to algorithms (only ~5–10% of followers may see your posts).
- Email campaigns have significantly higher visibility, with average open rates of 20–30%.



### TOOL TIP:

**ActivePipe** automates personalized email campaigns to keep leads engaged at scale.

## The Power of Automation

Marketing automation frees agents from repetitive tasks, allowing them to focus on building relationships and closing deals.

### Automating Marketing Campaigns

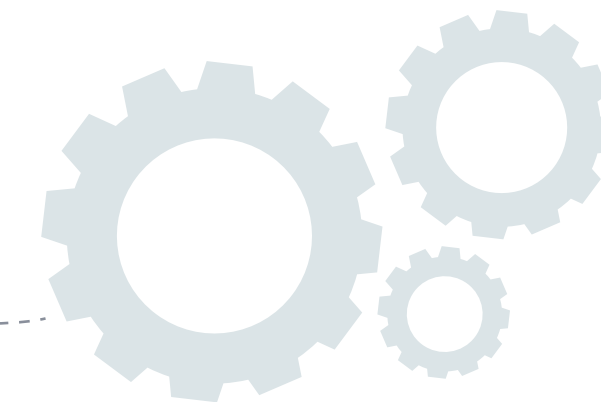
- Tools like **MoxiImpress** create custom marketing materials for listings, saving agents hours of manual work.
- Automated workflows ensure that listings are advertised at key milestones (e.g., new listings, open houses, price reductions).

### Email Drip Campaigns

- Automated lead nurturing keeps prospects engaged until they're ready to transact.
- **Example:** A buyer signs up for your newsletter and receives a series of emails about the home-buying process, local neighborhoods, and financing tips.

### Tracking and Optimizing Campaigns

Regularly review campaign performance metrics (e.g., open rates, click-through rates, ad ROI) to identify what's working and refine your approach.





## Standing Out Against the Big Players

As we mentioned earlier, competing with platforms like Zillow or large tech-focused brokerages requires a strategic blend of digital savviness and personal touch. Here's how boutique and mid-sized brokerages can differentiate themselves:

### Emphasize Local Expertise:

Zillow might have nationwide data, but only you have deep knowledge of your local market. Use that to your advantage by highlighting your community ties and unique insights.

- **Example:** Share hyper-local content, such as the best school districts or hidden gems in a neighborhood.

### Leverage Personal Relationships:

Technology enables scale, but nothing replaces the trust and rapport of a one-on-one relationship. Ensure your marketing communicates authenticity and care.

- **Example:** Send personalized video messages to leads to make a lasting impression.

### Be Omnipresent, Authentically:

Omnipresence is the key to staying competitive in the digital world, but it needs to feel genuine. Focus on being helpful and approachable across channels, not just visible.

## Putting It All Together

Modern real estate marketing isn't about choosing between traditional and digital methods—it's about integrating them. By combining a strong online presence with authentic content, personalized automation, and a focus on community, brokerages can meet modern buyer and seller expectations while staying true to what makes them unique.



### ACTIONABLE STEPS TO ALIGN MARKETING AND SALES GOALS

A successful brokerage aligns its marketing efforts with clear sales goals. This ensures every campaign, ad, and outreach activity serves a purpose: generating leads, nurturing relationships, and closing deals.

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## CONCLUSION

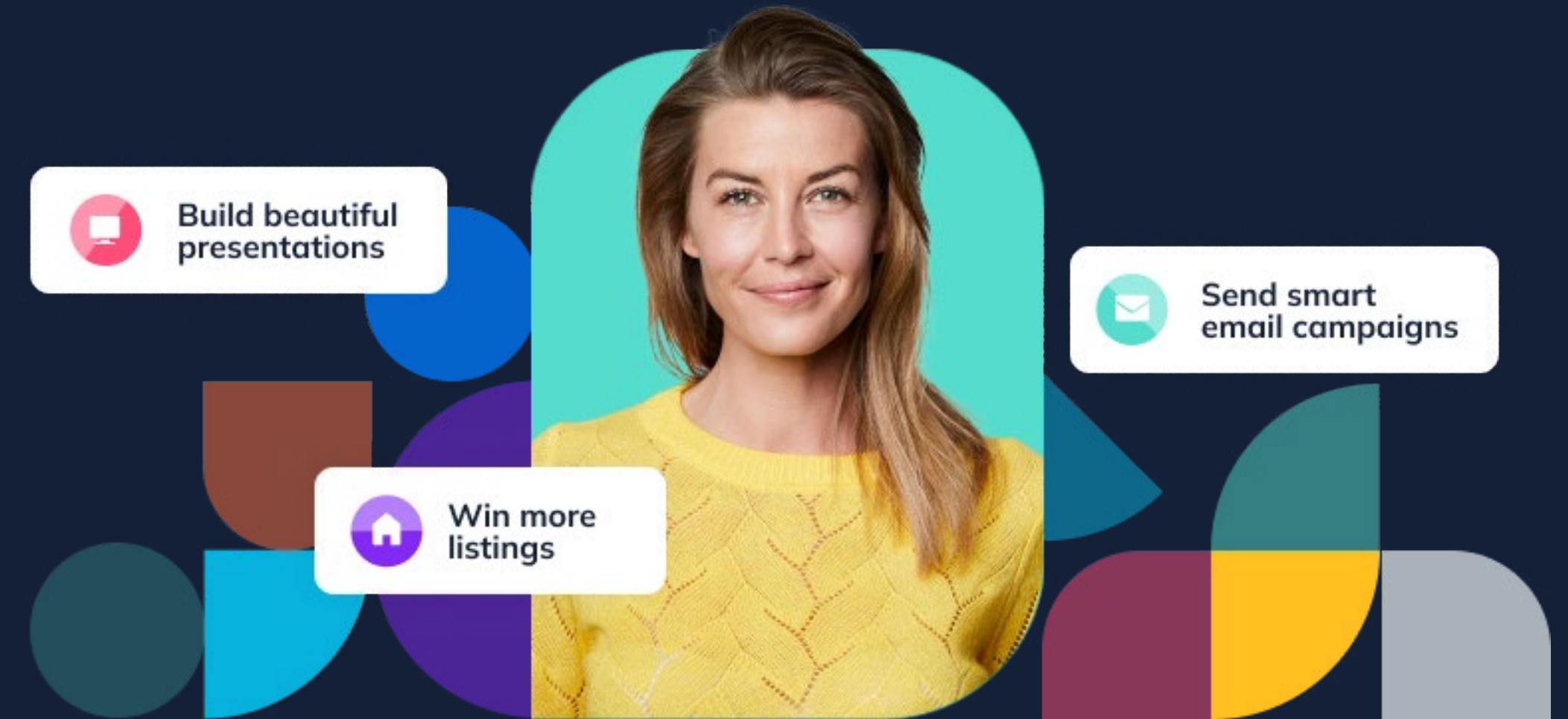
# Why Brokers Need To Act Now

The real estate industry is evolving, and brokerages must evolve with it. Clients demand a digital experience, but they also value the personal touch that only local experts can provide. By embracing modern marketing strategies, aligning activities with GCI goals, and coaching agents to succeed, brokers can navigate these changes confidently.

Delaying the adoption of modern marketing strategies puts you at risk of losing market share to more agile competitors. By acting now, you position your brokerage to thrive. Effective marketing increases profitability while reinforcing the brokerage's culture of success and growth. When agents succeed, the entire brokerage succeeds.

#### References:

1. WinSavvy. Real Estate Marketing: Key Statistics and Trends. Available at: <https://www.winsavvy.com/real-estate-marketing-key-statistics-and-trends/>
2. SpendMeNot. Real Estate Statistics: Market Trends & Industry Insights. Available at: <https://spendmenot.com/real-estate-statistics/>



## Ready to empower your agents, grow your brokerage, and thrive in the digital age?

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