

Global Real Estate CRM Software Market Size study, by Type (PC, Mobile, Cloud) by Application (Small Business, Medium Business, Large Business) and Regional Forecasts 2020-2027

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Abstracts

Global Real Estate CRM Software Market is valued approximately USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2020-2027. Real Estate CRM Software is a contact management system intended to help the professionals of the real estate industry have and maintain the entire detail of the clients in a single database. The software of such help the agents of the industry to make smooth collaboration with their associates, simply because the details are kept in just a single place. The market growth is primarily driven by increasing demand due to surging real state sector across various regions of the world and benefits provided by the software such as ease of use and cost effectivity. For instance: As per the Indian Brand Equity Foundation (IBEF), the real estate market is expected to grow by USD 1 trillion by 2030 from USD 120 billion in 2017 and account for over 13 per cent of the country's GDP by 2025. Whereas, rising investment in real Estate across the globe also propelling the growth of market. According to the African Arbitration report, in 2018, Eagle Hills, a private real estate investment and development company (United Arab Emirates) has announced to invest around 2 billion in for the integrated community development projects in Addis Ababa, where Ethiopia government covers around 27% share of project that includes 4,000 apartment houses, malls, three star hotels and others. Furthermore, CRM plays vital important role in real estate sector by managing promotions and marketing campaigns, managing customer enquiries by allowing leads to generate from multiple customer interaction points by prioritizing leads based on intelligence and manage centralized prospect communication with clients. Moreover, adoption of cloud-based services and increasing use of IoT and Big Data have propelled a revolution in the real estate industry. The use of these

technologies enables better customer understanding, predictive analytics that allows a real estate agent to forecast customer responding in future based on past and present behaviour analysis and segment them accordingly. As per the Innoppl Technologies, 65% of sales reps using mobile CRM has achieved their sales quotes and only 22% of sales reps is achieved using non-mobile CRM. However, Security concerns impedes the growth of the market over the forecast period of 2020-2027.

The regional analysis of global Real Estate CRM Software market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the high disposable income of the population coupled with high penetration of IoT and Big Data services in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as escalating urbanization, disposable income and advancing real estate sector would create lucrative growth prospects for the Real Estate CRM Software market across Asia-Pacific region.

Major market player included in this report are:

Pipedrive

Zoho CRM

Bitrix24

PlanPlus Online

BoomTown

KW Team Leads

Magna Computer

Propertybase

IXACT Contact Solutions Inc.

Top Producer Systems Co.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:
By Type:

PC

Mobile

Cloud

By Application:

Small Business

Medium Business

Large Business

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Real Estate CRM Software Market in Market Study:

Global Real Estate CRM Software Market Size study, by Type (PC, Mobile, Cloud) by Application (Small Business,...

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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