

# Global Real Estate Marketing Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Real Estate Marketing Software market size was valued at US\$ 1431 million in 2025 and is forecast to a readjusted size of US\$ 3434 million by 2032 with a CAGR of 13.5% during review period.

Real Estate Marketing Software is tailored to help real estate professionals (such as building owners, asset managers, agencies and realtors) market their properties to maximize exposure to potential buyers, though some products may overlap in functionality with typical marketing software. The global gross margin for Real Estate Marketing Software is projected to be approximately 65.93% in 2025.

Global Real Estate Marketing Software key players include AppFolio, BoomTown, CREG, Placester, iContact, etc. Global top five manufacturers hold a share over 20%. Americas is the largest market, with a share about 55%, followed by Europe and Asia-Pacific, both have a share about 40 percent. In terms of product, Web Based is the largest segment, with a share over 80%. And in terms of application, the largest application is Large Enterprises, followed by SMEs.

With the accelerated digital transformation of the global real estate industry, the real estate marketing software market is ushering in new growth opportunities. Traditional marketing methods are costly and inefficient, while digital marketing, capable of deeply mining user behavior data and improving lead quality and conversion rates, is particularly important in an increasingly competitive market environment. The rapid growth in demand from enterprises for precision marketing, automated promotion, and data analysis has driven the widespread adoption of marketing software.

Simultaneously, the widespread adoption of features such as social media promotion, search engine optimization, mobile display, and virtual property viewings has made marketing software a core tool for real estate companies' brand building and business growth. The development of real estate marketing software also benefits from the maturity of cloud computing and AI technologies. Cloud deployment reduces enterprise IT costs, enabling small and medium-sized agencies to easily access advanced marketing tools; AI-driven customer segmentation, recommendation engines, and sales forecasting functions improve the effectiveness of marketing campaigns. Industry collaboration ecosystems, data sharing platforms, and cross-channel integration have also driven the continued expansion of this market segment. Despite the broad market prospects, real estate marketing software faces several challenges. Firstly, there are data privacy and compliance issues; varying regulations on consumer data protection across different regions require software providers to strictly control data access and storage policies. Secondly, due to the large number of market participants and low product differentiation, smaller software vendors face pressure in terms of brand awareness and customer retention. Furthermore, the cyclical fluctuations within the real estate industry itself can also impact the demand for marketing software. When the market enters a downturn, new project promotion activities decrease, potentially leading to a decline in software purchases and renewal intentions. Downstream demand is showing an increasing trend towards intelligence and automation. Real estate companies are gradually shifting their marketing activities from single-channel to multi-channel integration, improving user reach efficiency through features such as CRM, marketing automation, social media promotion, and video and virtual property viewings. Simultaneously, companies are focusing more on refined operations and enhancing customer lifetime value, driving the integration of marketing software with sales management, customer support, and contract management functions. Especially against the backdrop of rapid changes in the residential and commercial real estate markets, the flexible integration capabilities and data insight capabilities of software platforms have become key forces for differentiated competition.

This report is a detailed and comprehensive analysis for global Real Estate Marketing Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Real Estate Marketing Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Real Estate Marketing Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Real Estate Marketing Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Real Estate Marketing Software market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Real Estate Marketing Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Real Estate Marketing Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include AppFolio, BoomTown, Constellation Real Estate Group, Inc, IXACT Contact, Nestio, CoStar, Placester, Rezora, Propertybase, Buildout, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Real Estate Marketing Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

## Market segment by Type

Cloud Based

Web Based

## Market segment by Function

CRM

Marketing Automation

Analytics & Reporting

Virtual Tour/Multimedia

## Market segment by Application

Residential

Commercial

## Market segment by Application

Large Enterprises

SMEs

## Market segment by players, this report covers

AppFolio

BoomTown

Constellation Real Estate Group, Inc

IXACT Contact

Nestio

CoStar

Placester

Rezora

Propertybase

Buildout

Real Geeks

Keller Williams Realty

MRI Software

LeadSquared

iContact

Point2

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Real Estate Marketing Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Real Estate Marketing Software, with revenue, gross margin, and global market share of Real Estate Marketing Software from 2021 to 2026.

Chapter 3, the Real Estate Marketing Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Real Estate Marketing Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Real Estate Marketing Software.

Chapter 13, to describe Real Estate Marketing Software research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Real Estate Marketing Software by Type

1.3.1 Overview: Global Real Estate Marketing Software Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Real Estate Marketing Software Consumption Value Market Share by Type in 2025

1.3.3 Cloud Based

1.3.4 Web Based

1.4 Classification of Real Estate Marketing Software by Function

1.4.1 Overview: Global Real Estate Marketing Software Market Size by Function: 2021 Versus 2025 Versus 2032

1.4.2 Global Real Estate Marketing Software Consumption Value Market Share by Function in 2025

1.4.3 CRM

1.4.4 Marketing Automation

1.4.5 Analytics & Reporting

1.4.6 Virtual Tour/Multimedia

1.5 Classification of Real Estate Marketing Software by Application

1.5.1 Overview: Global Real Estate Marketing Software Market Size by Application: 2021 Versus 2025 Versus 2032

1.5.2 Global Real Estate Marketing Software Consumption Value Market Share by Application in 2025

1.5.3 Residential

1.5.4 Commercial

1.6 Global Real Estate Marketing Software Market by Application

1.6.1 Overview: Global Real Estate Marketing Software Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Large Enterprises

1.6.3 SMEs

1.7 Global Real Estate Marketing Software Market Size & Forecast

1.8 Global Real Estate Marketing Software Market Size and Forecast by Region

1.8.1 Global Real Estate Marketing Software Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Real Estate Marketing Software Market Size by Region, (2021-2032)

1.8.3 North America Real Estate Marketing Software Market Size and Prospect (2021-2032)

1.8.4 Europe Real Estate Marketing Software Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Real Estate Marketing Software Market Size and Prospect (2021-2032)

1.8.6 South America Real Estate Marketing Software Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Real Estate Marketing Software Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

### **2.1 AppFolio**

2.1.1 AppFolio Details

2.1.2 AppFolio Major Business

2.1.3 AppFolio Real Estate Marketing Software Product and Solutions

2.1.4 AppFolio Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 AppFolio Recent Developments and Future Plans

### **2.2 BoomTown**

2.2.1 BoomTown Details

2.2.2 BoomTown Major Business

2.2.3 BoomTown Real Estate Marketing Software Product and Solutions

2.2.4 BoomTown Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 BoomTown Recent Developments and Future Plans

### **2.3 Constellation Real Estate Group, Inc**

2.3.1 Constellation Real Estate Group, Inc Details

2.3.2 Constellation Real Estate Group, Inc Major Business

2.3.3 Constellation Real Estate Group, Inc Real Estate Marketing Software Product and Solutions

2.3.4 Constellation Real Estate Group, Inc Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Constellation Real Estate Group, Inc Recent Developments and Future Plans

### **2.4 IXACT Contact**

2.4.1 IXACT Contact Details

2.4.2 IXACT Contact Major Business

2.4.3 IXACT Contact Real Estate Marketing Software Product and Solutions

2.4.4 IXACT Contact Real Estate Marketing Software Revenue, Gross Margin and

## Market Share (2021-2026)

### 2.4.5 IXACT Contact Recent Developments and Future Plans

## 2.5 Nestio

### 2.5.1 Nestio Details

### 2.5.2 Nestio Major Business

### 2.5.3 Nestio Real Estate Marketing Software Product and Solutions

### 2.5.4 Nestio Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

### 2.5.5 Nestio Recent Developments and Future Plans

## 2.6 CoStar

### 2.6.1 CoStar Details

### 2.6.2 CoStar Major Business

### 2.6.3 CoStar Real Estate Marketing Software Product and Solutions

### 2.6.4 CoStar Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

### 2.6.5 CoStar Recent Developments and Future Plans

## 2.7 Placester

### 2.7.1 Placester Details

### 2.7.2 Placester Major Business

### 2.7.3 Placester Real Estate Marketing Software Product and Solutions

### 2.7.4 Placester Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

### 2.7.5 Placester Recent Developments and Future Plans

## 2.8 Rezora

### 2.8.1 Rezora Details

### 2.8.2 Rezora Major Business

### 2.8.3 Rezora Real Estate Marketing Software Product and Solutions

### 2.8.4 Rezora Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

### 2.8.5 Rezora Recent Developments and Future Plans

## 2.9 Propertybase

### 2.9.1 Propertybase Details

### 2.9.2 Propertybase Major Business

### 2.9.3 Propertybase Real Estate Marketing Software Product and Solutions

### 2.9.4 Propertybase Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

### 2.9.5 Propertybase Recent Developments and Future Plans

## 2.10 Buildout

### 2.10.1 Buildout Details

- 2.10.2 Buildout Major Business
- 2.10.3 Buildout Real Estate Marketing Software Product and Solutions
- 2.10.4 Buildout Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
- 2.10.5 Buildout Recent Developments and Future Plans
- 2.11 Real Geeks
  - 2.11.1 Real Geeks Details
  - 2.11.2 Real Geeks Major Business
  - 2.11.3 Real Geeks Real Estate Marketing Software Product and Solutions
  - 2.11.4 Real Geeks Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 Real Geeks Recent Developments and Future Plans
- 2.12 Keller Williams Realty
  - 2.12.1 Keller Williams Realty Details
  - 2.12.2 Keller Williams Realty Major Business
  - 2.12.3 Keller Williams Realty Real Estate Marketing Software Product and Solutions
  - 2.12.4 Keller Williams Realty Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.12.5 Keller Williams Realty Recent Developments and Future Plans
- 2.13 MRI Software
  - 2.13.1 MRI Software Details
  - 2.13.2 MRI Software Major Business
  - 2.13.3 MRI Software Real Estate Marketing Software Product and Solutions
  - 2.13.4 MRI Software Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 MRI Software Recent Developments and Future Plans
- 2.14 LeadSquared
  - 2.14.1 LeadSquared Details
  - 2.14.2 LeadSquared Major Business
  - 2.14.3 LeadSquared Real Estate Marketing Software Product and Solutions
  - 2.14.4 LeadSquared Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 LeadSquared Recent Developments and Future Plans
- 2.15 iContact
  - 2.15.1 iContact Details
  - 2.15.2 iContact Major Business
  - 2.15.3 iContact Real Estate Marketing Software Product and Solutions
  - 2.15.4 iContact Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)

- 2.15.5 iContact Recent Developments and Future Plans
- 2.16 Point2
  - 2.16.1 Point2 Details
  - 2.16.2 Point2 Major Business
  - 2.16.3 Point2 Real Estate Marketing Software Product and Solutions
  - 2.16.4 Point2 Real Estate Marketing Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.16.5 Point2 Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Real Estate Marketing Software Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of Real Estate Marketing Software by Company Revenue
  - 3.2.2 Top 3 Real Estate Marketing Software Players Market Share in 2025
  - 3.2.3 Top 6 Real Estate Marketing Software Players Market Share in 2025
- 3.3 Real Estate Marketing Software Market: Overall Company Footprint Analysis
  - 3.3.1 Real Estate Marketing Software Market: Region Footprint
  - 3.3.2 Real Estate Marketing Software Market: Company Product Type Footprint
  - 3.3.3 Real Estate Marketing Software Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

### **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Real Estate Marketing Software Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Real Estate Marketing Software Market Forecast by Type (2027-2032)

### **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Real Estate Marketing Software Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Real Estate Marketing Software Market Forecast by Application (2027-2032)

### **6 NORTH AMERICA**

- 6.1 North America Real Estate Marketing Software Consumption Value by Type (2021-2032)

6.2 North America Real Estate Marketing Software Market Size by Application (2021-2032)

6.3 North America Real Estate Marketing Software Market Size by Country

6.3.1 North America Real Estate Marketing Software Consumption Value by Country (2021-2032)

6.3.2 United States Real Estate Marketing Software Market Size and Forecast (2021-2032)

6.3.3 Canada Real Estate Marketing Software Market Size and Forecast (2021-2032)

6.3.4 Mexico Real Estate Marketing Software Market Size and Forecast (2021-2032)

## **7 EUROPE**

7.1 Europe Real Estate Marketing Software Consumption Value by Type (2021-2032)

7.2 Europe Real Estate Marketing Software Consumption Value by Application (2021-2032)

7.3 Europe Real Estate Marketing Software Market Size by Country

7.3.1 Europe Real Estate Marketing Software Consumption Value by Country (2021-2032)

7.3.2 Germany Real Estate Marketing Software Market Size and Forecast (2021-2032)

7.3.3 France Real Estate Marketing Software Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Real Estate Marketing Software Market Size and Forecast (2021-2032)

7.3.5 Russia Real Estate Marketing Software Market Size and Forecast (2021-2032)

7.3.6 Italy Real Estate Marketing Software Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Real Estate Marketing Software Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Real Estate Marketing Software Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Real Estate Marketing Software Market Size by Region

8.3.1 Asia-Pacific Real Estate Marketing Software Consumption Value by Region (2021-2032)

8.3.2 China Real Estate Marketing Software Market Size and Forecast (2021-2032)

8.3.3 Japan Real Estate Marketing Software Market Size and Forecast (2021-2032)

8.3.4 South Korea Real Estate Marketing Software Market Size and Forecast (2021-2032)

8.3.5 India Real Estate Marketing Software Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Real Estate Marketing Software Market Size and Forecast (2021-2032)

8.3.7 Australia Real Estate Marketing Software Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

9.1 South America Real Estate Marketing Software Consumption Value by Type (2021-2032)

9.2 South America Real Estate Marketing Software Consumption Value by Application (2021-2032)

9.3 South America Real Estate Marketing Software Market Size by Country

9.3.1 South America Real Estate Marketing Software Consumption Value by Country (2021-2032)

9.3.2 Brazil Real Estate Marketing Software Market Size and Forecast (2021-2032)

9.3.3 Argentina Real Estate Marketing Software Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Real Estate Marketing Software Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Real Estate Marketing Software Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Real Estate Marketing Software Market Size by Country

10.3.1 Middle East & Africa Real Estate Marketing Software Consumption Value by Country (2021-2032)

10.3.2 Turkey Real Estate Marketing Software Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Real Estate Marketing Software Market Size and Forecast (2021-2032)

10.3.4 UAE Real Estate Marketing Software Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Real Estate Marketing Software Market Drivers

11.2 Real Estate Marketing Software Market Restraints

11.3 Real Estate Marketing Software Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Real Estate Marketing Software Industry Chain

12.2 Real Estate Marketing Software Upstream Analysis

12.3 Real Estate Marketing Software Midstream Analysis

12.4 Real Estate Marketing Software Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Real Estate Marketing Software Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Real Estate Marketing Software Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Table 3. Global Real Estate Marketing Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 4. Global Real Estate Marketing Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Real Estate Marketing Software Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Real Estate Marketing Software Consumption Value by Region (2027-2032) & (USD Million)

Table 7. AppFolio Company Information, Head Office, and Major Competitors

Table 8. AppFolio Major Business

Table 9. AppFolio Real Estate Marketing Software Product and Solutions

Table 10. AppFolio Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. AppFolio Recent Developments and Future Plans

Table 12. BoomTown Company Information, Head Office, and Major Competitors

Table 13. BoomTown Major Business

Table 14. BoomTown Real Estate Marketing Software Product and Solutions

Table 15. BoomTown Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. BoomTown Recent Developments and Future Plans

Table 17. Constellation Real Estate Group, Inc Company Information, Head Office, and Major Competitors

Table 18. Constellation Real Estate Group, Inc Major Business

Table 19. Constellation Real Estate Group, Inc Real Estate Marketing Software Product and Solutions

Table 20. Constellation Real Estate Group, Inc Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. IXACT Contact Company Information, Head Office, and Major Competitors

Table 22. IXACT Contact Major Business

Table 23. IXACT Contact Real Estate Marketing Software Product and Solutions

Table 24. IXACT Contact Real Estate Marketing Software Revenue (USD Million),

**Gross Margin and Market Share (2021-2026)**

Table 25. IXACT Contact Recent Developments and Future Plans

Table 26. Nestio Company Information, Head Office, and Major Competitors

Table 27. Nestio Major Business

Table 28. Nestio Real Estate Marketing Software Product and Solutions

Table 29. Nestio Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. Nestio Recent Developments and Future Plans

Table 31. CoStar Company Information, Head Office, and Major Competitors

Table 32. CoStar Major Business

Table 33. CoStar Real Estate Marketing Software Product and Solutions

Table 34. CoStar Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. CoStar Recent Developments and Future Plans

Table 36. Placester Company Information, Head Office, and Major Competitors

Table 37. Placester Major Business

Table 38. Placester Real Estate Marketing Software Product and Solutions

Table 39. Placester Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Placester Recent Developments and Future Plans

Table 41. Rezora Company Information, Head Office, and Major Competitors

Table 42. Rezora Major Business

Table 43. Rezora Real Estate Marketing Software Product and Solutions

Table 44. Rezora Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Rezora Recent Developments and Future Plans

Table 46. Propertybase Company Information, Head Office, and Major Competitors

Table 47. Propertybase Major Business

Table 48. Propertybase Real Estate Marketing Software Product and Solutions

Table 49. Propertybase Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Propertybase Recent Developments and Future Plans

Table 51. Buildout Company Information, Head Office, and Major Competitors

Table 52. Buildout Major Business

Table 53. Buildout Real Estate Marketing Software Product and Solutions

Table 54. Buildout Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Buildout Recent Developments and Future Plans

Table 56. Real Geeks Company Information, Head Office, and Major Competitors

Table 57. Real Geeks Major Business

Table 58. Real Geeks Real Estate Marketing Software Product and Solutions

Table 59. Real Geeks Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Real Geeks Recent Developments and Future Plans

Table 61. Keller Williams Realty Company Information, Head Office, and Major Competitors

Table 62. Keller Williams Realty Major Business

Table 63. Keller Williams Realty Real Estate Marketing Software Product and Solutions

Table 64. Keller Williams Realty Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Keller Williams Realty Recent Developments and Future Plans

Table 66. MRI Software Company Information, Head Office, and Major Competitors

Table 67. MRI Software Major Business

Table 68. MRI Software Real Estate Marketing Software Product and Solutions

Table 69. MRI Software Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. MRI Software Recent Developments and Future Plans

Table 71. LeadSquared Company Information, Head Office, and Major Competitors

Table 72. LeadSquared Major Business

Table 73. LeadSquared Real Estate Marketing Software Product and Solutions

Table 74. LeadSquared Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. LeadSquared Recent Developments and Future Plans

Table 76. iContact Company Information, Head Office, and Major Competitors

Table 77. iContact Major Business

Table 78. iContact Real Estate Marketing Software Product and Solutions

Table 79. iContact Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. iContact Recent Developments and Future Plans

Table 81. Point2 Company Information, Head Office, and Major Competitors

Table 82. Point2 Major Business

Table 83. Point2 Real Estate Marketing Software Product and Solutions

Table 84. Point2 Real Estate Marketing Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Point2 Recent Developments and Future Plans

Table 86. Global Real Estate Marketing Software Revenue (USD Million) by Players (2021-2026)

Table 87. Global Real Estate Marketing Software Revenue Share by Players

(2021-2026)

Table 88. Breakdown of Real Estate Marketing Software by Company Type (Tier 1, Tier 2, and Tier 3)

Table 89. Market Position of Players in Real Estate Marketing Software, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 90. Head Office of Key Real Estate Marketing Software Players

Table 91. Real Estate Marketing Software Market: Company Product Type Footprint

Table 92. Real Estate Marketing Software Market: Company Product Application Footprint

Table 93. Real Estate Marketing Software New Market Entrants and Barriers to Market Entry

Table 94. Real Estate Marketing Software Mergers, Acquisition, Agreements, and Collaborations

Table 95. Global Real Estate Marketing Software Consumption Value (USD Million) by Type (2021-2026)

Table 96. Global Real Estate Marketing Software Consumption Value Share by Type (2021-2026)

Table 97. Global Real Estate Marketing Software Consumption Value Forecast by Type (2027-2032)

Table 98. Global Real Estate Marketing Software Consumption Value by Application (2021-2026)

Table 99. Global Real Estate Marketing Software Consumption Value Forecast by Application (2027-2032)

Table 100. North America Real Estate Marketing Software Consumption Value by Type (2021-2026) & (USD Million)

Table 101. North America Real Estate Marketing Software Consumption Value by Type (2027-2032) & (USD Million)

Table 102. North America Real Estate Marketing Software Consumption Value by Application (2021-2026) & (USD Million)

Table 103. North America Real Estate Marketing Software Consumption Value by Application (2027-2032) & (USD Million)

Table 104. North America Real Estate Marketing Software Consumption Value by Country (2021-2026) & (USD Million)

Table 105. North America Real Estate Marketing Software Consumption Value by Country (2027-2032) & (USD Million)

Table 106. Europe Real Estate Marketing Software Consumption Value by Type (2021-2026) & (USD Million)

Table 107. Europe Real Estate Marketing Software Consumption Value by Type (2027-2032) & (USD Million)

Table 108. Europe Real Estate Marketing Software Consumption Value by Application (2021-2026) & (USD Million)

Table 109. Europe Real Estate Marketing Software Consumption Value by Application (2027-2032) & (USD Million)

Table 110. Europe Real Estate Marketing Software Consumption Value by Country (2021-2026) & (USD Million)

Table 111. Europe Real Estate Marketing Software Consumption Value by Country (2027-2032) & (USD Million)

Table 112. Asia-Pacific Real Estate Marketing Software Consumption Value by Type (2021-2026) & (USD Million)

Table 113. Asia-Pacific Real Estate Marketing Software Consumption Value by Type (2027-2032) & (USD Million)

Table 114. Asia-Pacific Real Estate Marketing Software Consumption Value by Application (2021-2026) & (USD Million)

Table 115. Asia-Pacific Real Estate Marketing Software Consumption Value by Application (2027-2032) & (USD Million)

Table 116. Asia-Pacific Real Estate Marketing Software Consumption Value by Region (2021-2026) & (USD Million)

Table 117. Asia-Pacific Real Estate Marketing Software Consumption Value by Region (2027-2032) & (USD Million)

Table 118. South America Real Estate Marketing Software Consumption Value by Type (2021-2026) & (USD Million)

Table 119. South America Real Estate Marketing Software Consumption Value by Type (2027-2032) & (USD Million)

Table 120. South America Real Estate Marketing Software Consumption Value by Application (2021-2026) & (USD Million)

Table 121. South America Real Estate Marketing Software Consumption Value by Application (2027-2032) & (USD Million)

Table 122. South America Real Estate Marketing Software Consumption Value by Country (2021-2026) & (USD Million)

Table 123. South America Real Estate Marketing Software Consumption Value by Country (2027-2032) & (USD Million)

Table 124. Middle East & Africa Real Estate Marketing Software Consumption Value by Type (2021-2026) & (USD Million)

Table 125. Middle East & Africa Real Estate Marketing Software Consumption Value by Type (2027-2032) & (USD Million)

Table 126. Middle East & Africa Real Estate Marketing Software Consumption Value by Application (2021-2026) & (USD Million)

Table 127. Middle East & Africa Real Estate Marketing Software Consumption Value by

Application (2027-2032) & (USD Million)

Table 128. Middle East & Africa Real Estate Marketing Software Consumption Value by Country (2021-2026) & (USD Million)

Table 129. Middle East & Africa Real Estate Marketing Software Consumption Value by Country (2027-2032) & (USD Million)

Table 130. Global Key Players of Real Estate Marketing Software Upstream (Raw Materials)

Table 131. Global Real Estate Marketing Software Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Real Estate Marketing Software Picture

Figure 2. Global Real Estate Marketing Software Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Real Estate Marketing Software Consumption Value Market Share by Type in 2025

Figure 4. Cloud Based

Figure 5. Web Based

Figure 6. Global Real Estate Marketing Software Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 7. Global Real Estate Marketing Software Consumption Value Market Share by Function in 2025

Figure 8. CRM

Figure 9. Marketing Automation

Figure 10. Analytics & Reporting

Figure 11. Virtual Tour/Multimedia

Figure 12. Global Real Estate Marketing Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Real Estate Marketing Software Consumption Value Market Share by Application in 2025

Figure 14. Residential

Figure 15. Commercial

Figure 16. Global Real Estate Marketing Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. Real Estate Marketing Software Consumption Value Market Share by Application in 2025

Figure 18. Large Enterprises Picture

Figure 19. SMEs Picture

Figure 20. Global Real Estate Marketing Software Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 21. Global Real Estate Marketing Software Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 22. Global Market Real Estate Marketing Software Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 23. Global Real Estate Marketing Software Consumption Value Market Share by Region (2021-2032)

Figure 24. Global Real Estate Marketing Software Consumption Value Market Share by Region in 2025

Figure 25. North America Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 26. Europe Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 27. Asia-Pacific Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 28. South America Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 29. Middle East & Africa Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 30. Company Three Recent Developments and Future Plans

Figure 31. Global Real Estate Marketing Software Revenue Share by Players in 2025

Figure 32. Real Estate Marketing Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 33. Market Share of Real Estate Marketing Software by Player Revenue in 2025

Figure 34. Top 3 Real Estate Marketing Software Players Market Share in 2025

Figure 35. Top 6 Real Estate Marketing Software Players Market Share in 2025

Figure 36. Global Real Estate Marketing Software Consumption Value Share by Type (2021-2026)

Figure 37. Global Real Estate Marketing Software Market Share Forecast by Type (2027-2032)

Figure 38. Global Real Estate Marketing Software Consumption Value Share by Application (2021-2026)

Figure 39. Global Real Estate Marketing Software Market Share Forecast by Application (2027-2032)

Figure 40. North America Real Estate Marketing Software Consumption Value Market Share by Type (2021-2032)

Figure 41. North America Real Estate Marketing Software Consumption Value Market Share by Application (2021-2032)

Figure 42. North America Real Estate Marketing Software Consumption Value Market Share by Country (2021-2032)

Figure 43. United States Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 44. Canada Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 45. Mexico Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 46. Europe Real Estate Marketing Software Consumption Value Market Share by Type (2021-2032)

Figure 47. Europe Real Estate Marketing Software Consumption Value Market Share by Application (2021-2032)

Figure 48. Europe Real Estate Marketing Software Consumption Value Market Share by Country (2021-2032)

Figure 49. Germany Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 50. France Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 51. United Kingdom Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 52. Russia Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 53. Italy Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 54. Asia-Pacific Real Estate Marketing Software Consumption Value Market Share by Type (2021-2032)

Figure 55. Asia-Pacific Real Estate Marketing Software Consumption Value Market Share by Application (2021-2032)

Figure 56. Asia-Pacific Real Estate Marketing Software Consumption Value Market Share by Region (2021-2032)

Figure 57. China Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 58. Japan Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 59. South Korea Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 60. India Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 61. Southeast Asia Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 62. Australia Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 63. South America Real Estate Marketing Software Consumption Value Market Share by Type (2021-2032)

Figure 64. South America Real Estate Marketing Software Consumption Value Market Share by Application (2021-2032)

Figure 65. South America Real Estate Marketing Software Consumption Value Market

Share by Country (2021-2032)

Figure 66. Brazil Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 67. Argentina Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 68. Middle East & Africa Real Estate Marketing Software Consumption Value Market Share by Type (2021-2032)

Figure 69. Middle East & Africa Real Estate Marketing Software Consumption Value Market Share by Application (2021-2032)

Figure 70. Middle East & Africa Real Estate Marketing Software Consumption Value Market Share by Country (2021-2032)

Figure 71. Turkey Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 72. Saudi Arabia Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 73. UAE Real Estate Marketing Software Consumption Value (2021-2032) & (USD Million)

Figure 74. Real Estate Marketing Software Market Drivers

Figure 75. Real Estate Marketing Software Market Restraints

Figure 76. Real Estate Marketing Software Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Real Estate Marketing Software Industrial Chain

Figure 79. Methodology

Figure 80. Research Process and Data Source

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