

## Global Real Estate Marketing Software Market 2019 by Company, Regions, Type and Application, Forecast to 2024

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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.

### SCOPE OF THE REPORT:

Real Estate Marketing Software have wide range of applications, such as Large Enterprises, SMEs, etc. And Large Enterprises was the most widely used area which took up about 53% of the global total in 2018. USA, Canada, etc. are now the key developers of Real Estate Marketing Software. USA has many players, many of them has typical CRM and marketing automation software. Besides that, software has brand protect and association with social media will provide more attraction to the users.

The global Real Estate Marketing Software market is valued at 644.1 million USD in 2018 and is expected to reach 1197.6 million USD by the end of 2024, growing at a CAGR of 13.2% between 2019 and 2024.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Real Estate Marketing Software.

Europe also play important roles in global market, with market size of xx million USD in 2019 and will be xx million USD in 2024, with a CAGR of xx%.

This report studies the Real Estate Marketing Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Real Estate Marketing Software market by product type and applications/end industries.

Market Segment by Companies, this report covers

- AppFolio
- BoomTown
- Constellation Real Estate Group (CREG)
- 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 and Italy)
- Asia-Pacific (China, Japan, Korea, India and Southeast Asia)
- South America (Brazil, Argentina, Colombia)
- Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

- Cloud Based
- Web Based

Market Segment by Applications, can be divided into

- Large Enterprises
- SMEs

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