

# The State of Real Estate Marketing

Building a Real Estate Tech Stack That Drives Growth



Research created in partnership with Ascend2



# Table of Contents

---

Introduction.....	3	4.0 Increasing Agent Tech Adoption.....	24
Special Segments .....	4	There are glaring gaps in agent adoption.	
Key Findings .....	4	Agent buy-in and tool complexity are barriers to successful agent adoption.	
1.0 The Balancing Act of Growing a Real Estate Business.....	5	How Brokerages Can Step Up: Encourage (Rather Than Enforce) Agent Buy-In.	
Real estate agents face execution overwhelm.		5.0 Building a Tech Stack That Works for Everyone .....	28
Agents should rethink their channel mix.		Participants and Methodology .....	31
Automation, integration, and testing improve performance.		Participants	
When measuring success, agents should prioritize quality over quantity.		Methodology	
How Brokerages Can Step Up: Support Busy Agents With the Right Technology.		About the Research Partners.....	34
2.0 What Agents Need to Grow Their Business.....	14		
Expanding tech use can increase opportunities for growth.			
Agents value affordability and usability in tech.			
There are significant gaps in agent tech stacks.			
How Brokerages Can Step Up: Provide More Robust Tools.			
3.0 Brokerage-Provided Marketing Technology.....	20		
A gap exists between the tech agents need and what brokerages provide			
Brokerages choose practical, cost-effective tech for agents.			
How Brokerages Can Step Up: Redefine Success.			



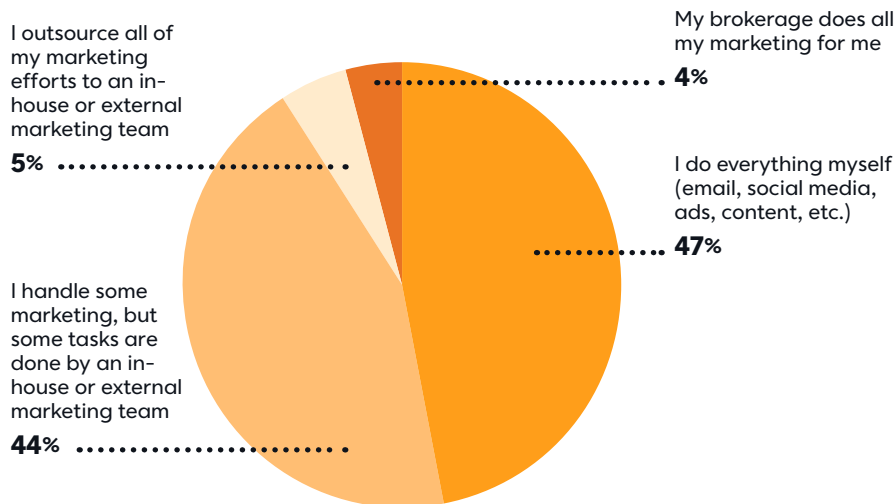
# Introduction

## Agents are shouldering the marketing burden and as a result, their efforts are suffering.

Real estate agents are carrying the weight of their own marketing efforts in an increasingly competitive and complex market. In fact, 47% of agents report that they manage every aspect of marketing themselves, from email campaigns and social media to paid advertising and content creation. Another 44% handle at least part of their own marketing, juggling these responsibilities alongside all of the work that goes into managing clients and listings.

AGENTS

### Who primarily executes your marketing efforts?



However, marketing doesn't come naturally to most agents, and this is reflected in how they rate their current marketing success. **Only 17% of agents surveyed say their marketing efforts are very effective at fueling business growth**, while 83% describe their efforts as only somewhat effective or altogether ineffective at helping to grow their business. Those doing everything themselves have even lower confidence in their efforts with just 13% rating their marketing as very effective.

So what do agents need to become more effective marketers, without adding to their already heavy workload? To start, the brokerages they work for need to do better at laying a foundation of efficiency and efficacy to amplify efforts. Building a smart and easy-to-use technology stack that can help them stand out from the crowd, generate leads, and save time is becoming a non-negotiable.

Constant Contact, in partnership with Ascend2, surveyed real estate professionals in North America, Australia, and New Zealand to uncover exactly what it is agents need to grow their business and how brokerages can answer their needs without sacrificing things like branding consistency or their bottom line.

We found that brokerages have a key role to play in this evolution, and that by providing agents with easy-to-use, more advanced technology and stronger marketing support, they can bridge the gap and help agents unlock their full potential. Read on to learn more about how real estate professionals can build the right tech stacks to drive measurable business results.



# Key Findings

**Marketing is a struggle.** Nearly half of agents (47%) manage all aspects of their marketing alone, yet only 17% rate their efforts as very effective. Without proper support, even the most motivated agents struggle to generate consistent results.

**Technology adoption is an issue.** There's a significant gap between the tools brokerages provide and what agents actually use. Only 40% of agents use CRM tools even though 50% are provided with them, and 14% of agents report using none of their brokerage's tech at all. Only 27% of brokerages are satisfied with agent adoption of their marketing tech.

**Agents crave autonomy and integration.** Agents are more likely to adopt technology provided by a broker with the security of knowing that their database is not shared, with 90% saying their list gives them a competitive edge and 96% calling exclusive, protected access to it important. The most effective agents are also 2x more likely to integrate their tools for greater efficiency and insight.

**Advanced features drive results.** Agents with the most effective marketing strategies are significantly more likely to use AI tools (41% vs 22%) and analytics platforms (35% vs 20%), yet these tools are among the least provided by brokerages.

**Ease of use and training are essential.** Brokerages that report high satisfaction with agent adoption are more likely to offer internal support desks (44% vs 30%), incentives (28% vs 19%), and formal training sessions (44% vs 36%), while those that rely solely on making tools mandatory see less-than-ideal results.

## Special Segments



**Real Estate Agents:** 70% of survey participants identified as a real estate agent within a brokerage.



**Real Estate Brokers & Brokerage Marketers:** 30% of survey participants identified as the broker or marketing decision-maker for their brokerage.



**The Marketing Elite:** 17% of real estate agents report that their marketing efforts are very effective at fueling business growth.

# 1.0 The Balancing Act of Growing a Real Estate Business

Real estate agents face execution overwhelm.

To grow their business, real estate agents are simultaneously working to fill their pipeline, differentiate themselves in a crowded market, and manage client relationships, all while keeping their audience engaged. But executing all of this effectively and efficiently is no easy task.

The biggest hurdles agents face are generating enough high-quality leads (48%), standing out from competitors (40%), and nurturing and converting leads into clients (37%). Technology is also a struggle with nearly one-third of agents struggling to effectively implement the right tools (31%) and another third unable to keep up with the pace of change in real estate tech (30%). Without a foundation of intuitive, easy-to-use technology, even the seemingly best marketing strategies can underdeliver.

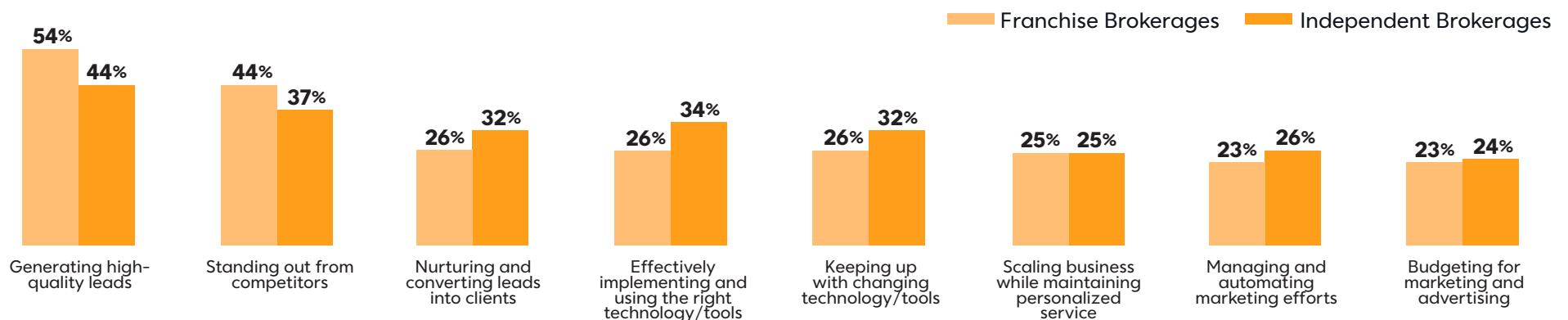
## Franchise vs Independent Brokerages: Weighing the Pros and Cons

Not surprisingly, challenges vary by the type of brokerage an agent works with. Franchise agents are more likely to struggle with generating high-quality leads, nurturing leads, and standing out from competitors. This may be due to more brand-driven marketing efforts that lack the customization that individual agents need. Meanwhile, technology is less of an issue, with additional support and resources available in a franchise setting.

Independent agents, on the other hand, face bigger hurdles with technology. Effective use of tools and keeping up with changing tech are more often cited by agents working with independent brokerages. A lack of centralized resources or consistent tech infrastructure may be to blame here. Choosing, learning, and managing their own tools can be overwhelming or altogether not feasible on top of already packed workloads.

TYPE OF BROKERAGE

### What are your biggest challenges in growing your real estate business?



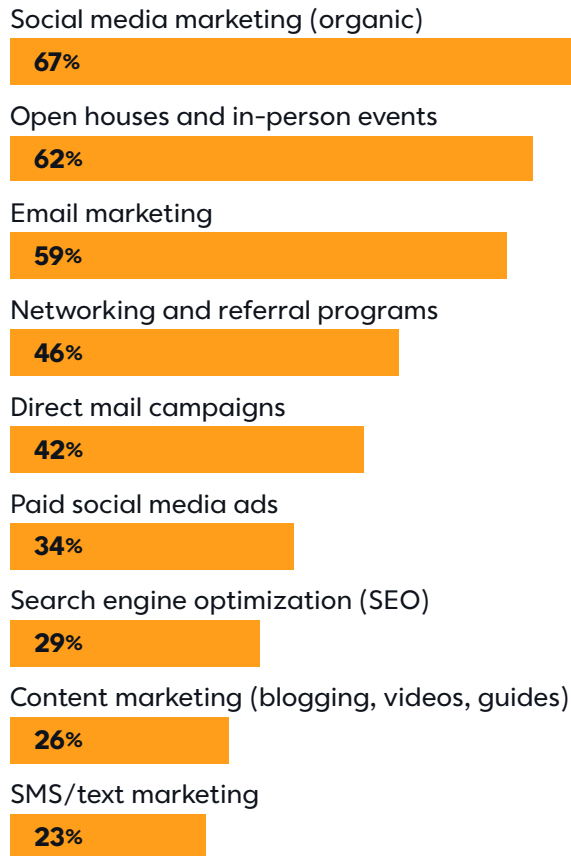
## 1.1 The Balancing Act of Growing a Real Estate Business

### Agents should rethink their channel mix.

Real estate agents continue to rely on a familiar mix of marketing channels, most commonly organic social media, events such as open houses, as well as email marketing. While agents are benefitting from a healthy balance of digital and in-person contact, tactics like organic social media lack the control needed to reach and expand their audiences. Meanwhile, just one-third or fewer agents are leveraging paid social, SEO, and content marketing. These channels contribute significantly to lead generation when used effectively.

#### AGENTS

#### Which of the following marketing tactics do you currently use?



#### Most agents are missing a major opportunity in SMS.

Despite SMS boasting open rates as **high as 98%** and significantly higher engagement compared to other channels, many real estate professionals have yet to fully embrace it, with just 23% reporting its use today. Even the “Marketing Elite” are under-utilizing SMS at just 19%.

#### THE MARKETING ELITE



### The most effective marketing strategies lean into digital tactics.

Those with the most effective marketing strategies are more likely than others to be investing their efforts in organic and paid social media, SEO, and content marketing to fuel their marketing efforts. Notably, The Marketing Elite are also significantly *less likely* to rely on analog channels such as in-person events, direct mail, and networking.

#### MARKETING EFFECTIVENESS

#### Which of the following marketing tactics do you currently use?

	Very Effective	All Others
Social media marketing (organic)	73%	65%
Email marketing	59%	59%
Open houses and in-person events	51%	64%
Paid social media ads	49%	31%
Search engine optimization (SEO)	41%	27%
Direct mail campaigns	38%	43%
Networking and referral programs	35%	49%
Content marketing (blogging, videos, guides)	32%	25%
SMS/text marketing	19%	24%



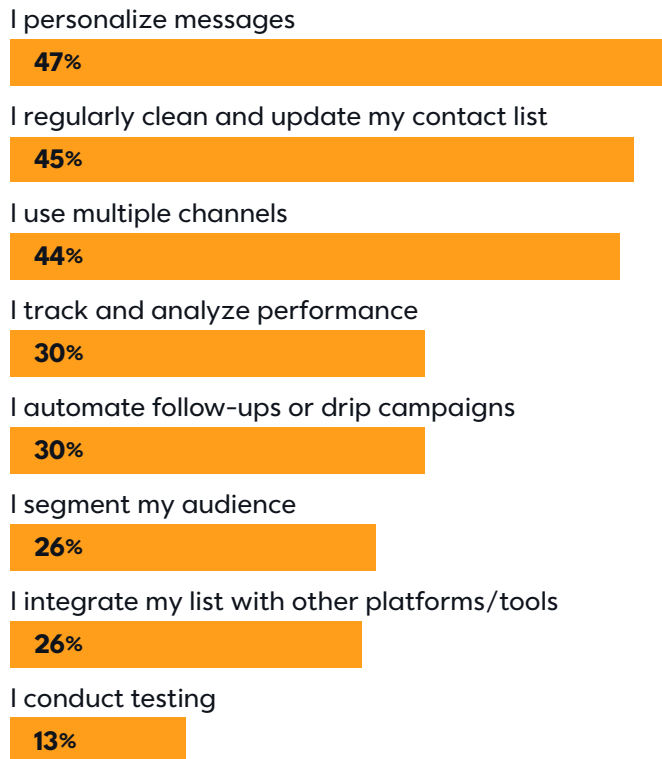
## 1.2 The Balancing Act of Growing a Real Estate Business

### Automation, integration, and testing improve performance.

While nearly half (47%) of all agents surveyed are personalizing messaging and cleaning and updating their contact lists (45%), these efforts are not necessarily markers of sophisticated marketing strategies. Only about one-quarter are segmenting their audience or integrating their list with other tools for seamless data sharing (26%), both missed opportunities to drive greater impact with minimal additional effort. Just 13% are conducting testing and taking advantage of optimizing for improvements in performance over time.

#### AGENTS

#### Which of the following strategies do you use when marketing to your contact list or database?



#### THE MARKETING ELITE



### Real estate agents with the most effective marketing strategies are approaching marketing as a system, not just a series of one-off actions.

**They prioritize list integration.** They are significantly more likely to integrate their list for efficiency and insight (35% vs 24%). When their contact list is connected across platforms like CRM, email, and ad tools, they can deliver more timely, personalized, and relevant communication. This integration also enables better reporting, so they know which efforts are driving results and can reinvest accordingly.

**They use more automation.** They are more likely to use automation (38% vs 28%) to nurture relationships at scale, keeping their brand top-of-mind without extra daily effort. Automating follow-ups and drip campaigns ensures that no lead slips through the cracks.

**They are 2x more likely to conduct testing.** They are more likely than those with less effective strategies to prioritize learning and optimization with testing (22% vs 11%). Rather than guessing what works, these agents refine messaging, offers, and timing for better results over time. *Pro tip: Go a step further by monitoring data and reporting for even deeper insight to inform decision-making.*

## 1.3 The Balancing Act of Growing a Real Estate Business

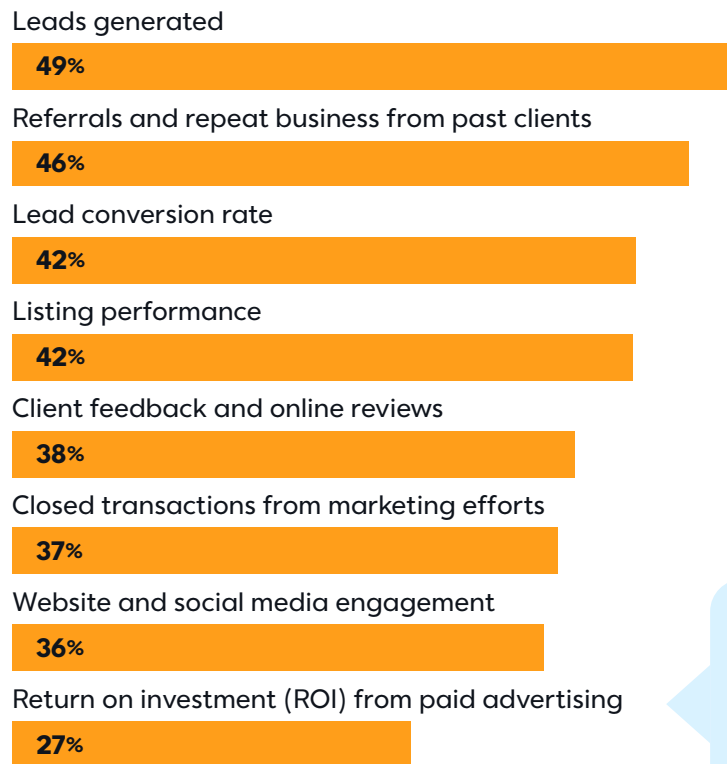
### When measuring success, prioritize quality over quantity.

Real estate agents aren't relying on a single indicator to determine marketing success. Instead, they are tracking a wide range of performance metrics. While leads generated and referrals or repeat business top the list, several other metrics are nearly as common, including lead conversion rates, listing performance, and client feedback or reviews.

**You can't manage what you can't measure.** Without a clear view of what is driving the most impact in their marketing strategy, agents are left guessing on where to focus their efforts. That is why it is critical for solutions to be integrated for full visibility into which actions and sources are bringing in business.

AGENTS

#### How are you measuring marketing effectiveness?



**Only 27% of agents** report measurement of ROI from paid advertising, this could indicate that most lead generation is coming from their existing database, not ad spend. This could also mean that many agents lack the infrastructure needed to execute and measure paid advertising.



#### THE MARKETING ELITE

The fact that there is a relatively close spread across most metrics shows us that that measurement is critical and combining both direct performance statistics and more qualitative measures can be a game-changer.

#### Quality over quantity.

The most effective marketers know what is working in their strategy and are more likely to measure effectiveness across nearly all of these metrics. The agents with the highest performing marketing strategies are significantly more likely, however, to prioritize qualitative indicators such as listing performance (54% vs 40%) and client feedback (49% vs 36%).

## How Brokerages Can Step Up: Support Busy Agents With the Right Technology.

Real estate agents have enough to worry about without adding marketing woes to the mix. In fact, 85% identify economic and market conditions as a significant burden, another 49% struggle with the endless regulatory and legal changes facing the sector, and 43% are up against increasing competition.

Over one-third of agents report that advancements in technology and keeping up with change are also holding them back. This makes sense, with most agents today taking on their own marketing efforts and very few seeing exceptional results. This is a clear opportunity for brokerages to step in and provide more marketing support. The best way to do this is to offer technology that supports the digital-forward strategies of the modern real estate professional.

98% of agents say that the marketing technology that a real estate brokerage provides is important to growing their real estate business. Brokerages are heeding the call for better tech options, with 46% planning to expand their technology offerings in the coming year. So brokerages that fail to accommodate will find themselves falling behind the curve sooner than later.

**98% of agents say that the marketing technology that a real estate brokerage provides is important to growing their real estate business. Brokerages are heeding the call for better tech options, with 46% planning to expand their technology offerings in the coming year. So brokerages that fail to accommodate will find themselves falling behind the curve sooner than later.**



# 2.0 What Agents Need to Grow Their Business

Expanding tech use can increase opportunities for growth.

Real estate agents rely most heavily on CRM systems and social media scheduling tools to support their marketing efforts, with email marketing software and website builders following closely behind. However, newer tools like AI-powered content generators remain underutilized across the board, used by only 23% of agents. This represents a missed opportunity, particularly for solo agents managing marketing on their own, who are even less likely to adopt these tools.

Despite a high appetite for performance tracking, there is a notable lack of utilization of the tools that best enable effective measurement. Advanced analytics software is used by only 25% of those surveyed. As agents seek to better understand what is working and where they can make the greatest impact with their efforts, data-driven tools like analytics and reporting software will be critical.

**The Power of a Team.** Agents on a team report greater use of nearly every type of marketing technology, from CRM systems (51% vs 37%) to digital advertising (47% vs 27%), SMS marketing (40% vs 15%), and AI tools (29% vs 15%). This is likely driven by access to shared resources and the ability to lean on the strengths of different team members. We know that tech use and marketing effectiveness are heavily correlated, suggesting that the team environment not only encourages broader tech adoption, it creates the conditions for greater marketing success and business growth.



## AGENTS

### Which marketing technology do you currently use?

CRM (Customer Relationship Management tool)	45%
Social media scheduling tools	45%
Email marketing software	40%
Website/landing page builder	40%
Digital advertising platforms	38%
SMS/text marketing software	29%
Analytics and reporting software	25%
AI-powered content generation tools	23%
None of the above	5%



#### THE MARKETING ELITE

Notably, **agents with the most effective marketing strategies are nearly 2x more likely than others to use AI** (41% vs 22%) and analytics tools (35% vs 20%) compared to their peers, and are also significantly more likely to leverage SMS marketing (35% vs 28%) and social scheduling platforms (59% vs 41%). This strong correlation between tech adoption and marketing success suggests that expanding the marketing tech stack with tools that enhance efficiency and insight may be a golden opportunity for agents looking for a competitive edge.

## 2.1 What Agents Need to Grow Their Business

### Agents value affordability and usability in tech.

When evaluating new marketing technology, agents prioritize affordability and usability above all else. Overall cost is the top consideration for 60% of agents, followed by ease of use and learning curve (39%). Agents also look for tools that align with their business goals, with features and alignment of needs, scalability, and branding/customization options among their top priorities.

#### AGENTS

#### What are your top considerations when evaluating a new marketing technology?



Despite ease of use being among the most important considerations when it comes to evaluating new martech, vendor support and training ranks at the bottom of the list. Vendors should provide agents with **reliable training and ongoing support** to ensure a seamless transition and continued effective use of their tech investments.



#### THE MARKETING ELITE

### Deeper functionality drives success.

The Marketing Elite cohort is over 2x more likely than others to prioritize analytics and reporting (41% vs 20%) and 1.5x more likely to value integration with existing tools (30% vs 20%). These agents place less emphasis on ease of use, suggesting a willingness to invest time into learning more powerful tools if it means gaining better insights and efficiency. They're also more likely to seek vendor support and training (24% vs 16%), reinforcing the idea that long-term success is tied not just to tool selection, but to ongoing enablement.

#### MARKETING EFFECTIVENESS

#### What are your top considerations when evaluating a new marketing technology?

	Very Effective	All Others
Overall cost	54%	61%
Analytics and reporting capabilities	41%	20%
Ease of use and learning curve	30%	41%
Integration with existing tools	30%	20%
Scalability and future growth	27%	26%
Features and alignment of needs	24%	27%
Vendor support and training	24%	16%
Branding and customization options	19%	25%
Brokerage or compliance alignment	14%	19%



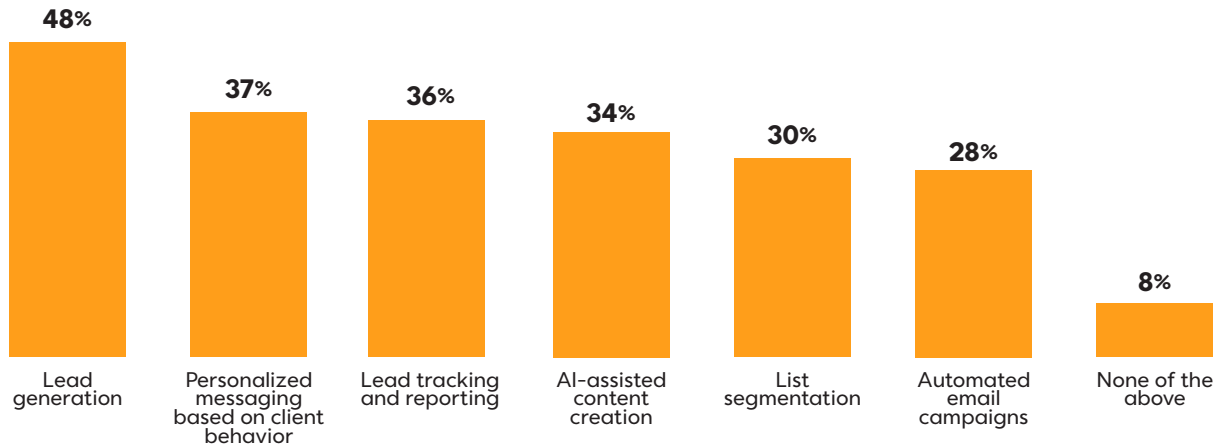
## 2.2 What Agents Need to Grow Their Business

### There are significant gaps in agent tech stacks.

While technology is an essential part of real estate marketing, **only one-third (33%) of agents say their current tools fully enable them to efficiently reach potential clients with personal, relevant messages.** This gap is driving a strong demand for better marketing capabilities. Nearly half (48%) of agents surveyed want to improve their lead generation efforts, but other high-priority needs point to a deeper shift toward more intelligent, insight-driven marketing. Agents are actively seeking tools that offer personalized messaging based on client behavior (37%), better lead tracking and reporting (36%), and AI-assisted content creation (34%), list segmentation (30%), and automated email campaigns (28%).

AGENTS

#### What capabilities are you missing or would like improved?



**Supercharge your marketing.** Combine the strengths of your CRM with a full suite of digital marketing tools to take your tech stack to the next level. To compete with the elite, agents need to move beyond the basic CRM and embrace additional tools that enable data-driven outreach, measurement, and automation.



#### THE MARKETING ELITE

Among agents with the most effective marketing strategies, personalization (46% vs 35%) and AI assistance (41% vs 33%) are even higher priorities, with personalization ranking above even lead generation. Top-performing agents recognize the growing importance of delivering more tailored messaging as well as using advanced tools like AI to engage and convert leads more effectively.

## How Brokerages Can Step Up: Provide More Robust Tools.

Only one in five agents (20%) are very satisfied with the technology that their brokerage provides. This signals a clear opportunity for brokerages to step up their offerings beyond just basic tools. Agents want solutions that give them greater control, flexibility, and the ability to drive their own success.

Agents turn to external technology due to their need for advanced lead management and nurturing tools (35%), the desire to expand into additional marketing channels (32%), and the ability to maintain ownership of their own database (32%). Interestingly, there's little drop-off between the top motivations, suggesting that agents aren't looking for a one-size-fits-all tool, they need marketing platforms that are rich in features, customizable to their specific goals, and adaptable as their businesses grow.

For brokerages, this is both a warning and an opportunity. Providing technology that addresses a wide range of agent needs could significantly increase agent satisfaction, loyalty, and performance.

### AGENTS

## Why did you/would you choose to add marketing technology outside of what your brokerage provides?

I needed more advanced lead management or nurturing tools

35%

I needed to expand into marketing channels beyond those my brokerage offers

32%

I wanted to maintain my own database of contacts, separate from the brokerage

32%

I wanted all of my metrics and performance data in one place

29%

I required scalable, flexible solutions to grow my business

29%

I sought more cutting-edge or innovative marketing technologies

29%

I wanted deeper customization and branding control

28%

**Brokerages that equip their agents with modern, customizable, and scalable technology will be better positioned to retain top talent and empower their agents to succeed in an increasingly competitive market.**

# 3.0 Brokerage-Provided Marketing Technology

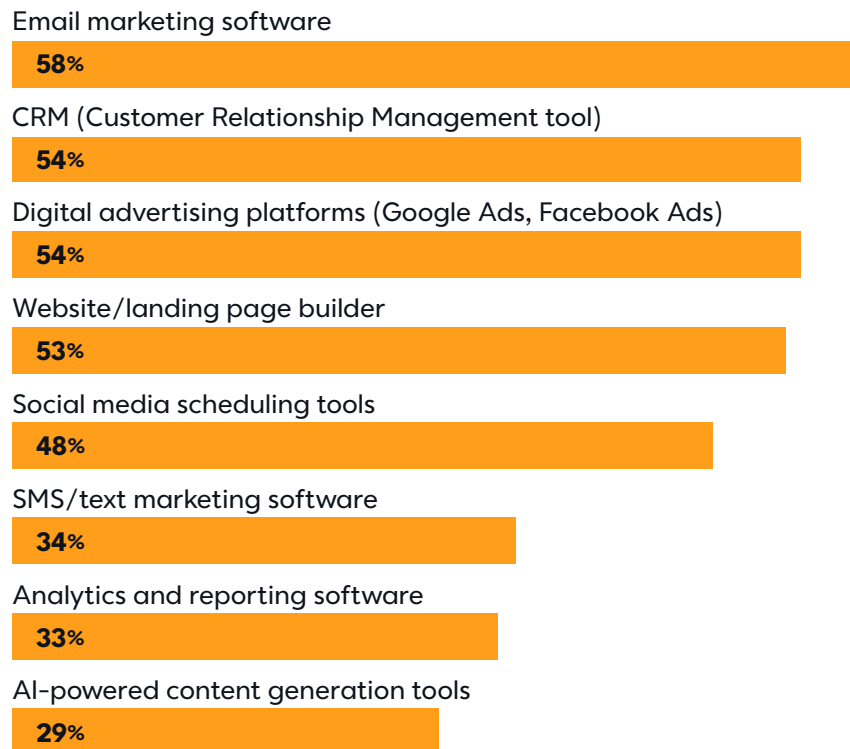
A gap exists between the tech agents need and what brokerages provide.

More than half of brokerages surveyed equip their agents with core marketing tools, including email marketing software, CRMs, digital advertising platforms, and website builders. However, there is a clear disconnect between what agents say they need and what brokerages deliver. Over one-third of agents say they need better lead tracking and reporting (36%) and improved AI-assisted content creation (34%) to grow their business.

**Yet only 33% of brokerages offer analytics and reporting software, and just 29% provide AI-powered content tools.** Agents are increasingly interested in more sophisticated, insight-driven technology that widens the scope of their marketing efforts.

## BROKERAGES

### Which marketing technologies do you currently provide for your agents?



98% of agents say that the marketing technology that a real estate brokerage provides is important to growing their real estate business.



#### THE MARKETING ELITE

Agents with the most effective marketing strategies are far more likely than others to have a brokerage-provided foundation of tech that includes social media scheduling tools (51% vs 36%), digital advertising platforms (49% vs 35%), SMS/text marketing software (35% vs 27%), and AI-powered content generation tools (30% vs 22%). Brokerages investing in a wider range of marketing technologies that include more advanced features may be better positioned to support high-performing agents.



### 3.1 Brokerage-Provided Marketing Technology

## Brokerages choose practical, cost-effective tech for agents.

When selecting marketing technology for their agents, brokerages are driven by value and usability. The top consideration is cost versus potential ROI, reflecting an understandable need to balance investment with measurable impact. Brokerages also recognize that adoption and enablement play a critical role in tech success, with 43% reporting ease of use and training needs among their main considerations. Integration with existing systems and access to advanced features are also top priorities.

#### BROKERAGES

### What are your main considerations when selecting new marketing technology used by agents?

Cost vs. potential ROI

50%

Ease of use and agent training needs

43%

Integration with existing systems

35%

Advanced features or cutting-edge technology

30%

Vendor support and training

29%

Analytics and reporting capabilities

24%

Scalability for future growth

24%

Branding or compliance alignment

15%



Brokers reporting the most satisfaction with agent adoption of their technology are significantly more likely to consider **vendor support and training** when selecting new marketing solutions (44% vs 24%). Free training and ongoing support to agents results in stronger adoption among agents, and more personalized support to encourage more effective use of brokerage-provided tech.

## Brokers and agents are largely aligned on tech considerations.

Brokerages and agents share top priorities when it comes to evaluating new technology.

Both groups value cost and ease of use the most, followed by ease of use ranking second for each group. Integration is also a top consideration from both perspectives. Advanced features and customizations are put ahead of compliance alignment and scalability for future growth for both as well.

Brokers believe that agents find the most value in integration, customization, and personalization when it comes to marketing technology. **There's a clear understanding that technology must be flexible, tailored, and supportive of individual agent success.**

#### BROKERAGES

### What do you consider to be the most valuable features or functionalities for real estate agents in a marketing platform?

Seamless CRM integration	41%
Customization and branding tools	39%
Personalization and segmentation capabilities	38%
Automated lead nurturing	32%
Robust analytics and reporting	30%
AI-driven insights or content creation	28%
Database flexibility and protection	24%



## How Brokerages Can Step Up: Redefine Success.

For most brokerages, success with marketing technology is defined by tangible business outcomes. The top metrics used to evaluate performance are the number of leads generated or deals closed and ROI on marketing spend. Productivity gains, such as time saved or fewer manual tasks, also factor in for 38% of respondents. These data points underscore a results-driven mindset, where the value of technology is closely tied to its impact on revenue and operational efficiency.

**83% of brokerages say it's important for agents to primarily use the tech they provide.**

Expanding focus beyond the bottom line could make a long-term impact. Just 32% of brokerages consider agent satisfaction or adoption rates when measuring success, despite 83% saying it's important for agents to primarily use the technology they provide. This is a red flag and suggests that brokerages may be overlooking a critical success factor: whether agents actually like and use the technology they provide. As agents increasingly seek personalized, integrated solutions, the long-term effectiveness of marketing tech may depend just as much on agent empowerment and engagement as on lead volume or ROI.

### BROKERAGES

#### Which of the following outcomes do you use to measure the success of your brokerage's marketing technology?

Number of leads generated or closed deals

68%

ROI on marketing spend (e.g., cost per lead)

47%

Productivity improvements (time saved, fewer manual tasks)

38%

Agent satisfaction or adoption rates

32%

Brand consistency or compliance adherence

24%

None of the above

8%



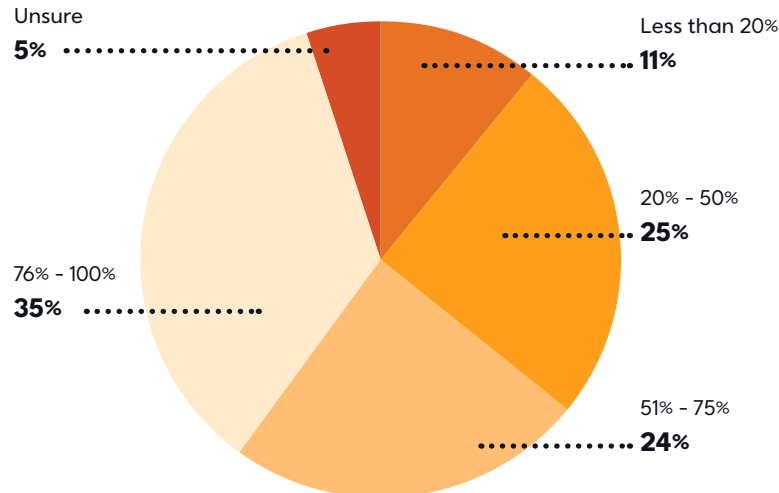
# 4.0 Increasing Agent Tech Adoption

There are glaring gaps in agent adoption.

Despite investing in a wide range of marketing technologies, most brokerages are struggling with agent adoption. **Just 27% of brokers and brokerage representatives surveyed are very satisfied with how well agents are adopting the tools they provide.** Adoption rates are relatively low with nearly half estimating their tech adoption is below 75%, and one in ten saying that fewer than 20% of their agents regularly use the tools.

## BROKERAGES

**What portion of your agents do you estimate regularly use the marketing technology you provide?**



Upon closer examination, we see **major inconsistencies** when comparing what brokerages provide with what agents say they use. For example, while 50% of brokerages offer CRM tools, only 40% of agents report using them, which is the highest adoption rate among all categories. Adoption drops further with website builders (48% vs 26%), email marketing software (47% vs 31%), and AI-powered tools (23% vs 17%). Interestingly, 14% of agents report using none of the tools their brokerage offers. This is an adoption problem rooted not just in the types of tech offered, but the support and training provided.

## AGENTS

**Agent adoption of brokerage-provided technology.**

	Which tech does your brokerage provide?	Which brokerage-provided tech do you use?
CRM	50%	40%
Website/landing page builder	48%	26%
Email marketing software	47%	31%
Social media scheduling tools	39%	27%
Digital advertising platforms	38%	28%
Analytics and reporting software	32%	21%
SMS/text marketing software	29%	21%
AI-powered content generation tools	23%	17%
Other	3%	0%
None of these	6%	14%



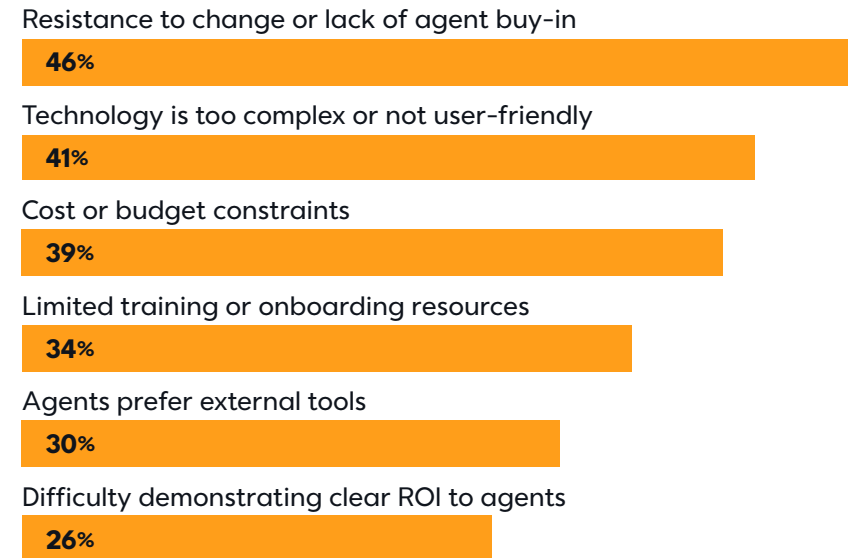
## 4.1 Increasing Agent Tech Adoption

### Agent buy-in and tool complexity are barriers to successful agent adoption.

Brokerages face persistent obstacles as they work to encourage agent use of the tools they provide. Nearly half of brokers and brokerage representatives report that resistance to change or lack of agent buy-in is the biggest barrier to tech adoption, followed closely by complexity of the tools and cost or budget constraints. Limited resources to carry out training or onboarding also contributes to the challenge.

#### BROKERAGES

### What are the biggest challenges you face in encouraging agents to use the brokerage's technology?



Top adoption challenges vary based by brokerage size. Smaller brokerages (with 50 or fewer agents) are significantly more impacted by budget limitations (45% vs 19%), while larger brokerages are more likely to struggle with tool complexity (48% vs 39%) and limited training or onboarding resources (43% vs 31%). This tells us that brokerages, especially those with more than 50 agents, are in desperate **need of solutions that are intuitive, accessible, and that provide support to encourage adoption at scale.**

#### BROKERAGE SIZE

### What are the biggest challenges you face in encouraging agents to use the brokerage's technology?

	50 or fewer agents	More than 50 agents
Cost or budget constraints	45%	19%
Technology is too complex or not user-friendly	39%	48%
Limited training or onboarding resources	31%	43%

## How Brokerages Can Step Up: Encourage (Rather Than Enforce) Agent Buy-In.

To drive adoption of the marketing technology they provide, most brokerages rely on education and support rather than mandates or incentives. One-on-one coaching, self-service tutorials, and formal training sessions are the most common strategies used to support agent adoption. Only 22% incentivize consistent use and even fewer make tools

mandatory, suggesting that most brokers choose an indirect approach rather than enforce usage. Notably, over one-quarter (27%) do not provide any structured training at all.



### BROKERAGES

Which of the following do you offer in order to encourage the use/adoption of the marketing technology you provide agents?

One-on-one coaching

45%

Self-service tutorials or online resources

43%

Formal training sessions or webinars

38%

Internal support desk or help center

34%

We don't currently provide structured training

27%

Incentives or rewards for consistent use

22%

Making certain tools mandatory

17%

Brokerages that report being very satisfied with agent adoption of their marketing technology tend to take a more hands-on and supportive approach. They are significantly more likely than others to offer an internal support desk or help center (44% vs 30%), incentives or rewards for consistent use (28% vs 19%), and formal training sessions or webinars (44% vs 36%). Interestingly, these brokerages are significantly less likely to make tools mandatory (8% vs 21%), further reinforcing encouragement vs strictly imposing the use of tools.

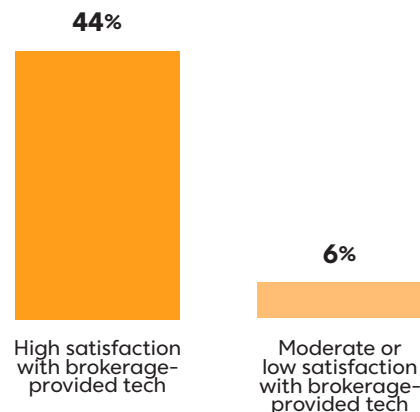
# 5.0 Building a Tech Stack That Works for Everyone

The right marketing technology can be a powerful differentiator for both brokerages and their agents. But for tech investments to pay off, the tools we choose must strike the right balance of both supporting agents' need for autonomy, flexibility, and performance while helping brokerages protect brand consistency and maximize ROI.

## 1 Emphasize time-saving tools that are easy to use.

With packed schedules, agents are drawn to tools that simplify daily work, automate tasks, and support lead generation and conversion at scale. Brokerages tend to prioritize performance-driven metrics when evaluating their tech, with number of leads generated or deals closed, and ROI on marketing spend at the top of the list. However, **tools that offer intuitive features like preloaded templates and pre-built, automated campaigns provide agents with high-performing content from day one.** Agents can hit the ground running, automate routine tasks, and streamline workflows, which will ultimately drive adoption and improve the outcomes of all measures of success including brand consistency, ROI, and closed deals.

AGENTS  
**% of agents with very effective marketing strategies.**



Real estate agents who report being highly satisfied with the technology their brokerage provides are **significantly more successful in their marketing efforts** (44% vs 6% report having very effective marketing strategies). When agents feel empowered by the technology their brokerage provides, engagement rises and successful agents have another reason to stay put. Prioritizing technology that agents will actually use can be a key differentiator in not only overall performance, but agent retention as well.

## 5.1 Building a Tech Stack That Works for Everyone

### 2 Access to advanced features improves outcomes.

Over one-third (36%) of brokerages believe agents seek external tools for better customization. This sentiment is backed up by agents' perspectives on the matter. Agents with the most effective marketing strategies cite personalization (46%) and AI (41%) as most critical gaps in their marketing tech stacks. Furthermore, this group is **more likely than those with less success in marketing to have access to tech like social media scheduling tools (51% vs 36%), digital advertising platforms (49% vs 35%), SMS/text marketing software (35% vs 27%), and AI-powered content generation tools (30% vs 22%).** When brokerages can offer technology that makes these advanced features accessible to agents, everyone wins.



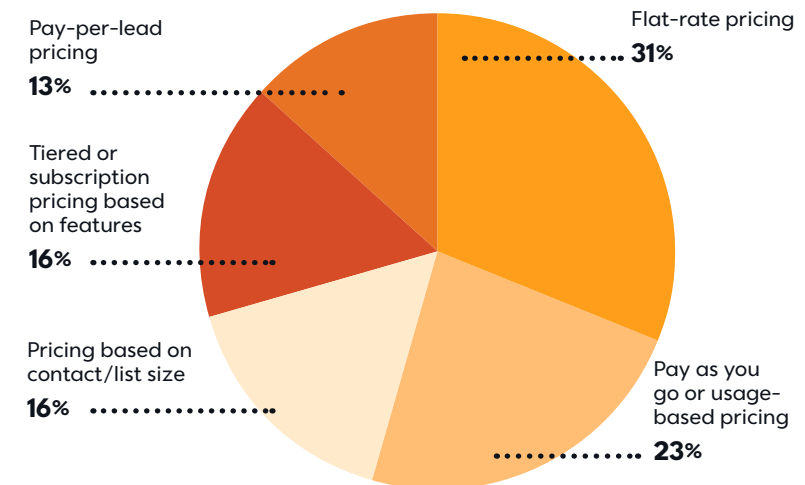
**When choosing or evaluating platforms, brokerages should weigh not only total cost but how pricing structure impacts agent adoption and retention.**

### 3 Agents value flexibility and predictability in pricing.

Flat-rate (31%) and usage-based (23%) pricing are the most preferred formats by agents surveyed. Pricing that supports scalability, such as contact list-based or tiered pricing based on features, is also important, especially among newer agents (under 3 years in the business), who are more likely to prefer list-size-based pricing (24% vs 14% of those in the business for 3 years or more).

AGENTS

#### What is the most preferable pricing format for a marketing technology?



## 5.2 Building a Tech Stack That Works for Everyone

### 4 Contact list protection and data ownership is non-negotiable.

Agents overwhelmingly view their contact list as a core business asset, with 90% saying it's a competitive advantage and 96% calling exclusive, protected access to it important. From the brokerage perspective, 43% believe agents add external marketing tools to keep their database separate, underscoring how critical data ownership and control are to agents. **Solutions that allow agents to maintain autonomy over their lists while still integrating with brokerage systems would be a win.**

BROKERAGES

#### In your opinion, why might agents choose to add marketing technology outside of what you provide?

They want to keep their database/contacts separate

43%

They need more advanced features or customization

36%

They prefer specific channels not supported by brokerage tools

27%

They seek cutting-edge tech not yet available through the brokerage

26%

They find the brokerage's solution too limiting or outdated

22%

Unsure

16%

### 5 Balance branding control with customization.

While 39% of brokerages say customization is highly valuable to agents, only 15% consider branding or compliance alignment when evaluating new tech. This suggests an opportunity for brokerages to reframe customization not as a loss of control, but as a tool for brand consistency, agent satisfaction, and more effective local marketing.



**By building a tech stack that meets in the middle of agent empowerment and brokerage control, real estate businesses can drive stronger tech adoption, deeper audience engagement, and overall better business results across the board.**

# Methodology & Participants

## Methodology

Using a custom online questionnaire, Constant Contact in partnership with Ascend2 Research surveyed a total of 305 real estate professionals which included 92 real estate brokers or brokerage marketing decision-makers and 213 real estate agents. These individuals represent brokerages across the United States, Canada, and Australia. The survey was fielded in March and April 2025.

## Participants

### N = 305 Brokers, Brokerage Marketing Representatives, and Real Estate Agents

#### *Brokers and Brokerage Marketing Representatives (92)*

##### Position

Real estate broker (or Principal)	49%
Brokerage marketing decision-maker	51%

##### Region

Australia/New Zealand	19%
Canada	27%
United States	54%

##### Age

18-28 years old	7%
29-44 years old	37%
45-60 years old	33%
61+ years old	23%

##### Size of Brokerage

1-10 agents	47%
11-50 agents	31%
51-100 agents	15%
101-500 agents	3%
500+ agents	4%

##### Type of Real Estate

Residential	58%
Commercial	17%
Both	25%

##### Brokerage Years in Business

Less than 1 year	0%
1-3 years	17%
4-7 years	11%
8-15 years	22%
16+ years	50%

##### Type of Brokerage

Independent brokerage	90%
Franchise brokerage	10%

#### *Real Estate Agents (213)*

##### Region

Australia/New Zealand	27%
Canada	29%
United States	44%

##### Age

18-28 years old	8%
29-44 years old	41%
45-60 years old	34%

61+ years old	17%
---------------	-----

##### Size of Brokerage

1-10 agents	29%
11-50 agents	32%
51-100 agents	15%
101-500 agents	13%
500+ agents	11%

##### Type of Real Estate

Residential	77%
Commercial	4%
Both	19%

##### Brokerage Years in Business

Less than 1 year	3%
1-3 years	12%
4-7 years	15%
8-15 years	28%
16+ years	42%

##### Type of Brokerage

Independent brokerage	62%
Franchise brokerage	38%





## About the Research Partners



Constant Contact helps real estate professionals supercharge their marketing beyond CRM functionality. Easily create content, build your client audience, and seal more deals with automated email, SMS, social media marketing, landing pages, and more.

The Broker Owner Solution allows brokers to empower agents to create and send campaigns while maintaining brand control. Stay organized with tiered accounts that give you control over user access and branding so your agent marketing is on-point and on-brand.

Learn more at [Constant Contact](#).



Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more at [Ascend2](#).