



Inman: Real Estate Marketing Trends To Watch In 2017

The co-founders of Cave Social explain the key things realtors need to keep in mind to grow their businesses in the new year.

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With a new year comes new marketing tactics. And for real estate agents across the country, that means upgrading your methods to ensure that you're attracting the most business. Jordan Scheltgen and Justin Kerby, co-founders of Cave Social, sat down with Inman to explain the top real estate marketing tactics in 2017.

Live Video

Social media platforms are moving to live video at a rapid rate. It also boosts consumer engagement and performs better on social media platforms.

Pay to Play on Social Media

You can't just rely on organic reach. Planning a budget for social media posts increases your chance of seeing success on digital platforms.

To read the full list, [click here](#).