Guru 2026

AI can’t replace your relationships

Use tech to scale what makes you memorable, not manufactured.

Constant Contact

FOR REAL ESTATE

Hi!

Nice to meet you. I'm a Real Estate Guru!

My fav rom-com ever: The Vow (is it a rom com? Or rom-dram?)





Stephanie Alfonso

Senior Director, Vertical Innovation

stephanie.alfonso@constantcontact.com

Constant Contact

THE MARKET GOT HARDER. MARKETING GOT MORE IMPORTANT.

Industry Reality Check



Over **70%** of agents did zero business last year



Only **31%** use email marketing regularly



Only **26%** leverage content marketing



91% fail to follow up post-close

YOUR GREATEST OPPORTUNITY IS ALREADY IN YOUR NETWORK

Biggest Revenue Opportunity

*Most agents fail to nurture those relationships.

90%
of clients would refer their agent

86%
of business comes from sphere / database

WINNING IN 2026 REQUIRES A SMARTER MARKETING SYSTEM

MODERN AGENTS BUILD RELATIONSHIPS ACROSS 3 CORE CHANNELS

The 3-Channel Growth Engine



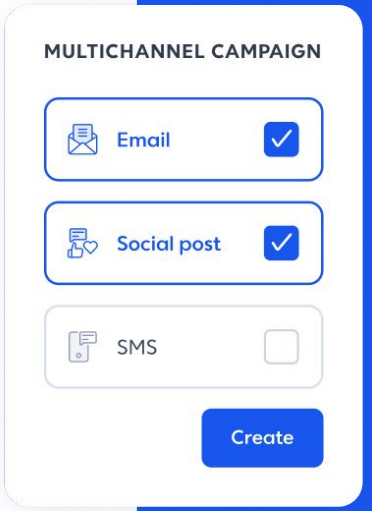
Email = Nurture



SMS = Immediate



Social = Awareness



EMAIL IS STILL YOUR HIGHEST ROI MARKETING CHANNEL

Email Marketing as Revenue Driver

Email nurtures repeat and referral business:

- List building
- Automation
- Segmentation
- Deliverability

$36 ROI
for every $1 spent

99% of users
check inbox daily

YOUR REPUTATION MAY BE BUILT OFFLINE, BUT IT'S VALIDATED ONLINE

Social Media as Brand Validation

- Hyperlocal content
- Listing promotion
- Community engagement
- Video strategy
- Personal brand building

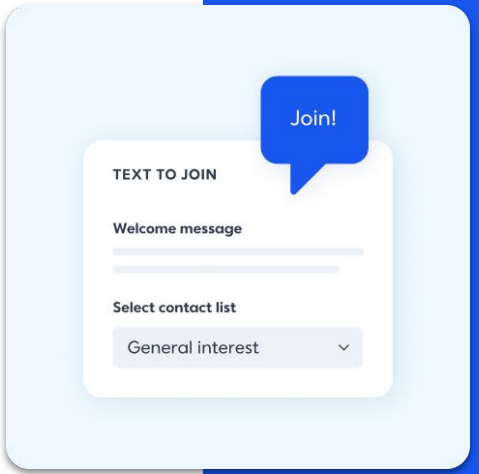


SMS TURNS URGENCY INTO ACTION

SMS as Conversion Tool

Use Cases:

- Open houses
- News listings
- Price drops
- Exclusive offers
- Event reminders



REVIEWS BUILD TRUST BEFORE YOU EVER MEET

Reviews = Modern Referrals



Google

realtor.com®

Zillow

ChatGPT

Claude

perplexity

NOW LET AI HELP YOU SCALE IT FASTER

AI IS NO LONGER OPTIONAL FOR COMPETITIVE AGENTS

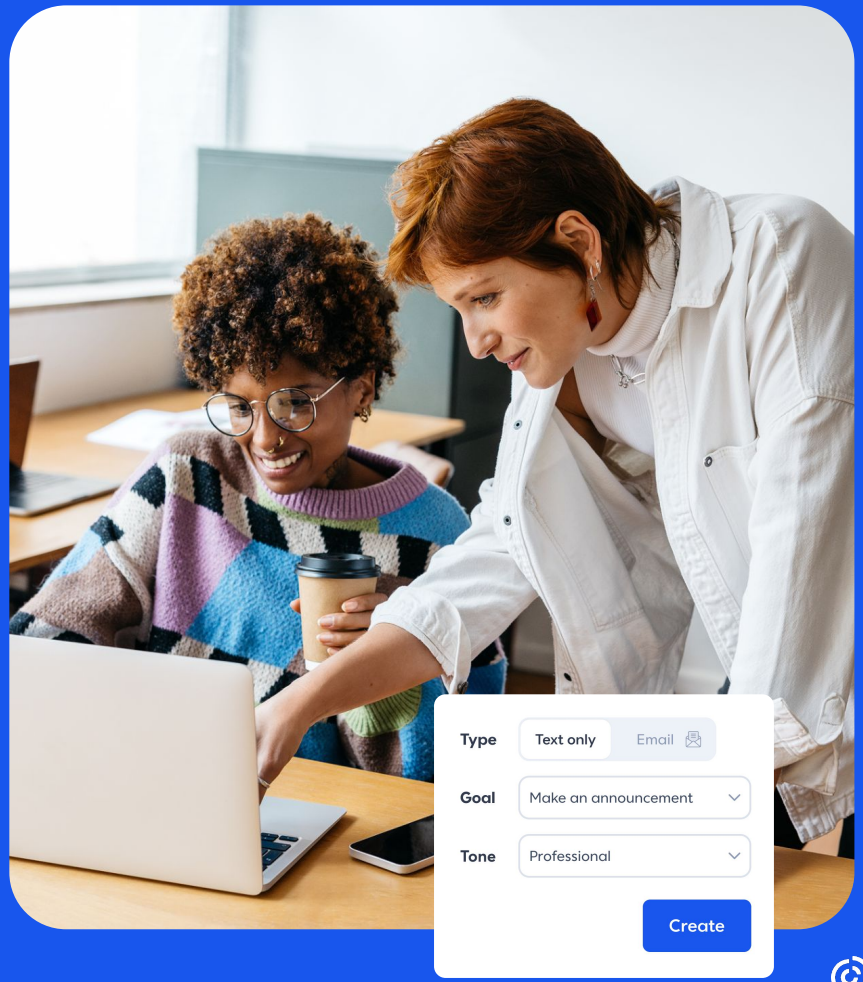
Why AI Matters

Agents often lack:

- Time
- Expertise
- Consistency
- Capacity

AI enables:

- Content creation
- Personalization
- Automation
- Speed

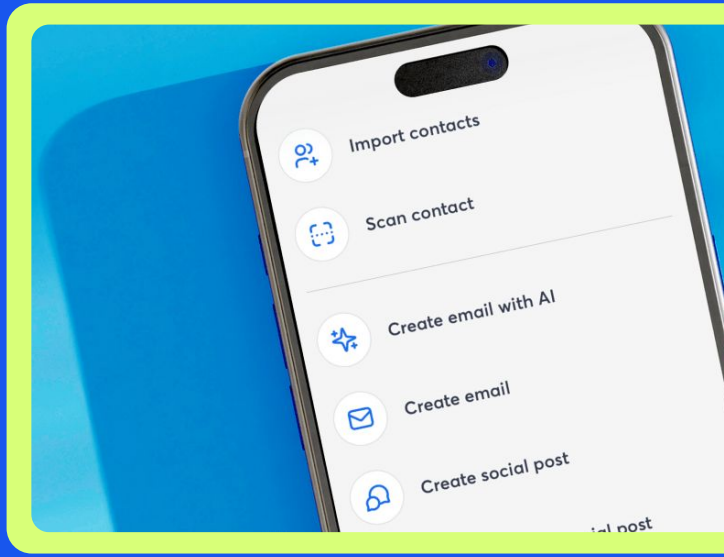


CREATE BETTER EMAILS IN MINUTES, NOT HOURS

AI for Email

Include:

- Subject lines
- Newsletters
- Property descriptions
- Campaign drafts
- Follow-up nurture



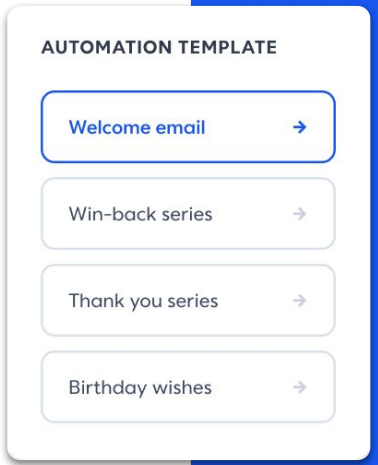
STRATEGY MATTERS.
EXECUTION WINS.

MOST AGENTS LOSE BUSINESS AFTER CLOSING

Post-Close Follow-Up

Content:

- Monthly nurture
- Seasonal outreach
- Anniversary campaigns
- Referral strategy



CREATE VALUE BEFORE ASKING FOR BUSINESS

Lead Magnet Strategy

Examples:

- Homebuyer guides
- Seller checklists
- Local market reports
- Neighborhood insights

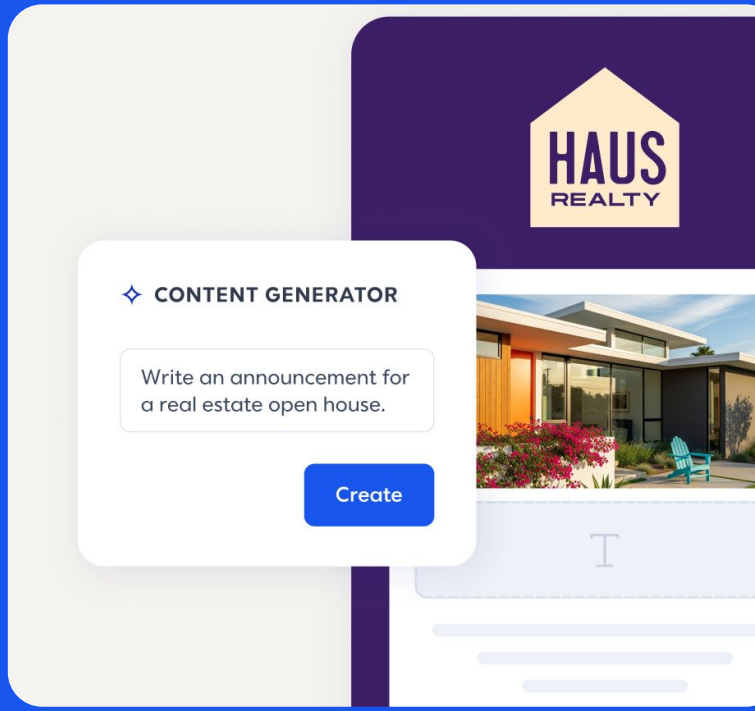


THE NEW GROWTH RULES FOR REAL ESTATE

The 7 Rules for 2027

Rules:

1. Build one database
2. Show up weekly
3. Create lead magnets
4. Automate follow-up
5. Stay in touch post-close
6. Use AI
7. Track engagement



QUESTIONS ?

