

REAL ESTATE

Engel & Völkers introduces digital-centric property marketing platform

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Engel & Völkers Florida is introducing a new AI marketing solution. Image credit: Engel & Völkers

By SARAH RAMIREZ

Real estate brokerage Engel & Völkers is launching an artificial intelligence-powered social media advertising solution to better serve its advisors and clients.

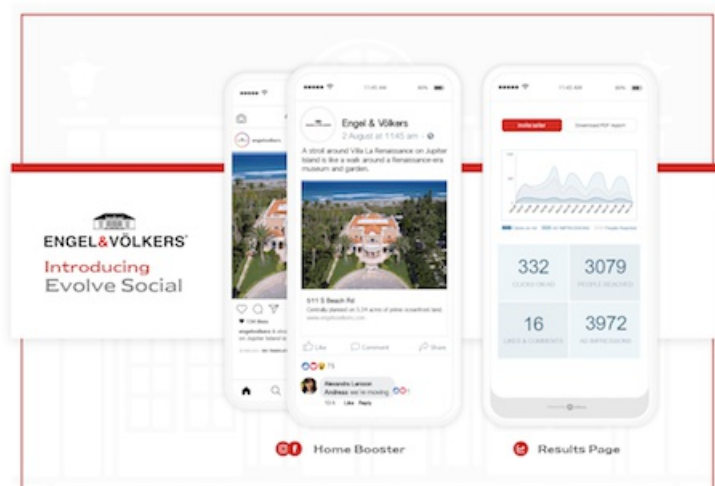
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Engel & Völkers Florida has partnered with real estate data company Adfenix to create Evolve Social to generate more highly-targeted social media advertisements. Social media is growing as an important channel to attract prospective homebuyers as they become increasingly tech-savvy.

Marketing evolution

With Evolve Social, Engel & Völkers can generate leads and engagement levels 13 times higher than industry standard.

The platform will help grow Engel & Völkers' presence on Facebook, Instagram and Twitter.



The new Evolve Social platform. Image credit: Engel & Völkers

Other real estate firms are also looking to get more out of Instagram.

Real estate brand Aumann Bender & Associated and Sotheby's International Realty hosted their first Instagram Influencer Summer soirée this summer.

The event brought together some of the biggest Instagram influencers in the business for a swanky event to promote the listing of a new \$7.75 million home in San Diego. The event featured a live DJ, Champagne, photo booth and a private chef ([see story](#)).



Engel & Völkers operates 23 brokerages in Florida. Image credit: Realtor.com

Florida is one of the most important premium housing markets in the United States.

According to Realtor.com's latest Luxury Home Index, the gulf coast of Florida is still home to the fastest-growing luxury market. While Miami and the surrounding areas are not growing at the rate of southwest Florida, South Florida is seeing price growth between 5 and 13 percent after years of decline ([see story](#)).

Engel & Völkers operates 23 brokerages in the state, with two more opening by the end of the year. Swedish startup Adfenix works with more than 2,000 real estate companies in 13 countries including the U.S. and the United Kingdom.

Real estate relationships

For residential real estate companies, building customer relationships has become even more important as digital services continue to impact the industry.

According to a study by J.D. Power, more home buyers and sellers than ever before are using digital channels to find inventory and agents. Today, 88 percent of buyers search for a new home before they begin working with an agent.

First-time buyers will even turn to social media to look for a new home. About half of consumers — 47 percent of buyers and 55 percent of sellers — will use social media to find agents ([see story](#)).

Realtors also need to be aware that today's consumers are more knowledgeable than ever before.

Since so much property information is already easily available, online listings can be used to attract attention to homes with flashy photography or engaging copy.

As the luxury real estate industry in particular continues to grow in popularity, agents need to make their homes stand out among the crowd. To do that, Re/Max says they need to stop thinking about their listings as simple fact sheets and begin thinking about them as opportunities for a full aspirational advertising campaign ([see story](#)).