



Grow your CRE network, close more deals: Three must-try marketing tips for 2025 - by Kimberly Zar Bloorian

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As we move into 2025, networking in commercial real estate (CRE) looks a lot different than it did a few years ago. Digital platforms and new marketing trends make it easier — and more necessary — to connect strategically. Here are three actionable tips to help you expand your network and stand out.

1. Show Up Where It Matters: LinkedIn and Social Media

LinkedIn remains the go-to platform for CRE professionals. Post market updates, success stories, and industry insights to position yourself as a thought leader. Use advanced search tools to connect with brokers, investors, and property managers. Don't forget social media — especially Instagram. Create engaging Reels showcasing property tours, quick tips, or behind-the-scenes moments. Showing your face in videos builds trust and relatability, helping you connect with your audience on a deeper level.

2. Host 2025 Themed Events

Everyone wants to know what's next in CRE. Host webinars or meetups on topics like “2025 Market Trends” or “What's Next for Commercial Spaces.” Partner with industry experts to expand your reach. After the event, follow up with attendees to turn casual connections into meaningful relationships.

3. Personalize Your Email Outreach

Email remains a cornerstone of networking in 2025, but success lies in personalization and consistency. Craft emails that feel tailored to each recipient or specific, segmented lists based on factors like interest or location. Show genuine effort by referencing their market, recent projects, or industry trends relevant to their business. These personalized touches make your outreach stand out and demonstrate your value as a connection. When done well, a thoughtfully crafted email can be the key to opening doors and building long-lasting professional relationships.

At KLOUD Real Estate Marketing, we specialize in helping CRE professionals grow their networks through cutting-edge strategies. Let us help you build connections and close more deals in 2025!

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