

To talk about marketing in the property sector today is to talk about change – not just in the tools used, but in the way we think. For many years, communication in this sector essentially meant promoting properties and other assets. Today, that is no longer enough.

The context has changed. There is greater focus on housing, increased social awareness and a more informed consumer. This requires marketing to take on a more responsible and, above all, more useful role. It is no longer just about grabbing attention, but about helping people to understand.

In this new landscape, clarity has become a competitive advantage. Brands that manage to make complex issues accessible are, naturally, closer to people and better placed to win their trust.

And that is precisely where the greatest challenge lies: trust. In a sector where perception counts for as much as reality, reputation is built every day, not through one-off actions, but through consistency, transparency and coherence between what is said and what is done.

Another clear change is the decline in the prominence of the product in isolation. A property is no longer marketed solely on the basis of its features, but on what it represents. The urban, social and cultural context has become essential. People do not just buy spaces; they buy context, a lifestyle and meaning.

This is leading to a shift in the type of content. Property marketing is increasingly moving away from direct commercial messages and towards storytelling and the selection of relevant content that helps people understand the market. In an environment saturated with information, standing out depends more on relevance than on volume.

At the same time, data plays an indispensable role. But simply collecting information is not enough; the real value lies in its interpretation. It is this ability that enables us to anticipate trends, personalise communication and make more informed decisions.

Even so, the relationship with the customer remains crucial. In a sector where decisions are emotional and have a significant impact, building a close relationship is essential. The challenge lies in scaling up without losing that connection, striking a balance between technology and empathy, and between brand consistency and local authenticity.

Another key point is the convergence of marketing with reputation management and corporate communications. Brands are called upon to position themselves not only in the market, but also within society. This implies more conscious, contextualised communication that is aligned with the real impact of their activities.

Ultimately, real estate marketing is moving beyond being merely a sales support tool to become an instrument of mediation – between the sector and people, between projects and communities, and between data and decisions.