



*Training Course:
Real Estate Marketing*

*14 - 18 September 2026
Kuala Lumpur (Malaysia)*

Training Course: Real Estate Marketing

Training Course code: SC235188 From: 14 - 18 September 2026 Venue: Kuala Lumpur (Malaysia) - Training Course
Fees: 6300 € Euro

Introduction:

Real estate marketing is essential for success in the highly competitive real estate industry. This training program is designed to provide participants with comprehensive knowledge and practical skills in real estate marketing strategies and techniques.

Target Audience:

This training program is suitable for:

- Real estate agents and brokers
- Property developers
- Marketing professionals looking to specialize in real estate
- Anyone interested in entering the real estate industry
- Real estate investors

Objectives:

By the end of this training program, participants should be able to:

- Understand the fundamentals of real estate marketing.
- Develop effective real estate marketing strategies.
- Utilize digital marketing tools and techniques specific to real estate.
- Master the art of property presentation and staging.
- Analyze market trends and consumer behavior to make informed marketing decisions.

Outlines:

Day 1: Fundamentals of Real Estate Marketing

Introduction to Real Estate Marketing

- Welcome and program overview

- Importance of marketing in real estate
- Key concepts and terminology

Market Research and Analysis

- Conducting market research
- Analyzing market trends and demographics
- Identifying target audiences and buyer personas

Day 2: Marketing Strategies and Tools

Marketing Strategies for Real Estate

- Creating a unique selling proposition USP
- Developing a marketing plan
- Building and managing a real estate brand

Online Marketing and Social Media

- Utilizing social media for real estate
- SEO and content marketing for real estate websites
- Email marketing and lead generation

Day 3: Property Presentation and Staging

Property Presentation Techniques

- Importance of property presentation
- Staging tips and techniques
- Professional photography and videography

Virtual Tours and Open Houses*

- Virtual tour technology and best practices
- Organizing successful open-house events
- Demonstrations and hands-on exercises

Day 4: Legal and Ethical Considerations

Real Estate Laws and Regulations

- Overview of real estate laws
- Fair housing regulations
- Legal and ethical responsibilities of real estate marketers

Managing Client Relationships

- Effective communication with clients
- Handling ethical dilemmas and conflicts of interest
- Case studies and role-playing

Day 5: Marketing Campaigns and Analytics

Real Estate Marketing Campaigns

- Creating effective marketing campaigns
- Budgeting and ROI analysis
- Tracking and measuring campaign success

Final Projects and Graduation

- Participants present their marketing campaigns
- Graduation ceremony and distribution of certificates
- Networking and future opportunities

Registration form on the Training Course: Real Estate Marketing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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