

iBeacon Technology Creates Unique Real Estate Marketing Opportunities

Posted On Jan 23, Posted by [blogger1](#) Category [BestTransactionFunding](#)

The media has been buzzing about new iBeacon technology and how retailers are tracking consumers via their smartphones over the last week. So how could this tech be creating new real estate marketing opportunities for investors?

The latest in this technology released by digital developers at PassBee Media covered by Reuters and entrepreneur magazine G-Code this week has many potential applications for all types of sales, while blurring the on and offline divide.

CT Homes LLC has already jumped on the news to comment on how iBeacon technology can be used for ultra-precise location based mobile real estate marketing. Potential uses laid out by JD Esajian include in luxury homes and in real estate offices and showrooms.

The main user of this technology right now appears to be big box retailers who can use it to drive in extra foot traffic and upsell with pinpoint accuracy. However, real estate investors could equally benefit from deploying this indoor and close range type of location based marketing for promoting properties for sale in public places such as malls, airports and tourist centers.

Other more industry specific applications could include use at seminars and conventions, home shows and international investor events where global investors flock with their billions to look for property deals.

Some newer wholesalers may struggle to find the time and budget to incorporate iBeacon marketing for themselves but that doesn't mean there aren't similar and more affordable and easy to roll out solutions.

Some could collaborate with others to establish iBeacons and share push notifications. Others might turn to simple mobile apps, social media and augmented reality apps integrated with print and outdoor advertising.

With access to virtually unlimited capital for wholesaling houses from Best Transaction Funding wholesalers can use this type of digital marketing to scale quickly and boost brand positioning to command market share and enjoy higher revenues.

Tags: [iBeacon](#) , [location based mobile real estate marketing](#) , [real estate marketing](#) , [Best Transaction Funding](#)

, [wholesalers digital marketing](#)

, [CT Homes LLC](#)

