

How real estate teams can capture and convert more leads in 2026

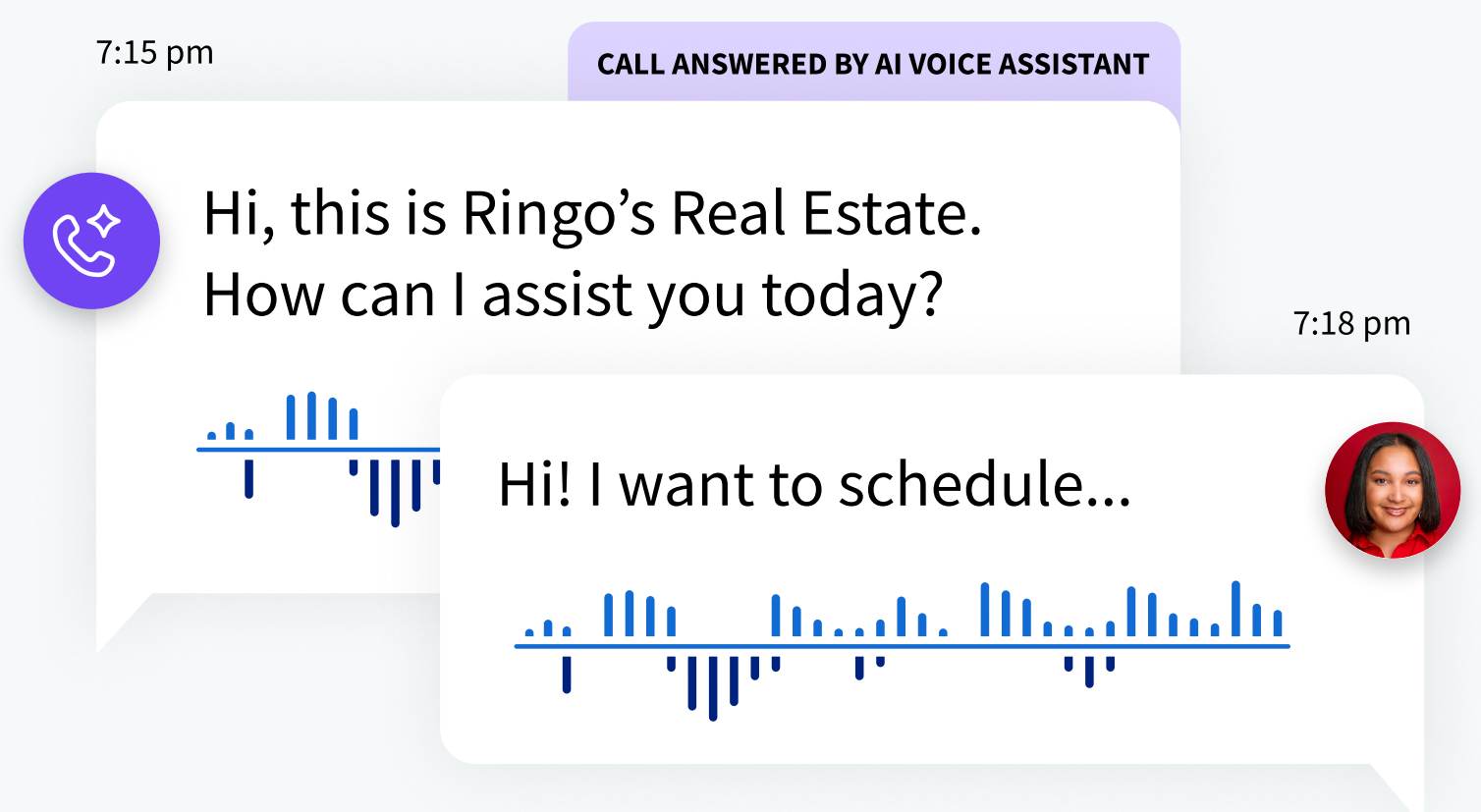
While real estate businesses remain tied to Traditional advertising, 2026 will be defined by the ways they advance their digital marketing capabilities to maintain sales and fill rentals. Real estate teams are effective at generating interest, but many still struggle to be available when customers actually reach out.


Based on the data from our study, we've put together our recommendations to help you stay ahead in 2026.

01


Make responsiveness your competitive advantage


Renters and buyers want to work with businesses that respond quickly — even outside of business hours. Improving how your team follows up is possible with automated alerts for after-hours calls and AI-powered voice assistants like [Voice Assist from CallRail](#) that can answer when you're not there.





Melanie Flowers
Source: Paid search



**AI GENERATED**

Action PlanSmart Follow-UpCoaching

Positive:
First-time home buyer is excited to work with you based on recent reviews they found online.

Areas to Improve:
Have schedule opened to finalize home showings more quickly.

02

Take charge of factors in your control

While market conditions like interest rates are external, internal factors like lead conversion rates and sales performance are within your control. With AI-powered tools, understanding what conversations drive conversions and sales has never been easier. [CallRail's Premium Conversation Intelligence™](#), for example, automatically summarizes calls, identifies key topics, and surfaces customer sentiment, giving you actionable insights, while AI assistants can even provide coaching tips and next steps for every conversation.

03

Think locally to stick close to your potential clients

In a crowded market where customers can easily choose another agent, developer, or property management business, you must adapt quickly and respond even more quickly. Using tools like call tracking and form tracking helps you understand which ads and channels brought in each lead, while conversation intelligence tools unlock insights into what people are asking about. To stay on top of every lead, AI-powered assistants can respond when you can't, helping ensure you never lose a prospect due to slow response times.



04

Use AI to solve operational challenges and increase lead conversion

AI is for more than content creation — take your marketing to the next level in 2026 by using it to unearth new insights and improve conversions. For teams struggling with missed calls or inconsistent sales training, AI-powered tools like Voice Assist and Premium Conversation Intelligence can fill the gaps to ensure every call is answered, every lead is captured, and personalized follow-up happens automatically.

Put a down payment on marketing success in 2026

See how CallRail's lead engagement platform can help you respond faster and convert more deals in 2026.

[Start your free trial today →](#)



Methodology and Demographics

This report is based on a survey of 100 real estate professionals conducted in October 2025. Respondents represented a mix of seniority and functional roles, including Executive Leadership (43%), Marketing (general) (25%), Operations (22%), SEO/Organic (5%), Paid Social (3%), Strategy (1%), and Social Media Management (1%). Agencies of varying sizes were included, with 4% employing 1-19 people, 19% employing 20-99 people, 37% employing 100-249 people, and 40% employing 250-499 people. The survey was conducted at a 95% confidence level with a +/-5% margin of error.