

Real Estate Blog & Web 2.0 Resource Guide



A guide to recommended real estate blogs, blogging platforms, blog communities & networks and innovative ways to market your listings online using Web 2.0 sites.

JanOBrien.com
Business-Blog-Consultant.com

Real Estate Blog & Internet Resource Guide

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Recommended Real Estate Blogs by Category

Real Estate Agent / Broker Blogs	
Jan O'Brien - Real Estate Coach	http://www.janobrien.com/
Kathryn Bovard - Las Vegas	http://kathrynbovard.wordpress.com/
Mark Stark - Las Vegas	http://markstark.wordpress.com/
Darren Welsh - Las Vegas	http://ameglegal.wordpress.com/
Michelle Sterling - Las Vegas	http://www.mslasvegasrealestate.com/blogs/
Felipe Crook - Las Vegas	http://www.lasvegasluxurypropertieslink.com/
Rain City Guide - Seattle	http://www.raincityguide.com/
Boston Condos	http://www.boston-condos-for-sale.com/
360 Digest - Seattle	http://360digest.com/
Phoenix Real Estate Guy	http://www.phoenixrealestateguy.com/
Tucson AZ Real Estate	http://www.tucsonazrealestateblog.com/
3 Oceans - San Francisco	http://www.3oceansrealestate.com/blog/
Brownstoner - Brooklyn	http://www.brownstoner.com/
Curbed - NYC, LA, SF	http://www.curbed.com/
True Gotham - Manhattan	http://www.truegotham.com/
Urban Digs - NYC	http://www.urbandigs.com/

North Fulton Blog - Atlanta	http://www.liveinalpharetta.com/blog/
Atlanta 575	http://maxsell.net/blog/
BloodHound Blog List of RE Blogs	http://www.bloodhoundrealty.com/BloodhoundBlog/REweblogs.php

Real Estate Industry Blogs



Inman Blog	http://blog.inman.com/
RIS Media	http://www.rismedia.com/
Zillow Blog	http://www.zillowblog.com/
Active Rain Blog	http://activerain.com/blogs/activerain
Real Blogging	http://www.realblogging.com/
NAR Blog	http://blogs.move.com/
Trulia Blog	http://www.truliablog.com/
Matrix - Interpreting the Real Estate Economy	http://matrix.millersamuel.com/

Real Estate Marketing & Technology Blogs

Transparent Real Estate	http://transparentre.com/
RSS Pieces	http://www.rsspieces.com/
Bloodhound Blog	http://www.bloodhoundrealty.com/BloodhoundBlog/
Real Estate Tomato	http://realestatetomato.typepad.com/
Joel Burslem of Inman News	http://www.futureofrealestatemarketing.com/
Real Estate Online Marketing Blog (CREN)	http://www.hismove.com/blog/
My Tech Opinion - Technology for Real Estate	http://www.mytechopinion.com/
Altos Research Real Estate Insights	http://www.altosresearch.com/blog/

Uberator - Real Estate Marketing for websites	http://blog.ubertor.com/
Real Estate Weblogging 101	http://realestateweblogging101.com/
Future of Real Estate Technology	http://www.futureofrealestatetechnology.com/
Realty Thoughts	http://www.realtythoughts.com/

Real Estate Blog Communities, Networks, Directories

Real Estate Blog Communities & Networks	
	http://activerain.com/ Quickly becoming the mother of all real estate community websites. Create a profile, start blogging and networking, and create some referral business from other members around the country.
	http://www.carnivalofrealestate.com/ From Zillow.com
	http://localism.com/ The public side of Active Rain. Post articles and pictures about your local community.
	http://www.zillow.com/ Lots of options here: Contribute articles to Zillow's Wiki , post your listings , chat on Zillow's Discussion board , or contribute to a neighborhood page
	http://www.trulia.com/ Answer real estate related questions from the general public.
	http://www.realestatevoices.com/ Digg for real estate. RealEstateVoices is a real estate social news site designed to help you discover the most interesting articles of the day, as voted and suggested by your fellow users.

	http://www.inmanwiki.com/Real-Estate/Main_Page Similar to Zillow's. Contribute articles to the general public about Real Estate
	http://answers.yahoo.com/ Similar to Trulia. Start answering people's questions on real estate.
	http://www.wannanetwork.com/ A Myspace clone for real estate agents

Social Networking Sites

	http://www.facebook.com/ There are many great tools that can turn facebook into a fantastic networking tool, and they are adding more all the time.
	http://www.linkedin.com/ A more professional approach to networking. More of a B2B kind of service, but still a helpful tool.
	http://www.mybloglog.com/ Connect with fellow bloggers and readers; get widgets for your blog to track readers ad stats
	http://www.yelp.com/
	http://www.homethinking.com/
Social Networking Services Meta List	http://socialsoftware.weblogsinc.com/sns-meta-list/
List of social networking websites from Answers.com	http://www.answers.com/topic/list-of-social-networking-websites

Real Estate Forums & Message Boards

	http://www.realestatewebmasters.com/forum.php
	http://realestatewiki.com/

	http://nls.point2.com/message_board/message_forum.asp
 Real Estate Forum	http://www.realestateforum.com/
	http://www.agentsonline.net/
	http://rismedia.com/forums/
	http://www.flippingpad.com/
	http://www.realtown.com/
Real Estate Related Directories	
	http://www.real-estate-blogs.com/blogs/ A directory of real estate blogs and blog sites of industries affiliated with and serving the real estate industry.
	http://www.inmanwiki.com/Real-Estate/Category:Real_Estate_Blogs
	http://www.zillow.com/wikipages/Directory-of-Local-Real-Estate-Blogs By State http://www.zillow.com/wikipages/Directory-of-Local-Real-Estate-Blogs
	http://rembex.mariah.com/join.html

Real Estate Blog Platforms & Tools

General Blogging Software/Platforms (Recommended)	
	http://wordpress.com/ Cost: FREE
	http://www.typepad.com/ Cost: \$4.95/month for Basic, \$8.95/month for Plus, \$14.95/month for Pro
	https://www.blogger.com/start Cost: FREE
Real Estate Blogging Platforms	
	http://activerain.com/ Free PROFILE ONLY
	http://www.realtyblogging.com/signup/default.asp Free
	http://www.realtown.com/signup.php?ask=why Free
	http://www.tomatoblogs.com/ <ul style="list-style-type: none"> ○ Cost: Varying (Custom Design from Scratch, Training Course) ○ Ease of Setup: Turnkey and Custom ○ Hosted: Yes ○ Customization Options: Fully Customizable
	http://www.bloggingsystems.com/ <ul style="list-style-type: none"> ○ Cost: range for most platforms \$495 - \$995 implementation; \$19.95 - \$49 per month per blog ○ Ease of Setup: self serve)(5 minutes) to custom (they setup) ○ Hosted: yes

Submit Your Blog to Directories

	http://www.technorati.com/
	http://www.inmanwiki.com/Real-Estate/Adding an RSS Feed from Your Blog to InmanWiki
	http://www.dmoz.org/
	http://www.bloghub.com/cgi-bin/user.cgi?signup_form=1
	http://www.stumbleupon.com/
	http://linkwith.us/
	http://www.getblogs.com/lma/guidelines.html
	http://blogflux.com/
	http://topblogarea.com/
	http://blogtoplist.com/
	http://www.bloghop.com/account/index.htm
	http://www.blogcatalog.com/blogs/submit_blog.html
	http://www.icerocket.com/c?p=addblog
	http://www.blogrankings.com/

<http://www.dmoz.org/>

	http://www.bloggernity.com/
	http://blogexplosion.com/
	http://www.blogarama.com/add-a-site/
<p>Globe of Blogs</p>	http://www.globeofblogs.com/
	http://www.blogdigger.com/add.jsp
<h2>Widgets for Real Estate Blogs & Websites</h2>	
	http://www.housingwidgets.com/
 <p>Trulia > Widgets</p>	http://widgets.trulia.com/
	<p>New Local Market Explorer Wordpress Plugin</p> <p>http://wordpress.org/extend/plugins/local-market-explorer/</p> <p>http://www.zillow.com/webtools/widgets/</p>
	http://www.widgetbox.com/tag/real+estate

Marketing your Listings Online

Online Listing Services



<http://www.zillow.com/learnmore/WhyUseZillowAgents.htm> Market yourself for FREE on Zillow.com

- [Create a free profile](#): Help customers learn about you
- [Answer questions on homes](#): Build your reputation for FREE
- [Post your listings](#): Agents — get FREE exposure to millions
- [Advertise with EZ Ads](#): An affordable, targeted ad solution



<http://www.trulia.com/brokers/>

Submit your listings to Trulia and get FREE traffic to your own Web site



<http://www.vflyer.com/main/Guest.jsp>

What is vFlyer?

vFlyer is a online service that enables you to create a standardized, professional-looking classified ad and post it to the leading classified sites such as Google Base, Oodle, Edgeio, and Vast.

- Users copy the Craigslist compatible flyer HTML and copy to the Posting Description field on the Craigslist Posting form.
- People are using vFlyer to embed in other sites such as LiveDeal, MySpace, and Blog sites
- Users email the flyers to friends, family, and prospects.

<http://www.vflyerblog.com/blog/>

<http://www.vflyer5.com/blog/>

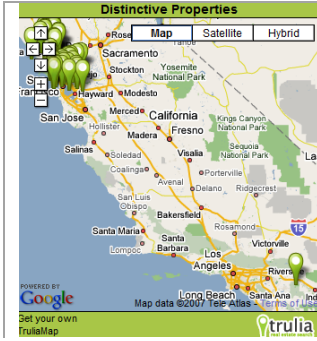
<http://www.futureofrealestatemarketing.com/using-vflyer-to-social-market-your-listings>



<http://www.wannanetwork.com/>

Post Listings for Free

 propsmart <small>real estate search + community</small>	http://www.propsmart.com/ Post Listings for Free
Classified ad sites	
craigslist	http://craigslist.org/ http://www.futureofrealestatemarketing.com/two-easy-steps-towards-mastering-craigslist/
 oodle <small>Search 75,000 classifieds sites</small>	http://www.oodle.com/
	http://base.google.com/ http://google.com/realestatetools
	http://www.vast.com/
 <small>search the world's listings</small>	http://www.edgeio.com/
 <small>Online Local Marketplace</small>	http://www.livedeal.com/index.jsp
 <small>beta</small>	http://www.postlets.com/home.php Build your ad once. Get it on multiple classified sites for free.
 hotpads.com <small>The place to find your place™</small>	http://hotpads.com/main.htm (Rentals)
Mapping	
	http://earth.google.com/earth_pro.html
	http://www.microsoft.com/virtualearth/
	http://company.mapquest.com/mqbs/2.html



<http://www.trulia.com/truiliemap/>

TruliaMap is a free tool to help you, the real estate professional, showcase your listings on an interactive, easy-to-use map on your Web site.

- On your Web site or blog, customers will see where all of your listings are located on your TruliaMap, with a brief description and pictures
- When a user clicks on your listing on TruliaMap, they will link directly to the posting on your site



GIS & Mapping Software

<http://www.esri.com/index.html>

MultiMedia

TURNHERE

internet video

<http://www.turnhere.com/>

WellcomeMat BETA
Videos Connecting People & Places

<http://www.wellcomemat.com/>

real estate
SHOWS

<http://www.realestateshows.com/>

You Tube
Broadcast Yourself™

<http://www.youtube.com/>

blinkx

<http://www.blinkx.com/>

blip.tv

<http://www.blip.tv/>

BREAK

<http://www.break.com/>

dailymotion

<http://www.dailymotion.com/us>

vimeo

<http://www.vimeo.com/>

tubemogul
empowering online video




<http://www.tubemogul.com/>

Inman TV

<http://www.inmantv.com/>

slide
what's in yours?

<http://www.slide.com/>

 <p>individual property websites ListingDomains.com[®] The ORIGINAL and LEADING property website provider</p>	http://www.listingdomains.com/
 <p>Mixbook BETA</p>	http://www.mixbook.com/ Create a book
 <p>blurb</p>	http://www.blurb.com/home/1/ Create & print a book from your blog, photos, etc
<p>Real Estate Video Broadcasting <i>Global Exposure. Local Results.</i></p>	http://www.mlpodcast.com/

Communication

 <p>skype[™]</p>	http://www.skype.com/helloagain.html
 <p>meebo</p>	http://wwwl.meebo.com/ Consolidate all instant messengers in one place
 <p>jaxtr beta Link Your Phone</p>	http://www.jaxtr.com/user/index.jsp Link your phone to all your web
 <p>plugoo BETA</p>	http://www.plugoo.com/ Chat with your blog or website visitors in real time
 <p>jaiku</p>	http://www.jaiku.com/ Create your mini-blog Post Jaikus, add icons, customize your design, share your Web feeds Follow your friends - Get their updates, see their presence, add comments
 <p>twitter</p>	http://twitter.com/home Let anyone know what you are doing now!