

5 Content Ideas For Your Real Estate Company's Digital Signage

Digital signage is one of the best tools to reach customers in any industry, real estate included. But what kind of content gets realtors the most of out of their digital signage?

Here are a few content tried-and-true content ideas that are sure to boost your real estate company's business.

1. Next-level listings.

Let's face it. Paper listings are a thing of the past. With digital signage from Raydiant, you'll have the ability to create dynamic listings that include HD photos and even videos that are proven to help sell houses more quickly. With no size limits, you can tell prospective buyers everything they need to know about a property and the community around it.

2. Self-service information portals.

Self-showings have become one of real estate's hottest trends. Take your self-showings to the next-level by installing a Kiosk self-service information portal in a property. Visitors can tap and swipe their way through an interactive listing that can include videos, photos, and all the information you could possibly share.

3. Educational content.

There's a lot to buying a house. First-time buyers especially could use a hand with all the nuances. Your digital screens are the perfect place to help educate customers on the ins and outs of homebuying, selling, and finance. Raydiant gives you access to tens of thousands of templates that help you create compelling information posters to help you create more educated clients.

4. "Meet the team" board.

Real estate is a very personal business. Clients like to know who they're working with. Use your digital signage to introduce your team. With Presenter for Raydiant, you can create slideshow presentations with bios for each of your agents and staff members to display in your offices.

5. Community board.

As a real estate agent, you are a representative of the area you serve. Show your clients your love for and knowledge of your community with a warm community board. You can include photos of local landmarks, videos of town events, or leave space for local artists, makers, and businesses to advertise. Make your role in your community clear.

