

The real estate industry has changed a lot over the last decade. New technologies have impacted the industry in a huge way. It's hugely important to keep up with new technology, consumer psychology and other innovations that change the way real estate agents do the job. A great way to stay in tune with the industry is to consistently read the top real estate blogs of 2018.

Whether your customer base is primarily young professionals, millennials, baby boomers or even retirees, it's critically important for you to be aware of what's happening in your ever-changing market. These sites can help you stay informed and communicate more efficiently with your clients:

## **National Blogs**

### **[Inman](#)**

Inman is a techy blog that also has some great stories about Realtors' experiences in the field. In addition, it has a great pop-up that links to valuable 2018 market predictions.

### **[Bigger Pockets](#)**

This site is more entrepreneurial and features articles about real estate investment like, "10 Lethal Mistakes to Avoid on Your First Real Estate Investment." If you have clients that are considering flipping properties, Bigger Pockets a nice place to send them.

### **[Redfin](#)**

Redfin is a traditional web real estate portal like Trulia, but unlike others, Redfin also makes money as a real estate brokerage. Even though you might consider them a competitor, it's certainly valuable to see what they are doing. This site is like the CNN of standard big real estate sites, and is full of varied information.

### **[Realtor.com](#)**

While Redfin's site may look like CNN, the one is similar to MSN, with generic and wide-ranging articles like "Pending-Home Sales Tumble to a 3-Year Low as Housing 'Crisis' Worsens." This site is more newsy than bloggy.

## **REwired**

Rewired describes itself as “open commentary on everything impacting the U.S. housing economy.”

Here you will find articles ranging from the history of property valuation to the extent that high student loan debt is affecting mortgage qualification rates. Lots of more in-depth blogs here.

## **Bankrate News**

Bankrate was one of the first, and is still the go-to site for many that are looking for a wide variety of loan rate calculators. It also boasts a good section that covers straight real estate financing news in a no-frills manner.

## **Geek Estate**

This site claims that they “analyze Real Estate Technology and trends, and provide advice for tech savvy agents, brokers, technology vendors, consultants, and entrepreneurs.” We would definitely agree, and if you lean to the tech side, or just want to know how to begin to upgrade your business systems, Geek Estate provides great info.

## **REtipster**

Investor Seth Williams says that his site will show you how to make money in real estate with less risk and more personal free time. If that isn't the best of all worlds, what is? Worth a look, though.

## **RISmedia**

Rismedia's real estate site features news, blogs, advice, and some good general information. Not our favorite for cutting edge info, but still a good place for general guidance with an abundance of varied articles.

## **Rentec Direct**

While this site focuses on landlords and their tenant issues, it also addresses tenant concerns like “What to do if you are facing eviction.” If any of your clients are landlords or want to ascertain the real costs of renting a property, this is a good place to start.

## **Agent Image**

Agent Image is a real estate web development site. As you know, it's critical to have an easily readable, modern and up-to-date site, and Agent Image will get you there. There are also blogging and SEO guidelines here.

## **Property Shark**

Property Shark deals with high end properties in luxury destinations. Sample articles outline the 10 most pricey US zip codes, and if you have any interest in the upscale market anywhere in the US, this site is for you.

## **Realty Times**

Realty Times is a nice general real estate newsletter with lots of agent tips and advice. It includes a useful local market outlook section and is easy to navigate.

## **Local Blogs**

### **Minnesota Real Estate Journal**

If you are familiar with your city's local business journal, you'll like what you find here: Local news, features, trends and advice all presented in a business-friendly manner. You'll find all of the latest Minnesota property development news here.

### **MPLS Realtor**

This is the Minneapolis Area Association of Realtors' site, and is loaded with membership news, education opportunities, and market research. This is an excellent place to visit at least once a week as you keep abreast of major trend changes.

### **Minneapolis / St. Paul Business Journal**

Local business journals are usually real estate intense, and this one is no different. You can find a few breaking real estate news articles every week, along with information about the top agents and where they are currently working. Their Top 25 lists are invaluable marketing tools.

## **Homes MSP**

Homes MSP is a ReMax site. That said, there is some good information there—especially if you want some new recipes (!) Anyway, if you have some extra time, take a look.

## **REjournals**

They say they are “the midwest’s leading source for real estate news.” No too many informational blogs, but there is a nicely updated Midwest real estate market section.

## **MN Property Group**

This is another Remax site with listings interspersed with some worthwhile posts. You do need to check the pulse of the local market, and looking at sites like this will give you insight into what’s happening.

That’s a lot of reading, and we know you’re undoubtedly busy, but be sure to spend some quality self-education time adding to your cumulative local and national market knowledge.

For additional blog posts (new posts every Monday) from the C4D Crew, check out this [page](#).