

Halstead Becomes First US Real Estate Firm to Launch Corporate WeChat Account

豪仕德在微信平台上启动了美国第一家地产公众号。



I am thrilled to share that Halstead has officially launched a corporate WeChat account.

This marks the first time a U.S. brokerage firm has established a verified corporate account on WeChat, the dominant platform in China for messaging, social media, digital publishing and payments, with over one billion active users.

WeChat is arguably the most important platform for connecting with Chinese-speaking customers here and abroad.

It is a powerful tool that enables us to connect with clients all over the world in meaningful ways. In real estate, we are continuously looking for new ways to innovate and this step allows us to expand our global footprint.

Real estate – both new development and resale – is a global asset class, and through WeChat, there is an enormous opportunity to reach a new, engaged, and highly mobile audience that is interested in investing in New York and its surrounding areas.

Halstead Development Marketing has successfully leveraged WeChat to reach Chinese-speaking customers for individual developments over the



past two years. Following this success, Halstead has built content and steady growth in traffic over the last few months. Through this valuable content and by partnering with WeChat influencers, Halstead will organically grow its reach.

The Halstead WeChat account showcases valuable content, all published in Chinese...

and offers consumers an authentic way to discover information about New York City and the real estate market, as well as the opportunity to connect with agents on WeChat who can further assist them. Articles range from current events, market analysis and neighborhood information to practical tips on buying or renting in New York City. Videos feature interviews with Halstead leadership and agents about the latest industry news. In developing its WeChat account, Halstead partnered with multicultural consultants and translators.



There are many Chinese-speaking buyers and sellers who are extremely active and highly engaged on the WeChat app. Through this new Halstead initiative, it will be easier than ever to connect with them.

Exclusive Story Available on Yahoo! Finance.

To view Halstead's WeChat account,
scan the QR code below:

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