

New Season, New Rules: What Agents Must Know About New Construction Marketing in 2025

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The Iconic Agent New Construction Marketing Podcast for Real Estate Agents has officially launched its second season, continuing its mission to equip real estate professionals with data-backed strategies to succeed in the growing new construction market. Now available on iTunes and all major podcast platforms, the show continues to gain traction among agents seeking structure, lead generation systems, and insights for navigating today?s evolving market.

The New Construction Marketing Podcast (and video podcast) for real estate agents is available to listen or watch at: https://www.theiconicagent.com/podcast

Co-hosted by real estate and marketing experts Damon Greene and Nathaniel Crawford, the podcast offers practical guidance for agents at all levels?whether full-time, part-time, new to the business, or experienced in new home sales. The duo also has a new construction community that has expanded nationally, with over 5,000 real estate agents, applying the podcast?s frameworks in their businesses.

Season Two builds on the success of the first season, which included 15 episodes covering foundational topics such as AI automation in new construction real estate marketing, how to generate predictable leads, and systems that have helped Iconic Agent clients collectively close over $400 million in additional new construction sales since 2020.

The first two episodes of season two tackle critical issues agents are facing in 2025. Episode one, titled ?Why Some Agents Struggled and Others Succeeded Selling in 2024,? examines the mindset, habits, and systems that separated top producers from those who fell behind. Episode two, ?How Agents? Emotions Sabotage Their Real Estate and New Construction Marketing,? uncovers how emotional decision-making impacts consistency, follow-up, and ultimately, sales performance.

?These aren?t just tips or theories. We?ve watched these strategies work across the board?from solo agents breaking into new construction to seasoned pros scaling in the luxury new construction space,? said Damon Greene, who founded The Iconic Agent brand in 2017. ?Our podcast gives agents the clarity and direction they?ve been looking for and proven strategies to target new construction buyers.?

A timely focus on new construction is no coincidence. According to Redfin, as of Q1 2024, newly built homes made up 33.4% of all single-family homes for sale in the U.S.?more than double pre-pandemic averages. With resale inventory still constrained in many markets, real estate professionals are increasingly turning to new builds as a path to more stable earnings and client satisfaction.

The U.S. Census Bureau projects that single-family housing starts will grow by 13.8% in 2025, reaching over 1.1 million homes. This uptick is more than a market trend; it?s a strategic opportunity for agents to expand their services, build relationships with builders, and offer clients more options amid rising demand for modern amenities, energy-efficient homes, and flexible floor plans.

?New construction marketing for real estate agents isn?t optional anymore?it?s essential,? added co-host Nathaniel Crawford. ?We?re seeing more agents close deals faster and build stronger pipelines when they focus on new construction. And the systems we talk about on the show are built for predictability.?

Season Two will continue to feature solo episodes from Greene and Crawford and bonus content diving into industry shifts, builder partnerships, and marketing tools that help agents become less reliant on resales. Listeners can expect candid insights, mindset education, and real-world examples from agents actively using these systems to grow their businesses.

In addition to the podcast, The Iconic Agent brand hosts several hands-on events throughout the year. These include the three-day ?New Construction Marketing Mastery Workshop,? where agents learn how to launch

their own scalable new construction buyer attraction system in just 3 days. Self-paced options like the ?New Construction Buyer Attraction Playbook? are also available to help agents implement what they learn at their own pace.

?Our goal has always been to help agents stay independent while still competing at the highest level,? Greene said. ?Whether you're full-time or part-time, this season gives you the playbook to move forward.?

Season Two of The Iconic Agent New Construction Marketing Podcast is now streaming on iTunes, Spotify, and other major platforms. For more information, upcoming event dates, or access to the free playbook, visit www.theiconicagent.com.

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The Iconic Agent

We help realtors feel more confident in growing their businesses by exposing them to proven systems that allow them to tap into any residential new construction market.

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