

Real Estate Software Market Major Players, Competitive Strategies, and Industry Outlook

The Business Research Company's Real Estate Software Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, July 10, 2026

/EINPresswire.com/ -- "The [real estate software market](#) is dominated by a mix

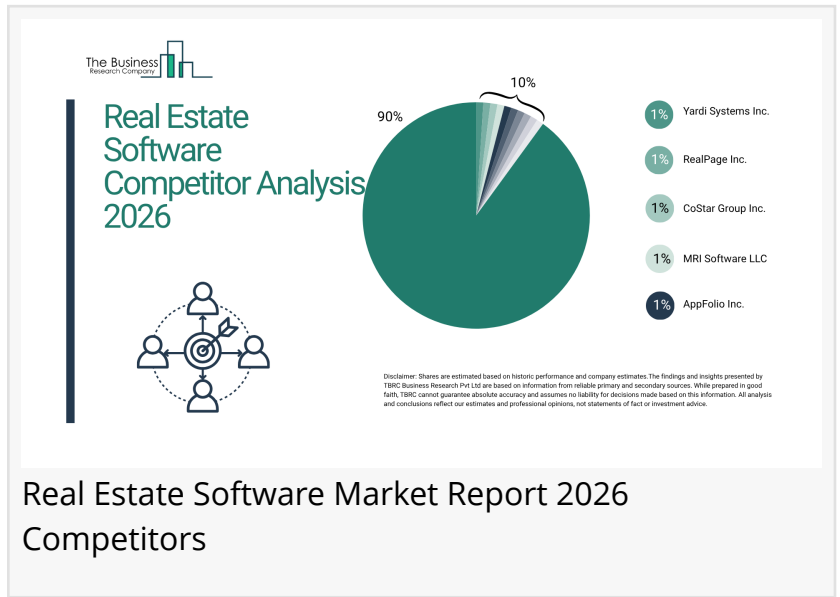
of global property technology providers and enterprise software companies specializing in property management, leasing, accounting, customer engagement, and real estate analytics solutions. Companies are focusing on cloud-native platform development, artificial intelligence-driven automation, mobile-first user experiences, integrated data management capabilities, and advanced reporting functionalities to strengthen market presence and address evolving digital real estate requirements. Emphasis on operational efficiency, portfolio visibility, tenant satisfaction, regulatory compliance, and seamless integration across real estate workflows remains central to competitive positioning. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, technology innovation, and strategic partnerships within the rapidly evolving real estate digital transformation ecosystem.

Which Market Player Is Leading The Real Estate Software Market?

•According to our research, Yardi Systems Inc. led global sales in 2024 with a 1% market share. The company's real estate software portfolio, which is directly involved in the real estate software market, provides a comprehensive suite of property management, leasing, accounting, investment management, and resident services solutions that support operational efficiency, centralized portfolio oversight, digital tenant engagement, and data-driven decision-making across residential, commercial, and mixed-use real estate assets.

Who Are The Major Players In The Real Estate Software Market?

Major companies operating in the real estate software market are Yardi Systems Inc., RealPage Inc., CoStar Group Inc., MRI Software LLC, AppFolio Inc., Entrata Inc., Procore Technologies Inc.,



Zillow Group Inc., Oracle Corporation, SAP SE, Trimble Inc., Altus Group Ltd., Microsoft Corporation, Accruent LLC, Buildertrend Solutions Inc., Inside Real Estate LLC, Lone Wolf Technologies, Propertybase LLC, ResMan LLC, DoorLoop Inc., CoreLogic Inc., TenantCloud LLC, RealGeeks LLC, Newforma Inc., ServusConnect LLC, AMTdirect LLC.

How Concentrated Is The Real Estate Software Market?

•The market is fragmented, with the top 10 players accounting for 10% of total market revenue in 2024. This level of concentration reflects relatively low switching barriers, a broad mix of specialized software vendors and enterprise technology providers, diverse customer requirements across residential and commercial real estate sectors, and continuous innovation in digital property technologies. Leading players such as Yardi Systems Inc., RealPage Inc., CoStar Group Inc., MRI Software LLC, AppFolio Inc., Entrata Inc., Procore Technologies Inc., Zillow Group Inc., Oracle Corporation, and SAP SE hold notable market shares through comprehensive software portfolios, extensive customer networks, scalable cloud-based platforms, and ongoing investments in automation, analytics, and integrated real estate management solutions. As demand for intelligent property operations, connected digital workflows, real-time data visibility, and enhanced user experiences increases, platform innovation, ecosystem expansion, and strategic acquisitions are expected to strengthen the competitive positioning of these leading companies in the market.

•Leading companies include:

- oYardi Systems Inc. (1%)
- oRealPage Inc. (1%)
- oCoStar Group Inc. (1%)
- oMRI Software LLC (1%)
- oAppFolio Inc. (1%)
- oEntrata Inc. (1%)
- oProcore Technologies Inc. (1%)
- oZillow Group Inc. (1%)
- oOracle Corporation (1%)
- oSAP SE (1%)

Request A Free Sample Of The [Real Estate Software Market Report](https://www.thebusinessresearchcompany.com/sample_request?id=5946&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul_PR)

https://www.thebusinessresearchcompany.com/sample_request?id=5946&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul_PR

Who Are The Key Raw Material Suppliers In The Real Estate Software Market?

•Major raw material suppliers in the real estate software market include Microsoft Corporation, Amazon Web Services (AWS), Google Cloud, IBM Corporation, Oracle Corporation, SAP SE, Salesforce Inc., Snowflake Inc., Databricks Inc., MongoDB Inc., Red Hat Inc., VMware by Broadcom, Cisco Systems Inc., Cloudflare Inc., Elastic N.V., Twilio Inc., Okta Inc., Atlassian Corporation, GitHub Inc.

Who Are The Major Wholesalers And Distributors In The Real Estate Software Market?

•Major wholesalers and distributors in the real estate software market include Ingram Micro Inc., TD SYNEX Corporation, Arrow Electronics Inc., SHI International Corp., CDW Corporation, Insight Enterprises Inc., Computacenter plc, Bechtle AG, Presidio Inc., Connection Inc., Softchoice Corporation, Pax8 Inc., Bytes Technology Group plc, World Wide Technology Holding Co. LLC, Carahsoft Technology Corp., Exclusive Networks SA, ScanSource Inc., ALSO Holding AG, Optiv Security Inc.

Who Are The Major End Users Of The Real Estate Software Market?

•Major end users in the real estate software market include CBRE Group Inc., Jones Lang LaSalle Incorporated (JLL), Cushman & Wakefield plc, Colliers International Group Inc., Savills plc, Newmark Group Inc., Brookfield Properties, Prologis Inc., Equity Residential, AvalonBay Communities Inc., Greystar Real Estate Partners LLC, Lincoln Property Company, Hines Interests Limited Partnership, Related Companies L.P., Blackstone Real Estate, Simon Property Group Inc., Digital Realty Trust Inc., Realty Income Corporation, Boston Properties Inc., Kimco Realty Corporation.

What Are The Major Competitive Trends In The Market?

•AI-powered property management tools are transforming the real estate software market by improving operational efficiency, enhancing tenant engagement, and enabling data-driven decision-making across residential and commercial property portfolios.

•Example: In August 2024, reAlpha Tech Corp. launched reAlpha, a super app for mobile devices, featuring an integrated AI-powered real estate platform with generative AI assistance, licensed agent support, and end-to-end homebuying services.

•Its AI-driven property search capabilities, automated customer interactions, and integrated transaction management features enhance user convenience, streamline real estate workflows, and support a more personalized and efficient property acquisition experience.

Which Strategies Are Companies Adopting To Stay Ahead?

- AI-Powered Analytics Enhancing Property Portfolio Optimization
- Cloud-Based Platforms Streamlining Real Estate Operations
- Integration Of Digital Twin Technologies For Smart Asset Management
- Strategic Acquisitions Expanding PropTech Capabilities And Market Reach
- Mobile-First Solutions Advancing Tenant And Property Owner Engagement

Access The Detailed Real Estate Software Market Report Here

https://www.thebusinessresearchcompany.com/report/real-estate-software-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jul_PR

New strategic additions in our 2026 market reports include market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, along with updated graphics and tables.

Learn More About [The Business Research Company](https://www.thebusinessresearchcompany.com)

The Business Research Company (www.thebusinessresearchcompany.com) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 30,000+ reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: info@tbrc.info

Follow Us On:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/925717753>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.