ReelMap Expands Partnership Network to Brokerages, Builders and Industry Brands as Real Estate Discovery Moves To Video

ReelMap expands partnerships for brokerages, builders and industry brands, creating new ways to unite teams, grow visibility and bring value to agents.

SAN ANTONIO, TX, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- ReelMap, a video-first real estate discovery platform built around geolocated property, community and local market content, has announced an expansion of its partnership ecosystem for brokerages, home builders and companies serving the real estate industry.



The ReelMap — a video-first real estate discovery platform connecting agents, local expertise and consumers through geography and AI-ready search.

The move marks a broader shift for ReelMap. What began as a platform focused on helping agents create and publish real estate video is evolving into a connected network that brings together agents, brokerages, builders, properties, communities and industry partners.

> The old real estate web organized listings. We're organizing people, places and video for how discovery works next."
>
> *Robert Gomez, Founder The ReelMap*

Unlike traditional real estate portals built around static listings, ReelMap organizes video by location. Consumers can discover property tours, new construction, neighborhoods, lifestyle content and local expertise through MapVideos created by participating real estate professionals.

Agents and new home sales representatives can participate at no cost. ReelMap's commercial model is increasingly centered on partnerships with organizations that support and add value to the network.

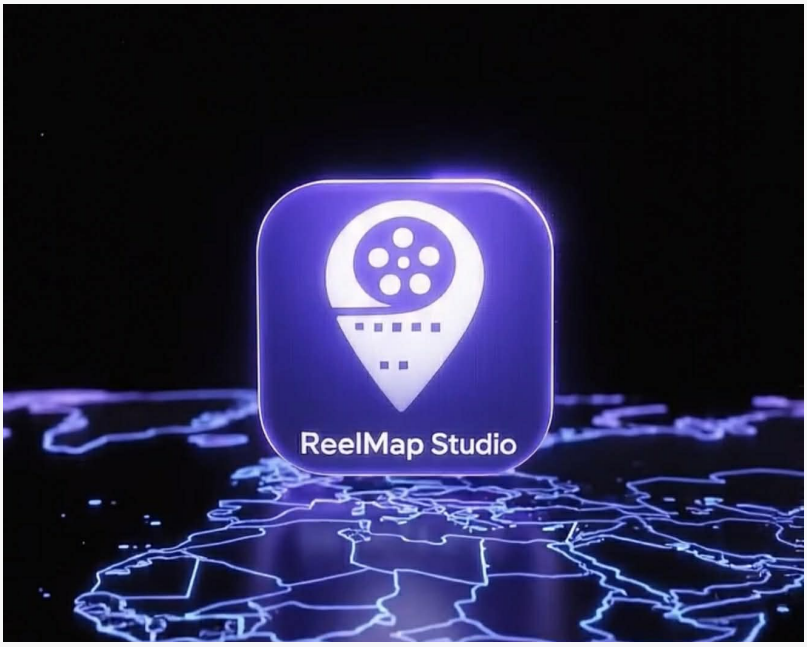
“We believe real estate discovery is becoming more visual, more local and more connected,” said Robert Gomez, founder of ReelMap. “Brokerages may have hundreds of agents creating content independently. Builders may have dozens of communities and sales professionals doing the same thing. We saw an opportunity to bring that activity into one digital home where the organization and its people can grow together.”

A Digital Headquarters for Brokerages

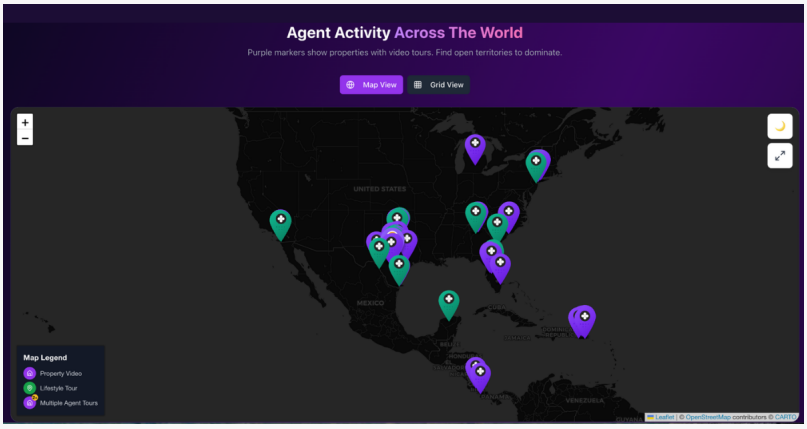
ReelMap’s brokerage partnership model is designed to give real estate companies a central digital presence for the content their agents are already creating.

Participating professionals can remain visible as individuals while also contributing to the brokerage’s larger digital footprint. As agents publish property tours, neighborhood videos, educational content and local lifestyle MapVideos, the brokerage can build a deeper library of market-specific content across the areas it serves.

Brokerage leaders can also see participation and content activity while giving agents tools designed to simplify video creation and publishing.



ReelMap launches Free ReelMap Studio, a mobile app designed to help real estate agents create video content consistently with guided prompts and AI-assisted talking points.



TheReelMap discovery map showing agent video activity across markets as brokerages begin exploring the discovery stage of real estate.

“The traditional model is fragmented,” Gomez said. “One agent is focused on YouTube, another is posting to Instagram and someone else is creating neighborhood content. The brokerage often has no real connection to that growing library of local knowledge. ReelMap creates a place where those efforts can begin connecting back to the organization.”

The platform is designed to work alongside existing websites, CRMs, social media channels and brokerage technology rather than replace them.

Builders Can Connect Communities, Inventory and Sales Teams

ReelMap is applying the same concept to home builders.

Builders often manage multiple communities while sales representatives independently create model home tours, inventory videos, community updates and local content. Through ReelMap, those communities, available homes, sales professionals and MapVideos can live within a centralized digital presence organized around location.

That gives individual sales representatives room to build their own visibility while also strengthening the communities and builder brand they represent.

“We are not asking builders to become media companies,” Gomez said. “We are giving the content they already create a better structure and a longer life. When one sales professional creates something useful, it can help the community. When multiple communities contribute, the entire builder presence becomes stronger.”

Industry Partnerships Move Beyond the Closing Table

ReelMap is also expanding its Industry Partner program beyond traditional categories such as mortgage lending, title, insurance and home warranty.

The company is opening partnership conversations with businesses that provide meaningful value to agents, homeowners or the real estate transaction. That can include home inspectors, home service companies, technology providers, marketing and media companies, software platforms, educators, coaches and other organizations serving the real estate community.

Education is expected to be a major part of that effort. Companies that host classes, workshops, market updates, lunch and learns or other educational experiences may have opportunities to bring those resources to professionals within the ReelMap network.

“The companies agents remember are often the ones that helped them before asking for business,” Gomez said. “That might be a lender teaching a class, an inspector explaining a common issue or a technology company helping agents work more efficiently. We want partnerships to be built around value, not just another advertisement.”

ReelMap does not position these partnerships as the sale of referrals or guaranteed transactions. Opportunities are built around technology, advertising, visibility, education, resources, events and market presence.

A Network Designed to Grow

A central part of ReelMap's strategy is removing the subscription barrier for agents and new home sales representatives.

Those professionals can build profiles and publish MapVideos covering properties, new construction, neighborhoods, lifestyle, education and other areas of local expertise. Its companion app, ReelMap Studio, acts as a daily content coach with AI-generated scripts, a built-in teleprompter and practical tools designed to help agents know what to create and stay consistent.

Brokerages, builders and industry organizations can then participate at a deeper level.

The model connects three sides of the ecosystem: consumers discovering real estate through video, professionals creating local content and organizations helping support and strengthen the network.

"The network gets stronger when everyone has a reason to contribute," Gomez said. "Agents grow their visibility. Brokerages grow with their agents. Builders grow with their communities and sales professionals. Industry partners can bring value to the people they want relationships with. And consumers get a richer way to discover real estate and the people behind it."

Building What Comes Next

ReelMap is currently speaking with brokerages, builders and industry organizations interested in participating in the expanded network.

Brokerages and builders can explore organizational partnership opportunities through ReelMap's discovery process. Industry partnership availability may vary by market, category and organizational structure.

Brokerage leaders seeking more information can book at thereelmap.com/discover for a guided platform tour.
Organizations interested in Industry Partner opportunities can learn more at ReelMapStudio.com/partners.

About ReelMap

ReelMap is a video-first real estate discovery platform connecting properties, communities, local expertise and real estate professionals through geolocated video. Consumers can explore real estate through location-based MapVideos, while agents and new home sales representatives use the platform to create, publish and build a persistent digital presence. Its companion app, ReelMap Studio, serves as a daily content coach with AI-generated scripts, a built-in teleprompter and practical tools for the day-to-day needs of real estate professionals.

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robert@thereelmap.com
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