



Analysis on Real-Estate Marketing and Sustainable Civil Engineering

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Message from the Guest Editors

Modern real-estate marketing means operating in real time—generating, nurturing, and managing leads as fast as they are interacting with company brands. The four core elements of a modern real-estate marketing strategy are:

- 1) Creation of companies' online marketing foundation;
- 2) Nurture leads with personalized communications, conveniently;
- 3) Conduct of real-time marketing activities from mobile devices;
- 4) Finding the right real-estate lead management app for the phone so that it will be possible to manage leads and clients everywhere.

Sustainable civil engineering deals with effective waste and material management, industrial products, natural resources, energy, sustainable construction, transportation, and shelter, while conserving and protecting the environmental quality and the natural resource base which is essential for future development. It also covers engineering solutions to sustainable development and green design issues.

This Special Issue aims to publish high-quality research papers on the interdisciplinary field of real-estate marketing and sustainable civil engineering.





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