



The Top Ten Real Estate Influencers On Social Media

Follow these accounts to stay up to date on industry trends and tips

Ben Warren
05/22/2018

Inspiration is key to any endeavor, but it is particularly crucial in the world of real estate, where creativity and aspiration are at the crux of every successful project. Real estate professionals at all levels, in all corners of the industry, can benefit from a steady drip of inspiration, and one of the easiest ways to find it is by following other industry pros on social media.

We've rounded up 10 of the most prolific and engaging real estate influencers on social media. If you're looking for a little inspiration on Twitter or Instagram, you should start by following these people.

Amy Bohutinsky

Twitter: [@amybo](https://twitter.com/amybo)

Instagram: [amybo](https://www.instagram.com/amybo)

Amy Bohutinsky is the COO of Zillow Group, the massive online real estate database whose subsidiary brands include Trulia, HotPads, StreetEasy and Naked Apartments. Bohutinsky is also a board member with hotel-deal site HotelTonight and legal-services site Avvo.

Desiree Patno

Twitter: [@DesireePatno](https://twitter.com/DesireePatno)

Instagram: [desireepatno](https://www.instagram.com/desireepatno)

The CEO and founder of the National Association of Women in Real Estate Businesses, Desiree Patno is a must-follow for real estate professionals and anyone in any industry who is interested in the advancement of women in business.

Cody Sperber

Twitter: [@CodySperber](https://twitter.com/CodySperber)

Instagram: [cleverinvestor](https://www.instagram.com/cleverinvestor)

The man behind the wildly popular Clever Investor Instagram account, Cody Sperber is a real estate investor and the author of *How to Flip Houses With Little or No Money*, which Entrepreneur recently named one of the [10 must-read books about the market](#).

Ryan Serhant

Twitter: [@RyanSerhant](https://twitter.com/RyanSerhant)

Instagram: [ryanserhant](https://www.instagram.com/ryanserhant)

Best known as one of the stars of Bravo's *Million Dollar Listing*, Ryan Serhant has leveraged his celebrity to create one of the most influential brands in real estate.

J. Massey

Twitter: [@cashflowdiary](https://twitter.com/cashflowdiary)

J. Massey cut his teeth in real estate and remains a full-time investor, but he is best known for

his work as a podcaster, career coach, speaker and author of *Cash Flow Diary: 10 Steps to Creating Wealth in Any Economy*.

Scott McGillivray

Twitter: [@smcgillivray](https://twitter.com/smcgillivray)

Instagram: [scott_mcgillivray](https://www.instagram.com/scott_mcgillivray)

A mainstay on the HGTV and DIY networks, Scott McGillivray's growing roster of TV shows tap into the real estate pro's bona fides as both a contractor and real estate investor with a knack for helping homeowners find inexpensive renovation solutions.

Chad Carroll

Twitter: [@ChadCarrollMIA](https://twitter.com/ChadCarrollMIA)

Instagram: [chadcarroll](https://www.instagram.com/chadcarroll)

The executive vice president of Douglas Elliman, a massive East Coast luxury real estate firm, Chad Carroll parlayed his enviable success in real estate sales to a role in Million Dollar Listing Miami and a growing lifestyle brand on social media.

Josh Altman

Twitter: [@thejoshaltman](https://twitter.com/thejoshaltman)

Instagram: [thejoshaltman](https://www.instagram.com/thejoshaltman)

Josh Altman's real estate dealings with high-profile clients in the Hollywood Hills and Beverly Hills markets earned him a reputation as one of Los Angeles's leading agents, a standing that caught the eye of the producers at Bravo, who enlisted Altman for the LA spinoff of Million Dollar Listing.

Barbara Corcoran

Twitter: [@BarbaraCorcoran](https://twitter.com/BarbaraCorcoran)

Instagram: [barbaracorcoran](https://www.instagram.com/barbaracorcoran)

As an investor on ABC's *Shark Tank*, Barbara Corcoran built a reputation as a compassionate but no-nonsense investor with an eagle eye for potential in all areas of business, but Corcoran's

bread and butter has always been real estate.

Fredrik Eklund

Twitter: [@FredrikEklundNY](https://twitter.com/FredrikEklundNY)

Instagram: [fredrikeklundny](https://www.instagram.com/fredrikeklundny)

Yet another star of the New York edition of Million Dollar Listing, Frederik Eklund has become one of the most popular personalities in reality television, but not before he established a lucrative career outside of the public eye in real estate, which to date has seen more than five billion dollars in real estate sales.

Photo courtesy of [Chad Carroll's Instagram](#).