14 Best Real Estate Affiliate Programs in 2023

Are you interested in tapping into the lucrative real estate market through affiliate marketing?

With my personal experience as an affiliate marketer, I have put together this expert guide to help you navigate the world of real estate affiliate programs. These programs offer numerous opportunities for resourceful affiliate marketers.

In this guide, you'll first learn what real estate affiliate programs are and what kind of products you can promote. Then, I'll introduce you to some of the top-performing real estate marketing programs that have worked well for me and my fellow Affiliate Lab members.

The Top 14 Real Estate Affiliate Programs

Are you ready to start collecting some serious real estate affiliate income? Here's our list of the best real estate affiliate programs to help you get started:

1. All Things Real Estate
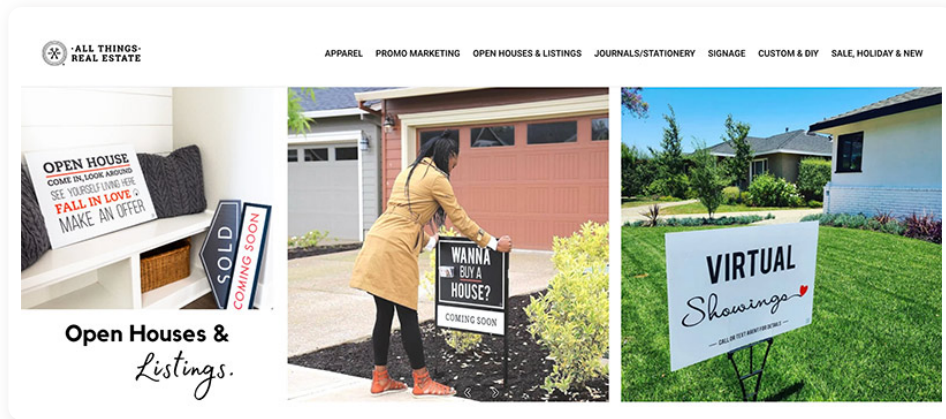
All Things Real Estate is a high-quality real estate affiliate. They sell everything necessary for a successful business in the real estate niche. The stock includes everything from home-showing prop decorations to signage, stationery, and advertising materials.

Real estate affiliates can earn money by helping them sell all these products on a cost-per-action basis. You'll get a 10% program commission every time you make a sale. Prices range from a few dollars to thousands of dollars for bulk orders.

There are a ton of different products to promote, so this can be one of the best real estate affiliate programs for sites that haven't picked a specific real estate niche.

Once you're accepted to this real estate affiliate program, you'll be provided with free banners and a dashboard to track sales.
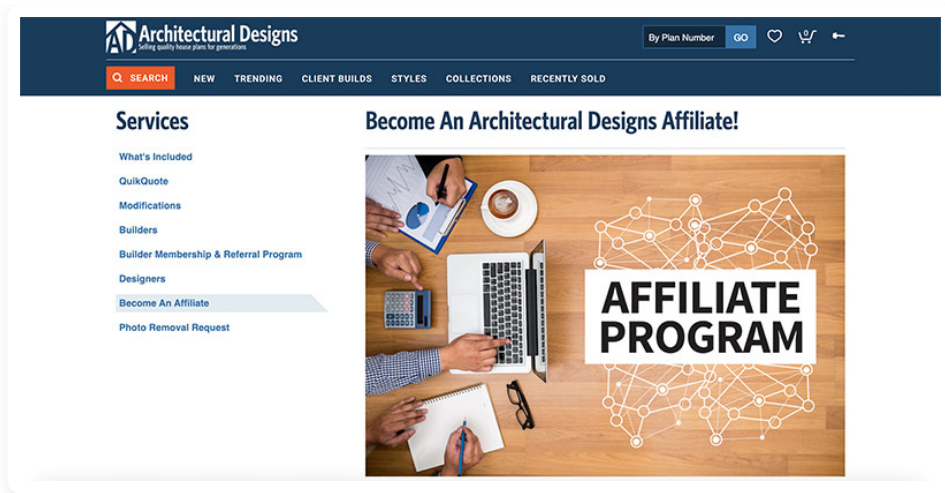

Snapshot

- ✅ **Commission**: 10%
- ✅ **Cookie duration**: 15 day(s)
- ✅ **Payment methods**: Wire Transfer
- ✅ **Types of Products**: Realtor products

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2. Architectural Designs

Architectural Design is a popular real estate website and a house plan gallery that hosts thousands of detailed home plans in every style. These plans are protected as intellectual property in most countries, so licensing fees must be paid to access and use them.

The website also charges a further premium for detailed plans and build-ready CAD (Computer-aided Design) files. The total transaction value can make this one of the top real estate affiliate marketing programs for any website focused on home design.

You can earn money by promoting these plans. It's a standard cost-per-action setup (hosted on the CJ Affiliate network) where you'll get paid a 5% commission every time one of your referrals makes a purchase based on your affiliate link.

That rate may seem low at first, but many of these plans cost more than $1000, and fewer are cheaper than $700.

Snapshot

✅ **Commission**: 5% commission on any home plan sale

✅ **Cookie duration**: Cookieless tracking [1]

✅ **Payment methods**: Direct deposit, check, or Payoneer

✅ **Types of Products**: Home plans

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3. Avail.co

Avail.co is a landlord management software that helps landlords find tenants, view credit history, sign leases, and collect payments for their rental properties in real-time. The app can be used on computers, tablets, and phones, and the ease of access has made it quite popular in the real estate market.

As a real estate affiliate, you can help Avail drive new subscriptions. You'll get paid a $20 bounty for each person you refer to the program.

One of the highlights of this affiliate program is the broad popularity of the tool. Many people involved in online real estate already know about it. That means less work for the affiliate marketers who want to close the sale.

Everything is hosted on the ShareASale affiliate marketing network. The network is responsible for handling most of the tracking and payment policies.

Snapshot

- ✅ **Commission**: $20 per new membership
- ✅ **Cookie duration**: 60 days
- ✅ **Payment methods**: Physical Check via USPS, Physical Check via FedEx, Direct Deposit, Payoneer
- ✅ **Types of Products**: Landlord management software

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4. Buildium Real Estate

Buildium is a property management software that lets landlords and real estate companies handle a range of financial, accounting, and tracking tasks related to their rental properties. They can accept payments, monitor expenses, and generate custom reports about their rental activity.

As a real estate affiliate in the program, you'll get paid a 25% affiliate program commission on all new monthly subscriptions to the service.

These plans start at $150/month and top out at $5,000+ a year. The high commission and transaction value are the highlights of the affiliate program. It's one of the best real estate affiliate marketing programs for property-management-focused sites.

It's hosted on the Impact Affiliate network. This network sets most of the tracking and payment policies that affect affiliate marketers who want to join.
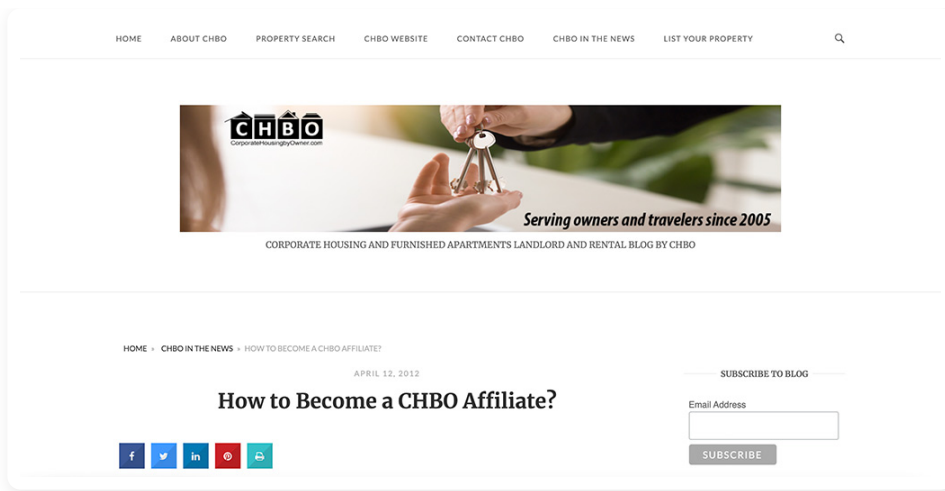

Snapshot

- ✅ **Commission**: 25% in commission for each monthly subscription
- ✅ **Cookie duration**: 60 days
- ✅ **Payment methods**: Direct transfer, BACS, or PayPal
- ✅ **Types of Products**: Property management software subscriptions

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5. Corporate Housing By Owner (CHBO)

Corporate Housing by Owner is a website that connects corporate property owners and managers with travelers who need to rent furnished rooms. It provides a range of management and marketing tools to each owner who pays for a listing.

You'll make money off of each person who follows your affiliate links to the site and buys a listing. Travelers can sort and browse what's available at no cost.

According to Corporate Housing by Owner, The average commission earned from the purchase of a listing is about $40. The affiliate program, hosted on the ShareASale network, has a collection of creative banners ready to go on your website as soon as you sign up.

Snapshot

- ✅ **Commission**: 15% program commission
- ✅ **Cookie duration**: 60 days
- ✅ **Payment methods**: Physical Check via USPS, Physical Check via FedEx, Direct Deposit,
- ✅ **Types of Products**: Corporate housing listing and search engine

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6. Dealcheck.io
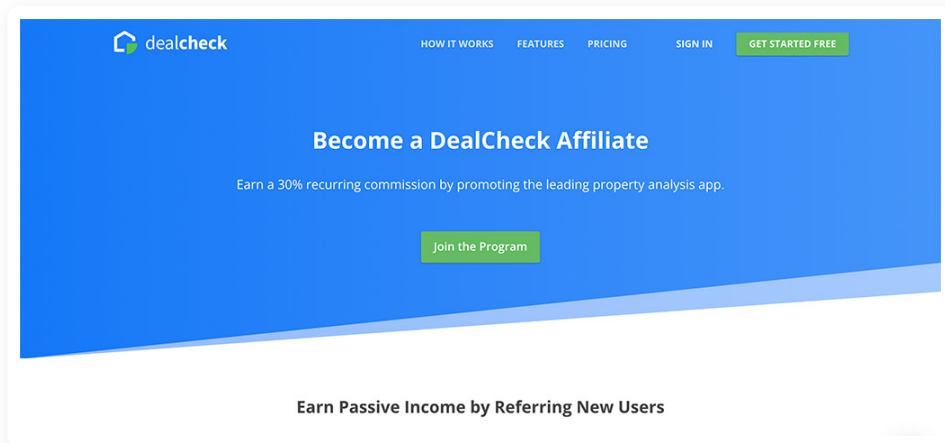
Dealcheck is a website that lets online real estate investors and real estate professionals analyze rental properties, flips, and multi-family buildings. Members can use the tools to import dozens of property data points and estimate property purchase costs and potential profits.

As part of this real estate marketing program, you can get paid by promoting subscriptions ranging from $10 to $20.

This isn't the highest rate, but one of the highlights of this product is that it is well-known and popular. The wide adoption of the product can help you to coax people through your affiliate links. It's easier to make money with this product compared to those with less renown.

Real estate affiliates are supported with a collection of existing images and banners to aid in promotion.

Snapshot

- ✅ **Commission**: 30% recurring program commission & $100 cash bonus for every ten new paying users you refer
- ✅ **Cookie duration**: 90 days
- ✅ **Payment methods**: PayPal
- ✅ **Types of Products**: Property evaluation subscriptions

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7. Foreclosure.com

Foreclosure.com is a property search engine that specializes in foreclosures. Subscribers to the website can access property details before they are posted to the mass market.

The site attracts a lot of property investors who are hungry for discounted properties. This could be one of the best real estate affiliate marketing programs for investor-focused sites.

Partner advertisers can get paid a 25% commission for promoting subscription memberships to the website. Those subscriptions come at a flat $40. One of the highlights of this affiliate marketing program is that high-volume affiliates can become eligible for enhanced partner agreements.
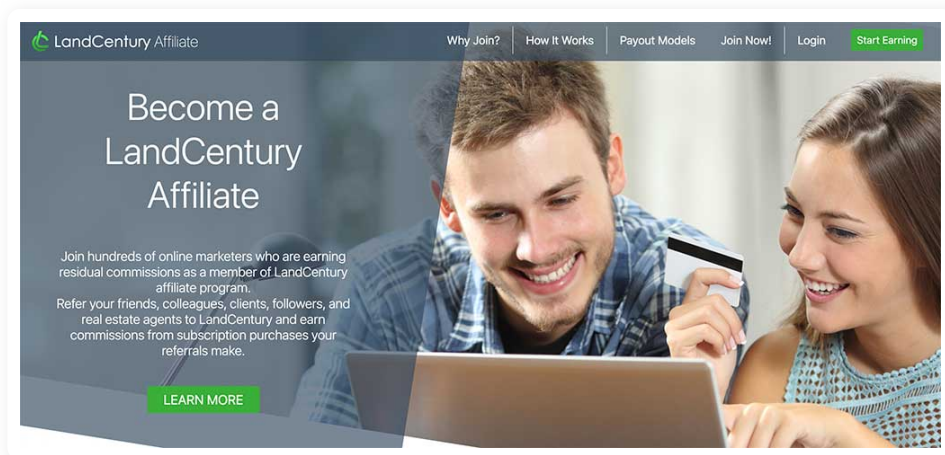
8. Land Century

Land Century is a property search engine that focuses on empty lots and distressed properties. It charges a subscription fee for posting listings and serves subscribers trying to unload one property or hundreds of them at once.

As a real estate affiliate, you can earn up to a 15% commission on referral traffic or sales. The standard subscriptions range in cost from $15/mo to $145/mo. Corporate subscriptions are also available at custom prices.

The potential for orders that include hundreds of listings at a time could make this one of the best real estate affiliate marketing programs for sites that deal with flipping, low-value properties, or empty land (think homesteading or survival niches).

9. Leads Bridge

Leads Bridge is a marketing platform and lead management platform widely used by property investors. It allows subscribers to target specific audiences, track existing leads, and synchronize data.

If you sign up for this real estate affiliate marketing program, you can claim a 20% commission on all sales made through your website links. Subscription costs range from $23 to $999+. The promotable subscriptions include newsletters and booked demos. There are a lot of ways to make money.

Real estate affiliates are supported with pre-built links, banners, videos, and even social media posts.

Snapshot

- ✅ **Commission**: 20% commission on all sales generated
- ✅ **Cookie duration**: 90 days
- ✅ **Payment methods**: PayPal, platform discounts, or wire transfers
- ✅ **Types of Products**: Lead management subscriptions

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10. Lex Levinrad

Lex is a speaker, podcaster, and author of seven best-selling books on making money in real estate. Fans and investors looking for a real estate education can sign up for boot camp real estate courses and personalized coaching on his site.

As a real estate affiliate, you can promote various real estate courses, including the Wholesaling Real Estate Boot Camp, Fixing and Flipping Houses Boot Camp, and Partnership Program. The real estate coaching services are not promotable.

One of the highlights of this real estate affiliate marketing program is that Lex is widely recognized among property investors. This could mean a lower cost per lead for real estate-related affiliate marketing sites.
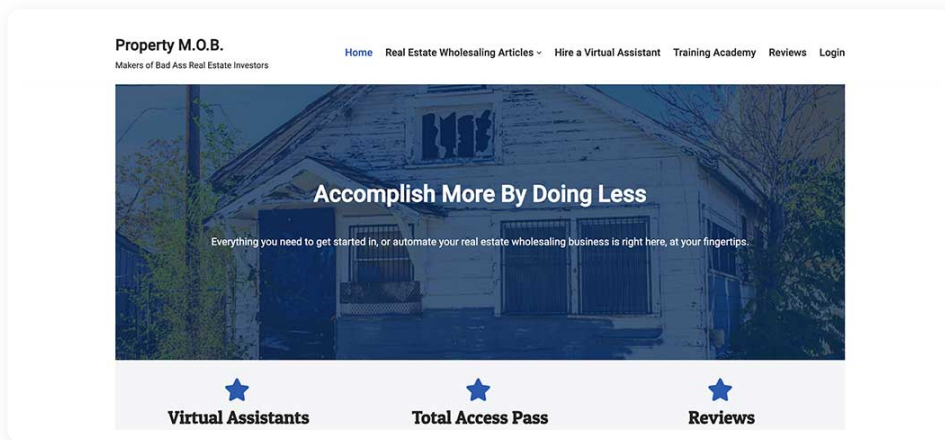
Affiliates are paid a 50% commission for all sales. This is one of the top rates on this list, and the programs cost hundreds of dollars.

Snapshot

- ✅ **Commission**: 50%
- ✅ **Cookie duration**: 180 days
- ✅ **Payment methods**: PayPal or ACH
- ✅ **Types of Products**: Boot camp courses

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11. Property M.O.B

Property M.O.B is a website that offers real estate wholesaling training for people new to the real estate industry. The website currently hosts 25+ comprehensive programs covering everything from entering the probate market to real estate advertising.

As a real estate affiliate, you can promote any of the products on the website for a 50% commission. The high rate is one of the highlights of this program. This is one of the best commission rates in the industry, though the total transaction costs are fairly low.

All real estate affiliates who join will be given access to a collection of banners and other creative assets. They'll also be able to log into their portal to track clicks and sales.

12. Real Estate Express

Real Estate Express is a training destination for real estate agents and brokers. The site provides a rich selection of training courses to help these professionals get licensed, develop skills, and launch their careers.

As an affiliate marketer in the Real Estate Express program, you can collect a 20% commission for converting visitors to these courses. Real Estate Express could be one of the best real estate affiliate marketing programs for sites that speak to people who want to become realtors.

Once approved for the Real Estate Express program, you'll get access to branded creative assets and a private portal you can use to track sales and earnings.

13. Showcase IDX

Showcase IDX is a plugin for WordPress sites that helps real estate agents attract new leads and increase their conversion rates. It does this by adding new functions to realtor websites, such as map tools and sorting.

As a real estate affiliate in this program, you'll earn 10% on all revenue generated from referrals that click on your affiliate link. You'll also get 15% of all the revenue generated by referrals *made by your referrals*. The subscription cost ranges from $59.50 to $99.95 a month.

The plugin is already popular, which could mean a lower cost-per-lead for you to get started. All of the commissions you earn are recurring for one year.

Snapshot
✅ **Commission**: 10%-15% commission rate per lead, depending on the source
✅ **Cookie duration**: 30 days
✅ **Payment methods**: PayPal
✅ **Types of Products**: WordPress plugins

Click Here To Sign Up

14. VRBO

VRBO is a service that connects travelers to privately-held short-term rentals. Most of the listings are designed for vacation or business travelers. They range in cost from a few hundred dollars a night to thousands.

VRBO is part of the wider Expedia family. If you sign up to promote these short-term rentals, you'll also be able to promote a variety of travel/accommodation brands. This makes it one of the best real estate affiliate programs for sites that also cover travel.

It provides each real estate affiliate with front-end widgets, backend APIs, deep links, and cross-sells. It's hosted by the CJ Affiliate network. This network is responsible for handling most of the policies.

Snapshot

- ✅ **Commission**: 3% for each booking
- ✅ **Cookie duration**: Cookieless tracking
- ✅ **Payment methods**: Paper check, direct deposit, or Payoneer
- ✅ **Types of Products**: Short-term rentals

<u>Click Here To Sign Up</u>

What's A Real Estate Affiliate Program?

Real estate affiliate programs are a marketing strategy used by property-driven businesses. Rather than advertise on their own, these companies create real estate affiliate programs that allow you to advertise for them.

Among all the top affiliate niches, real estate can have some of the largest transactions. That matters because many real estate affiliate programs pay you a percentage. The larger the total transaction, the more that percentage is worth to you.

When your efforts result in a sale, you'll get paid affiliate commissions ranging from flat one-time bounties to as much as 50% of the value per sale.

Visitors who click on your links will be tracked with cookies that allow you to claim any sales they make over the next 30 days. 30 days is only the beginning, though. You'll see many affiliate programs on this list that will track your leads for 60-180 days.

To qualify, you'll often need a real estate-related website with verified traffic. However, some of these real estate affiliate programs will approve you for social media or email marketing even without a real estate industry site.

One of the best things about this niche is that real estate affiliate programs can be matched to a wide variety of audiences. If the content on your website speaks to property managers, real estate investors, real estate agents, or anybody in the home buying process, it may already be a match.

Do you own real estate websites or social media accounts that directly showcase, discuss or rate properties for sale? That's also a great starting point for approval to affiliate programs.

What Can I Promote With A Real Estate Affiliate Program?

With a real estate affiliate program you can promote the following:

1. Property Listings


A property listing is one of the ways that real estate for sale is presented to the public. Real estate listings typically cover all details that would matter to a potential buyer, including the cost, location, number of rooms, and features.

Some real estate affiliate marketing programs allow you to make money by promoting listed properties directly.

2. Property Search Engines
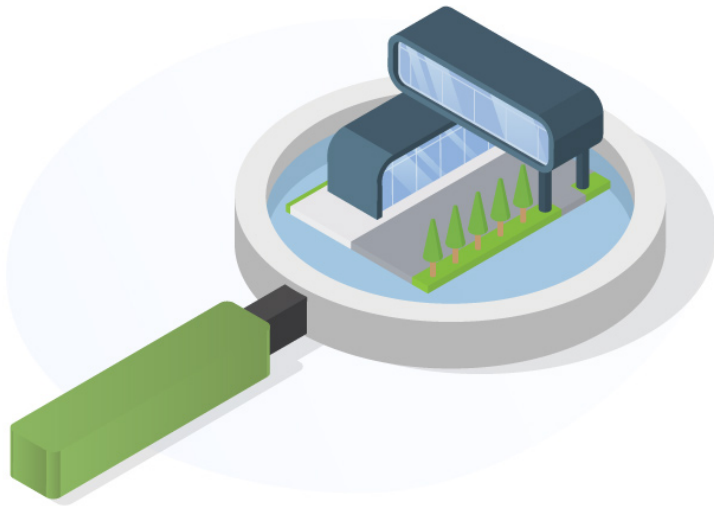
A property search engine is a website that serves both buyers and sellers. Property buyers can sort real estate listings. Sellers often pay one-time or subscription fees to post properties and manage their listings with tools.

Property search engines are a huge part of the real estate business. They have overtaken nearly every other form of media for listing properties.

Major sites like Zillow, Trulia, and Redfin host millions of property listings and pay competitive prices per lead to achieve the most visibility.

3. Short-term Rentals

Short-term rentals include business traveler accommodations and vacation rentals. Major websites like Airbnb and VRBO have made these listings more popular and easier to find in recent years.

4. Realtor/Real Estate Investor/Builder Tools

Realtors and real estate investors scale up their businesses by using property search, research, and relationship management tools. These tools often require expensive licensing fees or subscriptions, so the companies that offer them pay handsomely for new users.

5. Real Estate Certification Programs, Classes, And Workshops

You must be licensed to act as a real estate agent in many countries. A market of training courses, study materials, and coaching programs exists to help realtors achieve their professional dreams.

There are also hundreds of programs to help them master their craft, expand their business, or develop a better eye for properties.

Launch Your Real Estate Affiliate Career

In affiliate programs, real estate is one of the most lucrative niches in the world. With the help of the best real estate affiliate programs you've learned about, you can start earning a piece.

You'll have the chance to sell properties, search engines, real estate agent software, and dozens of other types of products. The industry has so much variety that nearly any real estate website can find a matching affiliate marketing program.

Are you interested in discovering how to succeed in any affiliate program? Consider visiting The Affiliate Lab. This platform offers exclusive educational resources that allow you to bypass years of trial and error. Additionally, you will gain access to an outstanding community of online affiliate marketers.

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BY: MATT DIGGITY

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