

Lead Prioritization: A guide to maximizing sales using analytics and AI in Real Estate

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ABSTRACT

In this highly competitive market, selecting the right lead that would bring significant sales conversion is one of the keys to an effective real estate business. In the following paper, we discuss the function of analytics and artificial intelligence in transforming lead management in the real estate industry. Conventional methods of lead prioritizing involve the rote use of the gut feeling of a salesperson, which, although inefficient, leaves much room for potential errors. Incorporating AI and analytics lead management thrust real estate agents into data analysis, where agents can make predictive and behavioral decisions based on stated data. Through lead scoring tools and other intelligent platforms such as AI, an agent can determine high probable lead conversion, directing efforts to more converting leads. Furthermore, this paper examines the use of big data analytics in predicting market trends and buying behavior to improve the position of agents competing in a highly technological marketplace. The paper also discusses changes in buyers' needs, including the interest in customization and environmental sustainability, which are gaining importance in lead selection processes. For this, adopting these technologies not only makes operations more efficient but also assists agents in building better client relations by initiating marketing that would capture the clients' interest and subsequently follow up on them. The lead management of the real estate industry will only improve due to enhanced artificial intelligence and analytics in the future. This paper acts as a reference for real estate agents trying to incorporate current tools in managing their leads to improve their chances of closing deals.

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1. INTRODUCTION

In the real estate business, which can be very competitive depending on the location, industry success critically depends on whether a professional can evaluate and sort out potential clients properly. Lead

scoring, identifying the most likely buyers among the list of registered users, is critically important to increase efficiency and sales. Without the correct procedures, real estate agents will likely spend much time and money on potential clients who never sell any property. Consequently, the ability to have a

more refined approach when it comes to a lead sort can make or break sales goals. High call volume is one of the challenges real estate agents face – working on the leads likely to con be essential. Leadership has traditionally relied on lead prioritization by personal sentiment and opinion. It has always been the role of real estate agents to observe and estimate a lead through verbal communication or actions taken by the prospect. However, this traditional method is

tedious and often associated with high degrees of error. Sometimes, these agents need help to make accurate estimations of potentially converting leads, and therefore, manually sorting lead lists has issues of capacity and efficiency with a growing number of potential clients. Therefore, current real estate agents are seeking efficiencies and effectiveness of these technologies, particularly in analytics and artificial intelligence (AI).



Figure 1. Building an Effective Real Estate Lead Management Process

Including analytics and AI in lead prioritization is a revolutionizing feature in the real estate venture. These tools enable converting a massive volume of data that agents and brokers can analyze and make decisions that human instinct cannot allow. Complex AI models can accurately determine the potential of a lead to convert through lead scorecards and relevant data, including lead behavior, search keywords, and affordability. Leads can be prioritized according to prospects and sales chances given by analytics tools so realtors can target specific prospects. This transition to using data in lead operations means that agents can do more in less time and without expending their energy or resources.

The article discusses how agents and brokers can improve the prioritization of leads in their management process by using analytics and AI tools to achieve better sales results. This guide is designed specifically to assist people in being as effective and efficient

as possible and achieving the greatest possible closing ratio by offering practical tips on generating, filtering, and qualifying quality leads. The insertion of contemporary technologies in conventional sale strategies is far from an option; sustaining competitiveness in the current market is obligatory. This article will equip readers with ways and means of using analytics and artificial intelligence to make lead management more efficient with an eye on where the next closed deal will most likely come from. Furthermore, this article will highlight the practical guide to defining good leads from bad ones, understanding the behavior, and implementing those technologies for successful real estate teams. The article will be the primary source of information for all the practitioners who aim to enhance their approaches to lead generation in the sphere of real estate business.

2. THE IMPORTANCE OF LEAD PRIORITIZATION IN REAL ESTATE

In any competitive environment, especially the real estate industry, competition is high, and time is a crucial factor; lead prioritization is a critical factor that helps to ensure that only the best leads are worked on first. It involves prioritizing the category of clients you believe would be most responsive to your efforts. Niche marketing is very effective because by targeting clients in a particular niche, real estate agents can work very hard and thus make many sales.

2.1 Definition of Lead Prioritization

Lead prioritization identifies potential clients depending on their probability of converting to buyers or renters. In the context of real estate, this means distinguishing between people or companies that are likely to either purchase a piece of property or not. Lead prioritization is one of the best strategies real estate agents can use to increase lead conversion, thus increasing their time to productivity and, thus, sales. The practice involves assessing the critical factors, including budget, buying time, level of involvement, and properties of interest to the prospect. These variables are used with analytical tools to rank the leads based on the possible value of each lead. As described by Zopounidis & Doumpos (2013), this process optimizes speed and efficiency. It provides a more client-orientated approach by moving valuable clients closer while weaker leads are left at the bottom of the pile. The approach is essential in an area where timely decision and quick reaction can seal or break a deal.

2.2 Why Prioritizing Leads is Crucial for Real Estate Success

The primary reason why lead prioritization must be considered is that it impacts efficiency, closing rates, and revenue. Real estate is a

highly time-consuming market; each contact with a potential buyer is tricky and requires much time. In the case of proper segmentation of the leads, the agents work tenaciously to ensure they communicate with potential buyers instead of wasting time on prospects who do not have the potential to purchase your products. According to Hahn & Packard (2015), agents increase their efficiency when it comes to closing deals and minimize the costs of engaging low-quality leads.

In addition, the prioritization of leads enhances the closing rate of deals on a general scale. Consequently, by selecting only the leads that came out top in each ranking, agents can cover the likely prospects of closure within the shortest time possible. According to Anderl et al. (2016), when companies blindly convert leads based on the score assigned by a tool, the conversion rate improves because the agents' time and resources are effectively utilized. This translates to massive revenue enhancements as high-quality leads are faster converted to sales. Also, lead prioritization enhances the chances of ensuring clients are given the best customer relations, which is vital in the current stiff real estate market. Having a clear view of top leads' needs and wants means that agents can retain the buyers' trust and suggest properties that meet the latter's expectations. Personalization is not only a guarantee of a higher probability of conversion but also the formation of stable cooperation and additional sales through recommendations and returns. According to Xu et al. (2019), customer data utilization as a method of delivering targeted communication has a positive impact on buyer satisfaction and, in turn, increases

buyer loyalty, which also proves the importance of lead prioritization.



Figure 2. Following Up with Leads in Real Estate

2.3 Challenges of Manual Lead Prioritization

Manual lead prioritization has two significant drawbacks that can render a real estate professional unable to profit from the best potential customers. Most techniques used in ranking and sorting leads are lengthy and sometimes inefficient since they involve manual effort and thus could pose a significant challenge when handling vast amounts of information, for example, by the agents. For example, agents might use a different lead score for a lead, meaning they will invest resources to speak to that lead when they might not have the firm's best interest at heart. Krizan et al. (2018) argue that conventional approaches to prioritization lead to the wrong placement of leads, leading agents to ignore good leads while pursuing bad ones. Another frequent challenge is the tendency to use own-listed criteria for decision-making. When the agents do not have the tools to support them, they have to rely on their gut feel or personal experience, which we all know is only sometimes good enough, especially in the real estate industry. Malthouse et al. (2013) suggest that when agents rely on intuition or first impressions

during communication, they tend to miss critical signals indicative of the leads' buying process. This can have corresponding costs and lost sales: high-quality leads that could be converted into buying customers may remain 'cooled off' and completely ignored.

In addition, lead prioritization, done manually, could be more useful when attempting to scale up the operation. With many leads reported to the system, recognizing higher-ranked ones becomes problematic. In this context, agents get overburdened, fail to ensure proper follow-ups, and may miss other sales opportunities. Contemporary real estate markets arose due to digital inquiries and large volumes of information, as Yang et al. (2016) pointed out when stating that a conventional approach to lead management needs to manage the number of leads created by online platforms. Although lead prioritization is one of the best ways to achieve real estate goals, the process can be performed only manually. With the help of data mining peculiarities as the set of tools, real estate professionals can avoid these challenges and enhance efficiency rates, the number of closed

sales, and revenues. Leads can also be effectively prioritized with the help of the analytical and AI possibilities provided. Thus, improved outcomes and agents' efforts would be allocated only to the most promising leads.

3. HOW ANALYTICS TRANSFORMS LEAD PRIORITIZATION

3.1 Introduction to Analytics in Real Estate

The use of data and analysis has elevated its status as a crucial function. It has emerged over the years to significantly alter how real estate professionals approach lead generation and priority. Analytics can be defined as integrating data into decision-making, which aids real estate agents and companies save time and improving resource utilization and profitability [8], [9]. In real estate, data analysis shifted

conventional techniques into a brand-new dimension, allowing professionals to assess potential leads not based on a hunch critically. The move from qualitative to quantitative analysis helps transform the decision-making process into a more coherent and founded research. It is conventional knowledge at this point that lead management is one of the cornerstones of analytics in real estate. It provides real estate professionals with tools to gather, sort, analyze, and make sense of vast amounts of data relating to people, including demographic data, behavioral patterns, and much more. These leads provide the agents with numerous resources to segment leads and refine them to clients most likely to call on. Therefore, real estate companies can enhance their customers' conversion and increase the company's income.



Figure 3. The Role of Data Analytics in Real Estate Marketing

In addition, analytics tools facilitate the erosion of one script, which fits all the agents because of our uniqueness. Real estate professionals can use the available data to understand the market trends, hence being able to market their products and services to the specific leads who are most likely to close the deal. For instance, it can be necessary to figure out what kind of communication is appropriate or which marketing message will suit specific segments of leads better for

increasing conversion rates, considering that analytics may include yardsticks to utilize for comparing with the sales representatives (Gonzalez et al., 2020). In other words, data analytics serves as a map in a world entire of real estate prospects and directs agents to potential clients of value.

3.2 Key Metrics for Lead Evaluation

One of the crucial and invariable aspects of lead scoring is determining and monitoring the proper metrics. However, in real

estate, several points determine the quality of leads: which buyer is more likely to buy a particular property and which is not. These performance indicators are made up of the interest level of the buyer, the preferred geographical area of the buyer, whether the buyer has dealt with the agent or the firm before, the financial ability of the buyer, and the buying habits of the same buyer. Among all the measurements, the buyers' interest is critical to analyze. This could be based on how often a lead visit a property listing and how often he or she clicks on an advertisement or requests property information. Higher conversion rates are more accessible and secure with a high engagement rate; such leads are thus considered a higher priority (Rust et al., 2021). The fourth observable giant is location preferences because leads searching for properties in hot or opportunistic areas or sectors are considered prime prospects.

Other sources of insight into lead behavior also come from previous dealings with the real estate firm. For instance, a lead who has received a positive response in previous marketing campaigns or has frequently enquired with the company for information regarding property worth, say, a million dollars, should be considered a high-value lead. Another important factor is income since this shows whether a lead has the financial ability to buy the product in question, enabling agents to target capable clients (Adair et al., 2003). Examples show how analytics has changed lead scoring in real estate. For instance, The Real Estate Lab (2019), a mid-sized firm specializing in the real estate market, uses data analytics to enhance lead targeting. The company leveraged machine learning techniques, like a log-linear model, to determine which leads were most likely to convert. By

choosing which leads to cultivate based on key performance indicators, which leads to higher numbers in sales leads, the company achieved 15% growth in sales in six months.

3.3 Using Data for Predictive Analytics

Prediction is another level along the same lines as lead scoring, but instead of mere categorization, there is the use of past data to forecast the future. Sales forecasting in real estate involves factors that enable the real estate expert to predict which leads will most likely result in a purchase, given the past data. This forward-looking approach offers agents the extra layer of vision to make the right decision about the leads and which ones to work [13]. As described above, historical data is the basis of predictive analytics. Using historical data on buyer interaction, their profile, and other variables, other models can forecast patterns likely in the buyer's future purchasing behavior. For instance, if a lead has a specific interest in properties that cost a particular amount or are located in a particular neighborhood, the model can assure that the lead will buy a property in that area (Pappas et al., 2016). Lead scoring is just one area where predictive analytics are beneficial, but it also increases marketing efficiency by guiding agents toward leads that are most likely to convert.

Machine learning processes are generally utilized in real estate, and applying these models means that they will keep updating each time new information is fed into them. These algorithms can consider significant amounts of data and identify some patterns even if a human agent fails to see them. For instance, a forecasting model might suggest that leads who actively search for properties at given times of the year are likely to be buyers; such insights on timing can be invaluable

to real estate companies (Soares, 2023; Yousefi et al., 2020). Predictive analytics offers many advantages. Its application should be carried out correctly. The degree of accuracy possible when making a prediction is influenced best by the data quality. Real estate firms must possess that they are tapping into the data from many sources, including the company's CRM systems, external property searching platforms, and customer feedback. However, it is also necessary to adjust the parameters of the predictive models under dynamic changes in the market, consumers, and the economy.

An example of a positive result of predictive analytics is presented by Ghaffarian Hoseini et al., (2018). In this case, a prominent real estate firm could perform a case study and track the behavior of leads for five years using predictive analytics. The firm analyzed buyers' attitudes and the general buying environment to achieve an overall lead conversion rate of 20%. This success was due to the failure of the firm to waste a lot of its time following up with people who were unlikely to be customers owing to statistical analysis.

4. LEVERAGING ARTIFICIAL INTELLIGENCE IN LEAD PRIORITIZATION

The application of artificial intelligence in real estate lead management has assumed a crucial role for any business that deals with potential clients. Due to its ability to analyze immense amounts of data in less time, lead management is another critical aspect that AI real estate industry players use

to manage leads accurately and quickly. This section looks at the automation aspect related to prioritizing leads in real estate, the leads scoring tools available in the market, and the effects of artificial intelligence on lead nurturing.

4.1 The Role of AI in Real Estate Lead Management

Artificial intelligence received significant attention during the last decade in the real estate business, its effectiveness in automating previous manual tasks. AI makes the decision-making process much better because it can find patterns that a human standing-in cannot or will take much time to identify. Using AI in lead management helps to gather data, sort them, and determine which leads are more likely to be changed more effectively without the deep involvement of real estate agents. In the real estate business, a large amount of data is generated and received from numerous sources, such as property listings and clients' directories. Fortunately, AI makes it easier to gather and analyze such information. There is little or no need for manual intervention regarding data entry or updating client information. This minimizes errors while at the same time ensuring that the existing information is current when ranking potential leads (Ali & Chan 2019). Moreover, AI can cluster leads based on their budget, geographical location, or time they are willing to purchase; this keeps the real estate agents on the right side of the divide, with the correct prospects for their specialty and available real estate properties.



Figure 4: The Role of AI and ML in Transforming the Real Estate Sector

Most often, AI lead segmentation is advantageous for real estate businesses because it allows for assigning potential clients to related segmentations that can be targeted with potential marketing approaches. Rather than sending a cookie-cutter message to all the leads, AI makes it possible to send tailored messages that address specific attributes of each lead. Achieving higher engagement rates has been successfully worked out through this targeted approach, making AI an essential factor in present-day communication within the real estate sector [19].

4.2 AI-Powered Tools for Lead Prioritization

Real estate specialists can use numerous tools to prioritize leads owing to advancements in artificial intelligence technology. They use machine learning techniques to dissect lead conduct and estimate a given lead's conversion probability. Some of the common tools include HubSpot, Salesforce, and Zoho CRM, to mention a few that enable real estate professionals to know the behavior and interest of leads on a real-time basis for proper lead prioritization. Another great strength of using AI tools is that they learn as they implement the tasks. Such systems may track a lead's behavior on a real estate website, in emails, and in advertisements to establish a profile for predicting the chance of a

conversion. It can measure features like several visits to a property listing, the time spent on review, interaction with follow-up emails, etc. AI computes each lead's score from these insights, enabling agents to work on leads with the most chances of closing a deal (Tan et al., 2021).

AI has its strength with its robust pattern recognition for scoring leads. Using conventional approaches to lead scoring, it is possible to use superficial characteristics such as income and location of the lead, which may not represent their interest. Conversely, AI can use behavioral data to diagnose latent signals that show that a particular lead is ready to buy. For instance, AI may track that a specific lead frequently is looking for properties in a certain price segment or regularly visits a particular property's listing; in this case, agents were to reach out to such a lead, they would know that this client is highly interested in their properties (Shen & Hall, 2019).

4.3 AI-Driven Lead Nurturing

Besides lead scoring, AI has gone further in lead nurturing through repetitive follow-ups and offering unique marketing materials. AI lead nurturing means that leads tend to be at every stage with no endemic to 'cold leads' or leads that may need more time to be ready to buy. AI automates this process, which means that the leads get the correct

information at the right time, depending on their activities with the business [22]. Lead nurturing is another area where AI proves its worth—automated follow-ups are one of the most important benefits. Due to tight schedules, real estate practitioners face the challenges of communicating with all potential customers regularly. AI solves this problem by sending timed emails and other messages to the leads and potential customers to ensure they stay interested (Haleem et al., 2022). This constant communication creates rapport between the real estate agent and the potential client, improving his or her chances of conversion.

For this reason, AI systems can look at how a lead has responded to marketing information and revise the following message appropriately. For instance, if a lead has shown particular interest in properties in a specific province, having opened several emails containing houses and apartments from that region, the latter can focus the lead on more houses in this province. This not only keeps the lead interested but also lets them realize that the real estate agent appreciates their particular tastes and requirements (Meyer et al., 2021). Another critical aspect of working with leads who may still need to be ready to purchase a product at the moment but can become loyal customers later is another area AI helps. Real estate professionals can use AI to track a lead's behavior over time to discern how best to reconnect with them. For instance, if a lead becomes inactive after a few months, AI can send a reminder to re-engage the person, meaning they are retaken through the loops (Thakur & Workman, 2016). This continuous interaction helps ensure that all are on the hook for being ready to make that sale.

4.4 Importance of AI in Maintaining Relationships with Leads

To sustain itself through the real estate market challenges, consultancy services require good rapport with potential clients. AI is helpful in this by providing tailored data-supported communication plans. AI can foresee when a lead is most responsive. Thus, messages that are sent align with the lead's behavior patterns. Such a level of customization also contributes to increasing conversion and enhancing clients' loyalty because they realize that the business cares about them and their preferences [26]. AI has revolutionized the process through which real estate professionals work with and prioritize leads. AI has been deemed crucial for the industry by automating mundane tasks, making it easier for the industry to demarcate between better-quality leads. Advancements in Artificial Intelligence technology in real estate can be seen in the future when more advanced solutions will aid agents in closing their deals much faster and easily.

5. IDENTIFYING HIGH-QUALITY LEADS VS. LOW-QUALITY LEADS

In real estate, differentiating between good quality leads and bad quality leads is paramount because the quality of the leads will determine how many houses can be sold and how efficiently the business processes can be run. If the percentages are correctly calculated, one can sell his housing units to these prospective clients, targeting the actual markets with the most significant potential. The essential criteria can help distinguish between good and bad prospects – the buyers' intent, budget, and deadlines. Likewise, the awareness of signs that the leads are not of high quality will help eliminate spares and boost the overall lead conversion.

5.1 Characteristics of High-Quality Leads

Quantitative leads possess characteristics that define them as high-quality leads with a propensity to produce successful sales transactions. In this case, one of the main signs of a high-quality lead is a sign of buyer intent. In turn, this keeps those potential consumers who are determined by their requirements and preferences on the product more serious about a purchase. For example, a lead who has shown some interest in specific property categories, locations, and prices more often points to a lead that is likely to progress. In the subsequent jurisdiction, intent-based prioritization is crucial across numerous industries, including but not limited to the real estate business, since it separates those leads who are serious about their options from those who are merely browsing. The other consideration by the buyer is time. Holders of decision rights who have a short or near-term lead time for purchasing a property asset are esteemed more. They have a lead that signals the potential for purchase in the next three months or thereabouts, which is far more helpful than having a lead that offers no timeframe. Another study indicates that when leads have specific goals in terms of time, they make quicker decisions that help reduce the sales cycle period

(Smith, 2020). Also, leads accepted in a suitable timeframe at the market, such as low interest rates or high demand for properties, are more likely to respond thoughtfully to the agents or sellers (Taylor, 2019).

Lead quality, therefore, depends on other factors, such as budget. The quality leads should also exhibit a clear budget plan most suitable for the prevailing market era. They are also qualified for loans or show ready cash to fund purchases. Depending on their financial literacy level, some leaders will be better prepared for negotiations and have a low risk of dropping out of the deal due to financial reasons (Johnson, 2017). This clarity shows that the buyer has adequate financial capacity to buy, which should warrant that real estate agents prioritize such a buyer. Apart from these factors, the level of engagement that the lead has made with the business in the past contributes to its quality. Alternatively, suppose one lead has had multiple contacts with an agency, for instance, through open house meetings, consultations, or frequent communication with the agency office. In that case, they give a higher regard (Brown & White, 2021). These behaviors show that the lead knows the company focuses on real estate and estate, considering different properties.



Figure 5: Characteristics of High-Quality Leads and Low-Quality Leads

5.2 *Red Flags for Low-Quality Leads*

While high-quality leads share some characteristics associated with a high propensity to convert, low-quality leads present behaviors and attributes that suggest they will not contribute to successful sales. A lack of buyer signals is one of the most recognizable signs that alert you that you may be in the wrong market. Ambiguous or noncommittal prospects are often, in fact, bad leads. Some of the more important factors include the extent to which the prospect specifies their property requirements. A weakness possibly indicates they have no special requirements or objectives in mind, which means that they are not planning on purchasing a product but are researching the market. These leads can hardly cycle through your sales funnel correctly, thus qualifying them as prospects you need to ignore.

The other sign is where one struggles when selecting the kind of property, its location, and price. Ambiguous heads request a range of property types that drastically differ from each other, showing the ambiguity of their purpose. They may give impressions to the real estate agent of wanting to buy a luxury home, at the same time, as they may wish to buy a budget dwelling with no real intention of buying. Such behavior takes the agent's time and shows that the lead is not ready to make the decision (Miller, 2020). Low-priority leads are likely to be unresponsive or take a long time to communicate or respond. For instance, if a prospect does not reply to emails, phone calls, or other calls made in an attempt to close the deal, the interest level is believed to be low. As noted by Davis (2018), lead management demands timely and frequent communication, and lack of lead engagement indicates that the lead does not want to proceed with

the purchase. This means they will put off making a decision or take a considerable amount of time before making a purchase, a process that they only sometimes conclude, making it a wasted opportunity.

The last sign that it is a low-quality lead is that the potential client needs to prepare financially for the partnership. If the lead has no specific budget to work with or in situations where the financing cannot be arranged, the chances of doing a real estate deal will be much lower. Leads for whom the fulfillment of apparent proof-of-funds or pre-approved mortgage requirements remains elusive are often a cause of delay, time which the agent sadly wastes. An important revelation that has been made by Martin, (2020). Real estate professionals must find these leads fast, as serving these customers may mean spending too much time on people not financially prepared to buy. Setting unrealistic expectations regarding price, location, or the properties' characteristics are typically low-quality leads. Even so, the challenge is complex if a buyer is demanding yet has a small budget or is targeting a particular area with a limited stock of properties. Writing in 2019, Green noted that managing client expectations is essential as such leads setting unrealistic goals and expectations will not be able to find the right property to meet their needs and expectations of the lead a suitable property that will suit their needs. Thus, both parties will be frustrated. These leads may take longer to disintegrate into sales, if at all, and can be quite time and energy-consuming.

5.3 *Efficient Filtering of Low-Priority Leads*

Real estate agents need ways to properly vet the wrong leads to reduce the time they spend on them. This can be accomplished through the

use of either lead scoring systems. The lead scoring that assigns each lead a number related to the size, engagement, and interest level makes it easier for agents to identify top-quality prospects. When data analytics is incorporated into this process, the agents will be better positioned to determine the odds of conversion and make the necessary changes. Another approach is implementing automated follow-up systems. Automation tools could prevent chasing inconsequential leads by heeding follow-up communications only or those who maintain interest. As Miller (2020) has pointed out, automation not only reduces time but also optimizes efficiency by leaving the agents to work with leads who are serious about proceeding.

Real estate is a competitive business; thus, it is crucial to recognize that good sales increase conversion ratios and efficiency. High-quality leads illustrate that they are ready to buy, and their timelines and budgets are clearly defined. They communicate with the business. Low-quality hand, low-quality leads are not sure of their buying decision, need to communicate more effectively and often, have uncertain creditworthiness, and have inflated expectations. Thus, lead rating and automation help select the essentials from the massive list of leads and improve the general productivity of real estate agents.

6. BEST PRACTICES FOR IMPLEMENTING LEAD PRIORITIZATION STRATEGIES

6.1 *Step-by-Step Guide to Implementing Lead Prioritization*

Applying an efficient lead prioritization concept in real estate is significant in organization and sales closure. The initial process involves

identifying what is meant by the term 'quality leads.' This includes, for instance, characteristics like the buying process, buying power, and buying time. As noted by (Singh et al., (2020) to address this issue, it is essential to point out what qualities characterize good leads to ensure that the sales team targets suitable leads. Real estate professionals can accord leads to a specific hierarchy when these attributes are quantified into points.

After that follow-up criteria comes the process of collection and management of information. It is done through electronic means such as customer relationship management (CRM) systems, research, or analytical platforms. These tools capture good information like demographics, behaviors, and last touchpoints. These facilitate teams in making the right decisions, which leads to engagement (Nguyen & Waring, 2018). Mechanical processing of the data after the data has been collected, they should be classified into some pre-defined categories. Most importantly, segmentation of leads assists in developing unique marketing techniques for reaching out to the leads, which are more effective in making conversions. Such a segmentation can be based on geographical location, customer inclination, or prior interaction. The implementation process must also be monitored and controlled. It is imperative to understand that a lead prioritization strategy cannot be set in stone because it has to be revisited occasionally to know what is effective and what needs modification. Ideally, the lead scoring model should be adjusted according to the shifting structure of customers and the overall market. One advantage of frequent checks is that they will help maintain the effectiveness of the prioritization

strategy in producing quality leads (Doyle & Kelly, 2019).



Figure 6. Prioritizing Your Leads with Lead Scoring

6.2 Training Your Team to Use Analytics and AI

Using analytics and AI for lead prioritization is only half the solution, especially for the sales function as the team behind it. In Light of this, Training is vital since the team needs to understand how to interact with and make decisions based on the information provided by these tools. Breiman (2020) posited that one of the biggest problems for functioning in data-driven real estate environments is the need for more data literacy among professionals. AI tools are tough only if they are not put into practice, and if the people handling them have received no training, they will never be able to maximize the utilization of the AI tools. It is crucial to train the sales and marketing teams on the concepts of data analysis and AI. This includes knowledge about where the data comes from, what it means, and how it can be used in real estate activities. According to (Jones & Shamsie (2019), training team members on how to understand data trends and patterns can help enhance lead prioritization performance.

The other important component of the training process is a brief on when and how to employ AI-enhanced CRM solutions. Such

systems contain a predictive analysis component that will determine which leads are most likely to make a purchase given past performance. Informing the team to deal with these features will improve the efficiency of the whole lead prioritization strategy. That should include constant training as well. The real estate sector and related technologies are dynamic. Therefore, the training and development needs are always on to ensure the team is in the vanguard of technologies and articles on AI and analytics (Lee et al., 2021).

6.3 Integrating CRM Systems for Better Lead Management

Another element that should not be overlooked when considering lead prioritization is the company's CRM systems. The selection and implementation of a good CRM is effective only for lead management and improved interaction since it sorts out leads according to the buyer's process. The system allows real estate professionals to filter many leads since all related contact details, communication history, and marketing efforts are united (Sivarajah et al., 2017). It is precious for organizing follow-ups and ensuring that nobody has slipped between contacts about a sale.

There are other ways in which the integration of CRM with AI tools also benefits lead management. The last form of lead management in CRM is automating the activities involved in lead tracking and prioritizing the leads. For instance, AI can be trained to alert sales teams when it identifies leads with a high probability of conversation. Kumar & Reinartz (2018) has proved that using AI integrated with CRM systems helps improve lead management processes. The much-needed lead scoring obtained from the CRM can be used to optimize the settings of the scoring model so that the model

responds to lead behaviors. Additionally, follow-ups and even email marketing can be easily performed through the use of CRM systems and are less time-consuming. In the case of leads, the automated procedures running within the system can be initiated when particular activities occur, such as completing the contact form or clicking a link in the email. This guarantees that every lead gets a message at an optimal time, which also enhances its communication rates (Nguyen & Waring, 2018).



Figure 7. Real Estate CRM Software Development

6.4 Connecting AI Tools with CRM Systems for Automated Lead Prioritization

When integrated with CRM systems, AI tools prioritize real estate leads without conflicts. Real-time data analysis is also characteristic of AI since it can process a massive amount of information that may remain unnoticed by a human. Using the leads integrated with the CRM system and the AI, leads can be quickly sorted according to the possibility of their conversion. Chen et al., (2019) note that by integrating machine learning, AI can accurately predict customer fortunes, enabling sales departments to prioritize sales prospects. It can also give an AI-driven recommendation on communicating with the lead. For example, if the buying process

perspective reveals that the lead is at the research stage, the CRM may recommend a method of sending information material that can create trust. On the other hand, if a lead has shown signs that they are ready to buy, the CRM can notify the salespeople to begin reaching out. Such an approach is highly likely to interact with an actual lead and, therefore, is converted into a real customer since it is focused on what this lead wants or needs at any given particular time (Clevely, 2018).

In addition, using AI tools in a CRM environment means lead scoring is not a one-time exercise. By receiving newer data, AI can change a lead's score based on their actions, like visiting a website or viewing a property. The approach's dynamic nature ensures that the lead

prioritization strategy is dynamic and responsive to new information, hence minimizing the likelihood of missing good leads (Singh et al., 2020). The technological application of CRM systems and AI tools significantly improves lead prioritization techniques in real estate businesses. These technologies help to automate some of the major processes and provide consistent data analysis, so real estate professionals can ensure that their lead management is more effective and results in better sales conversion rates.

7. TOOLS AND TECHNOLOGIES FOR LEAD PRIORITIZATION IN REAL ESTATE

7.1 Popular Analytics and AI Tools for Real Estate Professionals

The employment of Big Data and AI applications in real estate already impacts how business people perform with leads. There is a rising usage of technology applications that

real estate agents and firms use to track leads and rate them according to different parameters in order to interact with them effectively when buying or selling a property. Some of the most popular platforms that can be associated with effective lead management in the real estate industry include HubSpot, Salesforce, and Zoho CRM [42]. MarketingHub is an entirely free tool designed for businesses of all sizes that helps them track customer interactions along the entire funnel from marketing to sales and customer service. Agents determine which leads should be contacted first based on the company's lead scoring technique, which considers factors such as contacts' website activity or email opens. However, the free tools of HubSpot do not allow the creation of complex automation and may need to be more suitable for larger companies, especially some types of firms (Smith & Johnson, 2019).



Figure 8. Effective Lead Generation Tools & Software for 2024

On the other hand, more experienced customer feedback platforms such as Salesforce are reputed for their high degree of customization and integration. It is in high demand among others and provides countless features for real estate agents, such as machine lead scoring and predictive analytics. However, its forms are relatively challenging and expensive, especially

for small agencies. Here, Zoho CRM is appreciated for its price and the fact that it is straightforward to use and will, therefore, be within the reach of Small and medium-sized enterprises. Zoho offers such powerful customer needs analysis through its Zia AI lead scoring. However, like competitor Salesforce, it offers some of them at a relatively low cost while not offering some of the deeper integration

offered by Salesforce (Brown et al., 2021). Tools like Pipedrive and Freshsales are also on the right path in the real estate segment. Although Pipedrive presents a straightforward interface for lead management, it can be used to manage a highly effective sales pipeline. Freshsales incorporates AI lead-scoring solutions and ample in-depth analysis, which is essential for identifying promising leads (Williams, 2018). However, it might not be as loaded with third-party integrative tools as other massive platforms such as Salesforce or HubSpot.

7.2 Feature Comparison and Pros and Cons of Various Tools

When evaluating these tools, some considerations are ease of use, customization features, cost, and compatibility. HubSpot was considered the most user-friendly and affordable of all the marketing automation tools. It has a free version that offers excellent basic features. Nevertheless, it does not beef up the kind of customization and flexibility that Salesforce provides; therefore, this tool may not apply to large-scale agencies with comprehensive needs. Although Zoho is a relatively cheap software package for small teams, it contains a certain number of files.

As an outstanding customer management tool, Salesforce has advantages in ample data storage, third-party application compatibility, and high flexibility. However, due to its steep price and high sophistication, it might better serve organizations with the workforce to design and adequately implement the platform. In contrast, the Pipedrive and Freshsales come with a more fundamental and, therefore, more intuitive interface that can benefit real estate agents who may not be overly interested in technicality [45].

Agencies' requirements influence the decision-making process for selecting a lead management tool. While Zoho CRM or HubSpot would be sufficient to meet the needs of many Small-Sized firms, more complex organizations with large agencies that require extensive customization and seamless integration with other systems may benefit more from Salesforce.

7.3 Custom Solutions vs. Off-the-Shelf Software

Another strategic choice real estate firms have to make is buying software from custom developers or on-the-market solutions. Segment solutions are developed for the business and its environment and are exact, accommodating, and unique. Other systems can be easily connected to these systems, providing a better solution for internal tools related to lead management. However, building a system requires time and substantial money, which is quite a rule due to many factors. The cost of implementation is relatively steep for the first phase, and technical personnel are required to maintain the system running. For instance, sales lead customization for prioritization of leads discloses many aspects, such as regional real estate trends, specified buyer behaviors, and performance metrics of the agents. This level of detail enables firms to design specific prioritization of their leads. However, for small firms, the implementation of customized software may prove to be less effective than anticipated because the return on the investment in its development may be lower – it may be challenging to create cost-effective maintenance systems for this type of software if the firm lacks the necessary resources.

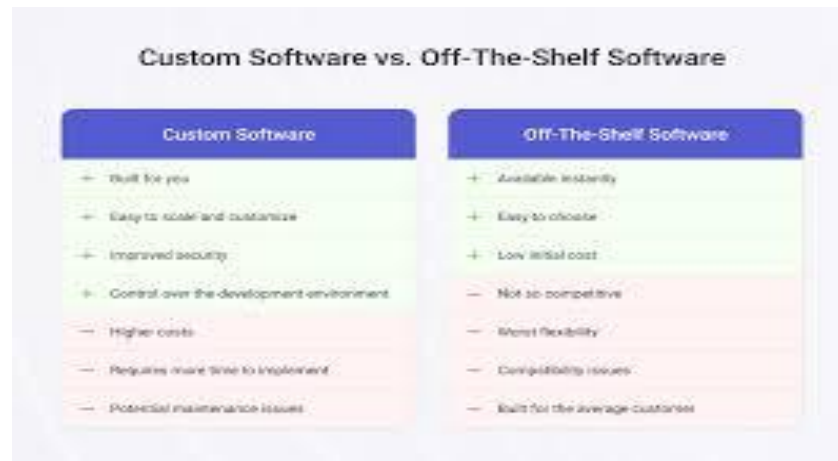


Figure 9. Off-The-Shelf Software vs Custom Software

While custom software can effectively meet a business's specific needs, off-the-shelf software is comparatively cheaper and more accessible. Some ready-made software solutions that can be used out of the box include HubSpot and Zoho CRM, which are also equipped with standard functions suitable for most companies in the real estate industry. These solutions are generally less sophisticated and involve less maintenance, although they can be suitable for small agencies or firms with less technical support. However, off-the-shelf software has disadvantages in that the software usually needs to be fully optimized for a given agency or market. Moreover, the emergence of AI and analytics technologies is quite dynamic. The existing software solution may become ineffective within a short time, and the user may need frequent updates or transition to other platforms. These lead tools could offer the first level of benefits toward prioritizing the leads but do not give the long-term leverage that other customized tools could (Smith, 2019).

7.4 Key Factors to Consider When Choosing Software for Lead Prioritization

About custom solutions and purchased software, several vital

moments should be noted. Among all these factors, perhaps the more fundamental is scalability. Managers selecting a given platform must consider whether that platform can be expanded to accommodate the firm's growing operations. Standard applications such as Salesforce can be very quickly integrated and efficient, but they need extra resources now and then for modifications or connections to other applications. If a client requires having them constructed explicitly on a scale, it will cost more to develop an app at first (Williams & Davis, 2020). The other important factor is integration. Marketing, financial, and development activities within real estate firms may be handled by several tools differing in the type of work they are used for. As it has been established, the interoperability of a lead prioritization tool with these systems is critical to making work more accessible and efficient. Some tools that provide extensive integration features are HubSpot and Salesforce, which may have limited features in this domain. It is not just cost that comes into play all the time, but the popularity factor also plays an important role most of the time. Despite all the advantages of customized solutions, the costs of implementing them are

unquestionably higher than those of analogous turnkey solutions. This means that firms have to do this while

being cost-effective to identify the optimal way of addressing their lead prioritization requirements.



Figure 10. Best Real Estate Lead Management Software

The real estate sector has various tools and technologies employed in lead prioritization, provided by Ogunba et al., (2023) Whether the business needs to turn to off-the-shelf solutions or solutions that are more tailored depends on the particular needs, size of the business, and potential future growth. AI and analytics will continue to develop, and the results from each tool's utilization will be more significant in helping real estate firms enhance their lead management processes.

7.5 Future Trends in Real Estate Lead Prioritization

The real estate industry is dynamic, mainly as technology influences how practitioners manage leads, including their prioritization. New-generation technologies, including artificial intelligence, machine learning, and big data analytics, are expected to be closely associated with lead management in the next five years. With

advancements in these tools, real estate businesses are more likely to realize the benefits of market trend forecasting and buyer behavior analysis, thus improving lead conversion.

7.6 Emerging Technologies in Lead Management

AI is already used in the real estate industry but has yet to expand enough to achieve all that is possible. The fact that AI can screen large volumes of potential clients within a shorter period will affect scoring amongst real estate career agents. The most eagerly expected is mapping AI to real-time decision-making scenarios, where the tool not only pre-segments leads but also continues with the most recent updates. These real-time features of lead scoring make it possible to adjust according to the shifts in the buyer's interest or changes in market conditions through AI algorithms (Tetteh & Atta-Obeng, 2021).

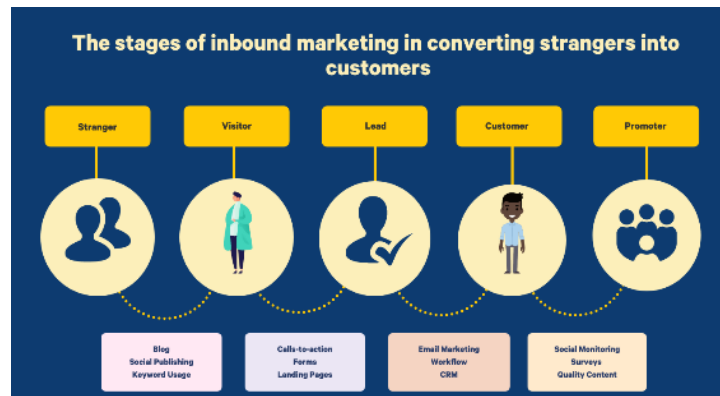


Figure 11. Lead Generation in Real Estate

A category of AI known as machine learning has helped translate prevailing data sets to assess chances of lead conversion probabilities. In the future, new applications will be added to Machine Learning, and it is believed that it can provide more tailored information. These systems shall keep on updating themselves with the current interactions by users and improve on the patterns of the leads that should be prioritized (Anttiroiko, 2019). Hyper-personalization enabled by artificial intelligence should enable realtors to create unique and novel experiences for their potential buyers. For instance, one can use the AI technique to compare past behaviors, choices, and levels of involvement and design highly appealing marketing communications to these leads to increase their chances of becoming customers (Zhang et al., 2020). Another key trend in nurturing leads is the application of artificial intelligence, particularly virtual assistants and chatbots. Such tools can take first leads' inquiries, propose properties based on the client's preferences, and set the time for viewings, thus gaining new data (Bhargava, 2020). Such automation not only saves time necessary for real estate professionals but also guarantees that no lead remains untouched, improving the lead prioritization level.

7.7 The Role of Big Data in Predicting Market Trends

Implementing big data analytics is a significant driver in the contemporary changes in real estate operations because it averts market complexity depressant effects by providing new layers of valuable information. However, with the expansion of such data generated from real estate transactions, it becomes critical to analyze this data thoroughly. To remain relevant, the thriving real estate industry will persist in utilizing big data to analyze large volumes of data for forecast changes in demands, property prices, and customers' tastes and preferences (Li & Yu, 2018). Big data tools make it easier for real estate companies to predict the future probability of returns better, leading to a shift of focus on which leads to pursue.

It also makes lead prioritization more informative since they are likely to pull different data, such as social media activity, economic data, and customer engagement patterns, among others, from a more expansive, usable storage space. These facets of leads allow big data platforms to assist real estate professionals in singling out the population of interested parties who are prepared to buy or sell the property now with the help of predictive analytics (Jiang & Ma, 2020; Pineda Montserrat, 2024). For

instance, a firm may apply big data to establish which alteration of the mortgage or unemployment rates would affect visitors from particular regions about a particular type of property. Then, the agents can concentrate on leads, which may show a positive growth rate. Additionally, big data helps to evaluate the effectiveness of the advertising campaigns of real estate firms. Using big data analytics, the performance of varied campaigns can be monitored together with their connection to leads' conversion, giving honest feedback on the effectiveness of the approaches being used (Deng, 2021). Such an approach enables successive improvement of

the lead prioritizing methodologies to focus resources on the most promising leads.

7.8 Evolving Buyer Behavior and Expectations

Since the buyers' preferences will change with time, real estate professionals' techniques will also change. In recent years, buyers have become wiser and more selective, and most buyers take their time and research over the Internet before consulting a real estate agent. Such change in buying behavior requires real estate agents to pay attention to leads and prepare for them (Zhang et al., 2020) The future of Lead Prioritization will also depend on this kind of shift in buyer behaviors.



Figure 12. Types, Scope, Models and Characteristics Consumer Behavior

One such trend is the increasing interest in virtual property viewing and online transactions. The coronavirus crisis advanced real estate's digital transformation, and this development will likely persist. Recent buyers want to be able to browse properties online, take virtual tours, and sign contracts online. Therefore, real estate firms that consider LEADS based on digital invincibility and online propagation will have a better market position (Tetteh & Atta-Obeng, 2021). Furthermore, customers' experience becomes even more personalized and appreciated by buyers. They expect

agents to address them and provide a solution that fits individual client requirements. Using advanced technologies such as AI and big data, real estate agents can understand the pattern of buyers' behavior and develop unique, appealing experiences tailored to each lead (Li & Yu, 2018). The level of personalization provided here makes the buyer journey more fruitful and helps close deals. Purchasers are paying more attention to sustainable and largely environmentally friendly products to suit their tastes, especially the new generation. Real estate professionals must filter leads based on those

interested in sustainable living since it will be the way forward regarding demand for various properties (Anttiroiko, 2019). Real estate agents can attend to the needs of the increasing market segment of green homes once they can identify what fits the category.

8. CONCLUSION

This is especially so because, in real estate, competition for sales is immense; therefore, classifying and prioritizing leads is critical in making a sale. Analytics and artificial intelligence (AI) have shown themselves to be pivotal in improving the lead prioritization process by leveraging data and artificial intelligence to help real estate professionals prioritize and convert more leads by making better-informed decisions that save precious time and produce the best results. By incorporating these technologies, agents can move away from old-fashioned guessing and sort those leads that can be converted and closed and generate more revenues. Analytics tools give real estate professionals fact-based information and leads about buyers, competitors, or other market aspects that might be interesting. This data assists management in filtering out potential clients who are likely to result in a sale through the agent and directs its resources toward highly probable clients. AI takes over lead scoring and follow-up so agents can spend their efforts and time on promising leads. Additionally, when applied correctly, AI will help the sales team avail themselves of the immense potential of

dealing with potential buyers and help these buyers get a level of experience most closely aligned with their behavioral patterns.

Technological developments will play a huge role in determining the real estate lead prioritization of the future. With those technologies advancing in the market, they are bound to play even more significant roles in predicting market trends, interpreting buyer behaviors, and enhancing sales strategies. The capacity to analyze the market and forecast where the changes may happen, be it the buyer's fickleness or the economy's state, will enable real estate professionals to have the upper hand and edge over competitors. AI, big data, and analytics will continue to be the dominant trends in this quickly advancing real estate market. These technologies also contribute to the lead prioritization process while simultaneously increasing business agility and operational effectiveness so that professionals can spend more time with their clients on developing proper relationships. However, those who employ these technologies will be better positioned to compete in the market as the industry advances. AI and analytics are now critical to the real estate business, and companies ignore this opportunity at their peril. By adopting these tools, real estate agents will be assured that they are satisfying their client's needs and even going a notch higher. For those who are still novices when it comes to AI technologies, it is high time to familiarize themselves with the prospects of solutions and analytics tools that will enhance lead management as well as the overall performance of sales.

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