



GenAI POC: Real Estate Sales Co-Pilot

Who is the Customer?

A **Real Estate Organization** managing large-scale **inventory listings**, **sales associates**, & **property agents**, responsible for matching available properties to customer expectations and demands.



What is the Problem?

The sales team struggles to:



Improve sales team productivity and efficiency.



Increase overall real-estate sales by accurately identifying and selling properties aligned with customer preferences.



Customer expectations are rising—they expect **personalized property recommendations** and **faster response times**, which existing manual or fragmented systems fail to deliver.



Why Does the Problem Exist?

1

Property and inventory data is scattered across multiple systems and sources.

2

Lack of a **unified intelligence layer** to connect customer requirements with available inventory.

3

Sales agents rely on **manual discovery** and **intuition-based decisions**, leading to inefficiencies.

4

Evolving market data (pricing, locality trends, demand) is not integrated into their daily workflows, reducing insight-based selling capability.

How Did We Solve This?

Tech Solution (Business + AI Integration)

1. Sales Co-Pilot for Real Estate Agents

- A GenAI-powered assistant that helps agents provide **effective property insights** and recommendations to customers in real time.
- Acts as a **conversation and decision support tool**, improving productivity and closing rates.

2. Data Aggregation Layer

- Integrated **real-estate aggregator feeds, geo-spatial data, & locality insights** from external data sources like **Google APIs**.
- Enabled predictive matching of **customer demand** with the most relevant available inventory, enhancing lead-to-sale conversion.

3. Intelligent Property Matching Engine

- Built an AI model that learns from **customer interactions, preferences, & transaction data** to surface the most relevant properties.
- Provides contextual recommendations such as "*Similar properties nearby*," "*Upcoming locality trends*," and "*Best-fit listings by budget and location*."

1.

The interface shows two customer profiles on the left: John Smith (a senior software developer) and Sarah Johnson (a single mother). The search results on the right show properties for John Smith in Lohagpur, including a 2 BHK flat in a standalone building and a 2 BHK flat in Wadgaon Sheri.

2.

The interface shows a list of properties for John Smith, including a 2 BHK flat in Lohagpur, a 2 BHK flat in Wadgaon Sheri, and a 2 BHK house in Wogholi.

3.

The interface shows a detailed property listing for a 2 BHK flat in Lohagpur, with filters for furnished/unfurnished, age, and availability. It also shows nearby essentials like schools and hospitals.

Technologies and Integrations

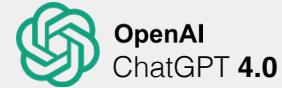
Frontend:



Backend:



LLM:



Orchestrator:



Integrations:



Business Impact



Improved **sales team efficiency and productivity** through AI-driven insights.



Increased **conversion rates** via personalized, data-backed property recommendations.



Enhanced **customer experience** with faster discovery and precise property matches.



Established a foundation for a **scalable, AI-driven real-estate sales ecosystem**.

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