RealAssist: AI-Powered Real Estate Automation

Project Team

Areez Abdullah 22i-1090
Qasim Hassan 22i-1006
Muqarrab Ahmad 22i-1351

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Supervised by

Sir Sami Ullah Shah

Department of Computer Science

National University of Computer and Emerging Sciences
Islamabad, Pakistan

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Chapter 1

Introduction

The real estate industry plays a vital role in global economic development and investment. Despite rapid advancements in technology, many real estate businesses still rely on traditional and manual processes for customer interaction, sales management, and financial record-keeping. With the increasing demand for transparency, speed, and accuracy, there is a pressing need for technology-driven solutions that can automate routine operations and improve client satisfaction.

This proposal presents **RealAssist**, an AI-powered automation system specifically designed for real estate developers. The system focuses on enhancing both pre-sales and post-sales workflows through artificial intelligence, natural language processing, and automation tools.

1.1 Background

In the modern business environment, real estate developers handle hundreds of client queries every day. These queries range from genuine purchase inquiries to general questions regarding projects, payment plans, or legal documentation. Traditional methods often involve sales staff manually sorting, responding, and recording these interactions. This process is inefficient and highly prone to errors.

Furthermore, around **86% of clients in the Pakistani real estate sector are overseas investors**. These clients require 24/7 assistance, quick responses, and a transparent system for managing their investments. However, delays in lead classification, payment verification, and ledger updates result in dissatisfaction and often lead to missed opportunities.

1.2 Motivation

The motivation behind this project is to solve the real-world challenges faced by real estate developers by leveraging artificial intelligence. Automating lead classification, query handling, payment verification, and ledger management can significantly improve efficiency and client experience. RealAssist is designed to minimize manual intervention, reduce the workload of sales teams, and ensure a seamless client journey.

Chapter 2

Problem Statement

Despite the growth of digital technologies, the real estate sector still suffers from outdated processes. The following key challenges were identified:

2.1 Lead Management Issues

- Mixed customer queries (genuine buyers, uninterested customers, and general inquiries) are manually classified.
- Sales teams waste time distinguishing between hot, cold, and dead leads instead of focusing on high-priority clients.

2.2 Financial Workflow Challenges

- Payment verification involves multiple manual steps, often causing unnecessary delays.
- Ledgers are updated slowly, resulting in frustration for both local and overseas clients.

2.3 Overseas Client Concerns

- Overseas clients expect instant support due to time-zone differences.
- A lack of round-the-clock service causes trust issues and damages the developer's reputation.

2.4 Need for Automation

- Manual processes are unsustainable as the customer base grows.
- There is a lack of integrated systems that combine chatbots, lead classification, payments, and ledger management.

Chapter 3

Objectives

The primary objectives of this project are as follows:

3.1 Automation of Client Interaction

1. Develop an AI chatbot and voicebot to handle client queries.
2. Provide instant, consistent, and accurate responses.

3.2 Lead Classification

1. Implement an ML-based classifier to categorize leads into Hot, Cold, or Dead.
2. Reduce the time wasted by sales staff in filtering customers.

3.3 Financial Automation

1. Enable clients to make secure online payments.
2. Automatically verify transactions and update ledgers.
3. Provide customers real-time access to updated financial records.

3.4 Operational Efficiency

1. Minimize manual intervention in repetitive tasks.

Chapter 4

Scope and Features

The scope of this project extends across both client-facing and developer-facing workflows.

4.1 Client-Facing Features

- **Conversational AI Assistant:** Real-time chatbot and voicebot support for inquiries.
- **Customer Dashboard:** A centralized platform for payments, ledgers, and project updates.
- **Online Payment Gateway:** Integration with Stripe for installments and automated transaction verification.

4.2 Developer-Facing Features

- **Lead Management:** AI-driven classification of leads into categories.
- **Admin Panel:** Manage leads, track customer progress, and access payment history.
- **Ledger Automation:** Auto-generation of ledgers after each transaction.

Chapter 5

Methodology

The development of RealAssist will follow an iterative approach using Agile methodology. The project will be completed in four major iterations:

Iteration	Tasks
1 (Sep–Oct)	Data preparation, RAG setup, initial UI/UX design in Figma
2 (Nov–Jan)	NLP pipeline development, ML lead classifier, FAQ chatbot, voice integration
3 (Jan–Feb)	Backend development, database design, chatbot personalization, RAG improvements
4 (Feb–Mar)	Dashboard implementation, payment gateway automation, system testing and deployment

Table 5.1: Project Methodology

Chapter 6

Tools and Technologies

The tools and technologies selected for this project are as follows:

Category	**Technologies**
Frontend	React.js, Tailwind CSS, Chart.js
Backend	FastAPI (Python), Node.js
Database	MongoDB
AI/ML	Hugging Face Transformers, LLMs (Mistral 7B, LLaMA 3.1), Whisper API, XGBoost, Random Forest, Scikit-learn

Table 6.1: Tools and Technologies

Chapter 7

Work Distribution

The responsibilities are divided among team members as follows:

Member	Responsibilities
Qasim Hassan	NLP pipeline, ML lead classifier, model optimization, voicebot integration
Areez Abdullah	Data collection & preprocessing, RAG pipeline, UI/UX design, database management
Muqarrab Ahmad	Frontend (dashboard/admin panel), backend integration, payment module, ledger automation

Table 7.1: Work Distribution

Chapter 8

Expected Outcomes

The expected outcomes of the proposed system include:

8.1 Functional Outcomes

- A fully functional AI assistant (chatbot + voicebot).
- Accurate lead classification through ML models.
- Seamless payment automation with instant ledger generation.
- Interactive dashboards for both clients and admins.

8.2 Non-Functional Outcomes

- Improved efficiency in real estate workflows.
- Round-the-clock availability for overseas clients.
- Reduction of workload on sales teams.
- Enhanced customer trust and satisfaction.