# Real Estate Agency Assistants

### **1. Lead Generation & Qualification Bots**

✅ **Automatable Activities**

* **Social Media Chatbots (WhatsApp, Instagram, Facebook Messenger, LinkedIn)**
  + Engage potential buyers by answering FAQs.
  + Collect lead details and qualify prospects.
  + Share brochures, price lists, and video walkthroughs.
* **Real Estate Website Chatbot**
  + Provide instant property recommendations based on user input.
  + Schedule site visits and connect leads with sales teams.
  + Offer mortgage/loan eligibility checks.
* **Ad Engagement Bot**
  + Automatically respond to comments on social media ads.
  + Capture leads from ad interactions and redirect to WhatsApp or CRM.

### **2. Marketing Automation Bots**

✅ **Automatable Activities**

* **WhatsApp & SMS Campaign Bot**
  + Auto-send project launch details, offers, and updates.
  + Follow up with leads via personalized messages.
  + Notify users about upcoming site visits & events.
* **Email Marketing Bot**
  + Send drip email sequences to nurture leads.
  + Automate follow-ups for site visits & offers.
  + Provide documentation & payment reminders.
* **Content Distribution Bot**
  + Auto-post property listings on social media.
  + Share YouTube videos, reels, and blogs at scheduled intervals.

### **3. Site Visit Scheduling Bots**

✅ **Automatable Activities**

* **Appointment Booking Bot**
  + Allow users to book site visits via WhatsApp or website.
  + Sync appointments with agents’ calendars.
  + Send automated reminders & rescheduling options.
* **Navigation & Location Bot**
  + Provide Google Maps directions to the property.
  + Share real-time traffic updates for site visits.
  + Offer virtual tours if a visit isn’t feasible.

### **4. Sales & Follow-up Bots**

✅ **Automatable Activities**

* **CRM Integration Bot**
  + Sync lead details from multiple platforms into CRM.
  + Assign leads to sales agents based on priority.
  + Notify agents about high-intent leads.
* **Lead Nurturing Bot**
  + Auto-follow up with potential buyers based on engagement.
  + Offer EMI calculators & financing options.
  + Track user behavior to suggest relevant properties.

### **5. Customer Support & Post-Sale Bots**

✅ **Automatable Activities**

* **AI Support Bot (WhatsApp/Website)**
  + Answer property, pricing, and financing queries 24/7.
  + Guide users through legal documentation & loan processes.
  + Escalate complex queries to human agents.
* **Post-Sale Engagement Bot**
  + Provide construction updates & project milestones.
  + Assist buyers with move-in procedures & amenities setup.
  + Collect feedback and handle complaints efficiently.

### **6. Internal Operations Bots**

✅ **Automatable Activities**

* **Agent Productivity Bot**
  + Send daily tasks & follow-up reminders to sales teams.
  + Track sales performance and report insights.
  + Assign tasks based on agent availability.
* **Data Analytics & Reporting Bot**
  + Generate performance reports for marketing campaigns.
  + Analyze ad engagement, lead quality, and conversion rates.
  + Provide predictive analytics for pricing & demand trends.