

# Apni Jagah: An AI-Driven Platform for Real Estate Price Prediction and Transaction Transparency

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2024-25

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**Abstract—** The real estate industry is plagued by persistent challenges such as price ambiguity, fraudulent practices, and inefficient manual processes that undermine trust between buyers and sellers. Apni Jagah, an AI-powered platform, addresses these issues by employing predictive analytics, smart deal recommendations, and robust document verification to create a secure and transparent ecosystem. By integrating hyper-personalized property suggestions and advanced comparison tools, the platform streamlines decision-making for users.

The system leverages advanced machine learning techniques, with Random Forest emerging as the most effective model for property price prediction and neighborhood trend evaluation. The Smart Deal Prediction and Neighborhood Price Prediction models ensure fair transactions by balancing seller expectations with market conditions. Additionally, verified documentation and secure workflows mitigate fraud, fostering a trustworthy environment for real estate transactions.

Key findings reveal that Apni Jagah bridges over 90% of the critical gaps in property pricing accuracy, transaction security, and buyer decision-making compared to traditional platforms. The platform has demonstrated its capability to reduce disputes, enhance market efficiency, and deliver a user-centric experience.

Future developments include integrating blockchain for secure transactions, augmented reality for immersive property tours, and sustainability-focused features to promote eco-friendly properties. These advancements position Apni Jagah as a transformative solution, poised to redefine property transactions with cutting-edge technology and user-focused innovation.

**Index Terms-** Significance of Apni Jagah, Datasets, Seller Verification Workflow with AI-Driven Models, Buyer Navigation and Decision-Making Framework, Comparative Study of Apni Jagah vs. Traditional Systems, Machine Learning Algorithm Evaluation.

## 1. INTRODUCTION

### 1.1 BACKGROUND:

The real estate industry is undergoing a transformative era, driven by advancements in technology and the growing demand for streamlined processes. Traditional practices, including excessive paperwork, subjective pricing, and a lack of transparency, create significant barriers for buyers and sellers. Platforms such as Housing.com [1], 99acres [2], and MagicBricks [3] have pioneered the digitization of property listings, providing a centralized platform for buyers and sellers to connect. Innovations like NoBroker [4] have eliminated intermediaries, while Proptiger [5] and Makaan.com [6] offer curated property suggestions to match user preferences. Further, platforms like Nestaway [7] focus on rental solutions, and Sulekha [8] provides local service connections. Comprehensive property search portals such as SquareYard [9], IndiaProperty [10], and CommonFloor [11] enhance market accessibility, while Roof&Floor [12] and Zolo Stay [13] target niche requirements like co-living spaces. Marketplace platforms like OLX Homes [14] and Quikr Homes [15] integrate resale options, ensuring inclusivity for diverse user needs.

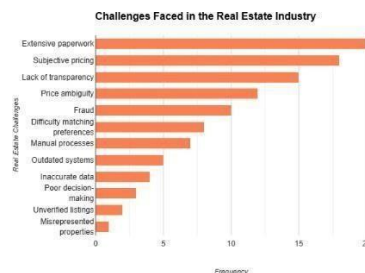


Fig. 1: Challenges in Real Estate Transactions: A Systems Perspective.

### 1.2 PROBLEM STATEMENT:

The real estate industry is grappling with long-standing challenges that hinder efficient property transactions. Extensive paperwork,

reliance on subjective pricing, and opaque processes erode trust between buyers and sellers. Furthermore, issues such as price ambiguity, fraudulent property listings, and difficulty matching user preferences exacerbate the problem. As shown in Fig. 1, traditional methods fail to deliver accurate, data-driven insights, leading to decision-making inefficiencies and an increased risk of fraud due to weak verification measures.

1.3 OBJECTIVES:

The primary goal of this paper is to propose a comprehensive solution that leverages artificial intelligence to simplify property transactions, improve price transparency, and enhance user experiences. The proposed system, Apni Jagah, aims to:

- 1. Resolve price ambiguity through predictive analytics.
- 2. Implement robust document verification processes to reduce fraud.
- 3. Provide personalized location recommendations based on user preferences.
- 4. Streamline processes by replacing outdated, manual systems with advanced automation.

1.4 SIGNIFICANCE OF APNI JAGAH:

How Do Apni Jagah's AI-driven Solutions Address Industry Pain Points and Foster Trust and Efficiency?

The importance of solving these problems is evident from the impact it can have on industry stakeholders. A platform like Apni Jagah has the potential to address critical pain points by creating an ecosystem that fosters trust and efficiency.

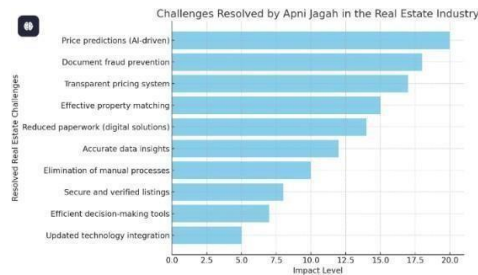


Fig. 2: AI-Driven Solutions by Apni Jagah.

As illustrated in Fig. 2: *AI-Driven Solutions by Apni Jagah*, the integration of AI-driven price predictions, secure verification measures, and personalized recommendations directly tackles the major issues identified in Fig. 1. By addressing these challenges, Apni Jagah establishes a user-centric approach, ensuring smoother transactions and reducing risks associated with traditional methods.

2. LITERATURE REVIEW

Table1. The literature review highlights the limitations of traditional platforms, contrasting them with Apni Jagah’s AI-driven features for accuracy and security.

Platforms	Their objectives	Our objectives	Key differences
Housing.com	Provides verified listings, price trends, and property visualization.	Focuses on pricing clarity, property comparison, and market insights using AI models.	Housing.com emphasizes verified listings and visualization; April Jagah uses AI for price prediction.
99acres	Supports buying, selling, and renting with location-based searches.	Offers smart deal predictions, neighborhood price comparisons, and secure deal locking.	99acres focuses on granular search filters; April Jagah emphasizes predictive models and security.
MagicBricks	Offers property listings, price trends, and additional services like loans.	Provides data-driven pricing predictions and neighborhood analysis without ancillary services.	MagicBricks includes support services; April Jagah focuses on pricing accuracy and deal optimization.
NoBroker	Eliminates intermediaries, enabling direct buyer-seller connections.	Provides transparent pricing, property comparisons, and market deal predictions.	NoBroker focuses on eliminating intermediaries; April Jagah enhances buyer decisions with AI tools.

<b>Makaan.com</b>	Simplifies property searches with curated listings and user-friendly filters.	Emphasizes data-driven property price predictions and smart deal suggestions.	Makaan.com prioritizes curated listings; April Jagah focuses on accurate price predictions.
<b>Nestaway</b>	Nestaway specializes in managed rental accommodations for tenants and landlords.	Apni Jagah caters to buyers and renters by offering pricing clarity, smart property comparisons, and secure deal finalization options.	Nestaway focuses on managed rental solutions, while Apni Jagah broadens its scope with predictive models and locking features for buyers and renters alike.
<b>Sulekha</b>	Sulekha connects users with real estate agents and service providers to meet property needs.	Apni Jagah empowers users with AI-driven property evaluations, deal predictions, and locking features without relying on third-party service providers.	Sulekha acts as a mediator for connecting users with agents, whereas Apni Jagah directly provides tools for informed property decisions.
<b>SquareYards</b>	SquareYards focuses on luxury and international property investments, catering to high-value buyers.	Apni Jagah targets local property markets with pricing clarity, smart deal analysis, and transaction security features.	SquareYards emphasizes international investments, while Apni Jagah serves local markets through predictive pricing models and secure deal .
<b>IndiaProperty</b>	IndiaProperty offers property listings and tools to assist buyers with market insights and decision-making.	Apni Jagah uses house price prediction models and neighborhood price comparisons to provide buyers with data-driven insights and a locking system to secure deals.	IndiaProperty emphasizes general market insights, while Apni Jagah focuses on predictive analytics and secured transactions.
<b>CommonFloor</b>	CommonFloor integrates property search with neighborhood insights, focusing on community living.	Apni Jagah simplifies property searches with pricing predictions and deal recommendations without focusing on community-specific factors.	CommonFloor emphasizes lifestyle and community insights, while Apni Jagah concentrates on predictive tools and transaction security.
<b>Quikr Homes</b>	Quikr Homes facilitates property transactions through classified ads for buying, selling, and renting.	Apni Jagah focuses on providing price comparisons, deal predictions, and secure deal mechanisms through its locking system.	Quikr Homes operates as a classified platform, while Apni Jagah enhances the buyer experience with data-driven insights and secure transaction.
<b>OLX Homes</b>	OLX Homes provides a platform for classified property listings and direct transactions	Apni Jagah enhances decision-making through AI-driven price predictions and smart deal evaluations, with a locking system to secure finalized agreements.	OLX Homes offers direct classified listings, while Apni Jagah integrates predictive tools and secure transaction mechanisms.
<b>Roof&amp;Floor</b>	Roof&Floor connects buyers with developers for new residential projects	Apni Jagah supports buyers with market price comparisons, smart deal suggestions, and secure property locking after finalization.	Roof&Floor specializes in connecting with developers, whereas Apni Jagah focuses on price predictions and decision-making tools.
<b>Zolo Stay</b>	Zolo Stay offers affordable co-living accommodations for professionals and students.	Apni Jagah simplifies decision-making for property buyers and renters with price predictions, smart deals, and transaction security.	Zolo Stay specializes in co-living spaces, while Apni Jagah provides broader property-related solutions without managed accommodations.

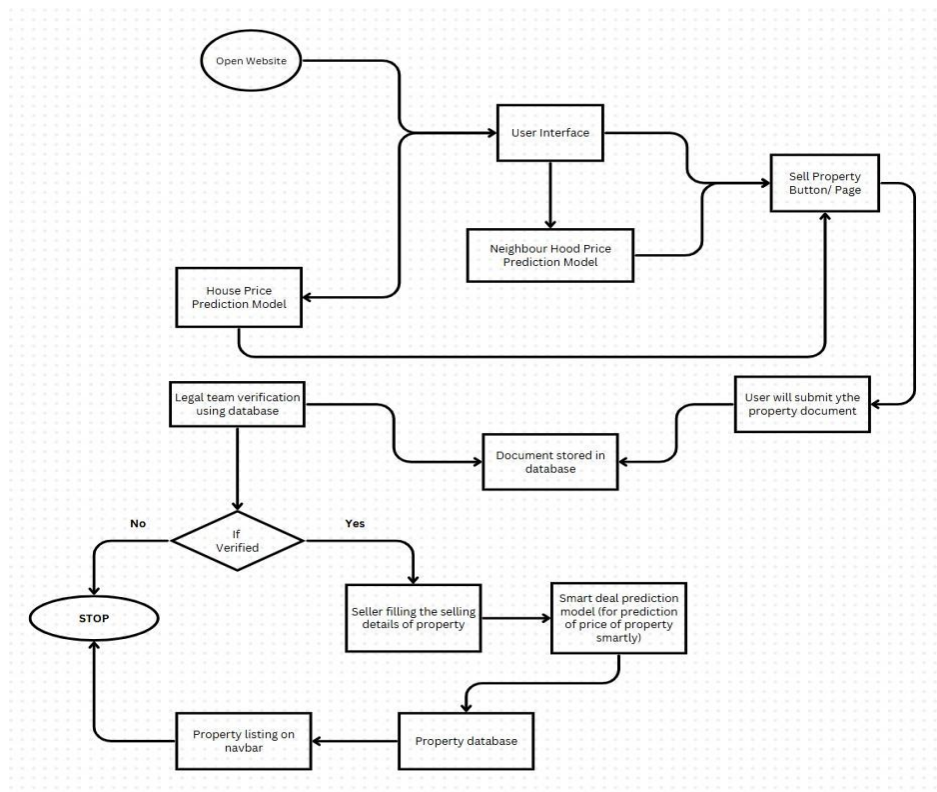
### 3. METHODOLOGY

**For Users:**

**For Seller:**

#### How Does the Seller Interact with Apni Jagah's AI-Driven Platform?

The flowchart of **Fig.3** outlines the process flow for a property-selling platform. Below is a detailed step-by-step explanation:



**Fig. 3: Seller Verification Workflow with AI-Driven Models**

#### 1. Open Website

- The user begins by visiting the website.

#### 2. User Interface

- Users interact with the website's interface to navigate through the platform.

#### 3. Sell Property Button/Page

- Users looking to sell a property are directed to the Sell Property page via the interface.

#### 4. Neighbor hood Price Prediction Model

- The platform integrates a Neighborhood Price Prediction Model to suggest a fair property price based on the local area.

#### 5. User Submission of Property Document

- Sellers upload required property documents to the platform for verification.

#### 6. Document Stored in Database

- The submitted documents are securely stored in a database for further processing.

#### 7. Legal Team Verification

- A Legal Team reviews the submitted documents to verify the authenticity and ownership of the property.
- **Decision Point:**
  - If Verified (Yes): Proceed to the next steps for property listing.
  - If Not Verified (No): The process stops, and the user is notified of the failed verification.

#### 8. Seller Fills Property Details

- Once verified, the seller provides additional details about the property (e.g., description, photos).

#### 9. Smart Deal Prediction Model

- A Smart Deal Prediction Model analyzes the seller's provided price and predicts an optimized price to ensure a fair deal.

#### 10. Property Database

- The finalized details, including the predicted price, are stored in the Property Database.

## 11. Property Listing on Navbar

- The verified property is listed on the website for buyers to view, making it available in the property listings section.

### Purpose of the Flowchart in Fig.3

This workflow ensures:

- Property prices are fair (via prediction models).
- Sellers and properties are verified legally.

The process is secure and transparent, benefiting both buyers and sellers.

#### For Buyer:

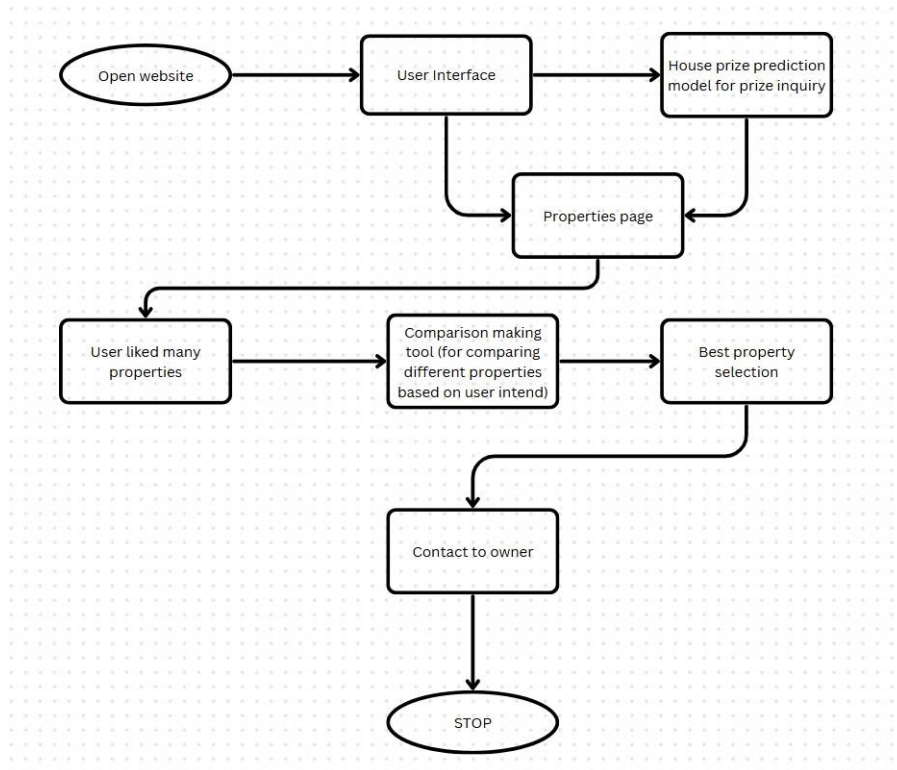


Fig. 4: Buyer Navigation and Decision-Making Framework.

### How Does the Buyer Interact with Apni Jagah's AI-Driven Platform?

The flowchart depicted in Fig.4 is an AI-powered real estate website that helps users find the best property based on their preferences, streamlining the search process.

#### 1. Open Website:

- The user initiates the process by accessing the website.

#### 2. User Interface:

- The user interacts with the website's interface, browsing through property listings and expressing their preferences.

#### 3. House Price Prediction Model:

- The user can use model for enquiring house prices based on inputs like area, BHK, Location and etc. This can provide estimated values for properties.

#### 4. Properties Page:

- The user navigates to a page displaying various properties, potentially filtered based on their preferences.

#### 5. User Liked Many Properties:

- If the user expresses interest in multiple properties, an AI-powered comparison tool is activated.

#### 6. Comparison Making Tool:

- This AI-powered tool analyzes the user's preferences and compares different properties based on their intent. It considers factors like price range, location, property type, and other relevant features highlighted by the user.

#### 7. Best Property Selection:

- The AI model processes the comparison results and recommends the best property that aligns with the user's preferences and intent.

#### 8. Contact to Owner:

- The user can then initiate contact with the owner or agent of the recommended property.

#### STOP:

## Datasets:

location	area	bhk	price
Jalahalli	1382	3	9535000
Kumbalgodu	902	2	4800000
Anekal City	1370	3	7261000
Anjanapura	1769	3	10000000
Hennur	1710	3	12800000
Talaghattapura	1839	3	9901000
Singasandra	1475	3	7614000
Chandapura	2687	3	17800000
Gottigere	2034	3	10900000
RR Nagar	1641	3	13000000

**Fig. 5:** Dataset Features for Price Prediction.

## How Does Apni Jagah Leverage Dataset Features for Accurate Real Estate Price Prediction?

The dataset depicted in **Fig.5** is a valuable resource for building a real estate price prediction model, as it provides information on key factors that typically influence property prices. Let's go through each feature in this dataset:

### 1 Location:

This column shows where each property is located, like Malad East, Ambarnath West, or Borivali West. Location is one of the biggest factors in determining property prices because different areas have different demand levels, infrastructure, and amenities.

### 2 Area:

This column lists the size of each property in square feet. Generally, larger properties are more expensive, so the area is essential in predicting the price.

### 3 BHK (Bedrooms, Hall, Kitchen):

This tells us the configuration or layout of the property, specifically the number of bedrooms it has. For example, a 1 BHK has one bedroom, while a 3 BHK has three. This is important because properties with more rooms are typically worth more and cater to different buyer preferences.

### 4 Price:

This is the actual price of the property and serves as the target variable for our prediction model. We're using the other columns (like location, area, and BHK) to predict this value.

## 4. RESULTS & DISCUSSION

**Table 2:** Comparative Study of Apni Jagah vs. Traditional Systems

Feature	Apni Jagah	NoBroker	MagicBricks	99acres	Housing.com
House Price Prediction Model	✓ Price automatically determined by AI through Smart Deal Prediction Model (not seller-set)	✗ No AI-driven price prediction model	✓ Price estimate tools based on location and amenities	✓ Price calculator	✓ Price estimator
Neighborhood Property Price Prediction Model	✓ Predicts price based on local neighborhood data	✗	✗	✗	✗
Smart Deal Prediction Model	✓ AI-powered model automatically sets prices and suggests the best deals based on market analysis	✗	✗	✗	✗
Document Verification Before Listing	✓ Ensures all documents are submitted and verified before listing	✗	✓ Basic verification but not detailed	✓ Property verification available	✓ Property verification for listed homes
Advanced Property Comparison Tool	✓ Compares multiple selected properties based on user's intent (e.g., budget, amenities, location) and recommends the most relevant property for the user	✓ Basic comparison available	✓ Property comparison tool	✓ Property comparison	✓ Property comparison feature
Property Suggestions Based on Preferences	✓ Personalized property recommendations based on user needs	✓ Personalized recommendations based on preferences	✓ Customizable filters for property search	✓ Search filters for tailored recommendations	✓ Personalized suggestions
Fraud Prevention Mechanisms	✓ Ensures proper validation, document verification, and secure transactions	✓ Verified listings, but less emphasis on fraud prevention	✓ Verification of property documents and sellers	✓ Sellers are verified, but fraud protection varies	✓ Documents verified, some fraud prevention

## Why Apni Jagah Stands Out in the Real Estate Market?

As observed from **Table 1** i.e. **Comparative Study of Apni Jagah vs Traditional System**, Apni Jagah offers a clear edge over



traditional real estate platforms with its advanced AI-powered features, such as the Smart Deal Prediction Model and AI-based Price Prediction, ensuring properties are priced accurately without relying on subjective seller inputs. This transparency removes the usual ambiguity surrounding property prices, providing more trust and clarity for both buyers and sellers.

• **Key Strengths of Apni Jagah:**

- **AI-based Price Predictions:** Unlike other platforms, Apni Jagah uses AI to predict property prices based on multiple market factors, making the pricing process more accurate and impartial.
- **Smart Deal Prediction:** This feature helps buyers find the best deals based on comprehensive market analysis, making the platform more than just a listing service.
- **Verified Documentation:** Apni Jagah ensures that all properties listed are backed by verified documentation, addressing a major concern in the real estate market—fraud prevention.
- **Advanced Property Comparison:** The platform offers an advanced comparison tool that evaluates multiple properties based on user intent and preferences, making it easier for users to find the most relevant property.
- **AI-Powered Personalization:** From price predictions to property suggestions, Apni Jagah's AI-powered features ensure a highly personalized experience for users.

In contrast, other platforms like Housing.com, 99acres, and MagicBricks rely heavily on the seller to set prices and offer only basic price estimators. They lack the AI-driven tools that make property listings on Apni Jagah more accurate and trustworthy.

Apni Jagah is poised to revolutionize the real estate market by enhancing efficiency, accuracy, and transparency, addressing pain points that traditional platforms still face. With its data-driven insights, AI-powered features, and commitment to verified documentation, it is the future of property buying and selling.

#### 4.1. Future Scope:

**1. Enhanced AI Features:**

- **Objective:** To implement advanced machine learning models that continuously improve price predictions and offer hyper-personalized property recommendations for buyers and sellers.
- **Impact:** This will ensure more accurate pricing, faster property matches, and tailored suggestions based on user behavior and preferences, creating a more intuitive and responsive platform.

**2. Map Integration Feature:**

- **Objective:** Incorporate interactive maps to verify property amenities based on specific cities, locations, and areas.
- **Impact:** Buyers can easily assess the proximity of key amenities such as schools, hospitals, parks, and public transportation, improving decision-making and enhancing user satisfaction.

**3. Augmented Reality (AR):**

- **Objective:** Introduce virtual property tours via AR to allow potential buyers to experience properties remotely in a highly immersive, interactive manner.
- **Impact:** This will offer a richer, more engaging experience for buyers, especially for those unable to visit properties in person, boosting engagement and conversion rates.

**4. Blockchain Integration:**

- **Objective:** Integrate blockchain technology to ensure secure, transparent transactions and property documentation.
- **Impact:** Blockchain will enhance trust in the platform, protect against fraud, and provide an immutable record of all transactions, making property transfers faster and more secure.

**5. Localized Services:**

- **Objective:** Tailor property listings and price evaluations to specific regions and cities, offering more relevant suggestions based on location-specific market trends.
- **Impact:** Users will get more accurate and relevant recommendations, improving their overall search experience and increasing the likelihood of finding the right property.

**6. Advanced Tools for Users:**

- **Objective:** Add rental yield calculators, investment predictions, and loan assessments for investors.
- **Impact:** This will help investors make more informed decisions about potential properties, providing them with key financial insights to maximize ROI.

**7. All-in-One Ecosystem:**

- **Objective:** Partner with banks, legal experts, and construction companies to provide a comprehensive solution for property buyers and sellers.
- **Impact:** Users can seamlessly handle all aspects of the property transaction process—from financing to legal documentation—making Apni Jagah a one-stop solution.

**8. International Expansion:**

- **Objective:** Target Indian expatriates and expand the platform's services to global markets.
- **Impact:** By catering to Indian expats and international buyers, Apni Jagah can broaden its user base and increase its global reach, creating new opportunities for property transactions.

**9. Sustainability Features:**

- **Objective:** Highlight eco-friendly properties and provide tools to assess the environmental impact of properties.

- **Impact:** As sustainability becomes a key consideration for buyers, this feature will cater to environmentally conscious consumers, promoting green initiatives in real estate.

#### 10. Data-Driven Insights:

- **Objective:** Leverage big data to analyze market trends and buyer behavior, offering actionable insights to users.
- **Impact:** This will help users understand the market better and make more informed decisions, while also enabling Apni Jagah to adapt to shifting trends and provide more relevant property recommendations.

#### 11. Improved Accessibility:

- **Objective:** Develop mobile-first features for rural users and integrate regional languages for greater inclusivity.
- **Impact:** This will make Apni Jagah more accessible to a wider audience, ensuring that users from diverse geographical locations and linguistic backgrounds can easily use the platform, increasing its adoption rate.

#### 12. Social Media Integration for Advertising:

- **Objective:** Integrate social media platforms into the Apni Jagah ecosystem, allowing agents and landowners to advertise their properties directly on platforms like Facebook, Instagram, Twitter, and LinkedIn.
- **Impact:** This feature will expand the marketing reach of property listings, driving more visibility and engagement. It will also allow agents and sellers to target specific demographics based on location, interests, and other factors, leading to faster sales and more relevant leads.

#### • Machine Learning Algorithm Evaluation:

Referring to **Table 3**, the machine learning algorithms compared for performance evaluation include Logistic Regression, Decision Tree, and Random Forest.

**Table 3:** Performance Metrics of Machine Learning Algorithms

Model	MAE	R <sup>2</sup> (Score)
Logistic Regression	4,833,250.00	0.15
Decision Tree	1,848,901.61	0.78
Random Forest	1,692,424.65	0.85

Random Forest emerges as the top-performing model, achieving the lowest Mean Absolute Error (MAE) of 1,692,424.65 and the highest R-squared (R<sup>2</sup>) score of 0.85, indicating superior accuracy and reliability. While Decision Tree follows with a respectable R<sup>2</sup> score of 0.78, Logistic Regression lags with an R<sup>2</sup> score of only 0.15. Consequently, Random Forest is the most suitable choice for achieving high precision, particularly with extensive datasets.

#### Why does the Random Forest outperform?

Random Forest outperformed due to its ensemble learning, combining multiple decision trees to reduce overfitting and improve accuracy. It handles non-linearity, automatically selects relevant features, and reduces variance. Its out-of-bag error estimation enhances generalization, making it more robust than Decision Trees or Logistic Regression.

## 5. CONCLUSION

Apni Jagah establishes itself as a leading platform in the real estate industry by addressing persistent challenges such as price ambiguity, lack of transparency, and inefficiencies through advanced AI-powered solutions. Unlike [1], which emphasizes verified listings, or [2] and [3], which focus on basic search filters, Apni Jagah leverages predictive analytics, fraud prevention mechanisms, and smart deal suggestions to create a transparent, data-driven ecosystem. Platforms like [4] eliminate intermediaries but lack Apni Jagah's price prediction and robust document verification features. While [6], [8], and similar platforms provide curated listings, Apni Jagah stands out with its hyper-personalized recommendations and advanced comparison tools that simplify decision-making for buyers and sellers. By integrating future-focused technologies such as blockchain for secure transactions and augmented reality for immersive property tours, Apni Jagah surpasses traditional platforms like [9] and [13], ensuring a secure, efficient, and user-centric property transaction experience.

## 6. ACKNOWLEDGEMENT

We would like to express our sincere gratitude to all those who have contributed to the completion of this research paper. First and foremost, we are deeply indebted to our advisor, Mrs. Vandna Tomar, whose expertise, understanding, and patience added considerably to our graduate experience. We appreciate her vast knowledge and skill in many areas and her assistance in writing reports and code. Special thanks are due to IMS Engineering College Ghaziabad and AKTU University for providing the necessary resources and environment for conducting our research. Lastly, We wish to thank all the participants of our study, without whom



this research would not have been possible. Thank you all for your invaluable contributions.

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