

The following ideas can be used by <https://masonverdi.com> for optimizing their business and offering more personalization for customers and increasing profits.

1. The first idea is what I call "Real Estate Recommendation". What I propose is that we can offer personalization for the buy-to-let investments for the customers. Using the customers search history, property view history and past investments history. We can show new investment opportunities or send emails to the customers with their personalized recommendation. It will not only give more premium feel for customers but we can also have a greater chance of executing the deal.
2. The second idea is to use the past history of customers and investments made by customers to set new direction for the company. We can predict which areas of the city will be important / (Are Hot) and which are worth focusing our efforts on as a company. This will help the company to maximize the profits and jump in early to the potential prices boom in that specific area. Example our AI can predict this area in Liverpool can have a potential price boom in near future.
3. One of the most important part for Real Estate is how you present the opportunity. So, I recommend AI assisted technology which will help design the investment ads. We can use AI to describe how well the ad for the investment is written which will be shared with the customer. Not only that we can let AI rate the pictures that we will be sharing with the customer. This will increase the chances for investment by the customers.
4. One of the most important but hard question is how much money will I make. Since we cannot do future projections but machines are good at making sense. We can leverage AI for financial forecasting. We can make predictions regarding a property that how much will be the future prices of this property and how much rent is expected in future months. This can help user to understand the ROI. These projections can help user to make hard decisions.
5. When we are designing a building. We are faced with tough choices regarding the architecture, room size, bath rooms etc. We can leverage AI to learn from customers that what are their buying patterns and what they prefer. This can help us design a building that users would like so we can maximize the value.
6. AI can help track the tenant's information and what are the common issues, delays, seasonality so the company can understand the patterns and take care of these issues for future buy-to-let investments of the customers to save them from frustration. This can also help to identify the tenants and their patterns. Example some area might be famous for tourists so they are useful only at the peak holiday seasons. Some areas might be famous for students so we have to take decisions accordingly.