

THE INFLUENCE OF NEW TECHNOLOGIES ON THE INCREASE OF SALES OF REAL ESTATE COMPANIES

Adriano Olemar Nogueira⁶⁵

Hugo Silva Ferreira

SUMMARY

This article aims to analyze the impact of new technologies on increasing sales in the real estate sales segment. Technology is increasingly gaining momentum in this sector. Today, there are several real estate agencies that are using new solutions, including BI, Big Data, Artificial Intelligence, e-business, GIS, among others. These, among others, are changes and some of the facilities that technology provides, and that should be increasingly used by real estate agencies to obtain strategic advantages over their competitors. However, there are many new solutions that are already used by other nations that are still little explored in Brazil and that could be adopted as a strategic competitive advantage. **Keywords:** Technology. Real Estate. Properties. Sales. Market. Companies.

ABSTRACT

This article has as a criterion the impact of new Technologies in the increase in Sales of the real estate Sales segment. The technology is getting stronger and stronger in this sector, today there are several real estate companies that are using the new solutions, among them Bi, Big Data Artificial Intelligence, e-business, Sig and etc. These, among others, are changes and some facilities that technology offers, and that should be increasingly used by real estate companies to obtain strategic advantages over their competitors, however there are many new solutions that are already used by other nations that are still little explored in Brazil. and that can be adopted as a competitive strategic differential.

Keywords:Technology. Real estate. Properties. Sales. Market. Companies.

1 INTRODUCTION

In an increasingly competitive environment, the adoption of new technologies has been one of the main differentiators for real estate companies that use them, allowing them to remain in a very dynamic and demanding market (Candido, 2002). This new context requires a continuous capacity for adaptation and change from organizations in general, and characterizes a great obstacle and at the same time a great advantage for real estate companies in the traditional market in which the role of technology was not so important. The adoption of new technologies allows the modernization of real estate companies, enabling them to provide better service to their customers, in addition to a system of

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information, management and control that helps to obtain better results and lower costs. (GONÇALVES *et. al.*, 1994).

The real estate buying, selling and leasing sector is a very traditional segment in the market and does not have technology as its final service or focus of its enterprise. However, there is a need to use it in the evolution of its activities to get closer to its customers, meet their needs, generate satisfaction through modern performance and thus remain in the market, remain competitive and profitable. (CROWSTON *et. al.*, 2005). These difficulties require these organizations to constantly update themselves. For many of these companies, the adoption of new technologies is already a reality and is seen as a market differentiator.

This article was written based on an exploratory-descriptive bibliographic study, according to the proposed theme. All research took into consideration the concepts explored, correlating market practices and adapting them to education, in a qualitative approach, with the intention of highlighting how this theme is currently carried out and viewed.

2 NEW TECHNOLOGIES

Megboluge, 1997), mentions that new technologies such as computer software, databases, electronic data exchange, the Internet and multimedia tools (audio, video, graphics) are accelerating and revamping the processes in the real estate business sector. In his article, the author indicates potential advantages for the sector when applying new technologies, among them greater objectivity, faster processing, lower closing costs, better opportunities for consumer education, greater awareness of the available service and product options, and faster and more cautious market analyses.

Like other segments of the economy, the real estate business sector needs to adapt to the environment in which it operates, constantly having to change its processes to better serve its customers. Among the factors that require these organizations to adapt are new technologies, which are increasingly being used by real estate sales and rental companies, with the intention of getting closer to their customers and as a means of gaining a competitive advantage. The study carried out by (CROWSTON *et. al.*, 2005), sought to identify the changes that occurred in the American residential real estate sector, resulting from the increased use of ICT and the influence of these changes on the structure of the sector. In this context, a study released by *Journal of Information*

Technology highlights that the work process of traditional real estate agents is increasingly influenced and shaped by the use of ICTs.

Collaborating with the idea of changing the role of intermediation and taking into account the use of the Internet and smart technologies, the authors (Andruskevicius *et. al.*, 2005), defended in their study the importance of a web-based decision support system for real estate negotiations. Through this system, consumers specify their requirements and restrictions and the system searches for properties from online brokers. At the end of their tests, the authors were able to conclude that the system can create value by allowing the identification of alternatives, the creation of an initial negotiation table based on real data, helping the consumer to make a more rational choice, in addition to analyzing the loan alternatives offered by banks.

2.1 COMPETITIVE ADVANTAGES OF TECHNOLOGIES

In this article we are studying the use of new technologies, specifically in the real estate sales market. Among several companies that use new technologies is Imobiliária Bassani, which has been operating since 1983 with the purchase, sale, rental and management of properties, and also carrying out the work of a professional property manager. It is a company that is always carrying out constant reengineering in the implementation and use of new technologies, and has been keeping up to date with the use of very current tools and new ones that are emerging.

As stated by (Burns *et. al.*, 2000), the complexity of achieving business success through increased efficiency, effectiveness and competitiveness, combined with innovative IT applications, has increased the awareness of IT and business managers of more strategically oriented approaches to planning and management. In particular, the need to align business and IT planning has been emphasized as both critically important and increasingly problematic.

Real estate agencies that use the e-business model have some competitive advantages over their competitors, such as reduced entry costs and staying in the market, while consumers also benefit, as it is much easier to find a specific product using search tools on online store pages. The competitive advantage of Big Data is directly linked to strategy; there are two main theories that support the definitions of competitive advantage: the resource-based view, which states that the company's internal resources are the determining factors for

generate economic profit; and strategic positioning theories, which combine the advantages of having specific resources with privileged market positions. (Vasconcelos, 2004).

Artificial intelligence (AI) was, for a long time, seen as an innovative and modern technology, but an unnecessary investment from a business point of view that today emerges as a key element for business strategies in all real estate companies.

2.1.2 Business Intelligence

Business Intelligence is a company's ability to capture, select, analyze and manage information relevant to business management (Teixeira, 2009). It also aims to innovate and create knowledge, reduce risks in decision-making and avoid surprises, assertively direct business plans and the implementation of actions, create business opportunities, support the development of products and services with a reliable, efficient and agile information base, efficiently monitor, analyze and predict issues related to the core business and generate value for the business. Business Intelligence can be conceived as the result of an evolution as a hybrid function of strategic planning and marketing research activities (TYSON, 1988).

With the increase in processing capacity and connectivity of mobile terminals, the trend is for real estate agencies to use analytical tools for decision-making. Business Intelligence solutions capable of simulating and forecasting results in real time are used by field teams to support business decision-making. These are systems that will make projections, relying not only on existing data. Market or Competitive Intelligence (CI) is part of Business Intelligence and mainly encompasses information about the market and the competition. (TEIXEIRA, 2009).

SCIP (Strategic of Competitive Intelligence Professionals) defines Competitive Intelligence (CI) as an ethical and necessary business discipline for decision-making focused on understanding the competitive environment. BI (Business Intelligence) focuses on the development of computer information systems, while Business Intelligence seeks to integrate computer systems with organizational information systems. (MATHEUS *et. al.*, 2004).

2.1.3 E-business Opportunities in the Real Estate Sector

Second (Vissoto *et. al.*, 2013), the use of e-commerce brings benefits to both buyers and sellers. It involves the expansion of the real estate sales market, through the provision of resources and tools, however, it is not an easy task to develop a website that brings profits these days.

For people, the main advantage is efficient purchasing, that is, e-commerce provides a greater variety of properties, a high level of personalized service and lower prices. This provides a new way of acquiring new types of products and services and bringing innovation to commerce. (CASTRO, 2011).

For real estate agencies, one of the productivity advantages that e-commerce provides is the cost savings, especially those related to labor and capital. Compared to traditional retail, the structure of an e-commerce business typically involves a lower volume of investment in physical assets, such as parking, furniture purchases, and store buildings. Furthermore, since it does not require a sales team, it can work with a reduced number of employees. Entities that adopt e-commerce have lower expenses for salaries, taxes, contributions, commissions, and training. (GALINARI *et. al.*, 2015).

Individuals involved in the sale and purchase of real estate through the World Wide Web have easy access to IT Systems and their web development tools, which has made it easier to generate opportunities. Therefore, the buyer of the property has the benefit of convenience, being able to purchase a product from a real estate agency located in another city outside their place of residence. Another very relevant aspect for virtual commerce is the coverage area, which often forces customers to buy online. (Visoto *et. al.*, 2013).

Virtual commerce offers companies cost advantages, improving customer relationships due to the possibility of differentiating products through price. Furthermore, with new technologies, it is possible for small groups of employees to provide 24-hour service at a very low cost (Castro, 2011).

3 USE OF TECHNOLOGY IN SALES

Among the new technologies that will contribute to increased sales for real estate companies are the Internet of Things, Artificial Intelligence, Blockchain, Big Data, and the Internet of Things.

Data, Virtual Reality and Augmented Reality. They can improve processes that include customer acquisition, product demonstration and means of finalizing the sale.

The real estate sales market has become increasingly competitive over time, and it is up to companies to adopt new technologies so that they do not become outdated. To do this, the strategy can be developed based on a study that aims to understand how consumers generally go after their product.

Technology can be a great ally in increasing sales for a real estate agency. Since the market is increasingly competitive, it is vital that the entity adapts to remain a leader in the market. Although the Internet is a highly competitive space, technology must above all be perceived as an advantage for the organization, present in the daily lives of customers in various ways. When used well, technology can increase sales and increase the profits of a real estate company.

The company can carry out a formal assessment of the extent of the technology in order to know the extent of the possible problem, this is just the first step that must be followed by effective measures that introduce well-being and engagement programs with employees.

Regarding the negative aspects of using new technologies in real estate agencies, there are corporate data, which is an important part of keeping the company running efficiently, confidential information such as customer data, payments, among others, which must be stored and managed correctly to avoid the risk of being stolen. Brazilian real estate agencies, especially small ones, are very vulnerable to hacker attacks, and may suffer not only from the theft of information, but mainly from the theft of corporate data.

FINAL CONSIDERATIONS

The main objective of this article was to analyze the influence of new technologies on the increase in real estate sales by real estate agencies. Technology is an excellent tool not only for increasing sales, but also for improving customer service and support, as it is essential that sales and customer service departments adopt the information and communication technologies that best suit their objectives and needs. Failure to do so means falling one step behind the competition.

By reading articles, mostly foreign, one can describe the new technologies used by the real estate trade sector worldwide, where any

A real estate company that wants to be competitive must analyze its human and technological structure to identify and select the tools that best suit its needs. This analysis benefits in two fundamental ways: firstly, it facilitates the work of sales management by providing them with useful information in real time; secondly, thanks to the systematization of the sales force, it allows teams to perform their work more quickly. Therefore, it is important to design processes based on new ways of thinking and choose the most appropriate technology. It is worth noting that there is little theoretical reference on technology in the real estate sector by Brazilian authors and even foreign authors, such as Crowston.*et. al.*, 2005, highlighted the scarcity of studies in the area.

The installation of cutting-edge tools, far from being an expense for the company, is an extraordinary investment that will yield a return in a short time. Technologies should be considered not only an investment, but as centers of experience generation, to which all real estate agencies should have access. The main motivation for the adoption of new technologies by companies that sell real estate is pressure from competition and the public, which suggests the deterministic characteristic described by (Hrebiniak*et. al.*, 1985), that is, most companies adapt in reactive action to the environment.

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