


## Chapter 8

# An Impact of AI and Client Acquisition Strategies in Real Capital Ventures

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### **ABSTRACT**

*In the contemporary business environment, marked by rapid changes, client acquisition stands out as a pivotal factor for companies aiming at sustained growth, particularly in sectors such as finance and real estate. The ability to attract and retain clients is not only a measure of a company's current success but also a fundamental driver for its future viability. This study focuses on Real Capital Ventures LLP, a company operating at the intersection of finance and real estate, aiming to unravel the intricacies of its client acquisition strategies. The overarching goal is to conduct an exhaustive examination of the current approaches employed by the firm and provide nuanced recommendations for refinement. By doing so, the study aspires to contribute to the enhancement of the effectiveness of Real Capital Ventures LLP's client acquisition, ensuring its continued success in a fiercely competitive market.*

DOI: 10.4018/979-8-3693-3322-8.ch008

## **1. INTRODUCTION**

In most countries, housing is the most widely held kind of wealth from a social perspective. Because of this and the way rental markets function, housing plays a significant role in determining the distribution of welfare as well as its average level (Ullah & Sepasgozar, 2020). It is also not surprising that all governments intervene in the housing market in some way through a variety of taxes, subsidies, regulations, and occasionally direct public provision because housing is a good that is characterized by significant external costs and benefits, i.e. costs and benefits that are not paid directly/received by individual market participants. However, the effectiveness of these therapies varies greatly (Manconi et al., 2012). National perspectives on sectoral growth in the real estate industry may range greatly depending on a multitude of factors, including current economic conditions, governmental laws, demographic trends, emerging technology, and more (Rahmawati et al., 2021). Keep the following things in mind to understand sectoral growth in the real estate sector from a national perspective: Numerous elements, such as technical improvements, market dynamics, and shifting, consumer tastes, have an impact on the worldwide perspectives on sectoral expansion of client acquisition techniques in the real estate business. The following are some significant developments and viewpoints about customer acquisition tactics in the real estate industry. The real estate sector has recently undergone a digital shift. The use of digital marketing techniques by real estate firms to attract customers is on the rise. These techniques include social media advertising, email marketing, and search engine optimization (SEO) (Rosenthal & Brito, 2017). Digital technologies for online transactions and virtual property tours have become more popular as a result of the COVID-19 epidemic. Strategies for acquiring new clients that are data-driven are becoming increasingly common. To better identify their target customers, hone their marketing messages, and improve their sales funnels, real estate businesses are using data analytics. They can more easily identify potential customers as a result (Dash & Chakraborty, 2021).

### **Technology and Urbanization as Key Drivers of Retail Business**

Digital inclusion is the key issue due to the limited access of the rural communities (Ko et al., 2019) examined the application effects of information and communications technology (ICT) on rural community development with various sustainable developmental goals (SDGs, 2015) with various goals like literacy rate of technology (Goal-5), developing industry-infrastructure facilities (Goal-9).

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