



Global Real Estate Platform

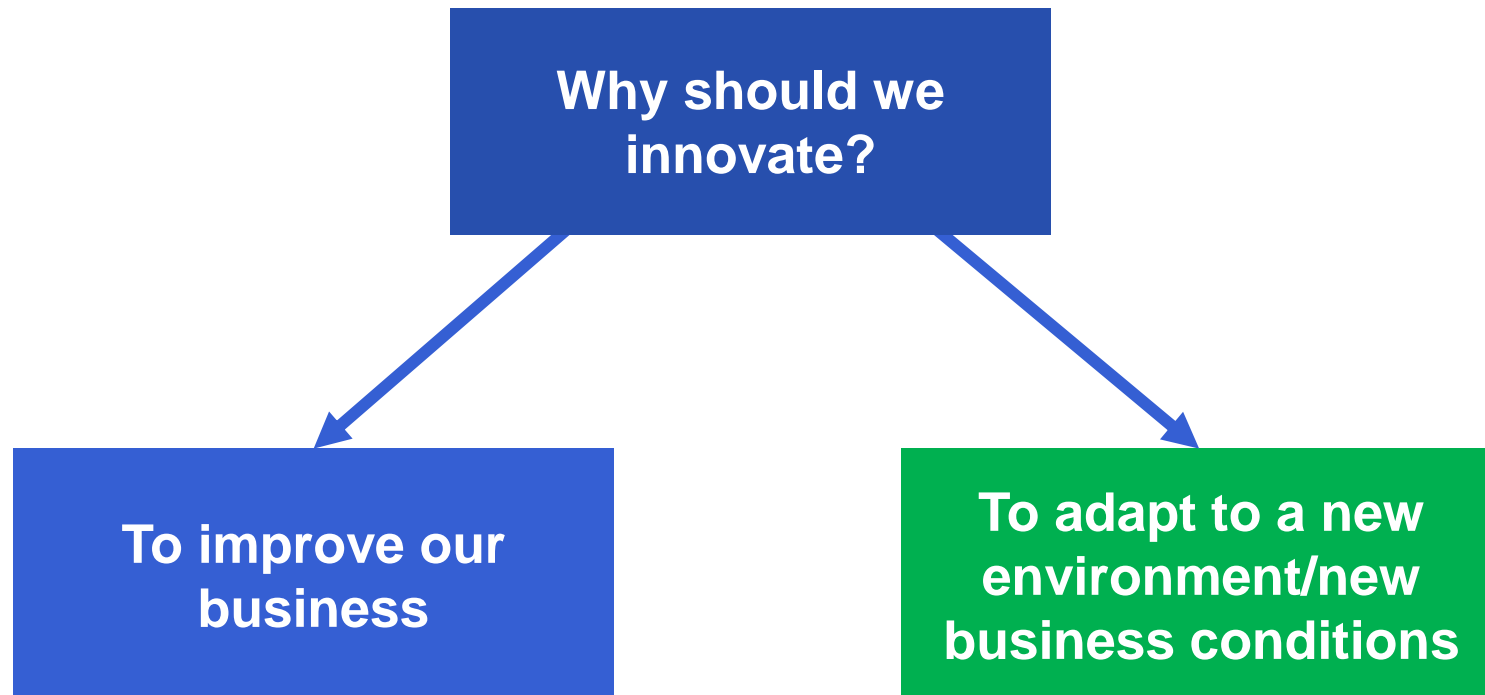
INNOVATIVE MARKETING STRATEGIES for Real Estate

August 2018

WHY INNOVATE?

WHY INNOVATE?

Definition: An **innovation** is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations - *OECD (Organization for Economic Co-operation and Development)*



WHY INNOVATE?

To improve our business

To adapt to a new environment/new business conditions

Increase profitability

Increase revenue

Lower costs

Sell more

Sell at a higher price

Spend less
(with similar or better outcome)

Sell new

Innovation impact

WHAT ABOUT REAL ESTATE?

INERTIA, STILL A HURDLE TO INNOVATION IN REAL

Table 2-1 How concerned are you about the following business threats to your organisation's growth prospects?¹

	Real estate (30)	Global (1,293)
Cyber threats	17%	40%
Speed of technological change	10%	38%
Changing consumer behaviour	7%	26%
New market entrants	7%	20%

Source: PwC Global CEO Survey 2018

HOW TO INNOVATE?

HOW TO INNOVATE?

**CREATE INNOVATION
(FROM SCRATCH)**

**ADAPT/TRANSCOPE
INNOVATIONS**



- **What are the changes that have started to affect real estate?**
- **How to take advantage of them?**



MAJOR INNOVATIONS AFFECTING REAL ESTATE



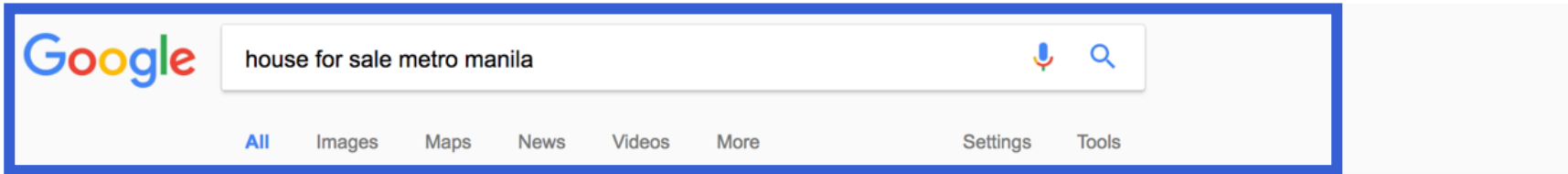
THE SHIFT TO ONLINE

TRADITIONAL REAL ESTATE SELLING



**Receptive/Passive approach
(for the buyer)**

PROACTIVE BUYERS USING ONLINE



About 7,580,000 results (0.68 seconds)

Houses for Sale in Manila - Looking for Houses for Sale? - lamudi.com.ph

www.lamudi.com.ph/Manila/Sale

Browse the best Houses and find the perfect property for Sale!

Types: Houses, Apartments, Condominiums, Lots, Foreclosures, Developments, Offices

[Santa Mesa Properties](#)

[Santa Cruz North](#)

[Santa Ana Properties](#)

[Malate Properties](#)

House For Sale Metro Manila - Listings in Metro Manila - trovit.ph

homes.trovit.ph/For-Sale/Houses

Discover Thousands of Houses Options in Trovit.

Houses for sale in metro manila - Find relevant information here

search.1and1.com/Best_Results/Look_no_further

4.3 ★★★★★ rating for 1and1.com

Get on search.1and1.com everything related to The results. Get quick results now

1000's of Quality Results · Buying or Selling? · Information 24/7 · Real Estate Results · Property Upda...

Destinations: Philippines, Manila, Quezon City

House and Lot for Sale in Metro Manila | Lamudi

<https://www.lamudi.com.ph/metro-manila/house/buy/>

23381 Results - For Sale 3 bedroom Townhouse, Ready for Occupancy and Rush Sale Near SM North
Kimko village mindanao avenue, Bahay Toro, Quezon City, Metro Manila. ... 471SQM with Garden Ne
Diliman Single Detached Quezon City House and Lot Sale.

Active approach

PROACTIVE BUYERS USING ONLINE

The screenshot shows the Lamudi website's search bar. The search bar contains the text "Search" followed by three dropdown menus: "Any", "For sale", and "in". To the right of these menus is a text input field with a location pin icon and the placeholder text "Enter region, city or area...". An orange "SEARCH" button is located to the right of the input field. Three blue arrows point from the search bar to three blue boxes below it: "Property type" (pointing to the "Any" dropdown), "For sale/For rent?" (pointing to the "For sale" dropdown), and "Location" (pointing to the location input field).

Property type

For sale/For rent?

Location



Taft, Manila
P 4,350,000 - \$ 82,650
1 Bedrooms 1 Baths 30.5 Floor area



Marikina Heights, Marikina
P 7,500,000 - \$ 142,500
5 Bedrooms 140 Floor area 104 Lot Size



Active approach

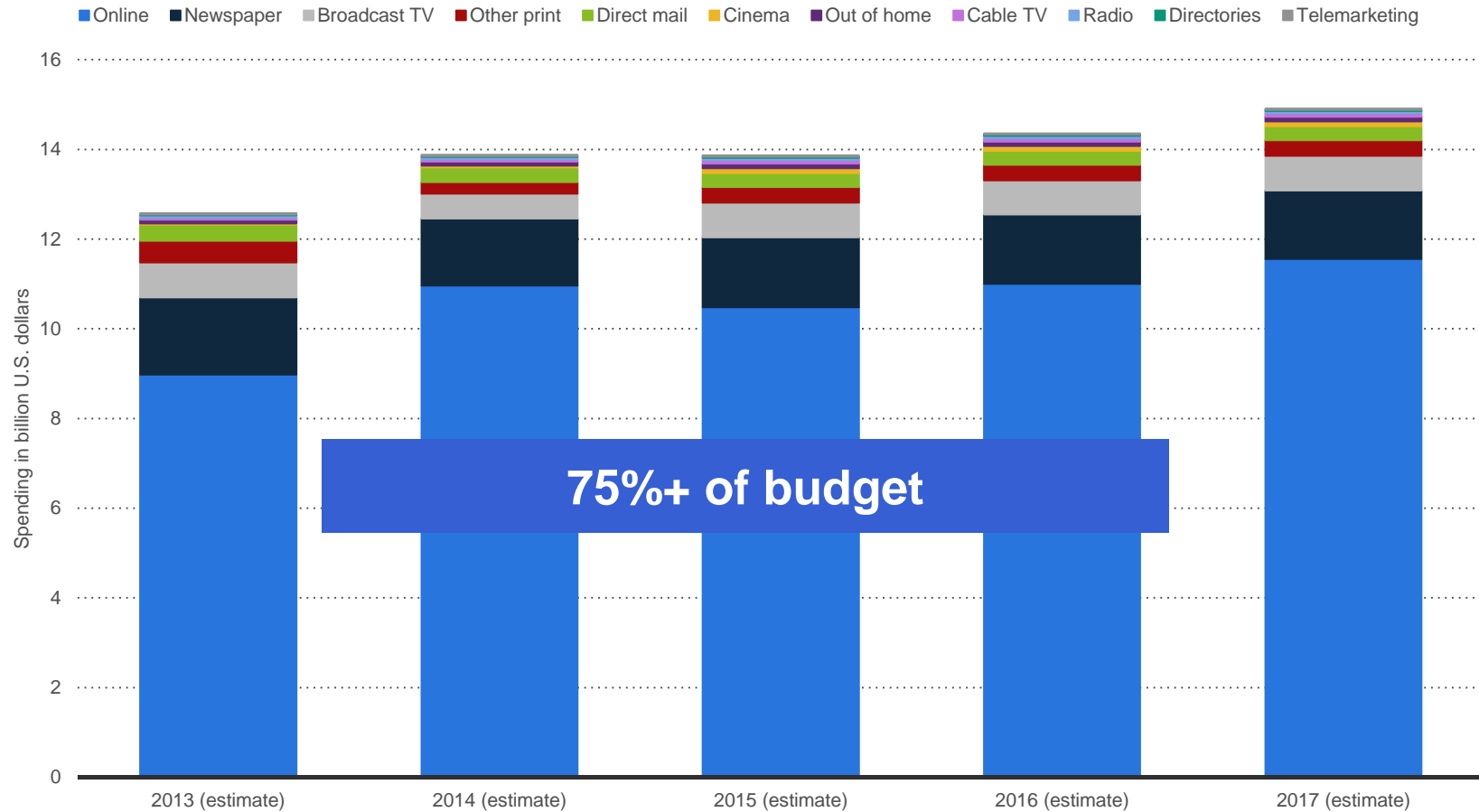
BUYERS HAVE MOVED ONLINE IN EUROPE/THE US



90%
of property searches are done online



AND SO HAVE SELLERS



Note: United States; 2012 and 2013

Further information regarding this statistic can be found on [page 8](#).

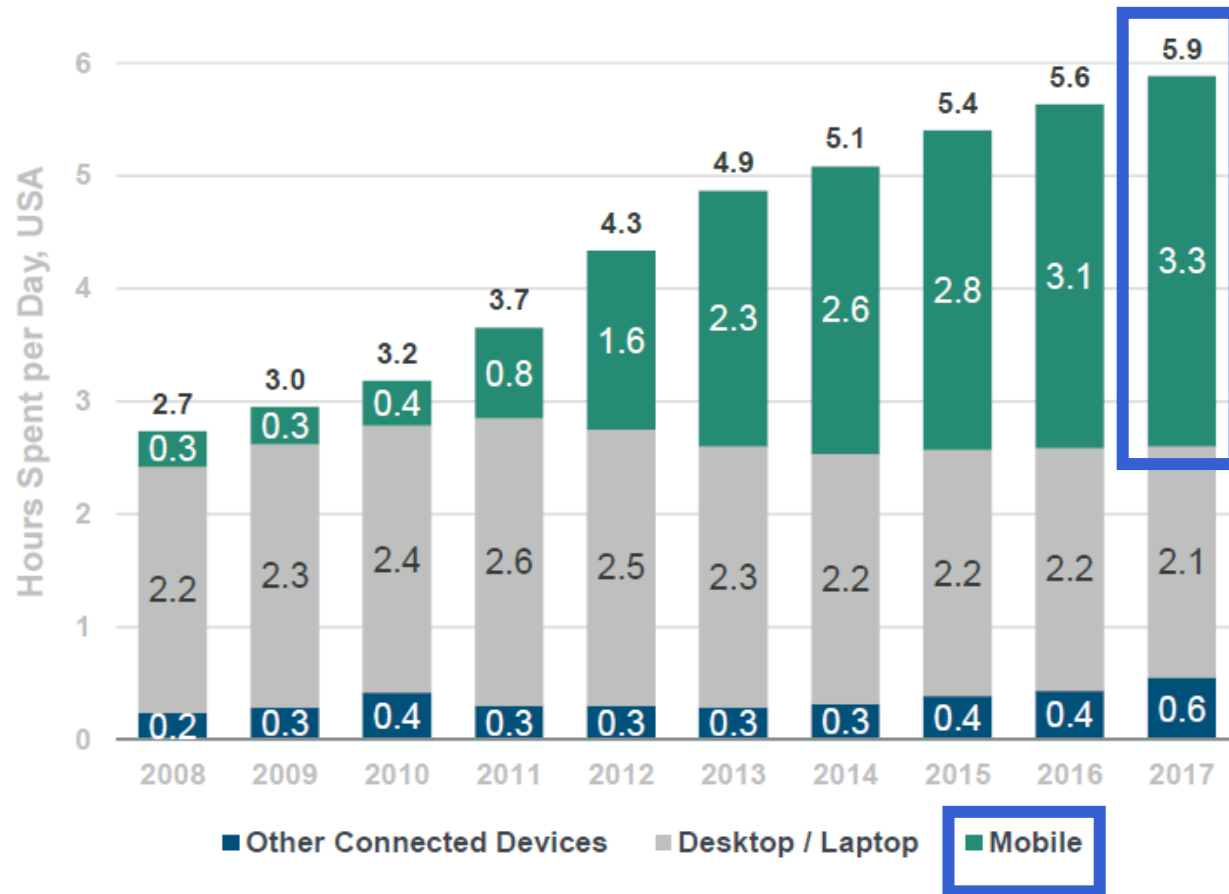
Source: Borrell Associates; Bureau of Labor Statistics; Dun & Bradstreet; [ID 245323](#)

2

THE SHIFT TO MOBILE

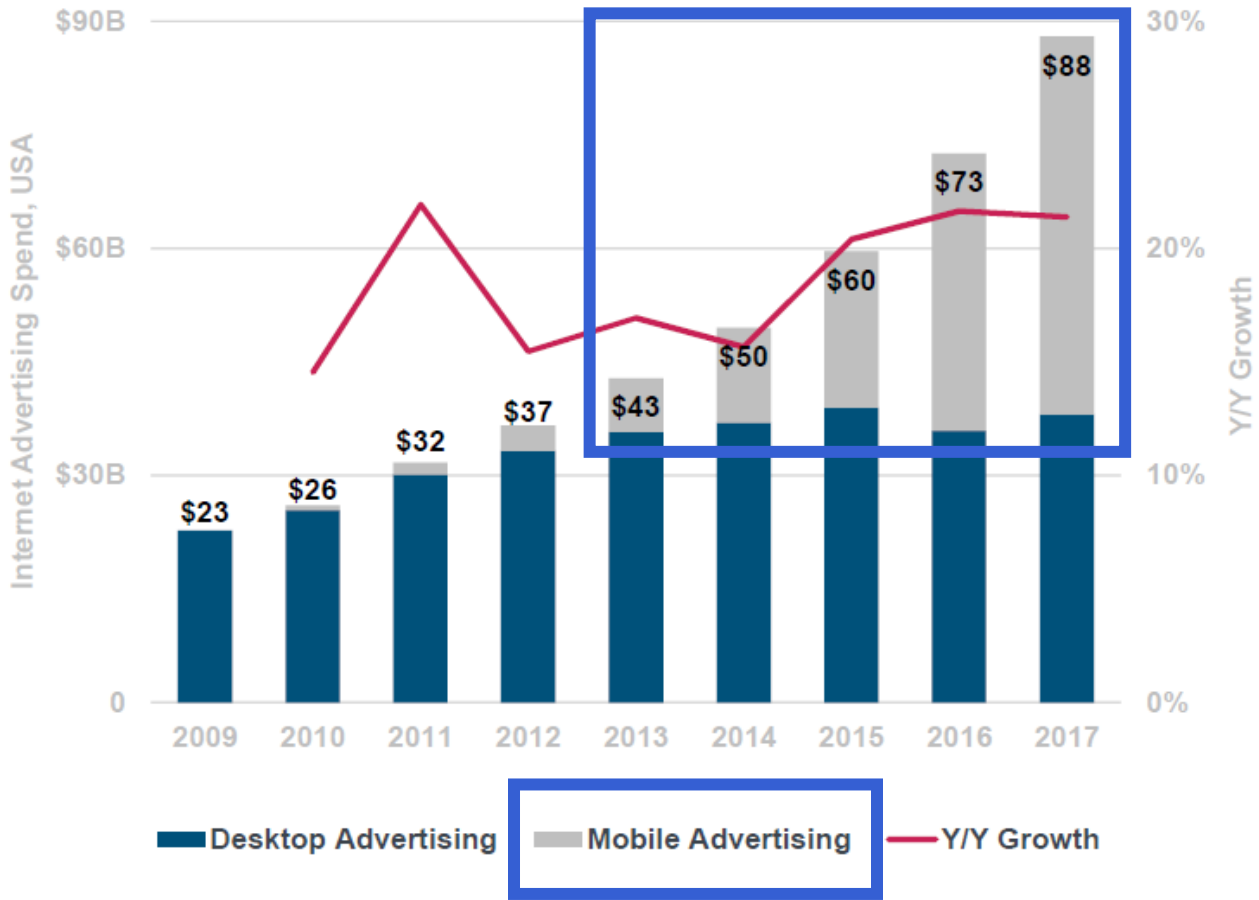
WE SPEND OUR DIGITAL TIME ON OUR PHONES

Daily Hours Spent with Digital Media per Adult User



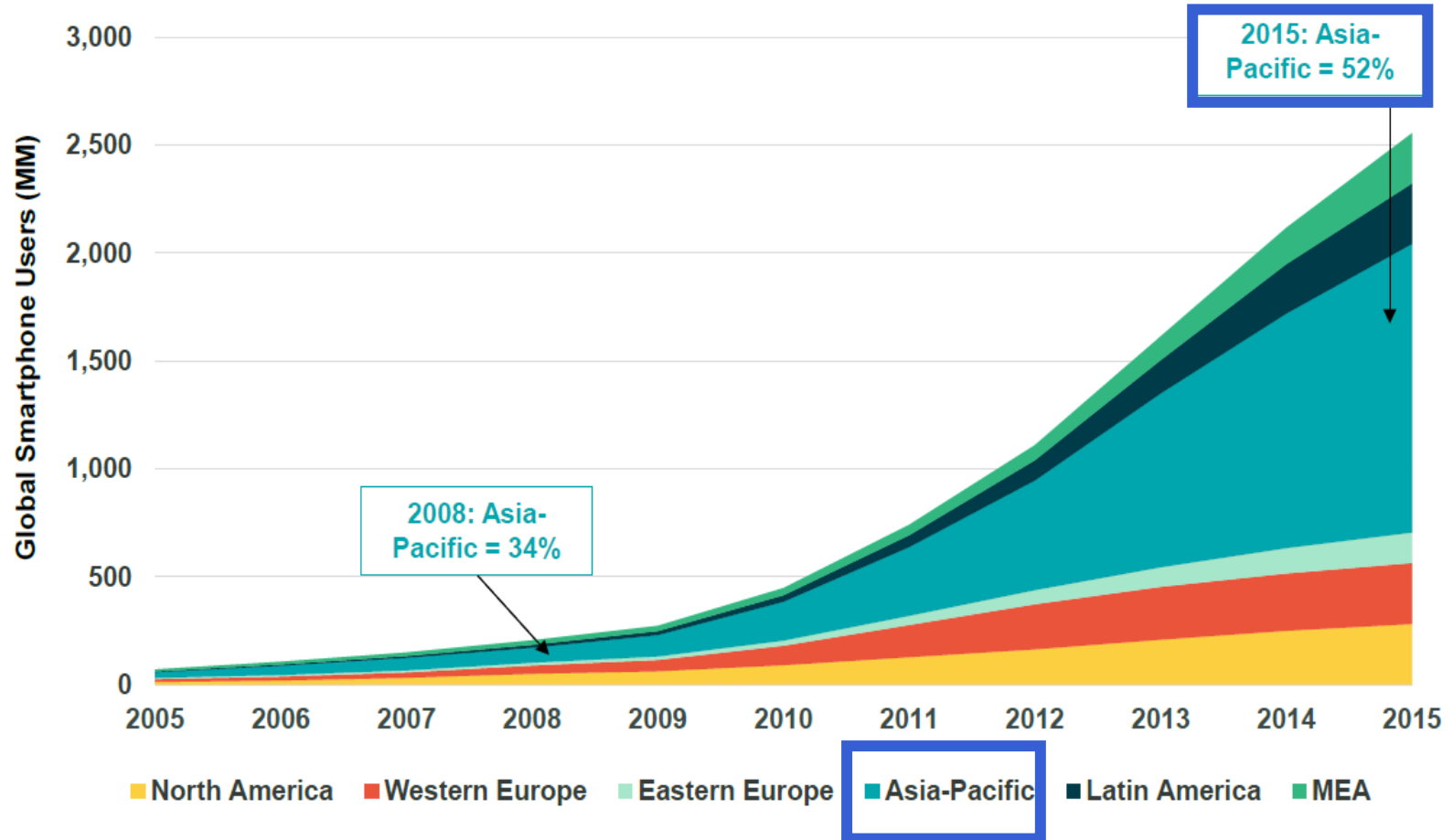
ONLINE MARKETING INCREASINGLY MEANS MOBILE MARKETING

Internet Advertising Spend



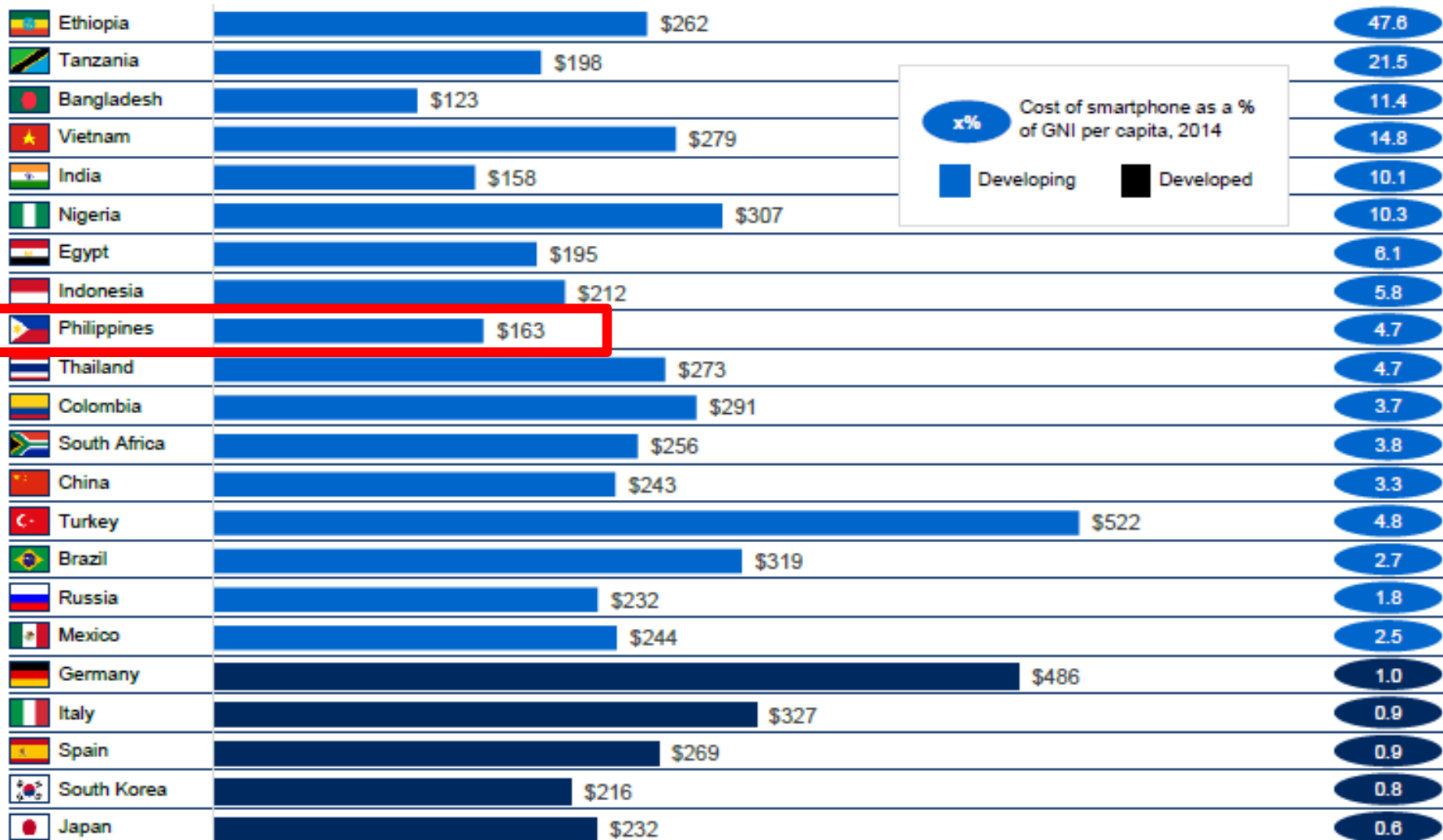
AND SEA IS FIRST HERE

Smartphone Users, Global, 2005 – 2015

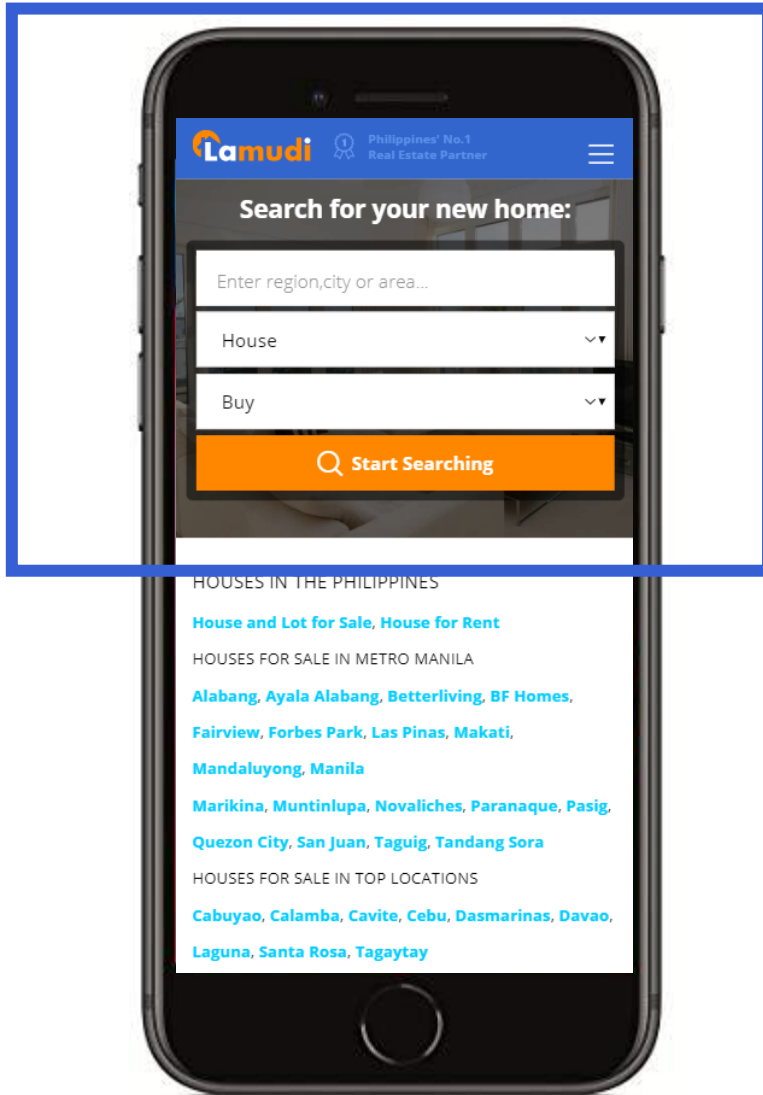


MASSIVE POTENTIAL IN PH

Average retail price of a smart phone, \$USD, 2014



HOW TO MAXIMIZE MOBILE?



Mobile first

True mobile experience

3

MESSAGING

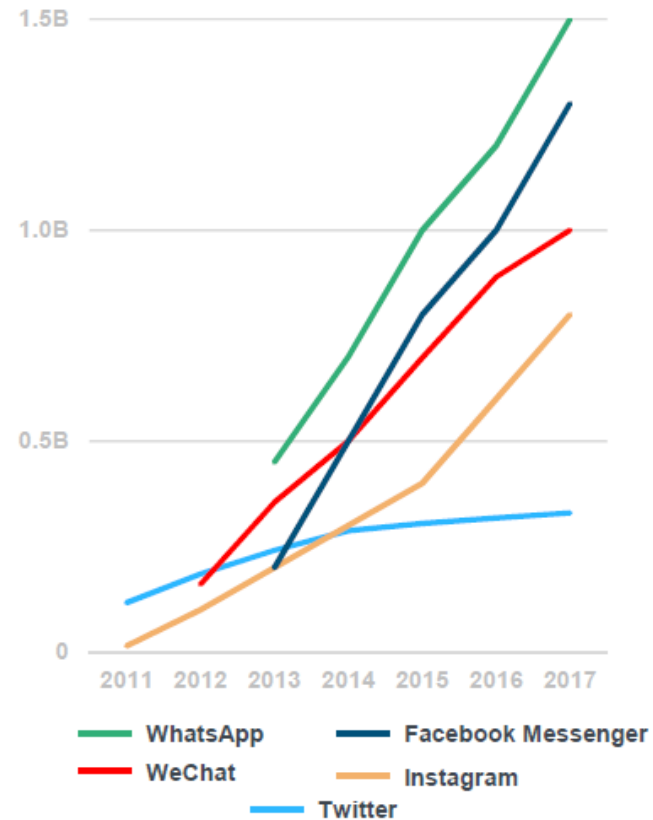
MOVING FROM **SOCIAL** TO **BUSINESS** CONVERSATIONS

MESSAGING GROWTH IS EXPONENTIAL

Messaging Tencent (2000 → 2018)



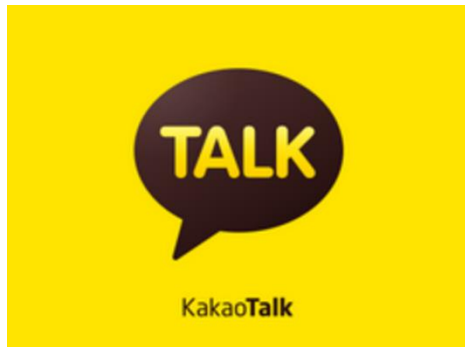
Messenger MAUs



Explosive growth

FROM SOCIAL TO BUSINESS

Kakaotalk



WeChat



LINE



Payments
Banking
Online to offline
TV
Transport
Transactions
Games
Enterprise solutions

HOTELS USING MESSAGING

- HYATT**
- Check availability**
- Ask for details**
- Book room**
- Order room service**



Started Offering Customer Service on Facebook Messenger in 11/15

+20x Increase in Messages Received by Hyatt Within ~1 Month

SHOPPING IS THE FIRST-MOVER

Shopper in Thailand on Instagram

Browsing Begins on Instagram. Conversation / Payment / Confirmation Ends on Line



Visit Instagram Shop



Browse Products



Inquire About Product via Line



Get Payment Details

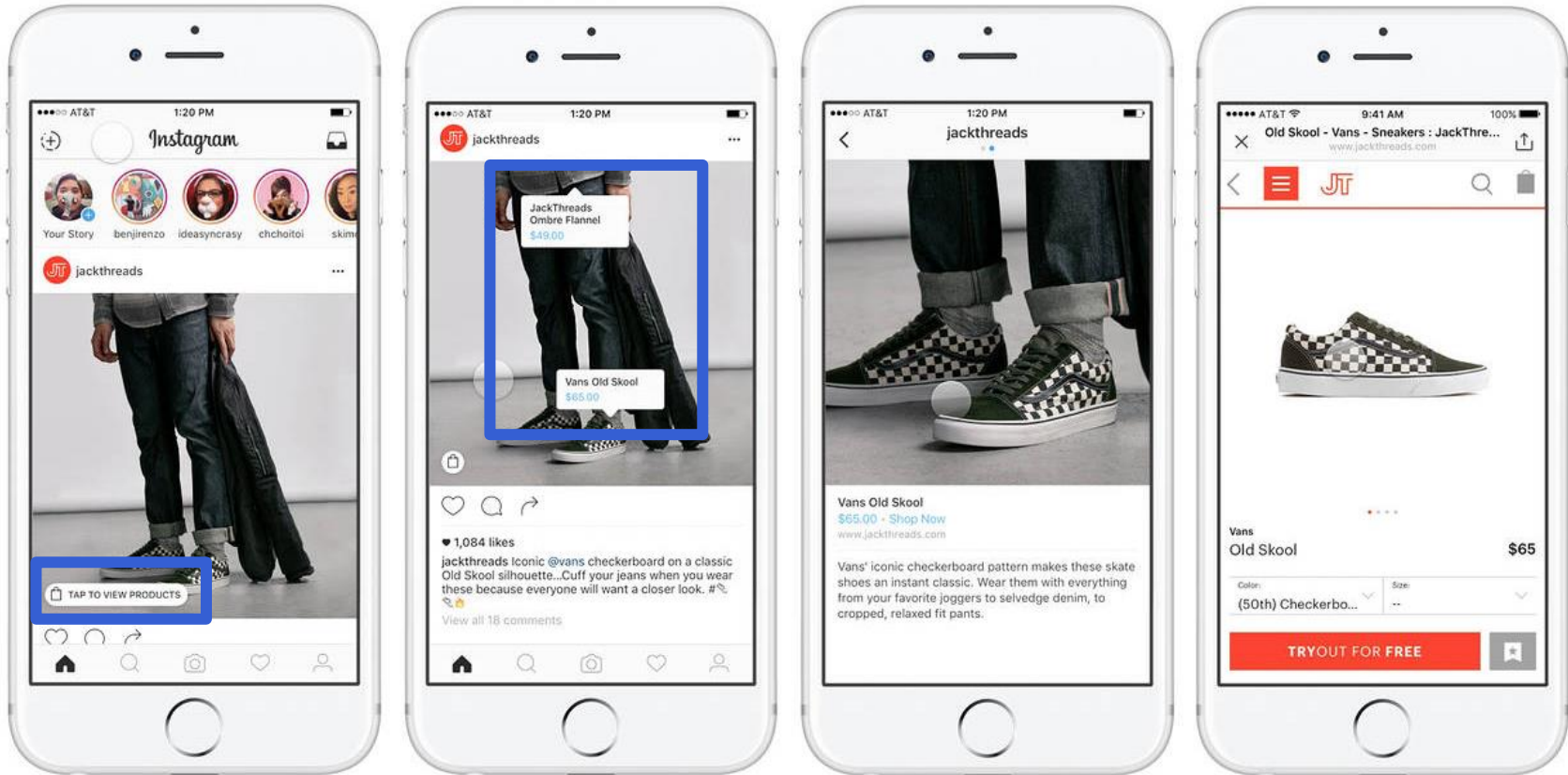


Confirm Payment



Ship & Track Order

IS REAL ESTATE NEXT?



Is real estate next?

By going online/mobile you are going where the customers of today and tomorrow are



THE ONLINE VERSION OF “X”
THE MOBILE VERSION OF “X”

**POTENTIALLY DISRUPTIVE
INNOVATIONS?**

4

VIRTUAL + AUGMENTED REALITY

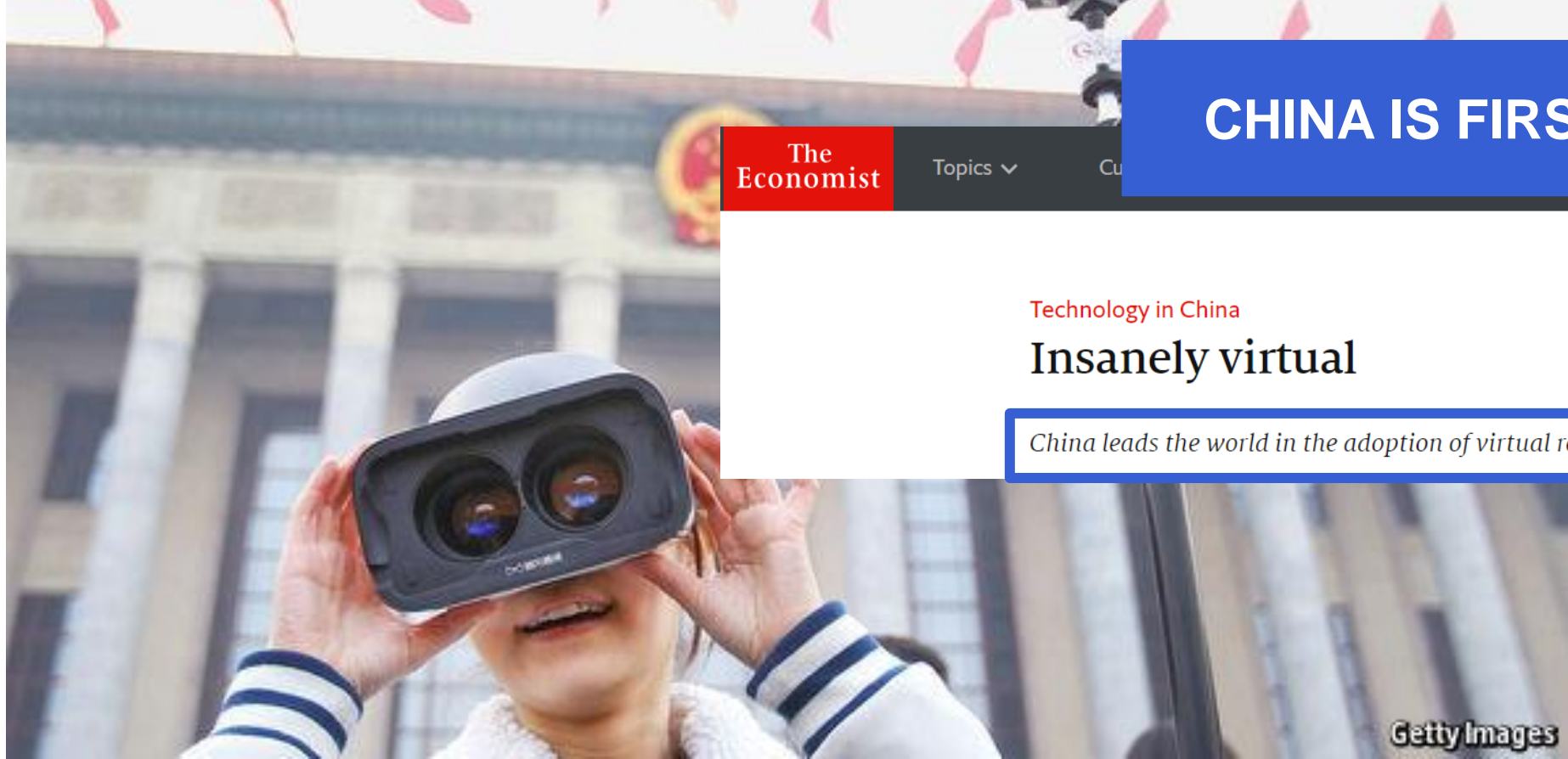
IS VR BECOMING A MASS PRODUCT?

MAINSTREAM PRODUCT?



CHINA IS ADOPTING VR AT THE FASTEST PACE

There was no need for a flight to London. The buyer toured the property using virtual reality (VR) goggles at Vanke's global marketing centre in Shanghai.



CHINA IS FIRST

The Economist

Topics ▾

Cu

Technology in China

Insanely virtual

China leads the world in the adoption of virtual reality

Getty Images

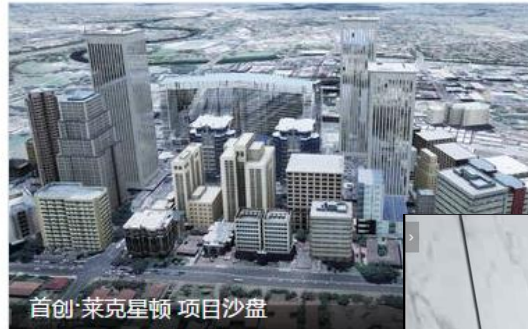
VR OPPORTUNITIES FOR REAL ESTATE



广州路劲天隼峰 130m² 4室2厅2卫



广州 花都区



首创·莱克星顿 项目沙盘



UNREAL ENGINE



首创·莱克星顿 97m² 2室2厅2卫



悉尼 帕拉玛塔

378

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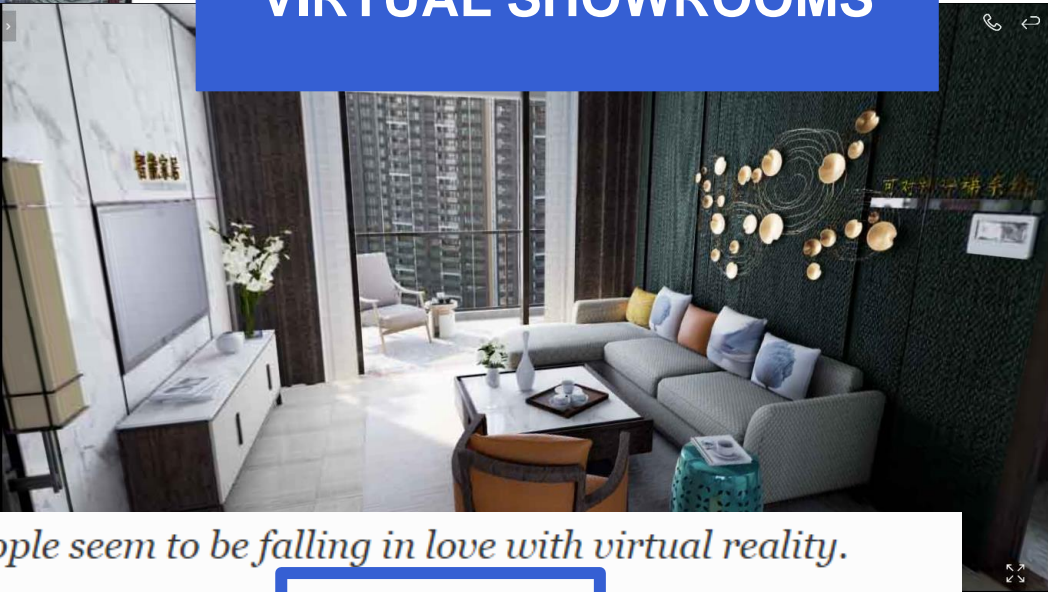


苏州中锐相城



苏州 相城

VIRTUAL SHOWROOMS



• *Chinese people seem to be falling in love with virtual reality. Already there are more than 3000 VR arcades spread across the country, many of them placed in malls to draw walk-by traffic from shoppers. These arcades tend to be fully loaded setups—with “stunning booths, that stand out by an extensive use of hardware like special seats and reproductions of vehicles,” as a foreign*

Source: *Forbes*, Dec. 2017

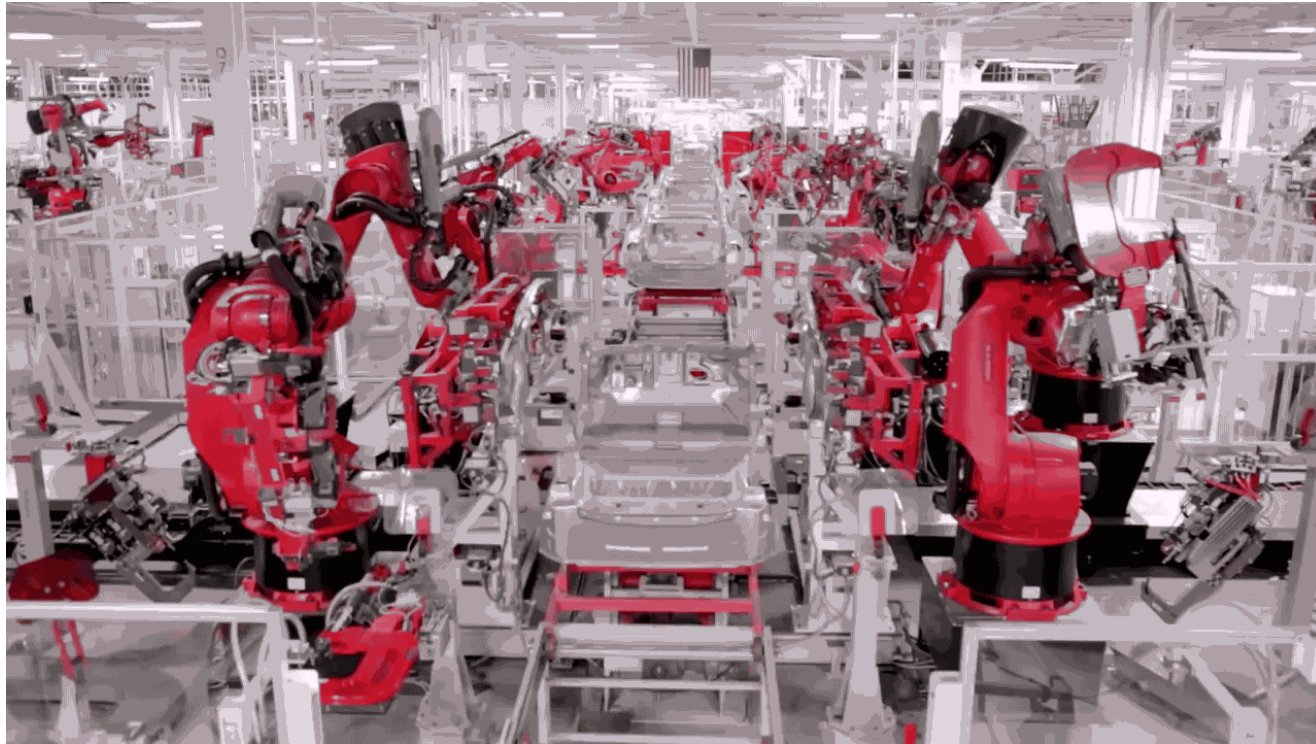
AUGMENTED REALITY WORKING BOTH WAYS



5

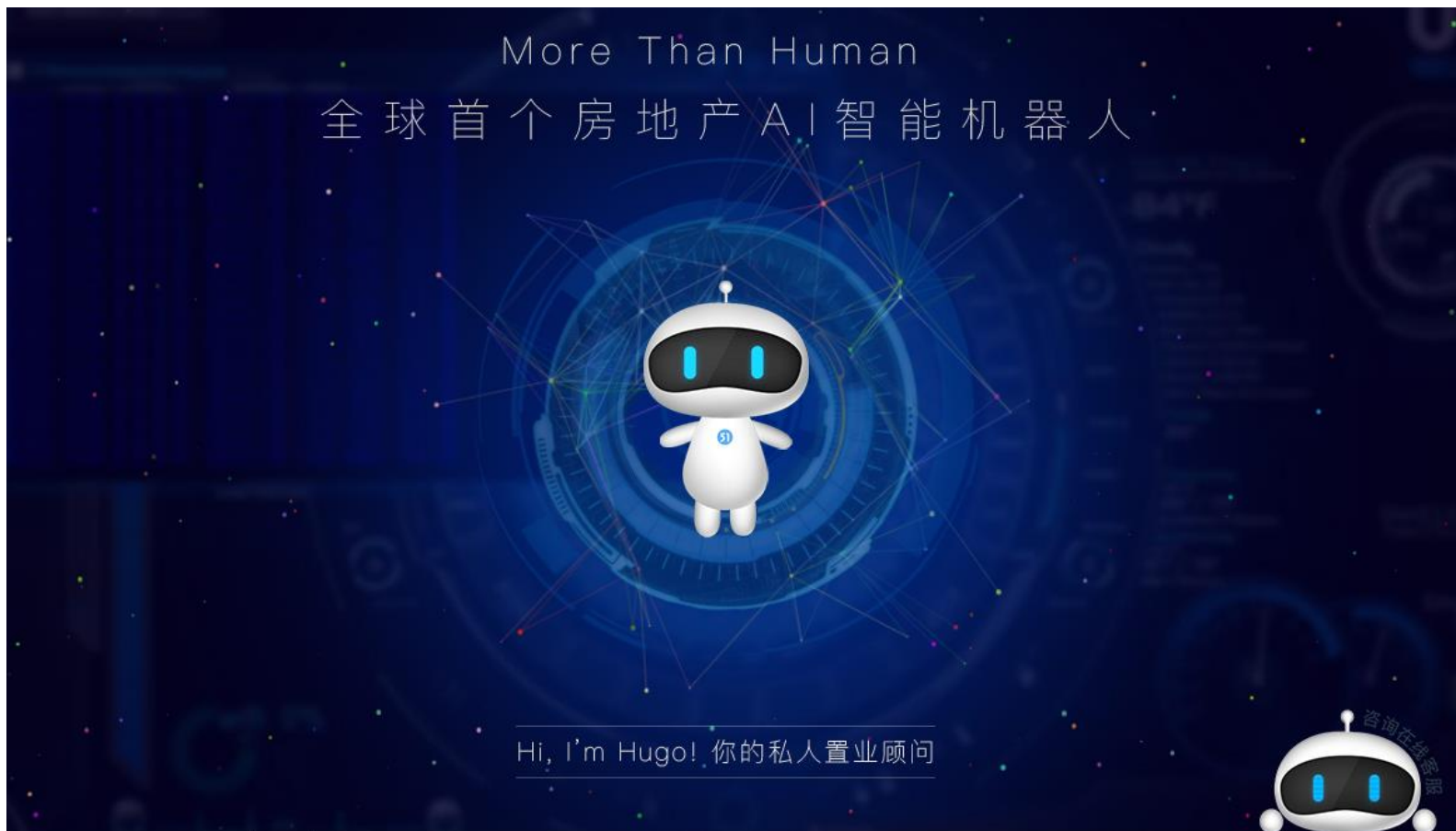
ARTIFICIAL INTELLIGENCE

ROBOTS HAVE DISRUPTED MANUFACTURING



IS IT COMING TO REAL ESTATE?

WILL AI DISRUPT REAL ESTATE?



COMBINING

- ONLINE
- AI
- VR

HUGO由你定制

Hugo既然是AI，那他/她/它的形象就可由你定制的。
Hugo有标准的形象，可爱憨厚的小白和靓丽专业的职场顾问，还可以是各式各样



Hugo



RealHugo

CHINA

Artificial intelligence is the latest competition for real estate agents

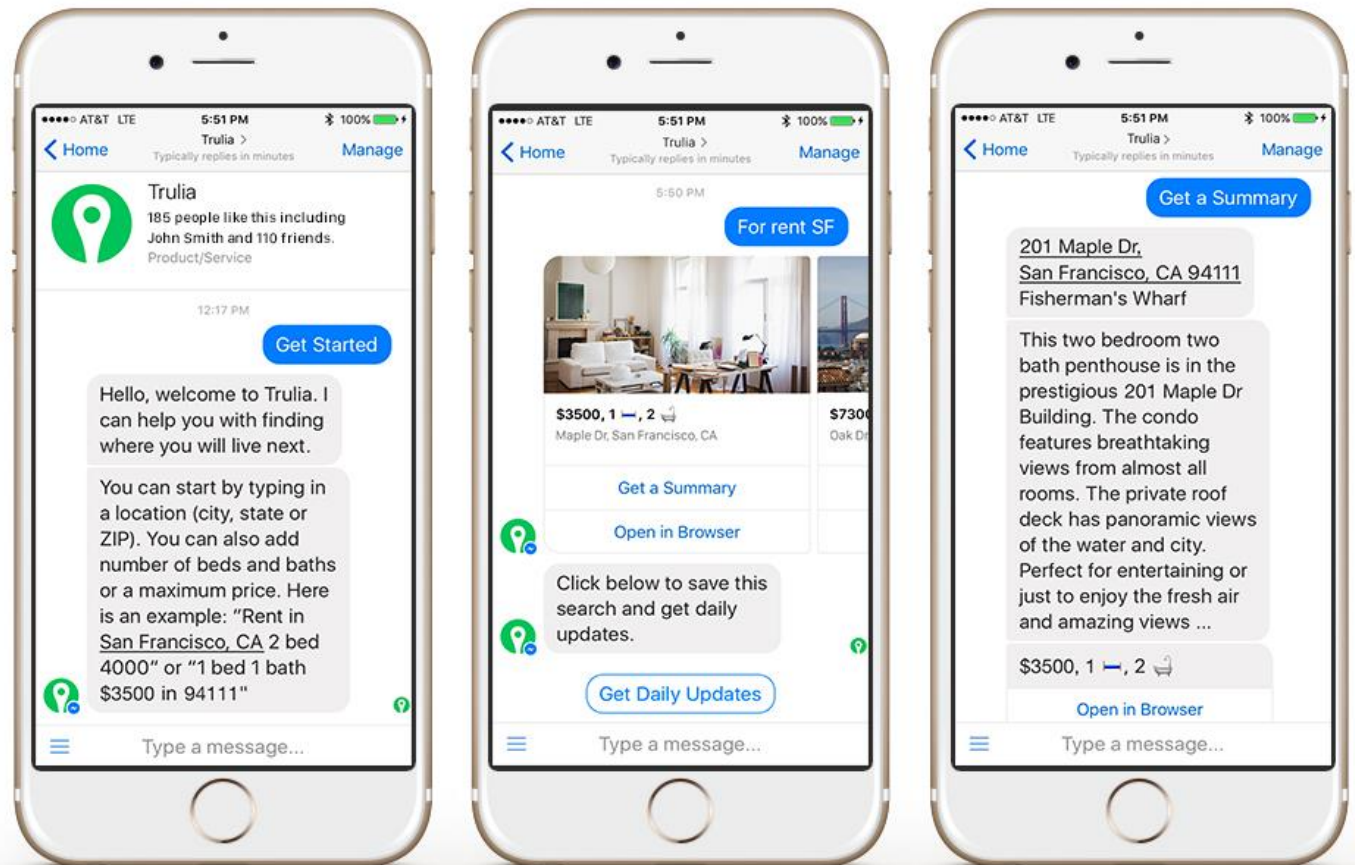
- Brokerage REX Real Estate Exchange uses artificial intelligence and machine learning instead of real estate agents to sell homes.
- REX computers crunch over a hundred thousand data points to find the likely buyers for a home and targets them with digital ads.
- REX also deploys robots at open houses in order to answer questions.

UNITED STATES

The Future of Finding Your Next Rental is Here: Introducing the Trulia bot for Facebook Messenger

COMBINING

- ONLINE
- MOBILE
- MESSAGING
- AI



6

BIG DATA – AND HOW IT IS USED

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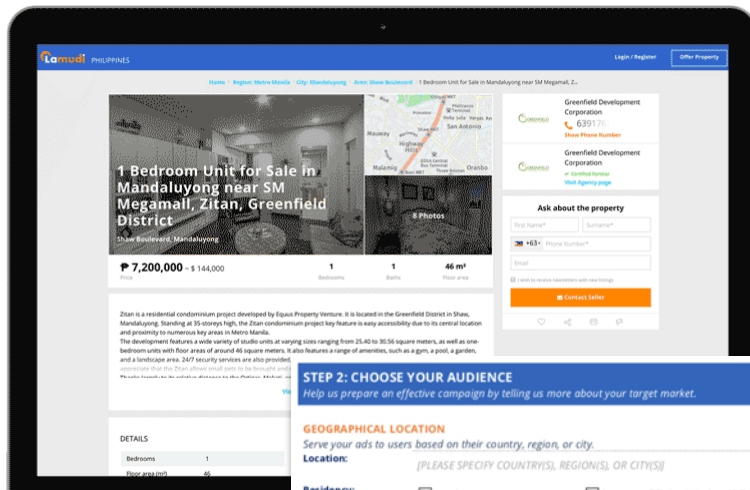
WHAT TYPE OF DATA IS COLLECTED AND HOW?



- SEARCHES (GOOGLE...)
 - PROFILE (FB...)
- HARDWARE (DEVICE)
 - LOCATION
 - FILTERS
 - BEHAVIOR
- PREVIOUS TRANSACTIONS

HOW TO LEVERAGE DATA?

HOW IS DATA LEVERAGED BY COMPANIES?



STEP 2: CHOOSE YOUR AUDIENCE
Help us prepare an effective campaign by telling us more about your target market.

GEOGRAPHICAL LOCATION
Serve your ads to users based on their country, region, or city.
Location: [PLEASE SPECIFY COUNTRY(S), REGION(S), OR CITY(S)]

Residency: Local Expat Overseas Filipino Worker (OFWs)
If you checked OFWs, please list your top 5 target countries:
[PLEASE SPECIFY OFW COUNTRIES (TOP 5)]

Income of people you want to reach:

Gender: Male Female No Preference

Age: Under 18 18 to 24 25 to 34 35 to 44 45 to 55 55 or older

Marital Status: Single Married/ With a Partner Separated/ Divorced Other: _____

COMBINING

- ONLINE
- MOBILE
- DATA

Targeting specific subsets of users based on data collected:

Demographics

Age, gender, relationship status, education, workplace
Creating *Look alike audiences*

Location

Countries, cities, barangays

Interests

Hobbies, Websites, Products, Services

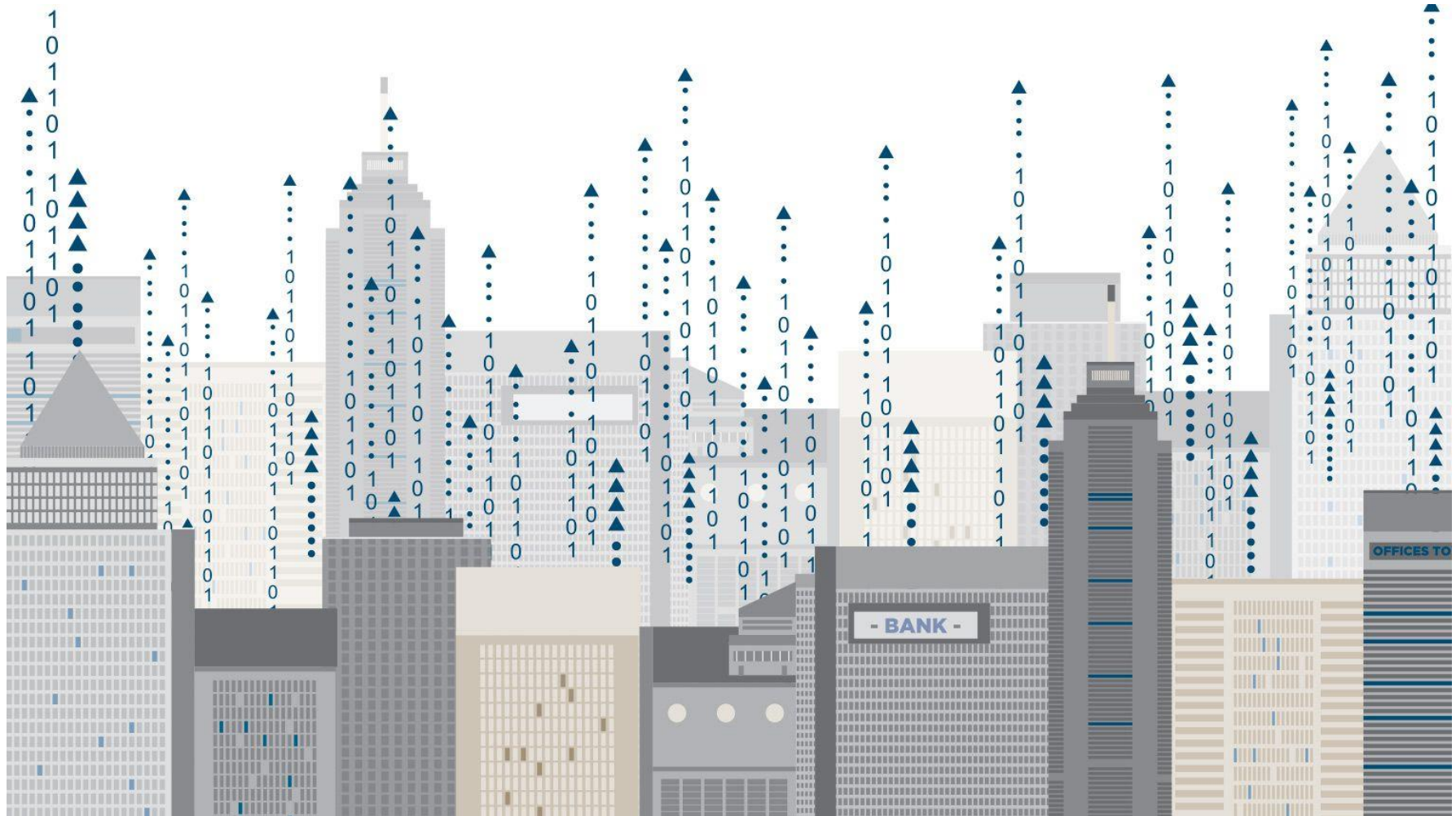
Behavior

Online behaviour, device usage

IMPACT OF TARGETED ADS USING DATA



THE NEXT STEP: PROPERTIES COLLECTING DATA?



OPENING THE OPPORTUNITY FOR NEW BUSINESS MODELS

Opendoor

Sell Buy How it works Pricing More ▾

Get an offer on your home with the press of a button.

Sell your home to Opendoor so you can skip the hassle of listing, showings, and months of uncertainty.

Listed on the market
"Listed for 120 days, 15 showings, and months of stress."

Sold to Opendoor
"Best sales experience of my life."

- BUY THE HOUSE BASED ON MARKET AND PROP. DATA
- 24/7 VIEWING
- RE-SELL IT

Bloomberg Business Forbes The New York Times FORTUNE WSJ

7

3D PRINTING

WHAT ABOUT 3D PRINTING?



Netherlands to build world's first habitable 3D printed houses

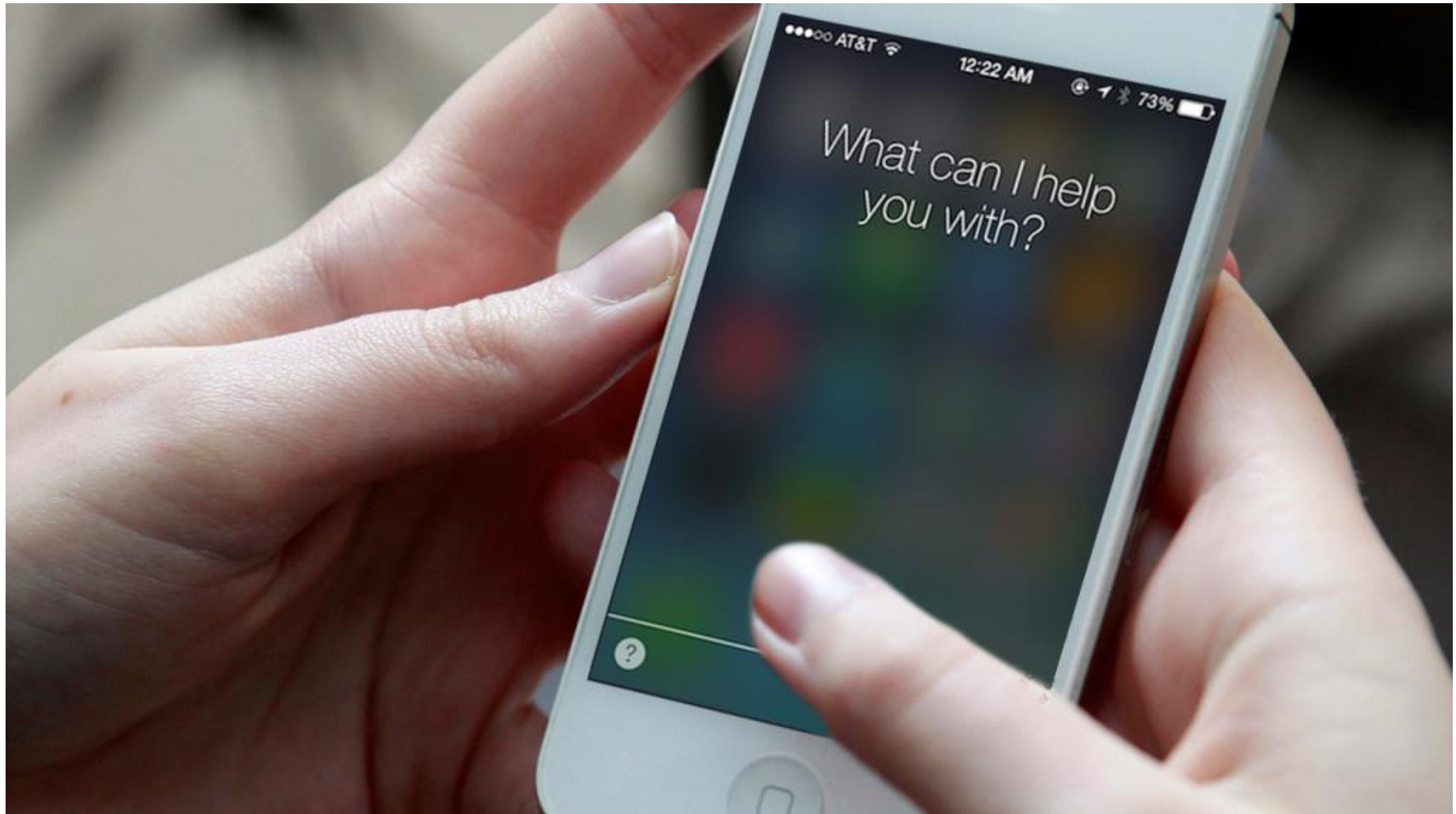
Developers say project will cut costs and environmental damage and offer solution to shortage of bricklayers



▲ How the world's first habitable 3D printed houses are made - video

THE FUTURE OF REAL ESTATE?

USING VOICE TO LOOK FOR A PROPERTY



AI BOT SHOWS ME DIFFERENT OPTIONS

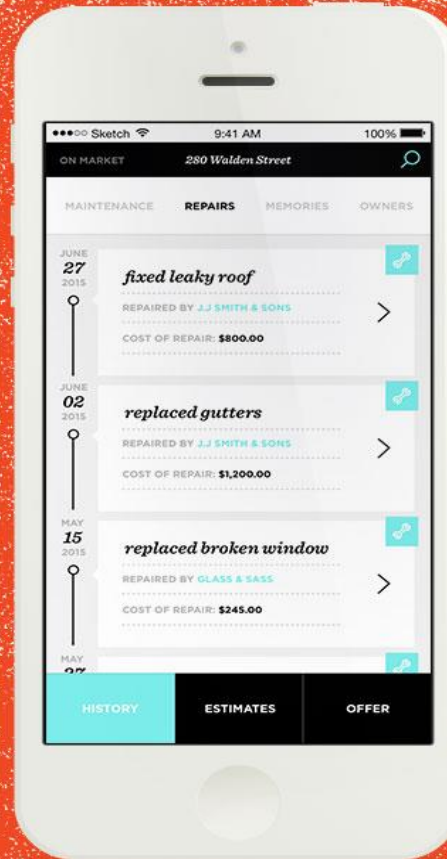
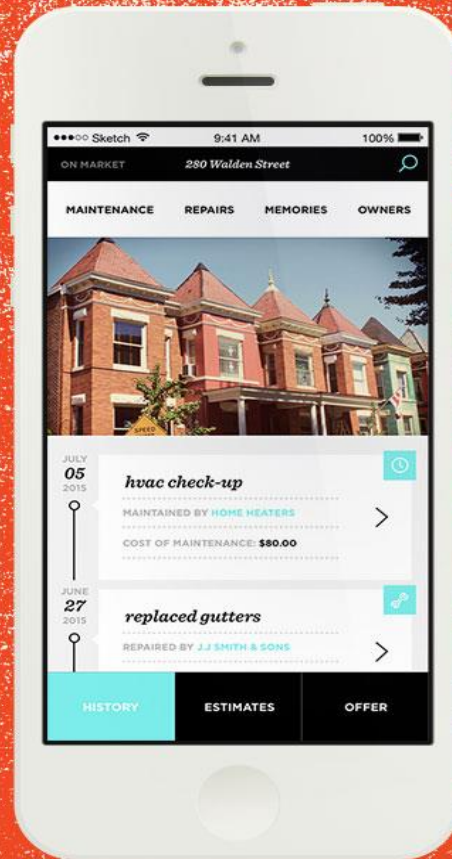


I VISUALIZE THE PROJECT IN VR



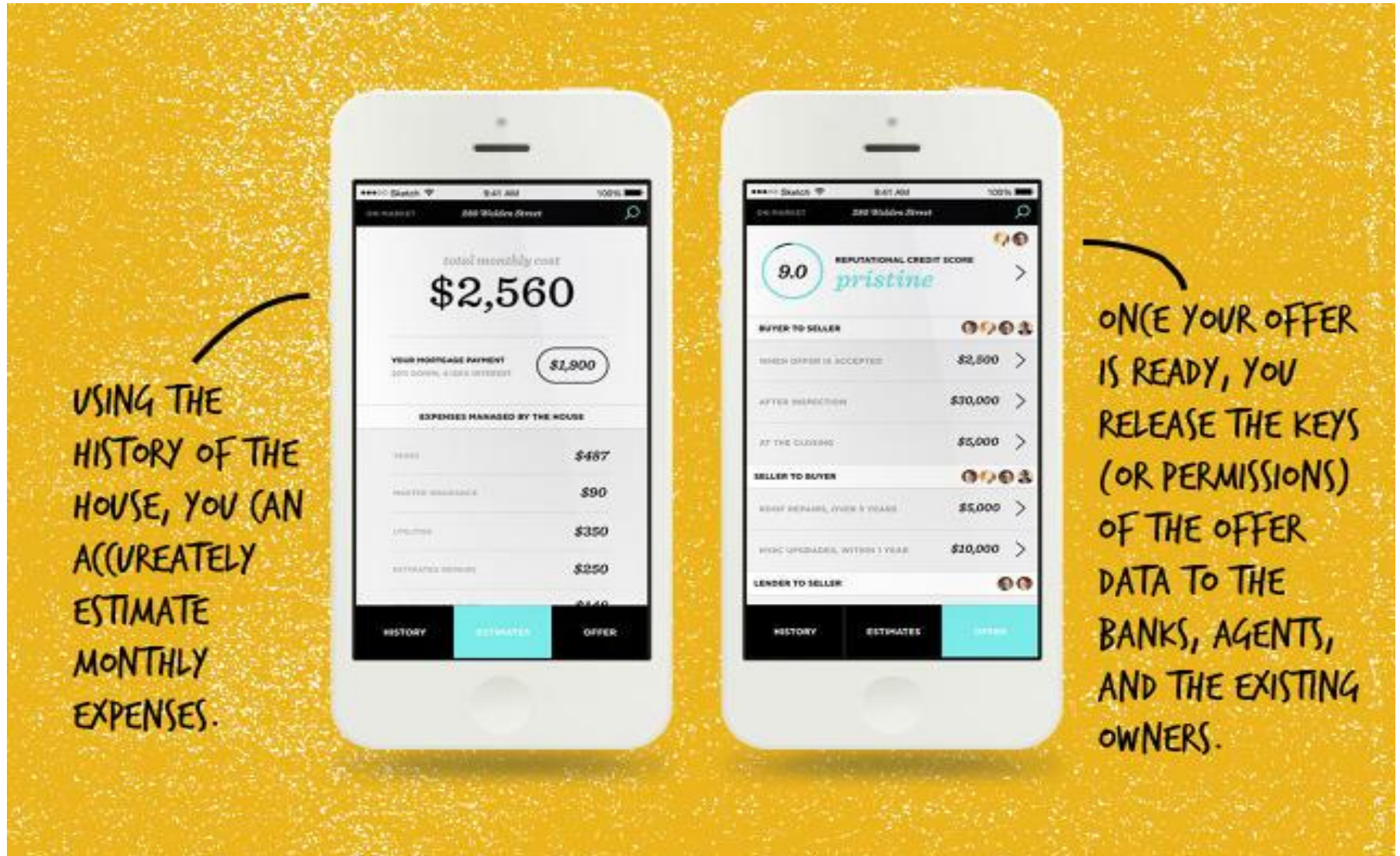
I CAN CONSULT DATA ABOUT THE PROPERTY

YOU CAN LOOK BACK AT THE HISTORY OF THE HOUSE.



THE LIST OF REPAIRS GIVES YOU A GREAT SENSE OF HOW WELL THE HOUSE HAS BEEN MAINTAINED.

BASED ON THAT DATA I CAN ESTIMATE FUTURE COSTS



USING THE HISTORY OF THE HOUSE, YOU CAN ACCURATELY ESTIMATE MONTHLY EXPENSES.

ONCE YOUR OFFER IS READY, YOU RELEASE THE KEYS (OR PERMISSIONS) OF THE OFFER DATA TO THE BANKS, AGENTS, AND THE EXISTING OWNERS.

ALL THE DATA IS INTEGRATED IN THE BLOCKCHAIN



MORE DATA IS INTEGRATED (BLOCKCHAIN)



ABOUT US

LAMUDI IS THE #1 MARKETPLACE FOR REAL ESTATE IN THE PHILIPPINES



Real Estate Demand

Real Estate Supply

OUR CLIENTS & PARTNERS

REAL ESTATE DEVELOPERS



AGENTS & BROKERS



BANKS



MEDIA



LAMUDI 2018 PRODUCTS

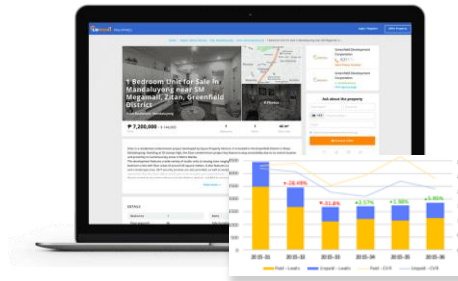
1

Exposure Packages



2

Targeted Campaigns



3

The Oracle: A Data Product



4

360 + VR Photography



5

Lamudi Magazine



6

Events



LAMUDI TARGETED CAMPAIGNS

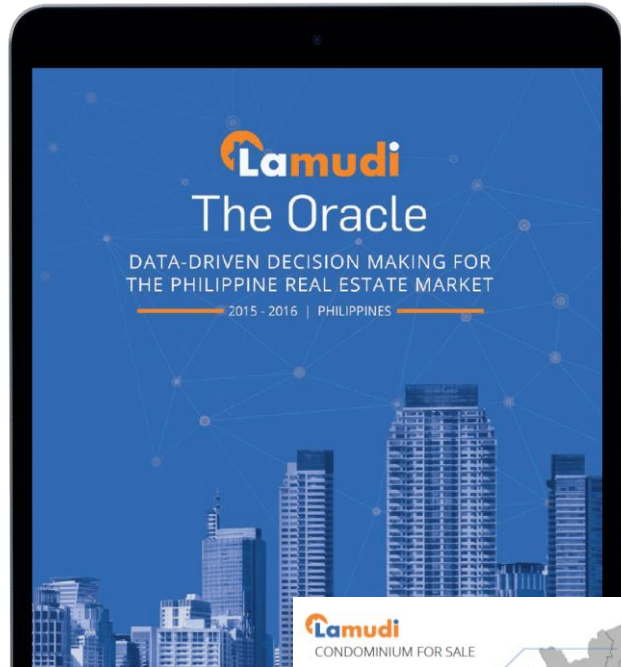


Connect with the people who truly matter to your business

- ✓ High-quality leads focused on specific projects
- ✓ Custom Audiences
- ✓ Increase your chance of reaching prospective buyers
- ✓ Campaign optimization daily from Lamudi Digital Marketing team



KEY CHANNELS

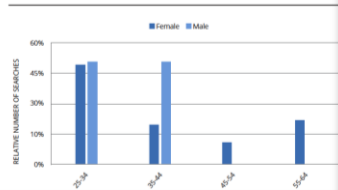


On-demand market data and research covering the Philippine Real Estate industry, supported by Lamudi's proprietary database.

The comprehensive market report covers:

- ✓ Supply and demand analysis
- ✓ Demographic analysis and visualization
- ✓ Price distribution and development trends in a particular city/region

3.2 Ages and Gender of Property Seekers



“Mandaluyong sits in the middle of the most important markets in the Philippines: BGC, Makati, Ortigas, and Bonifacio. Why Mandaluyong does very well, because you can get to Makati, Ortigas, or Bonifacio very much near. Second is that the MRT station and Ayala in Makati, but the lowest if you live in the city, you can just go to Boni station and ride going left or right.”

- David Leechiu, CEO, Leechiu Property Consultants

Please do not hesitate to get in touch
for more information