Zayda Explores the Growing Role of AI in Real Estate CRM

In real estate, the fastest reply usually wins the viewing.



Zayda CRM

DUBAI, DUBAI, UNITED ARAB EMIRATES, September 22, 2026 /EINPresswire.com/ -- Real estate agencies are increasingly using customer relationship management (CRM) systems to manage enquiries from property portals, websites, referrals, and other sources. As the volume of digital enquiries grows, response time and lead organisation have become important parts of day-to-day property sales operations.

Response Time in Real Estate Enquiries

Property buyers may contact several agents while searching for a home, creating a need for agencies to manage incoming enquiries efficiently. Messages can arrive while agents are conducting property viewings, travelling between appointments, or handling existing client conversations.

CRM systems with automated response features can help agencies acknowledge new enquiries and begin the follow-up process without requiring an agent to respond manually to every initial message.

How AI Can Support Initial Communication

AI-enabled CRM technology can assist with the first stage of communication through channels such as email, WhatsApp, SMS, and automated phone conversations. These tools can collect basic information from an enquiry, including property requirements, budget, preferred location,

and potential viewing times.

Once the initial information is captured, an agent can continue the conversation with access to the enquiry history and relevant details. This approach can help reduce the amount of manual data entry and repetitive communication involved in handling new leads.

Organising Buyers, Sellers and Listings

Real estate agencies often manage multiple types of enquiries at the same time, including buyers, sellers, landlords, and property listings. CRM platforms can provide separate pipelines and records for different client groups while keeping communication and follow-up information in one system.

Automation can also support tasks such as lead assignment, reminders, follow-ups, document tracking, and commission-related records. Keeping these activities within a central CRM can provide agents and managers with a clearer view of ongoing enquiries and sales activity.

Zayda's Approach to Real Estate CRM

Zayda is applying AI and automation features within its CRM platform for real estate workflows. The platform supports enquiries from sources such as property portals, websites, and referrals, with communication and follow-up activities managed through a central system.

Zayda also provides separate pipelines for buyers, sellers, and landlords, allowing agencies to organise different types of property-related enquiries within the same CRM environment. AI-assisted communication features are designed to support initial enquiry handling and help agents access relevant lead information during follow-up.

The broader adoption of AI within real estate CRM systems reflects the industry's move toward more automated enquiry management while retaining human involvement in client communication and property transactions.

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