

***Секция «Модели и методы управления организационными,
социально-экономическими системами»***

**THE APPLICATION OF HIGH TECHNOLOGY IN THE REALESTATE
INDUSTRY IN GHANA**

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Technological Development in Real Estate in Ghana.

Profit is the focal point of all investment undertakings; fortunately real estate development in Ghana is gaining great returns on investment. The application of high technology could significantly improve this industry which would in turn positively influence the profitability of real estate development in the long run. Real estate is one of the most flourishing businesses in the country today. Part of its improvement and progression has originated from the development of technology and innovation. Whether you are comfortable adjusting to these changes or not, technology and innovation is continually progressing forcing us all to adjust. While Millennials are more quick to learn, older generations tend to resist the cycle of advancement. Pretty much every industry around the world is encountering changes because of mechanical progressions, and land is the same. Each progression of the real estate industry is currently moved by innovation. From the beginning of the home search to closing deals, every transaction can be done with the click of a button.

Technology offers a user-friendly experience when showing homes to possible home buyers. Drones and other modern gadgets are now providing footage and information that real estate has had a difficult time obtaining. While elevated photography has been effective using airplanes and helicopters, it cost an arm and a leg. Drones make elevated imagery and wide view footages both convenient and affordable.

Technology is not only evolving the way most if not all agents sell homes, it is changing the way agents sell themselves. Marketing and advertising is much more easier and efficient when carried out online mostly using many social media platforms to approach the masses in finding possible clients. When websites are created as mobile-friendly, it is effortless to get the browser in a customers hand. With that being said, clients mostly expect increased access to their agents and brokers. In this day and age, agents cannot afford to be careless with their communication abilities and skills. Agents who do not respond quickly to online leads will end up losing them.

Transaction management is much simpler using mobile technology. Tech has also been extremely useful during the appraisal process. This period of time involves immense amounts of paperwork and can generally last a duration of time which turns out to be tedious most times. With electronic document signing apps and automated emails, we have significantly reduced the time spent on this portion of the sale.

Buying and selling platforms.

First of all, we will see fabulous advancements in the approachability, functionality and user-friendliness of real estate buying and selling platforms. The general concept is making and ensuring that purchasing and sales of properties are made easier and more intuitive to the majority of people. With easier platforms to operate, more homeowners can get their houses and properties to market more quickly, and more home buyers will be able to find what they are looking for quickly; overall, this is going to lead to more market activities and better experiences for both parties. If you are selling your home in 2020, you might be able to bypass the necessity for an agent by using one of these platforms.

Augmented and Virtual walkthroughs.

Virtual reality has been making breakthroughs in almost every industry and sector, but it could really have a huge impact for real estate from 2020 and many years to come. One of the essential parts of acquiring a home or becoming a tenant is viewing the property, thoroughly but it could nerve racking especially when

moving to a distant city, or if you are unavailable during normal viewing hours. Virtual reality (VR) can easily allow prospective clients to have a walk through properties before purchasing or even construction begins and this is going to become more popular and more common in the next few years to come.

Machine learning and ROI calculation.

Artificial Intelligence (AI) and Machine Learning is simply the craft of computers and machines teaching themselves on the most proficient method to improve the manner in which they perform different undertakings utilizing past information and data or through pattern recognition. Such frameworks are as of now being applied in the real estate industry by investors to adequately manage expenses, recognize and handle risks and get better yield of returns utilizing algorithms that have been intended to make expectations and factor in potential issues and worries for an individual investor. Because of the pervasiveness of enormous information and AI algorithms, realtors will acquire information about the ROI of every one of their exchanges made. For instance, realtors will have the option to make more precise expectations and estimates for what properties will sell for, how much cash their customers will have the option to make, and the amount they will get in commissions. These calculations can likewise be utilized to recognize incredible real estate deals, prompting more astute investments.

The blockchain.

Blockchain innovation is getting huge loads of consideration for its capability to help cryptocurrency, however in 2020, it's application might be used in the real estate world. Assuming this is the case, at that point the potential outcomes are essentially boundless; because of tokenization, landlords could theoretically utilize the blockchain to encourage the deals of possession in their properties. Real estate contracts between potential buyers and sellers should be possible with complete encryption and underlying authenticity checks. Indeed, even property titles and other vital data could be all the more appropriately and safely kept, on account of blockchain records.

Big data and personalized recommendations.

Personalization has been a distinct advantage for showcasing and promoting g (and for many specific industries and sectors), however it has not been completely used in the real estate industry as of recently. Realtors as a rule attempt to customize their clients' suggested properties based on personal wants and needs such as number of rooms and property location but in the future, big data will have the option to make much more savvy proposals. Under the correct conditions, realtors and homebuying stages will be able to effectively make forecasts of what a homebuyer would need regardless of whether they have clearly stated it or not in the past.

Watch for Startups

These high level trends provide a kind of blueprint for the near future of the real estate industry, but as always, it is hard to predict exactly how new technologies will develop and how exactly they will change the real estate industry. If you are plugged into the industry, or realize you should change how you purchase and sell property, focus on the agile new companies that make certain to arise in the coming years. They have the ability to totally change the industry, so we will do well to monitor their development.

The Internet of Things

The Internet of Things (IoT) plays an indispensable part in automation of homes and making them simpler and more helpful to live in there by making a smart home. It includes automating the capacity to control things around the house from curtains to electricity with a hand-held gadget or voice command. Smart home innovation is as of now changing the manner in which homeowners view properties. This is turning into a game changer for most real estate developers in Ghana. Developers are alluring buyers with internet prepared homes with a wide scope of refined devices and home machines instead of selling a vacant houses. It is likewise foreseen that there will come a moment that realtors use IoT for home hunts. The act of buyers going on the internet and looking for their ideal home will be replaced

with voice-driven applications installed on telephones, that can consequently address any inquiries they have.

Conclusion

With the fast turn of events and utilization of innovation in our current world, clearly the real estate industry is setting out toward an upheaval. Real estate tech organizations won't really disrupt the business however will upset those organizations and businesses that don't plan adequately for these changes. Putting resources into innovation is a key differentiator pushing ahead. A single technological solution will obviously not change the industry, but instead the adjustments in the business will be empowered by innovation and the pioneers will be those that grasp it. Acquisition of equipmentss won't be a key solution but instead in the selection of creative solutions that will to a great extent be software solutions, applications and platforms.

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