

Black Basil built a Lead generation and scoring system leveraging AI which can generate the leads even before the buyer/seller start thinking about it and disrupting the way real estate business works.

Lead Generation and Scoring (Real-estate)

About Element5

The company was founded in 2019 by four post-acute care industry veterans distressed by the sheer amount of time spent on manual tasks. This company is working to eliminate 200,000 manual hours a year spent on administrative work.

Challenge

- Low Quality Leads: There is no way to identify people who are “IN MARKET”, i.e. looking to transact NOW out of the thousands of people online
- Low ROI on Marketing Dollars: Wasting marketing dollars on people who don't want to buy because the cost per click will add up really quickly because of the lack of targeting.
- No Competitive Advantage: You may not be the first real estate agent they find out about when they are searching for realtors.
- Too Busy to Do it Yourself: It is overwhelming to navigate through the ever-changing marketing landscape and consistently drive new business. Plus, you're snowed under by administrative tasks

Solution

- Built a Lead generation and scoring system leveraging AI which can generate the leads even before the buyer/seller shows the intent.
- The platform will use property transactions, user activity, life events and other micro and macro trends to predict the leads along with the score.

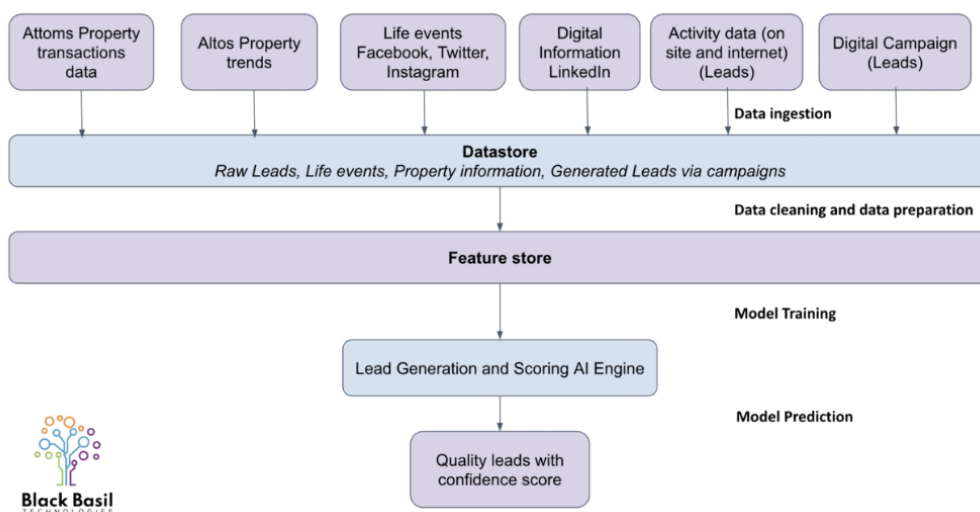


The Platform

Built a platform that could ingest data from multiple sources and data cleaning, validations, data preprocessing happens through data and ML pipelines.

Built few experimental models with different approaches

Operationalised the best models for business use and exposed that via grpc based APIs



Tech: Databricks, gRPC, Python, Pandas, Scikit-learn, Multiple ML algorithms: Random Forest, XGBoost, Linear Regression, PCA etc

Key Results

- Top 3% high quality leads are presented to the real estate agent saving time and cost significantly for real estate agents
- Real estate agents will reach even before it is listed anywhere helping them stay away from the competition.