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Text, Talk, Tour, Close: Real Estate's New Communication Stack

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Introduction

The real estate market today is fast-paced, highly competitive, and constantly evolving. Whether it's luxury apartments in major cities, short-term rentals in tourist hotspots, or suburban homes for growing families, property agents face increasing pressure to close deals faster - while keeping clients engaged, informed, and reassured throughout the process.

To thrive in this environment, real estate professionals must embrace smarter, more responsive communication strategies that match the speed of the market and the expectations of today's connected consumers.

The key lies in Communication Platform as a Service (CPaaS). This isn't just another tech buzzword - it's becoming the backbone of smart, scalable, and efficient property sales and leasing across the globe.



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The Communication Pain Points Agents Face Globally



The expectations of modern buyers and renters have shifted dramatically. Most begin their property search online, with nearly all researching listings digitally before ever speaking to an agent. In this digital-first landscape, **instant responses, virtual tours, and personalized communication** aren't just nice to have - they're expected. In fact, studies show that properties with **virtual tours attract significantly more views and sell faster**, often commanding higher prices than those without. When buyers can explore a home virtually and get timely updates without stepping into an office or waiting for a callback, it **builds trust** - and accelerates decisions.

But for agents and property managers, keeping up with this level of engagement - across multiple channels and time zones - can be overwhelming without the right tools.



Here are just a few of the communication headaches agents face:

- Inquiries come in from everywhere: email, WhatsApp, social media, calls, and even SMS.
- Missed messages can mean missed deals.
- Scheduling viewings with back-and-forth calls wastes time.
- Sending property alerts manually is inefficient.
- Fraud and identity concerns are real, especially with remote engagements.

Real estate is no longer a local business - it's a global competition for attention and trust. The winners? Those who are **fast, accessible, and omnipresent.**



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Enter CPaaS: Smart Communication for Smarter Sales

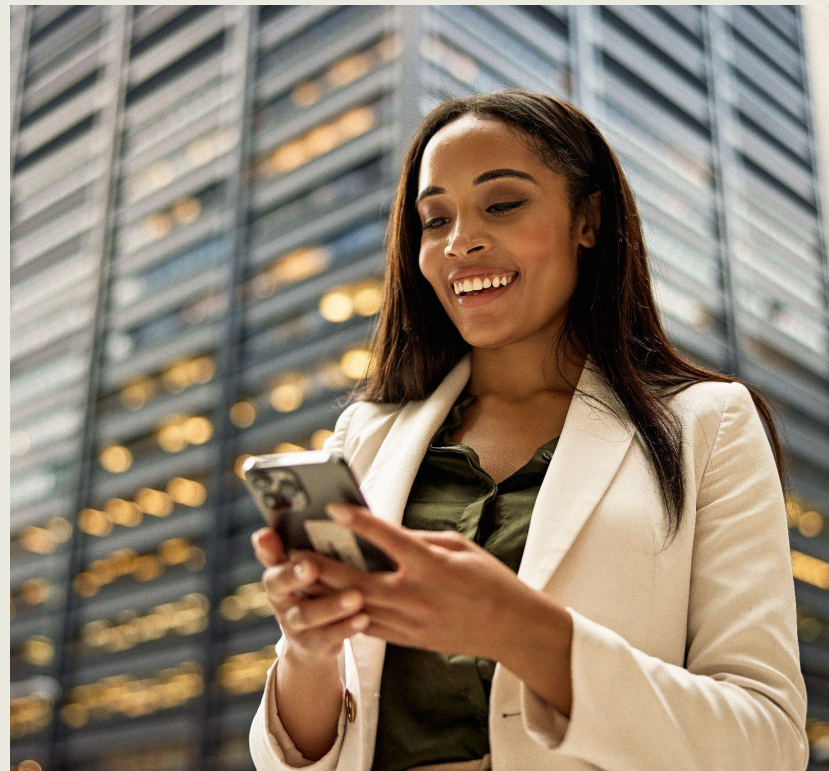


CPaaS (Communication Platform as a Service) is a cloud-based solution that enables businesses to **integrate communication tools** - like SMS, voice, video, and messaging - directly into their apps and workflows. No extra infrastructure. No crazy setup. Just seamless, programmable communication.

With CPaaS, real estate professionals can:

- Send instant alerts about new listings
- Offer virtual tours through in-app video
- Verify identities securely with one-time passwords (OTP)
- Automate follow-ups across time zones
- Chat via popular messaging apps like WhatsApp, Viber, and RCS

No more juggling devices or platforms - everything flows through a **single system**.



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How Real Estate Is Using CPaaS For Real Impact

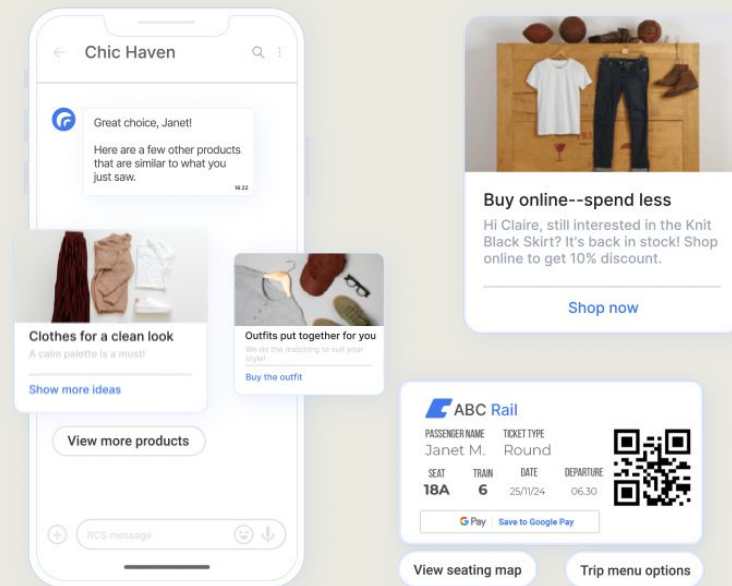


1. SMS: Simple, Direct, Effective

Real estate agents use SMS to confirm viewing appointments, follow up with prospects, and send timely updates on property availability. It's a [fast, reliable way](#) to reach clients - especially when time is of the essence. While SMS doesn't support rich media or advanced automation, its strength lies in its immediacy, high open rates, and universal compatibility across all mobile phones. For [short, urgent communications](#), SMS remains one of the most effective tools in an agent's toolkit.

2. Rich Messaging (WhatsApp, Viber, RCS)

Visual content sells properties. Rich messaging lets agents share high-res images, virtual tours, and floor plans within the chat window. It also supports read receipts, quick replies, and clickable buttons to [increase engagement](#).

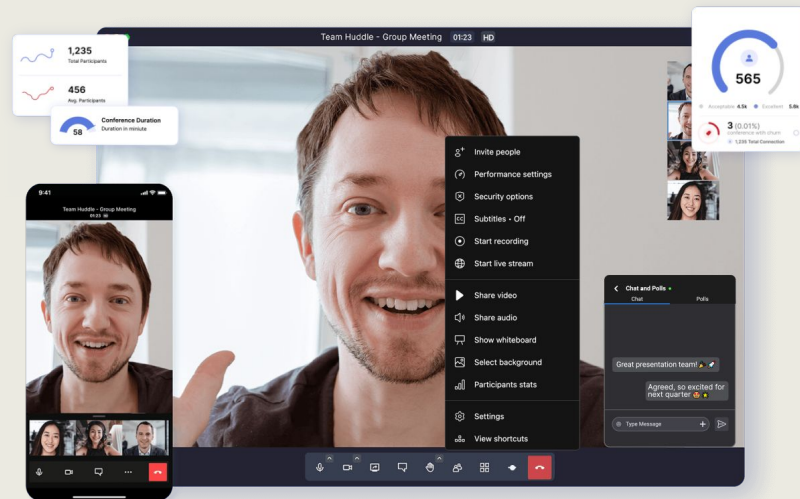


3. Video Tours via Instant Video Calls

Forget clunky video calls. With CPaaS-powered Jitsi as a Service, agents can [embed video chat](#) right into their listings, websites, or mobile apps. This is especially valuable for cross-border clients or luxury buyers who prefer remote viewing. Using 8x8 Jitsi as a Service, agents can conduct live virtual walkthroughs - showing properties in real-time, highlighting key features, and answering buyer questions on the spot.

4. Voice API for Global, Personalized Touch

Voice builds trust. CPaaS ensures [crystal-clear, secure calls](#) across continents. Dynamic call routing connects prospects to the right agent, while transcription and recording features help with compliance and training. Despite all the tech, voice calls still win when it comes to trust. Whether it's closing a deal or calming a nervous first-time renter, nothing beats a real human voice.



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Leveraging AI and Automation in Communication Flows



In today's fast-moving real estate landscape, time is everything. Agents are juggling multiple listings, client viewings, document verifications, and negotiations - all while trying to maintain timely communication with new leads. That's where AI and automation step in to transform the game.

AI Chatbots: Your 24/7 Frontline

AI-powered chatbots can serve as the first point of contact on your website, messaging apps, or listing platforms. They respond instantly to frequently asked questions, qualify leads by collecting essential information (budget, location preference, move-in date), and even recommend relevant listings - automatically. This ensures that **no inquiry goes unanswered**, even outside business hours.



Automated Scheduling and Follow-ups

Once a lead is qualified, [automation tools](#) can step in to handle the next steps. For example, an integrated scheduling tool can automatically offer available time slots for viewings based on the agent's calendar. After the meeting, follow-up emails or SMS messages with additional property details, brochures, or thank-you notes can be sent automatically - keeping the communication flow smooth and professional.

Smart Notifications and Alerts

Agents can also set up real-time alerts to notify them when a lead takes action - like opening a property video, clicking a virtual tour, or replying to a chatbot. This allows agents to prioritize hot leads and respond strategically, instead of being buried in routine admin work.

The Outcome: More Time to Sell

By letting AI and automation handle repetitive tasks, real estate professionals free up more time to focus on what they do best - [building relationships](#), negotiating deals, and closing sales. The result? Faster response times, better lead nurturing, and ultimately, [more conversions](#).



Why This Matters for the Future of Real Estate

Global trends point to digital communication as the top differentiator in property sales:

- Buyers expect instant responses, not callbacks.
- Millennials and Gen Z prefer text and chat over calls.
- Remote investors need trusted digital channels to communicate and transact.
- Agencies using automated communication see higher appointment rates and fewer no-shows.
- Personalization and speed directly boost closing rates and referrals.

With CPaaS, agents become always-available, **high-efficiency machines** - without losing the human touch.



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Best Practices for Global Rollout



1. **Start with SMS** – Easy to implement, high ROI, and works everywhere.
2. **Localize your messaging** – Use the dominant platforms per region (e.g., WhatsApp in Europe, LINE in Japan).
3. **Prioritize privacy** – CPaaS platforms often include built-in compliance tools for GDPR, CCPA, and other regional laws.
4. **Automate follow-ups** – Let bots handle the basics so you can focus on hot leads.
5. **Track and optimize** – Use **analytics** to test communication timing, tone, and format.



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Why CPaaS Is the Smart Agent's Secret Weapon



Modern real estate is a 24/7 business - and no human can keep up alone. CPaaS gives agents the power to:

- Reach clients on their preferred channels
- Scale communications across hundreds of listings
- Automate routine tasks without sacrificing personalization
- Move deals forward at lightning speed
- Stand out in crowded, competitive markets

From the skyscrapers of Dubai to the suburban neighborhoods of Los Angeles, agents who master **smart communication** are selling faster, building trust quicker, and winning more clients - globally.



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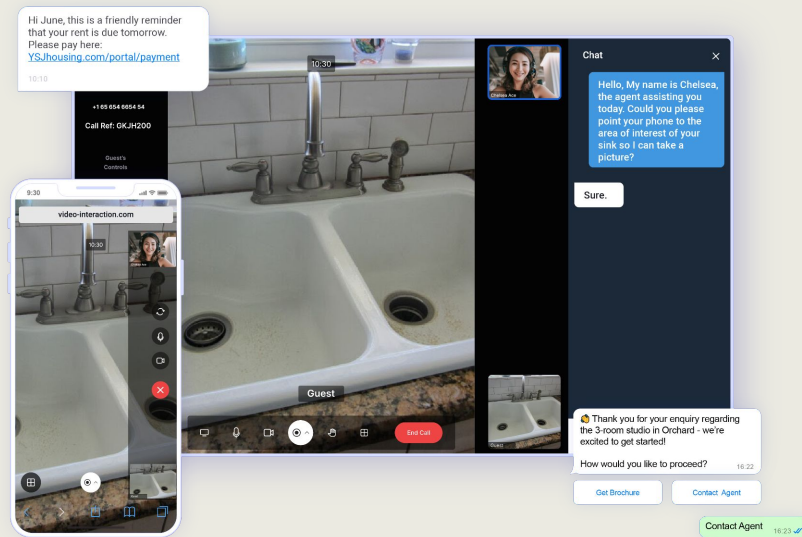
Why 8x8 CPaaS Is the Ideal Partner for Property Businesses



In a highly competitive, fast-paced real estate market, seamless communication isn't just a luxury - it's a necessity. Whether you're a boutique property agency or a global real estate brand, 8x8 CPaaS provides the technology backbone you need to **communicate smarter, faster, and more effectively**. Here's why 8x8 stands out as the go-to solution for property professionals:

1. All-in-One Communication Platform

8x8 CPaaS brings together voice, video, SMS, and messaging into a **single, unified platform**. No more juggling multiple tools or losing conversations across different channels. Agents and customer service teams can interact with clients on their preferred platform - whether it's a **WhatsApp message**, a phone call, or a live video tour - all from one intuitive dashboard. This creates a smoother experience for both staff and clients, reducing friction at every touchpoint.



2. Enterprise-Grade Security & Compliance

Trust and privacy are non-negotiable in real estate transactions. 8x8 CPaaS is built with [enterprise-grade security and compliance standards](#), ensuring that client data, financial details, and communication logs are fully protected. It supports industry protocols like GDPR and HIPAA, making it suitable for even the most privacy-sensitive markets.

3. Scalable for Every Agency Size

Whether you're running a small local agency or overseeing hundreds of agents across multiple markets, 8x8 CPaaS scales with your business. Start small with SMS or chatbot support, then expand to include live video consultations or [full omnichannel engagement](#). You only pay for what you need - and you can upgrade as your operations grow.

4. Easy API Integration with Your Existing Systems

8x8 CPaaS is built to [integrate seamlessly](#) with your current tech stack. It can plug into existing CRMs, property listing platforms, appointment schedulers, and marketing automation tools without requiring costly development resources. This ensures a quick setup, minimal disruption, and immediate ROI.





Ready to Upgrade Your Communication Game?

Real estate success in today's market depends on speed, personalization, and responsiveness. 8x8 CPaaS delivers all three - with the security, flexibility, and intelligence to keep your agency one step ahead.

[Find out more](#)



Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact **hello-cpaas@8x8.com**.

