

Real Estate, Real Impact.
Lead Aggregators to Partners.
A Kaisa Study.
PPW, Madrid 2025.



Aditya Panikker

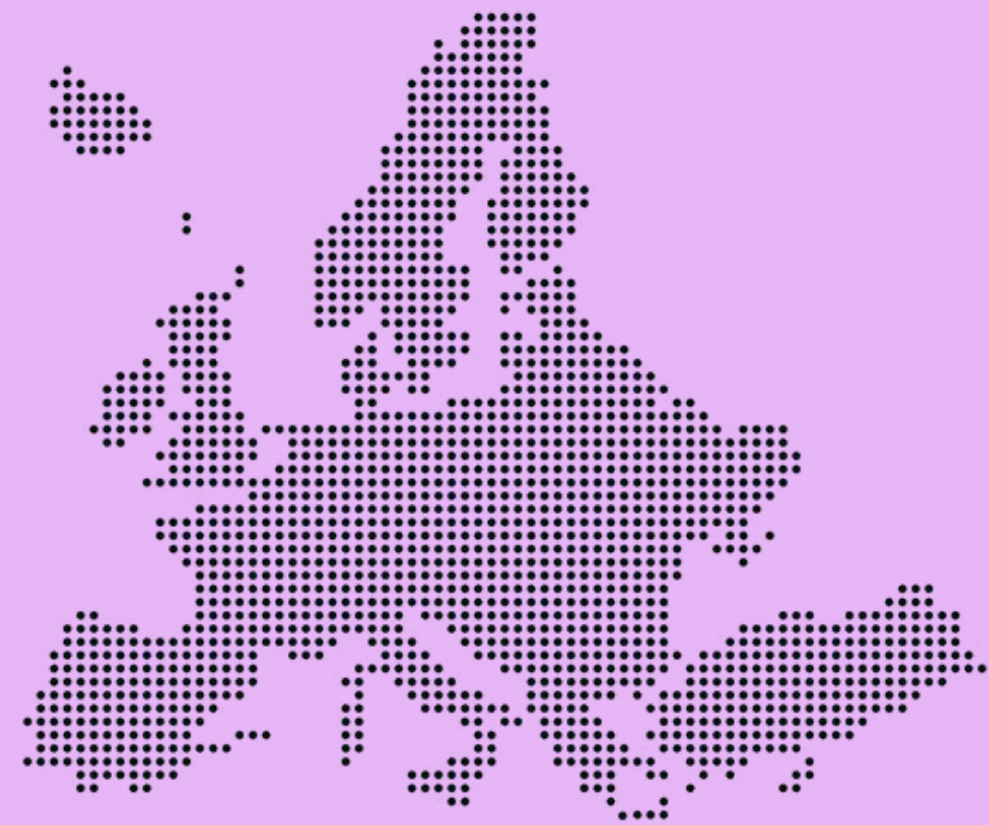
Director
Enterprise Business



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50+



4M



10M

Kaisa is a customer experience company operating in more than 50 countries, with a primary focus on the European market.

We support over 4 million conversations and 10 million engagements every month. We began as a call-tracking company but have since expanded to support multiple channels, including forms and WhatsApp.

This gives us access to valuable market data and enables us to share detailed insights that help platforms improve their overall customer experience.



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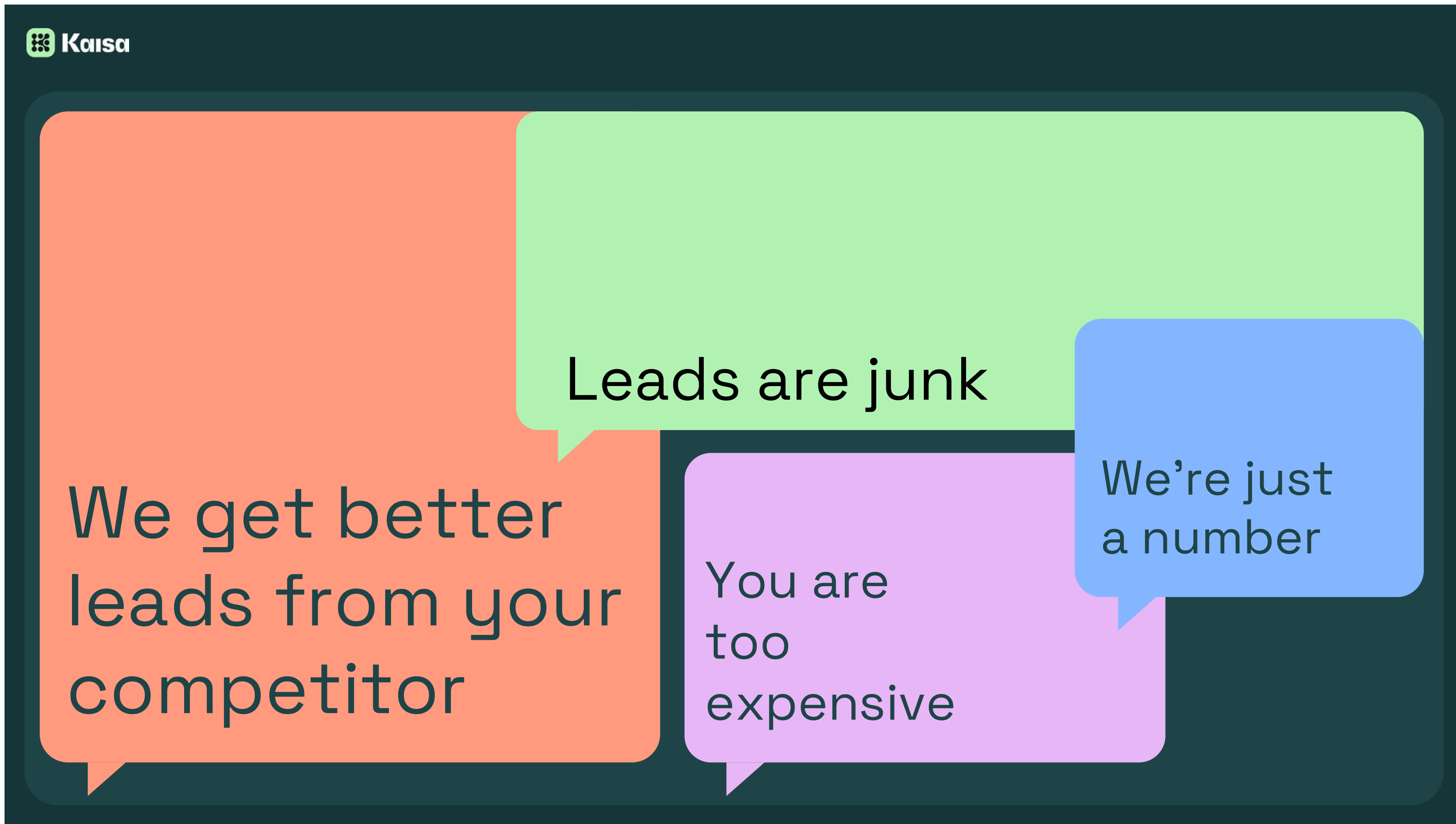
 **Kaisa**





Marketplace Specialist

We are marketplace specialists with over two decades of experience in the automotive and real estate sectors. Here's a snapshot of some of the major partners we collaborate with.



It's a fact, no matter how good you get, it's likely you've heard your agencies say something like this.



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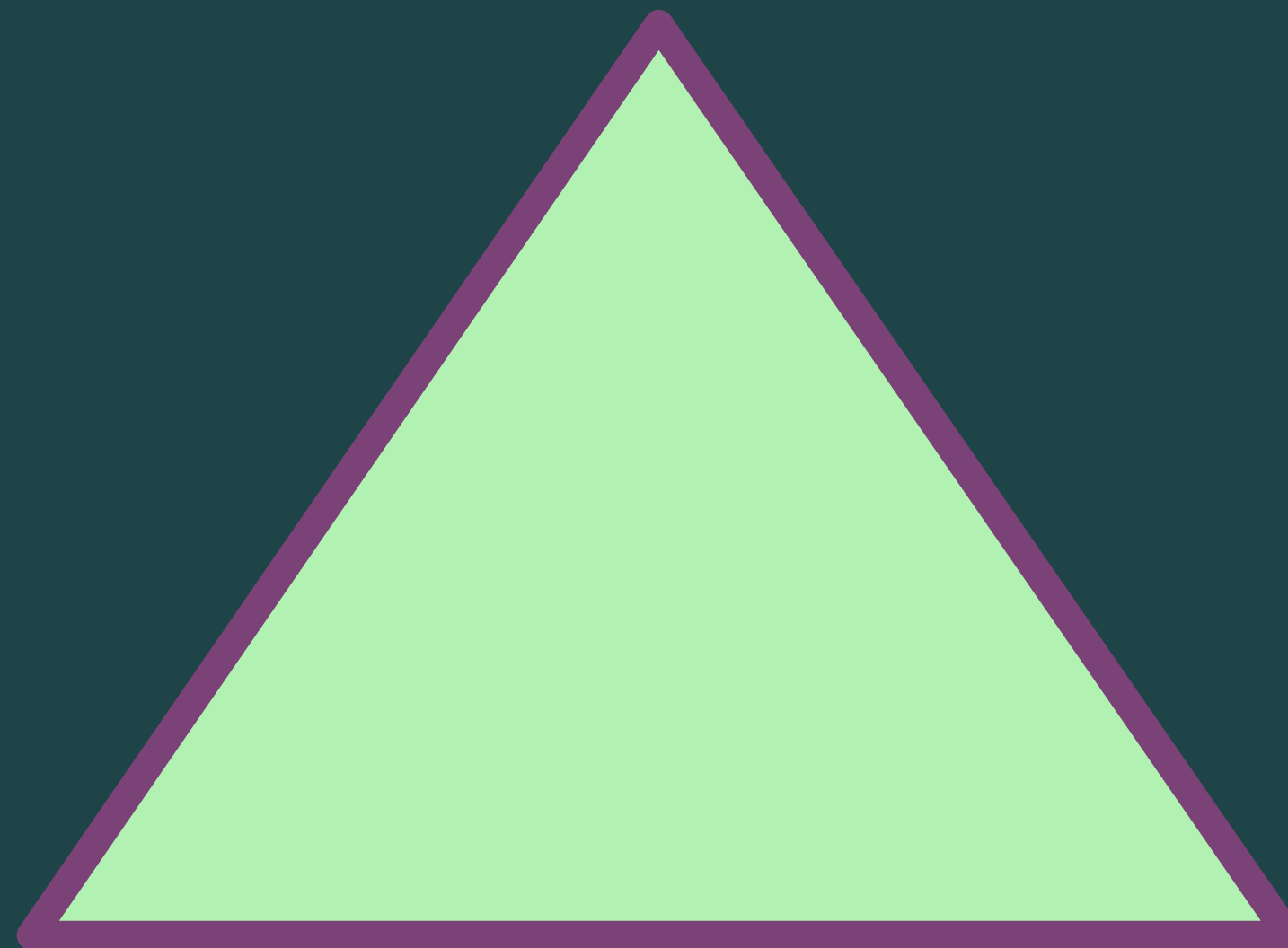
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Trusted Partners



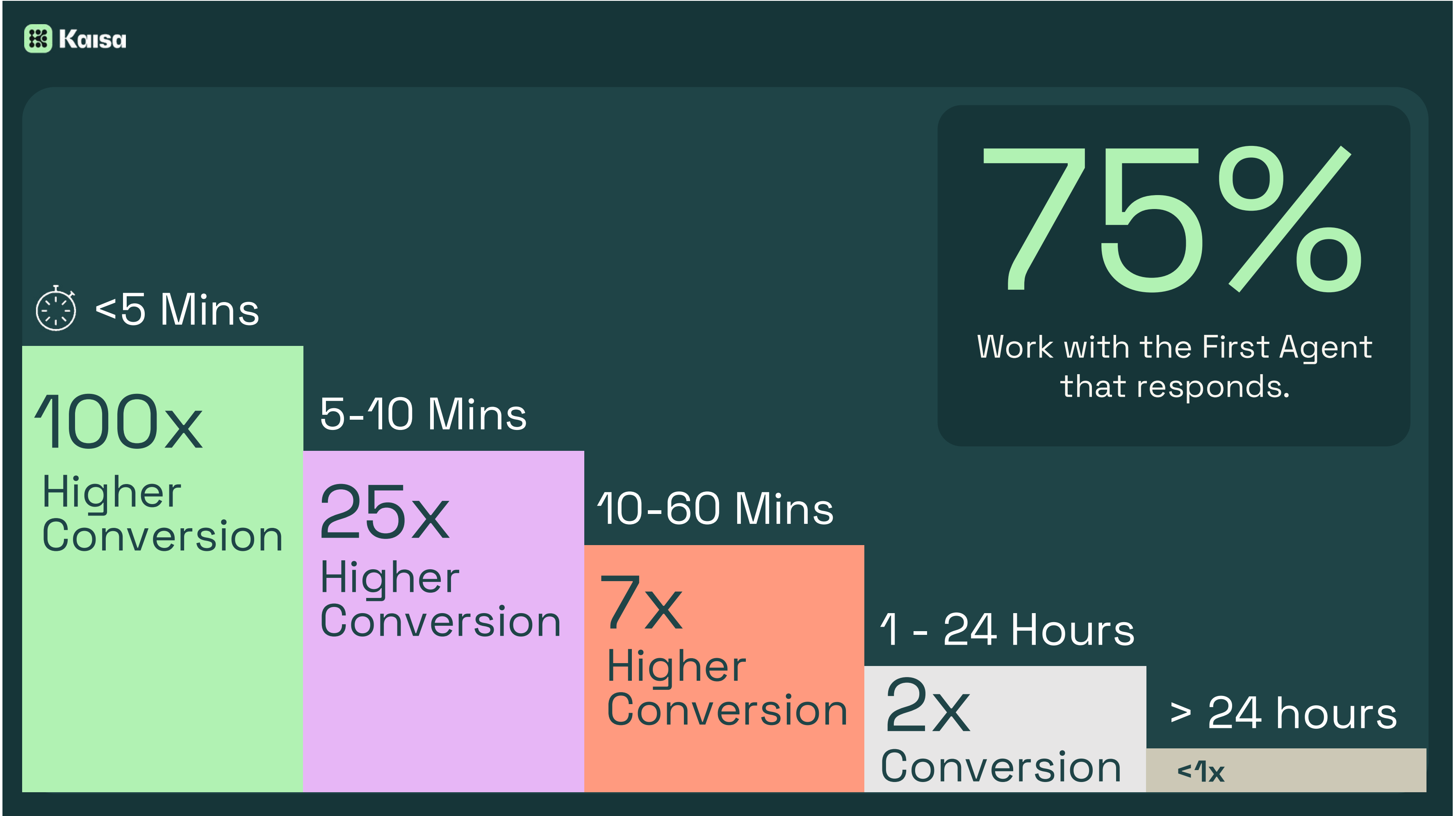
Agents



Marketplace

But some of the best marketplaces that we work with have a strong understanding that – technology may change, business models may change, but then the importance building a strong relationship with your agencies will always be paramount.

And everything we do is ultimately to improve the overall experience of your customers.



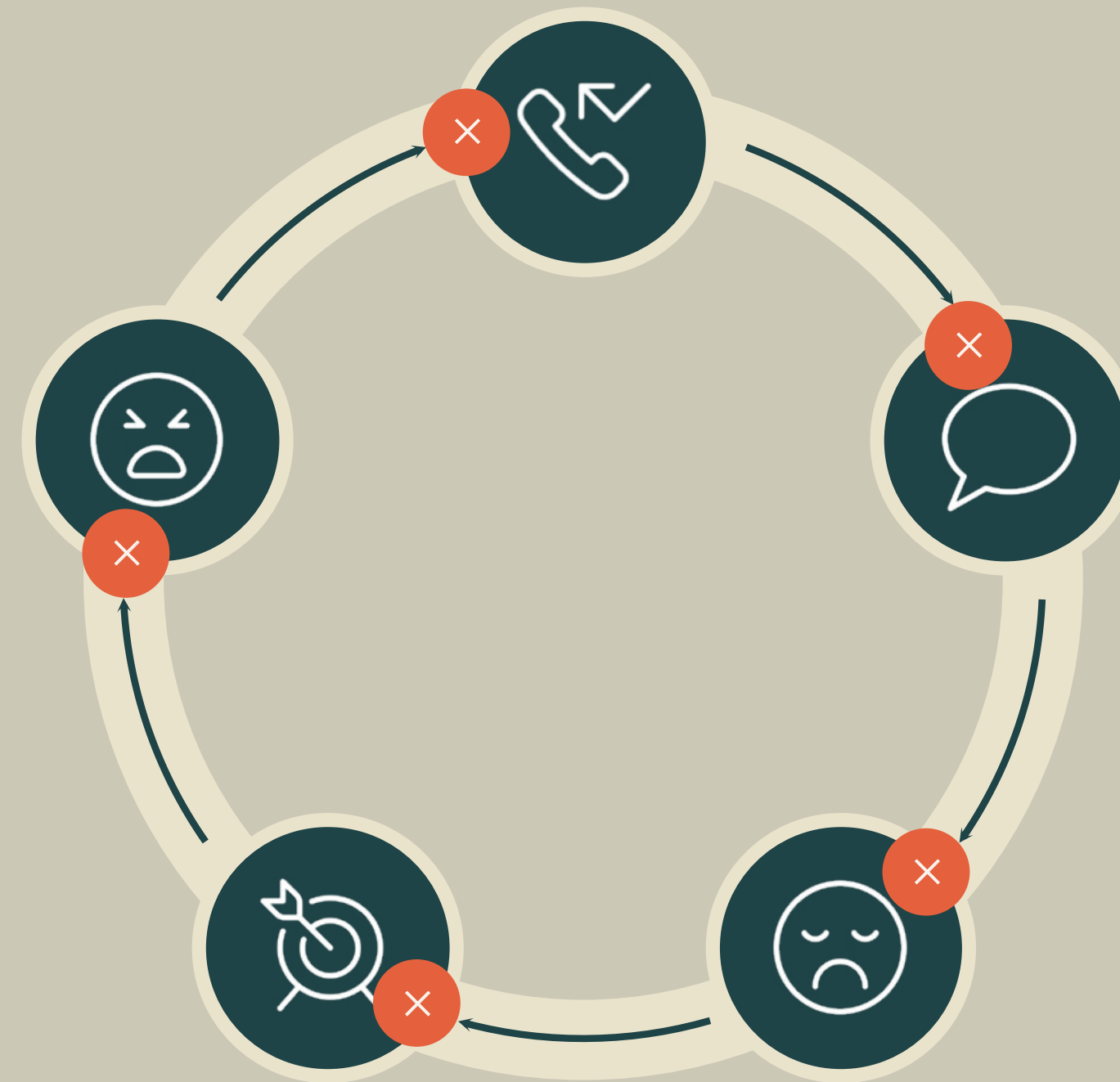
And from our data, we’ve seen that there is a very strong correlation between the time taken by an agent to respond to a lead and the potential of conversion. This data comes from Kaisa’s own platform and other third party researches.

Additionally, most of us already know that nearly 75% of prospects end up working with the first agent that responds, this is especially relevant on the seller-leads side



48%

of leads receive no response.



Despite having this knowledge, nearly half the leads go unanswered by the agencies. This is a real problem because when a phone call or form lead goes unanswered, frustrated buyers start contacting every listing they can find, often without any real intention to purchase. This creates a cycle of poor-quality, low-intent leads that further frustrate your agencies. We call this a vicious circle. But there's a way to solve it.



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Every buyer is different.



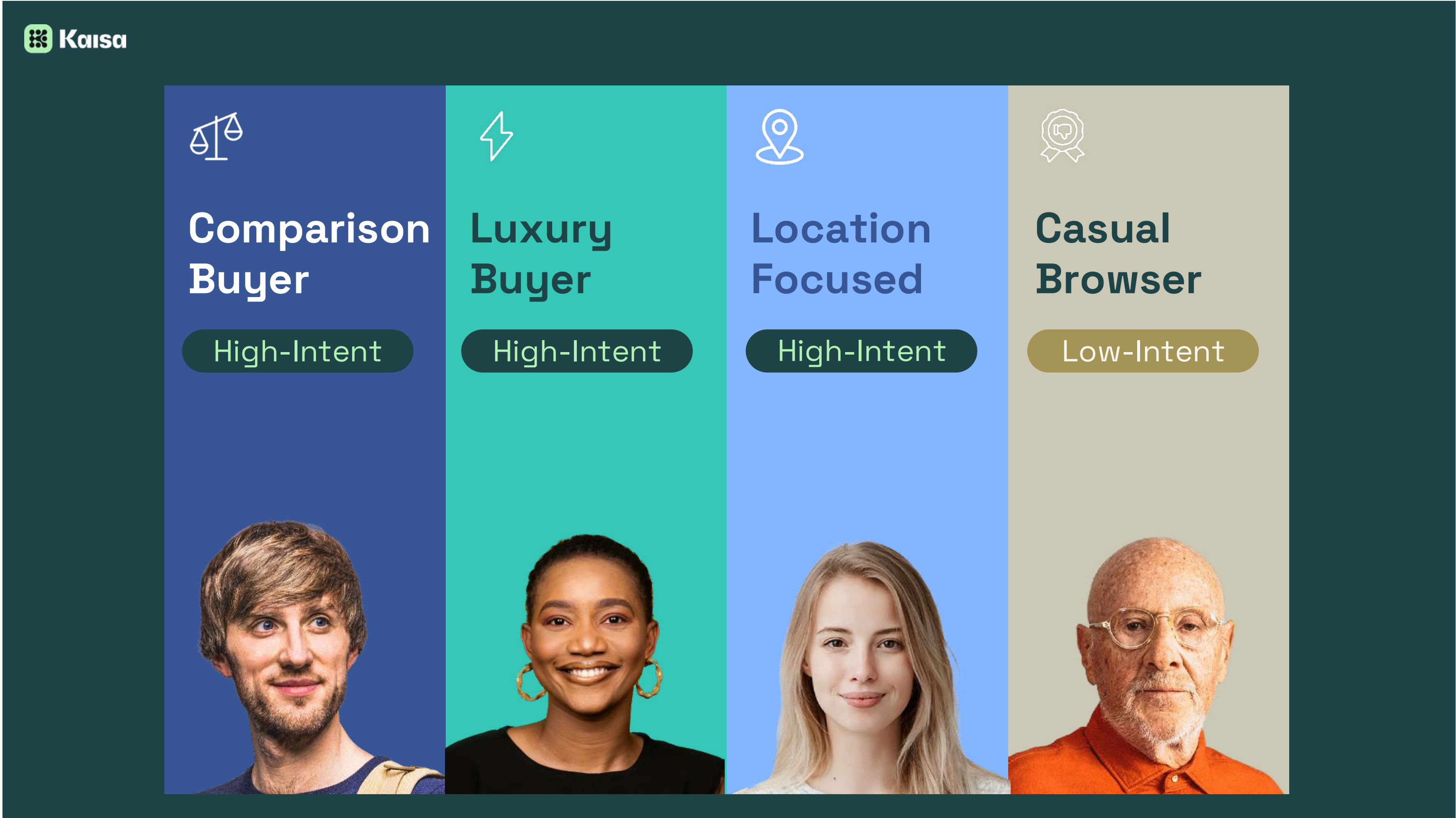
The first step is to understand
that every buyer is different.



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Based on the way they interact with your platform, you’d be able to group them into different segments. At Kaisa, we call them “Audiences”. The categories really depend on the market and the marketplace, but the main goal is to get an accurate understanding of their purchase intent.



VentureProp - Carrer Rio - Malaga

4BHK

600,950€

16/01

CasaMigos - Carrer Calecia - Malaga

3BHK

550,100€

10/02

CasaMigos - Carrer Ciutad - Malaga

3BHK

538,500€

10/02

MalagaProp - Carrer Barcelona - Malaga

3BHK

530,500€

22/02

Location Focused

High-Intent

In this example of a “Location-Focused” buyer, the person has reached out to multiple listings through different channels—phone, form, and WhatsApp. They are clearly a high-intent buyer looking for a property in the same city and similar price range. Sharing this information with your agencies can make a big difference in lead handling and prioritisation.



Agent Engagement



Key Account Groups

59%

Response Rate <1H

High-Intent Lead Malaga - 4BHK



Inbox



CF

CasaFinder 5 minutes ago
to me ▾



Location Focused

Finance Approved

355,950€

**Malaga 75000
4-bhk apartment**

3 habs.

1 baño

83 m²

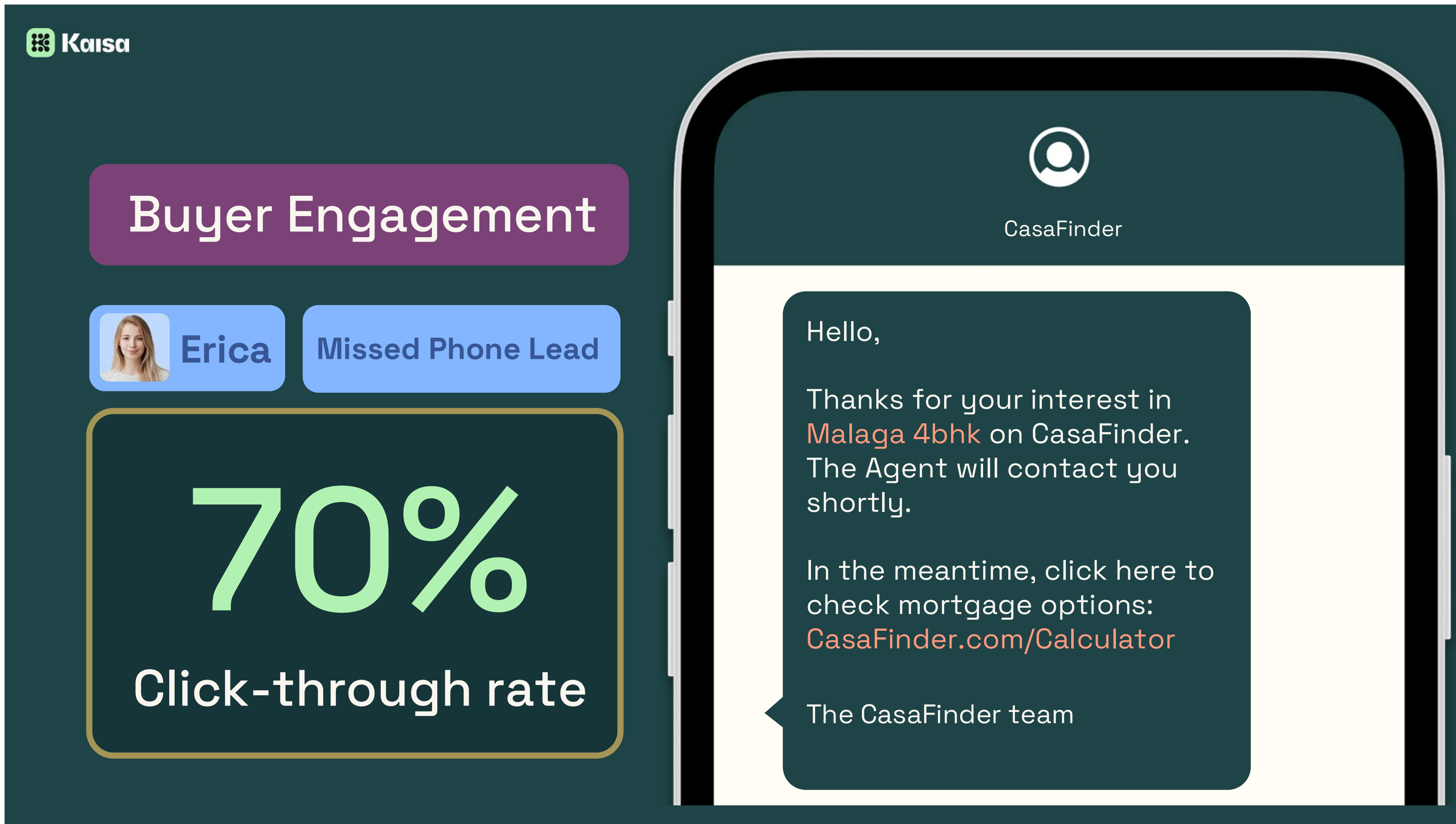
Bajos

Ascensor

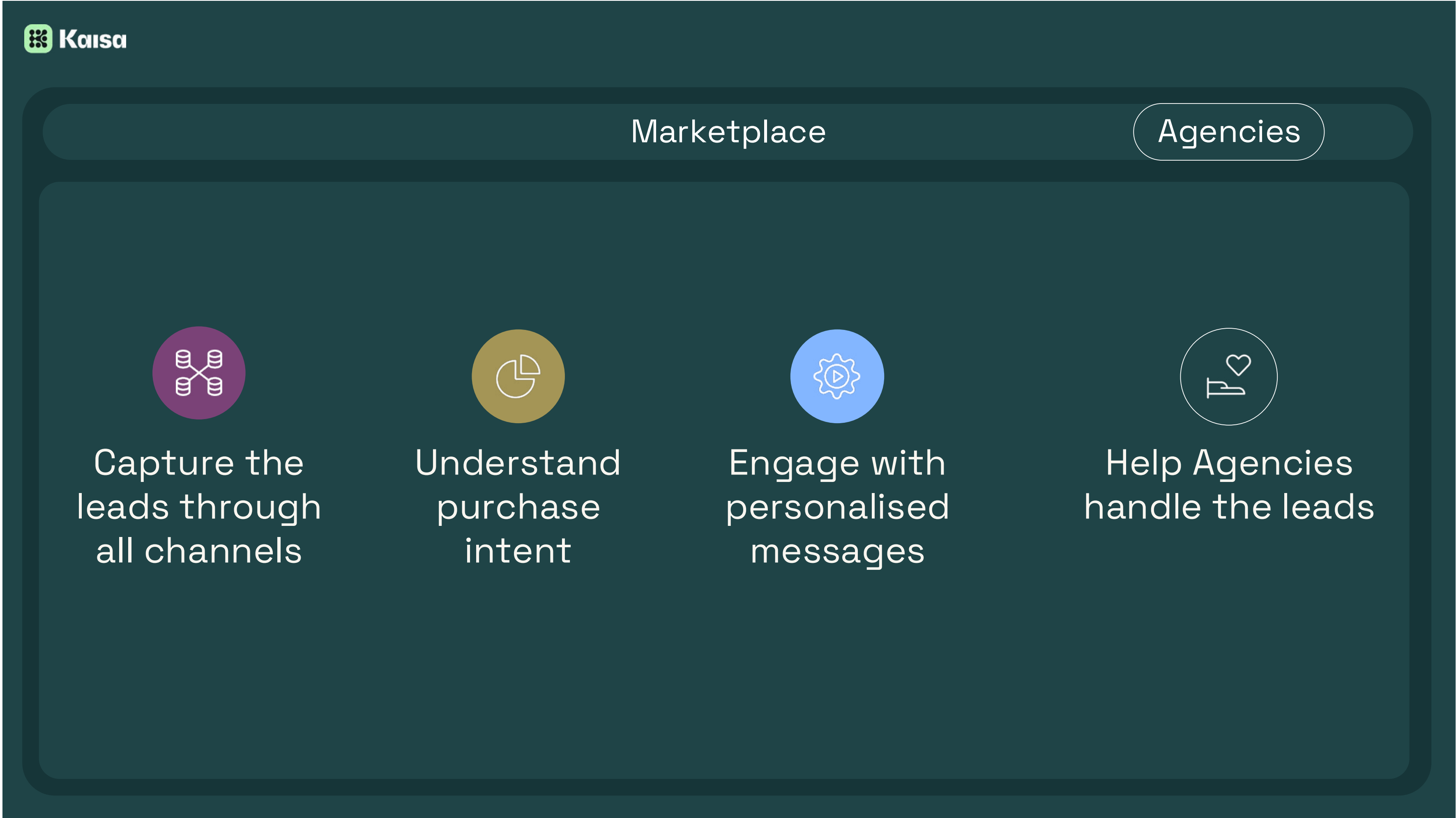
Calefacci...

Click here to Contact Lead

A fully contextual notification includes all the information about the specific listing a lead inquired about, along with relevant details about the lead itself—such as high intent or financial pre-approval. We've seen that these contextual notifications achieve an open rate of 59% within the first hour. Remember the slide I showed earlier about the correlations? These types of agent notifications help prioritise which leads to contact first, and as you can imagine, that makes a big difference.



Similarly, we could also send an SMS notification to the buyer, letting them know that the agent has been informed and will reach out soon, along with, for example, a financing or mortgage offer. The goal of keeping the buyer engaged is to ensure they don't move on to another platform. We've seen such SMS messages achieve a surprisingly high 70% click-through rate. When you think about it, it's natural for someone to want to learn more about a listing they're genuinely interested in purchasing.



Quickly summarizing, the fundamental goal here is to capture leads regardless of the channel they use. Collect and understand the purchase intent of each lead, identify the specific listing they contacted, and then engage with both parties. By doing this, you're already setting your agencies up for success. And the best part is, you don't need AI to do all of this. Many marketplaces in this very room are already doing this, or parts of it.



But we still need to talk about AI, especially AI agents, because our approach is different. Everything I've presented so far doesn't require AI, but to have a truly capable AI agent, it's crucial to collect this level of data. At the very least, you need to know which listings receive the most requests, as this insight can add significant value for agencies and greatly improve your AI agents' efficiency.



Missed-Call
Agent



Seller Leads
Agent



Out-of-Hours
Agent



Rental
Agent



New-Builds
Agent



Form Qualify
Agent



More ++

One of the first things we’ve learned is that every marketplace has its own unique use cases, often more than one. It’s important to have the flexibility to define how the AI agent’s workflow should operate, whether it’s for missed calls or seller leads. And it’s equally important to remember that AI agents need data to perform effectively. Without it, they become nothing more than glorified voicemail systems, which are, at this point, basic commodities.



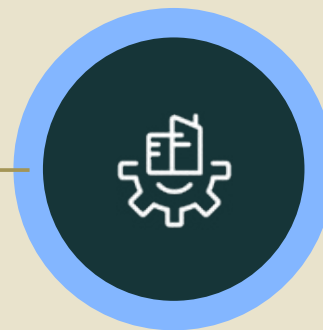
✦ Missed-Call Agent



Phone Lead



MP AI Agent

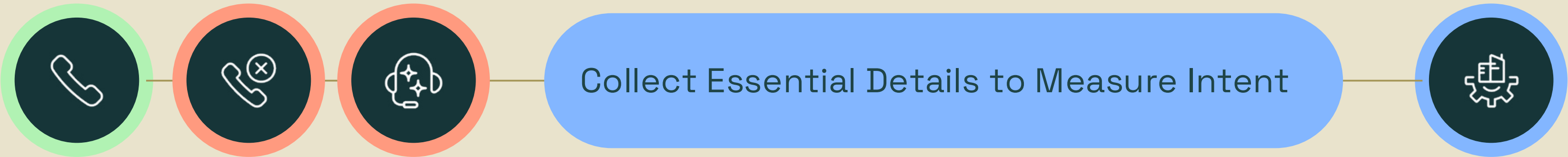


Agency



Ad-Listing Information

Take the missed-call agent, for example. When a call is missed, instead of just sending a standard missed-call notification, the AI agent can help the seller by quickly qualifying the lead. Since the marketplace already attributes each lead to a listing, the AI agent can be pre-informed about that listing. This means the conversation skips all the repetitive “What are you calling for?” type questions.



Sorry, the Agent is unavailable at this time, but let me assist you.

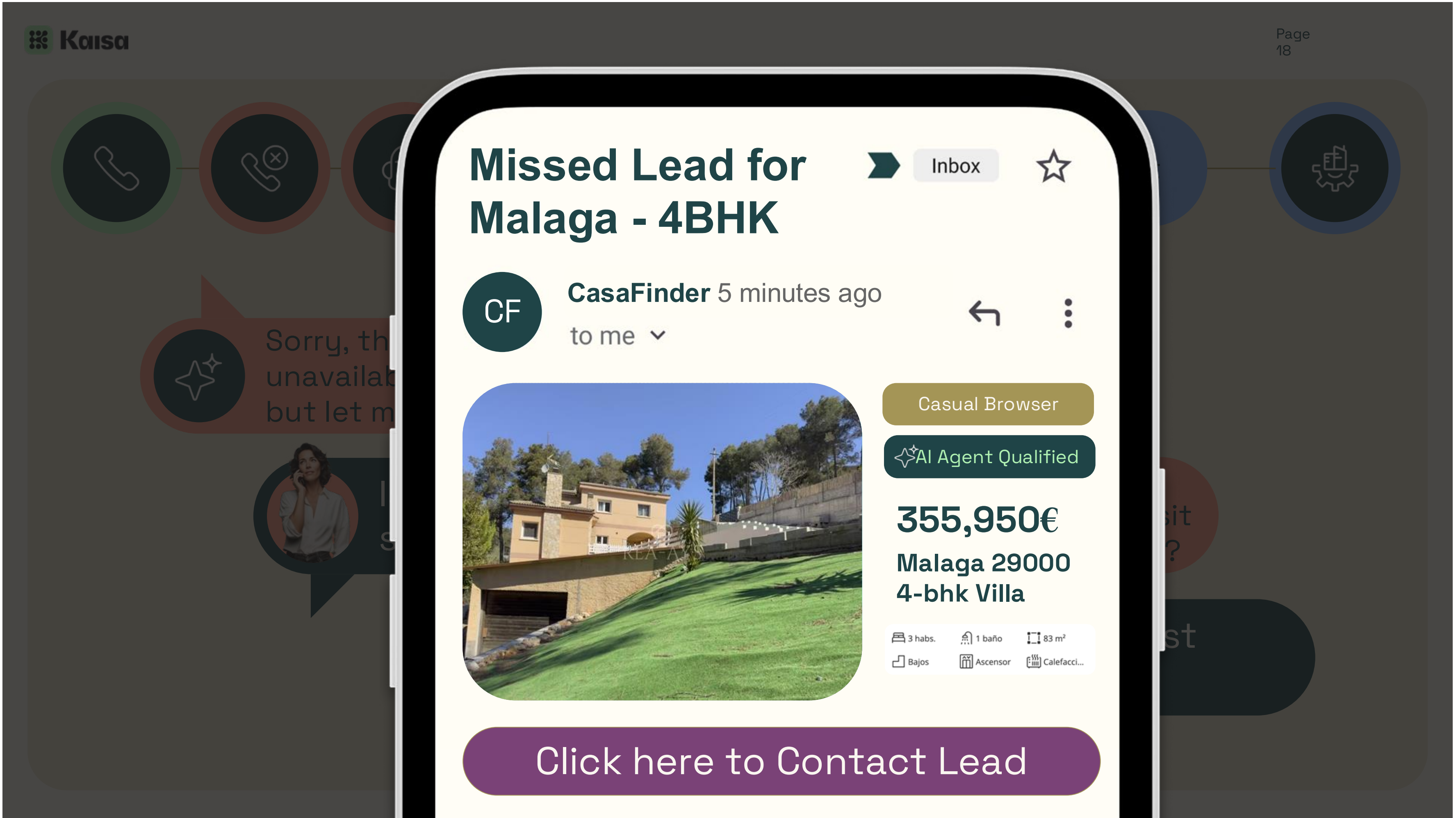
Is this apartment still available?

Yes it is, would you like to schedule a visit or request call-back?

No, I was just enquiring.

Instead it could be more precise and personalized.

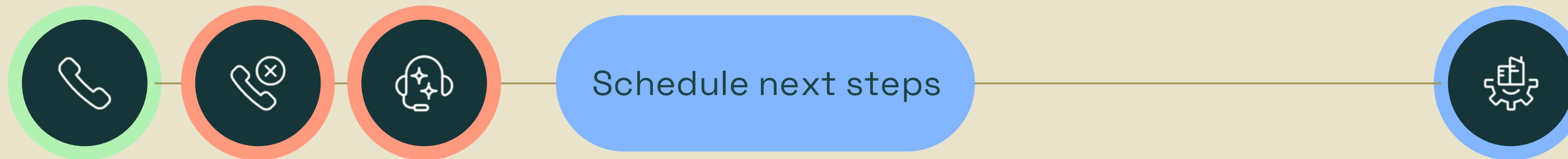
Now that the AI Agent has gathered that this person is not a high-intent buyer, it could enhance the accuracy of the contextual engagements that I showed in the previous slides.



Notice the “AI Agent Qualified” and “Casual Browser” tags. These help the seller prioritise which missed leads to call back first—while still giving them the option to contact all leads if they wish.



Page
19



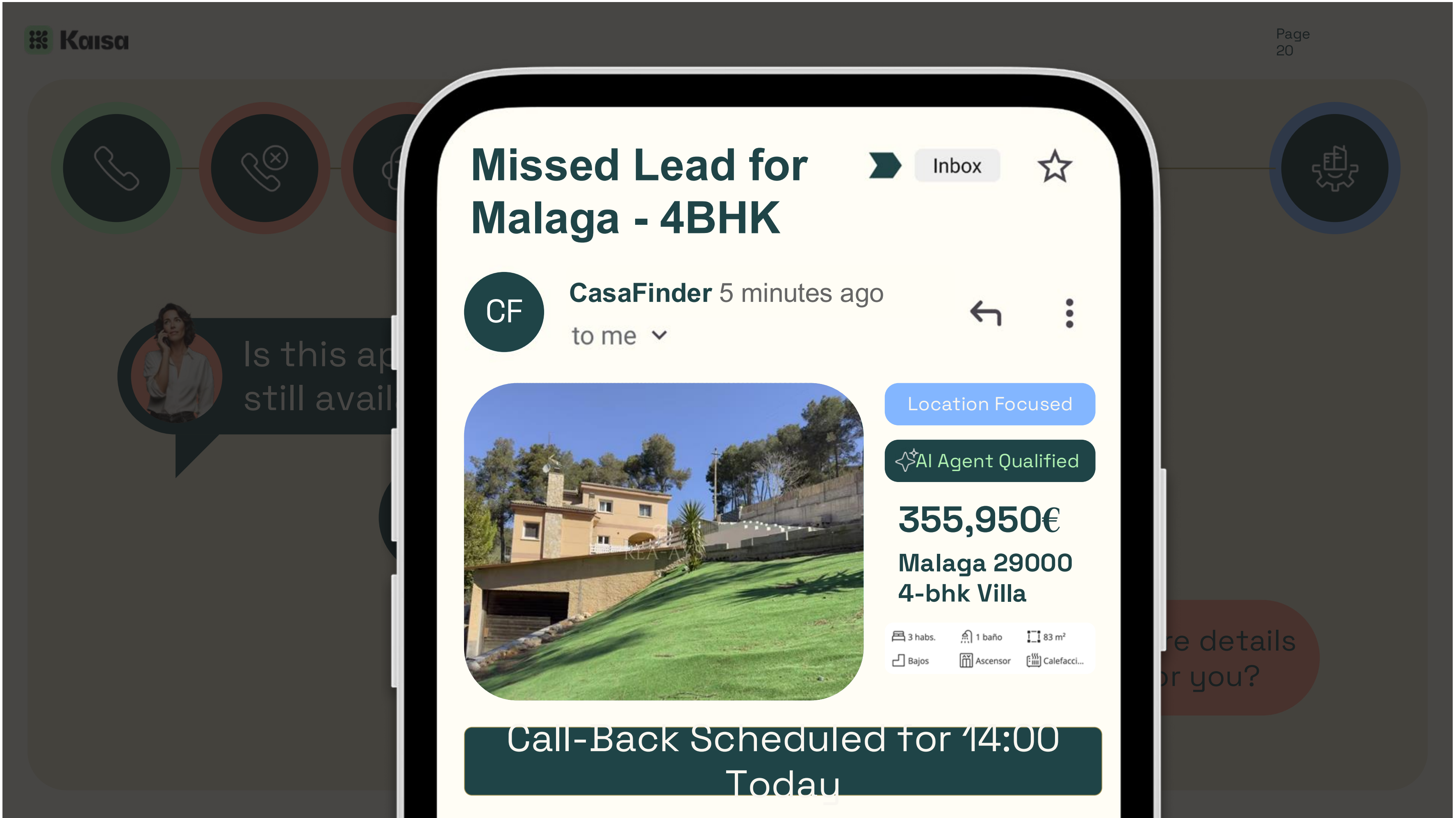
 Is this apartment still available?

 Yes it is, would you like to schedule a visit?

 No, but I would like to speak to the Agent.

 Great, may I ask for some more details in order to schedule a call with the Agent?

And while there are many casual browsers, you'll also see a lot of high-intent buyers like this one. In such cases, the AI agent can automatically schedule a callback at the time requested by the lead, based on the seller's available slots.



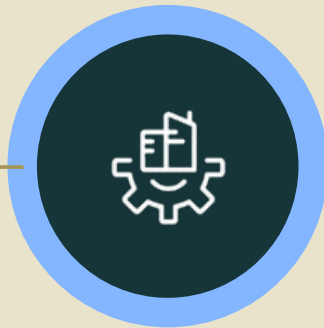
This is what such a notification could look like, with a clear sign that an automatic call-back has been scheduled.



Form Qualify Agent

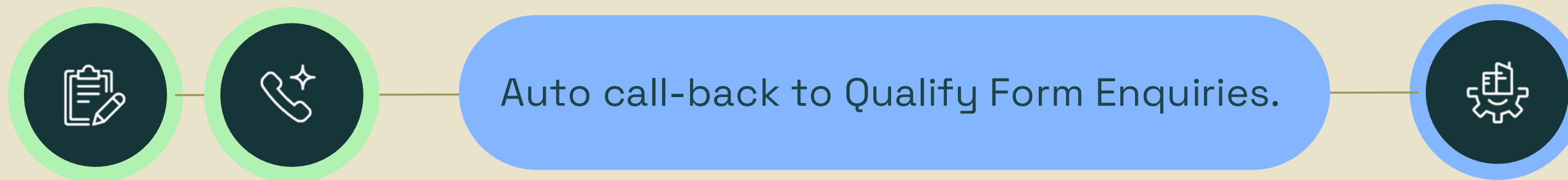


Form Lead



Agency

Here's another example of an AI Agent – A Form Qualify Agent.



 Hi, I am calling from CasaFinder about the **4bhk Villa in Malaga**.
The property is still available. How can I help you?

 Thanks, I am very interested.
Can I speak to a real person?

 Certainly! I can do that. When
would you be available for a call?

In another scenario, when a form request is received, the AI agent immediately calls the lead to verify whether the request is genuine. Agencies spend a lot of time chasing low-intent leads, and this simple action can help qualify form submissions so that agencies focus their attention on the high-intent ones.

As always, a contextual notification can be sent to both the agency and the lead to keep them engaged and informed.



Agency Performance Report template

Total Leads Answered

65% AI AGENT

75

+5% Compared to April 2025

Visits Booked

48%

+2% Compared to April 2025

Main
Competing
Agencies

- 1. TransProp Malaga
- 2. ViaHomes Malaga
- 3. EasyRental Malaga

42

High intent
leads this month

13

First time callers

32% Seller Leads

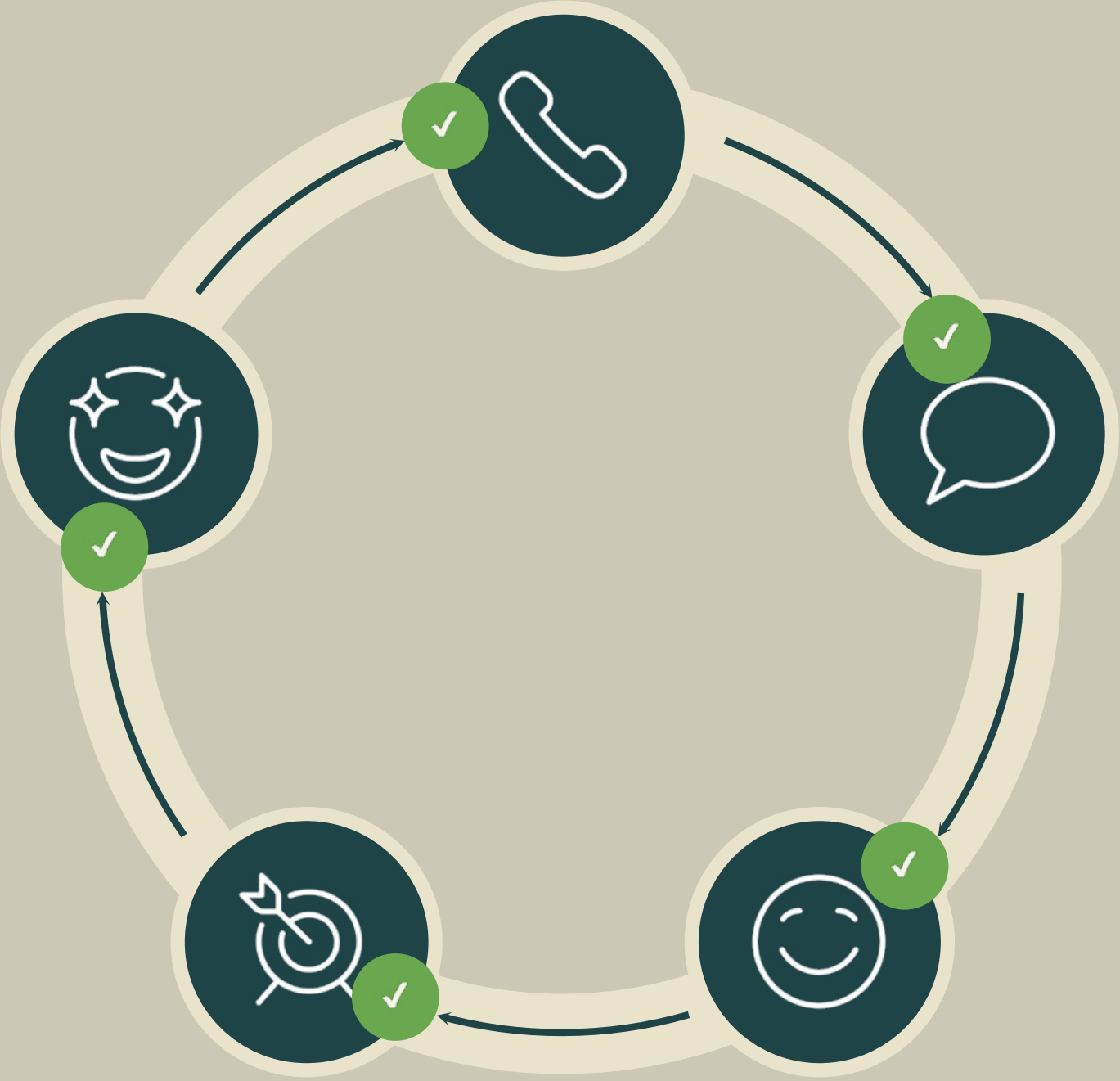
48% Finance Approved

20% High-Value Listings

One of the biggest challenges going forward will be convincing real estate agencies that AI isn't a technology that will take leads away from them—but one that will make their lives easier. To prove that, we need to find meaningful ways to share value with them. Providing a weekly or monthly performance report would go a long way toward building trust and encouraging agencies to share more useful data points, which in turn enhances the AI agent's effectiveness.



Improve the overall customer experience by helping your Professional Sellers respond to genuine enquiries.



With all these actions in place, we'll have made significant progress in closing the vicious circle I mentioned in one of the first slides. More leads handled means happier buyers, which leads to fewer low-intent leads and an overall improvement in perceived lead quality among agencies.



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Purpose Built with our Marketplace Partners

Finally, I'd like to thank all our marketplace partners who have worked with us, shared their insights, and helped shape our solution into what it is today. We're always happy to continue the conversation.

Become better partners to your Agencies with Kaisa.

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