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Real Estate Assistant

n8n | Hub | HubSpot | G

Razorpay

Chloe: The AI Assistant for Real Estate

Automating Buyer & Seller Interactions via WhatsApp, HubSpot, Razorpay & Google Tools

Real Estate Automation | **AI Chatbot** | **n8n Workflows**

Overview

Chloe is an AI-powered **real estate automation** assistant that revolutionizes how users interact with properties through **WhatsApp**. Designed to serve **buyers**, **renters**, **sellers**, and **agents**, Chloe integrates AI with tools like OpenAI, Google Sheets, Calendar, HubSpot CRM, and Razorpay to deliver a seamless end-to-end experience—from **property search to payment confirmation**.

Built on **n8n** with a modular, microservices-based design, Chloe eliminates the need for manual follow-ups by automating conversations, collecting and processing data, triggering external services, and keeping agents and clients in sync in real-time.

Challenges

Before implementing Chloe, real estate operations were bottlenecked by:

Manual Lead Qualification:
Sales teams spent hours responding to repeated questions and sorting leads.

Delayed Coordination:
Visit bookings, agent alerts, and payments were all handled manually via disconnected tools.

Inefficient Seller Onboarding:
Collecting seller information was unstructured and inconsistent.

Fragmented Communication:
Email, phone, CRM, calendar, and WhatsApp didn't talk to each other—slowing down execution.

No Real-Time Intelligence:
There was no always-on system to provide contextual assistance and next steps automatically.

Objectives

The project aimed to:

Enable users to chat naturally on **WhatsApp** and get instant responses

Automate property search, **visit scheduling**, seller onboarding, and payments

Maintain personalized **conversation history** for seamless interactions

Sync all user actions with **HubSpot CRM** for marketing and sales tracking

Integrate with **Razorpay** for instant payment links and webhook tracking

Support **multilingual conversations** across English, Hindi, Spanish, etc

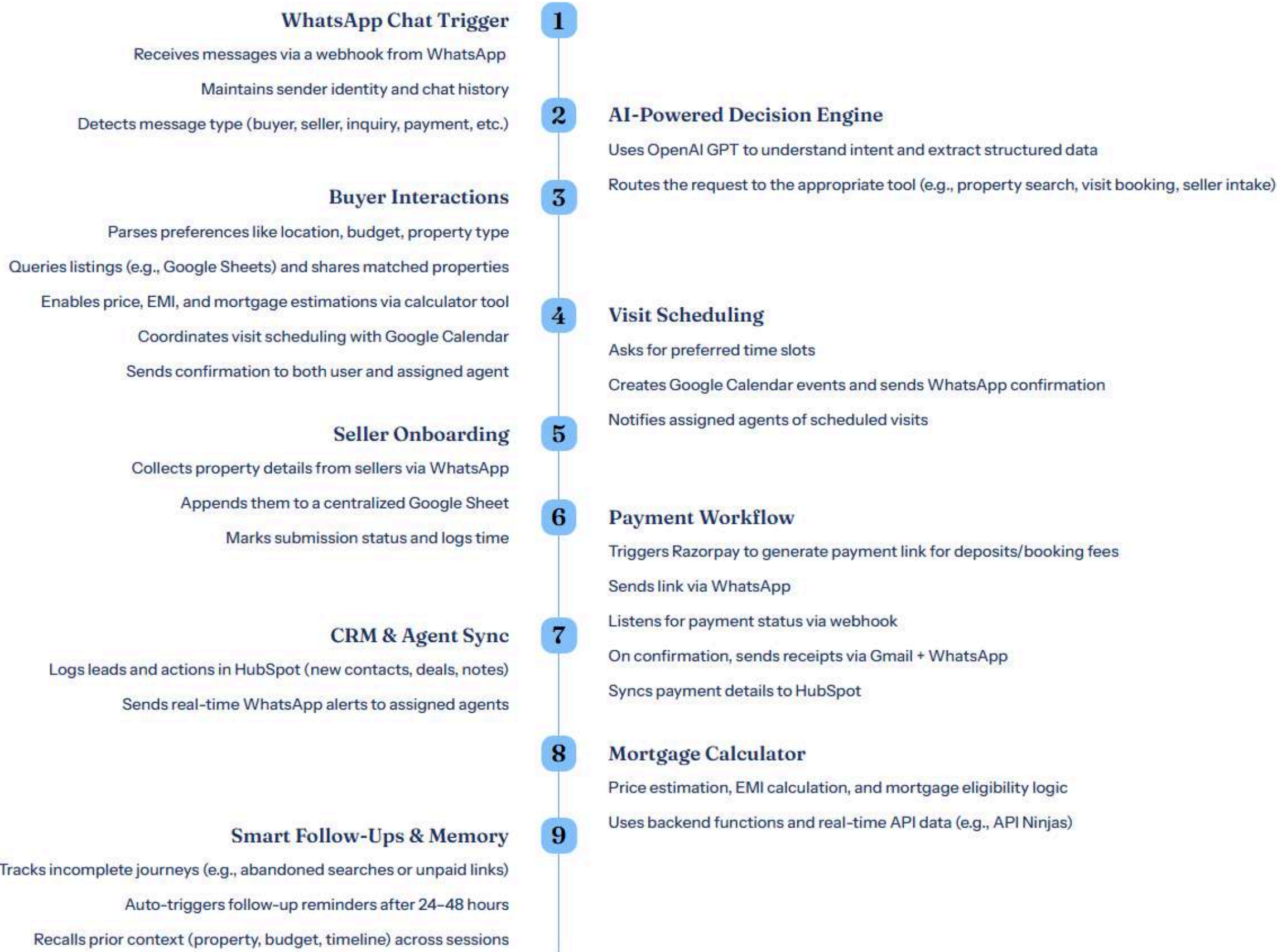Enable **price/mortgage calculations** directly within the conversation

Ensure 24/7 availability and scalable architecture with minimal manual work

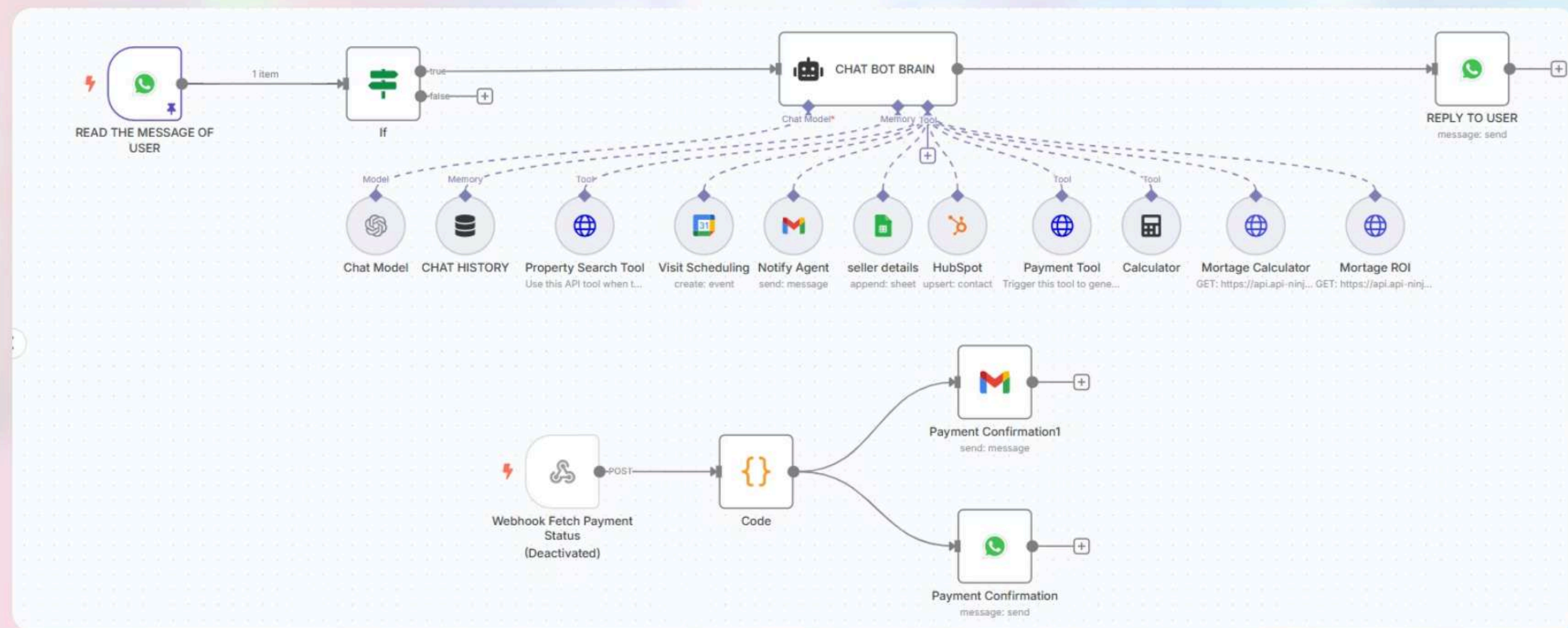**Notify** agents in real-time when key user actions occur

Solution Architecture

The Chloe system is designed as a **modular AI assistant,** combining real-time communication, backend integrations, and intelligent automation via n8n.

1

WhatsApp Chat Trigger

Receives messages via a webhook from WhatsApp

Maintains sender identity and chat history

Detects message type (buyer, seller, inquiry, payment, etc.)

2

AI-Powered Decision Engine

Uses OpenAI GPT to understand intent and extract structured data

Routes the request to the appropriate tool (e.g., property search, visit booking, seller intake)

3

Buyer Interactions

Parses preferences like location, budget, property type

Queries listings (e.g., Google Sheets) and shares matched properties

Enables price, EMI, and mortgage estimations via calculator tool

Coordinates visit scheduling with Google Calendar

Sends confirmation to both user and assigned agent

4

Visit Scheduling

Asks for preferred time slots

Creates Google Calendar events and sends WhatsApp confirmation

Notifies assigned agents of scheduled visits

5

Seller Onboarding

Collects property details from sellers via WhatsApp

Appends them to a centralized Google Sheet

Marks submission status and logs time

6

Payment Workflow

Triggers Razorpay to generate payment link for deposits/booking fees

Sends link via WhatsApp

Listens for payment status via webhook

On confirmation, sends receipts via Gmail + WhatsApp

Syncs payment details to HubSpot

7

CRM & Agent Sync

Logs leads and actions in HubSpot (new contacts, deals, notes)

Sends real-time WhatsApp alerts to assigned agents

8

Mortgage Calculator

Price estimation, EMI calculation, and mortgage eligibility logic

Uses backend functions and real-time API data (e.g., API Ninjas)

9

Smart Follow-Ups & Memory

Tracks incomplete journeys (e.g., abandoned searches or unpaid links)

Auto-triggers follow-up reminders after 24–48 hours

Recalls prior context (property, budget, timeline) across sessions

Real Estate AI Assistant Workflow

Key Technologies

n8n

OpenAI

WhatsApp

Google Sheets

Calendar

HubSpot

Razorpay

Gmail

Duration & Resources

⊘ **Time Taken : 5 Days**

⊘ **Resources : 2 Automation Specialists**

⊘ **Estimated Time Saved : 4 Weeks**

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Use Cases

Here are concrete, action-driven use cases automated by Chloe:

Instant Property Match via WhatsApp

Users send messages like "Looking for 3BHK in South Delhi under ₹1 Cr" → Chloe parses the request and replies with matching listings and summaries instantly.

End-to-End Visit Scheduling Without Agents

A buyer selects a property → Chloe auto-coordinates preferred timings, books a slot via Google Calendar, and confirms the visit on WhatsApp for both user and agent.

Seller Submits Property via Conversation

A seller initiates a "List My Property" chat → Chloe collects all property details conversationally and appends them to a centralized Google Sheet with source tracking.

Razorpay-Powered Booking Flow

A user confirms interest in a property → Chloe generates a Razorpay payment link, confirms payment via webhook, and auto-sends receipt via WhatsApp and Gmail.

Smart Lead Capture & CRM Sync

Chloe recognizes a qualified inquiry → Creates/updates a contact and deal in HubSpot in real time, tagging lead source, interaction intent, and agent assignment.

Live Agent Notification for Hot Leads

Upon a high-intent action like payment or visit confirmation → Chloe sends an instant alert to the assigned real estate agent's WhatsApp, improving response time.

Payment Status Monitoring and Escalation

Webhook monitors payment gateway → If payment fails or is abandoned, Chloe notifies user and schedules a reminder message after 24 hours.

Auto-Follow-up on Abandoned Conversations

If a user browses listings but doesn't proceed → Chloe follows up after 2 days with a personalized reminder or suggests similar listings to re-engage.
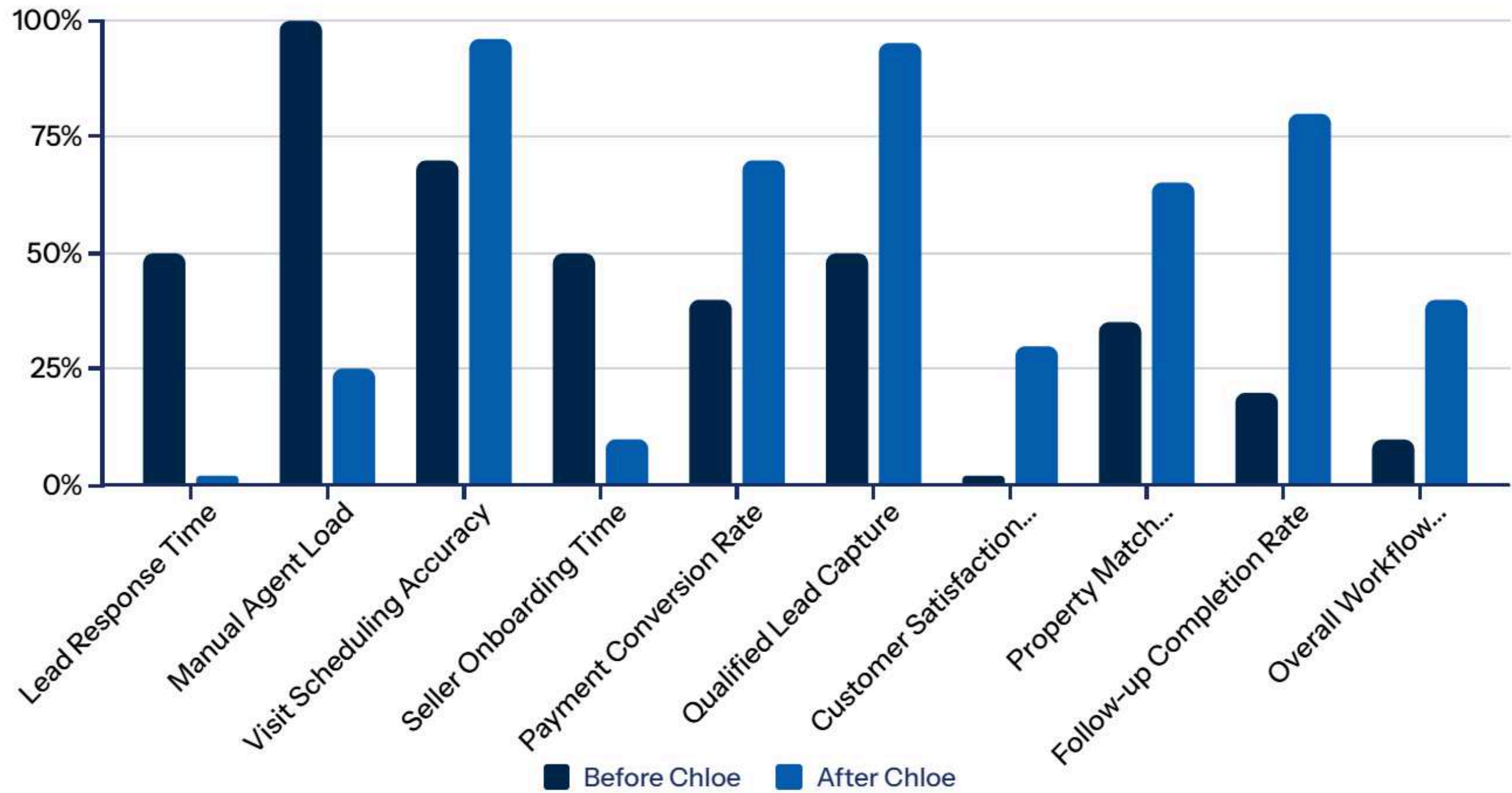
Contextual Multi-Session Conversations

A user resumes chat after 3 days → Chloe recalls prior context (property discussed, budget, location) and continues the conversation without restarting.

Outcomes

Following are the outcomes of the Chloe assistant-

Legend: Before Chloe, After Chloe

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Conclusion

Chloe is a game-changer for real estate workflows, combining conversational AI with powerful backend integrations to create a **24/7 property consultant** that never sleeps. From inquiry to payment, every step is handled intelligently—reducing friction for users, saving time for teams, and increasing operational speed.

Whether you're a real estate agency, listing platform, or independent broker, **Chloe scales your reach without scaling your headcount**—unlocking faster deals, smarter interactions, and happier clients.

> *Let Chloe handle the chat—so you can close the deal.*