

# Chloe: The AI Assistant for Real Estate

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

**Real Estate Automation** 

Al Chatbot

n8n Workflows

## Overview

Chloe is an Al-powered real estate automation agent that transforms property engagement through a conversational interface on WhatsApp. Built on n8n, it connects users with smart, real-time support for everything from property search to visit booking, seller onboarding, payment collection, and agent alerts—all with zero manual intervention.

The system intelligently manages interactions across multiple tools like OpenAl, Google Sheets, Google Calendar, HubSpot CRM, and Razorpay, creating a seamless experience for both property seekers and sellers.





## 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

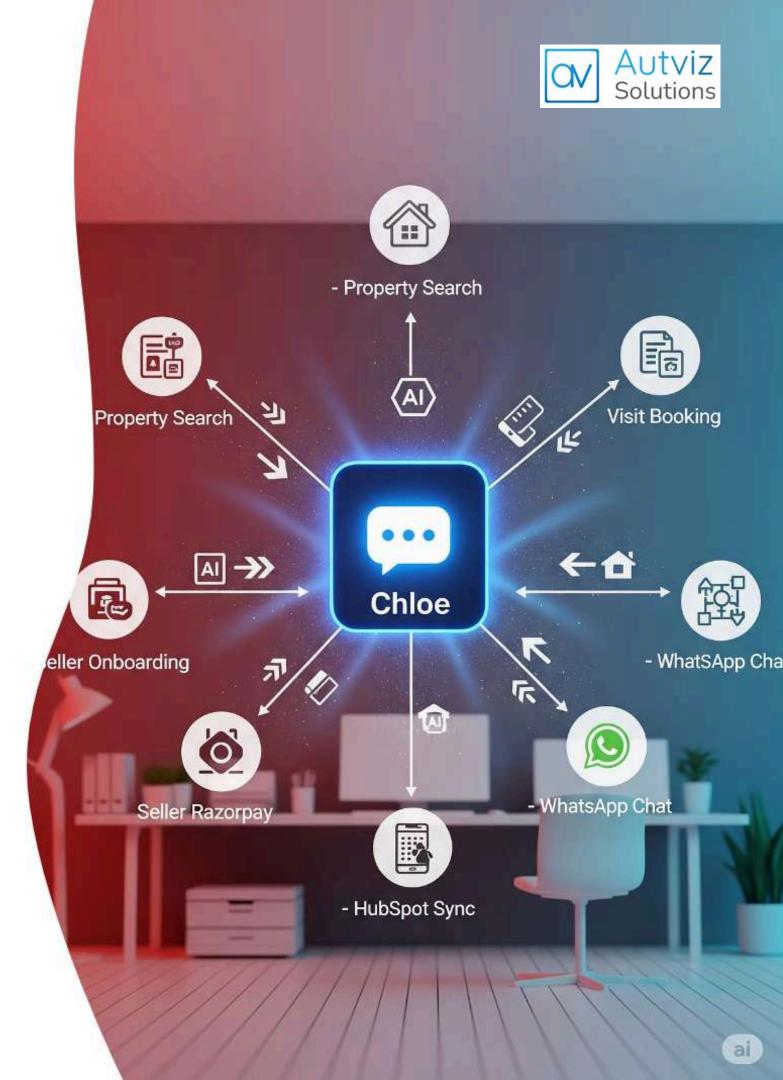
Maintain personalized conversation history for seamless interactions

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

Notify real estate agents of new leads and bookings in real time

Validate and confirm payments without human follow-up

Extend easily with modular and low-code design



#### Solution Architecture

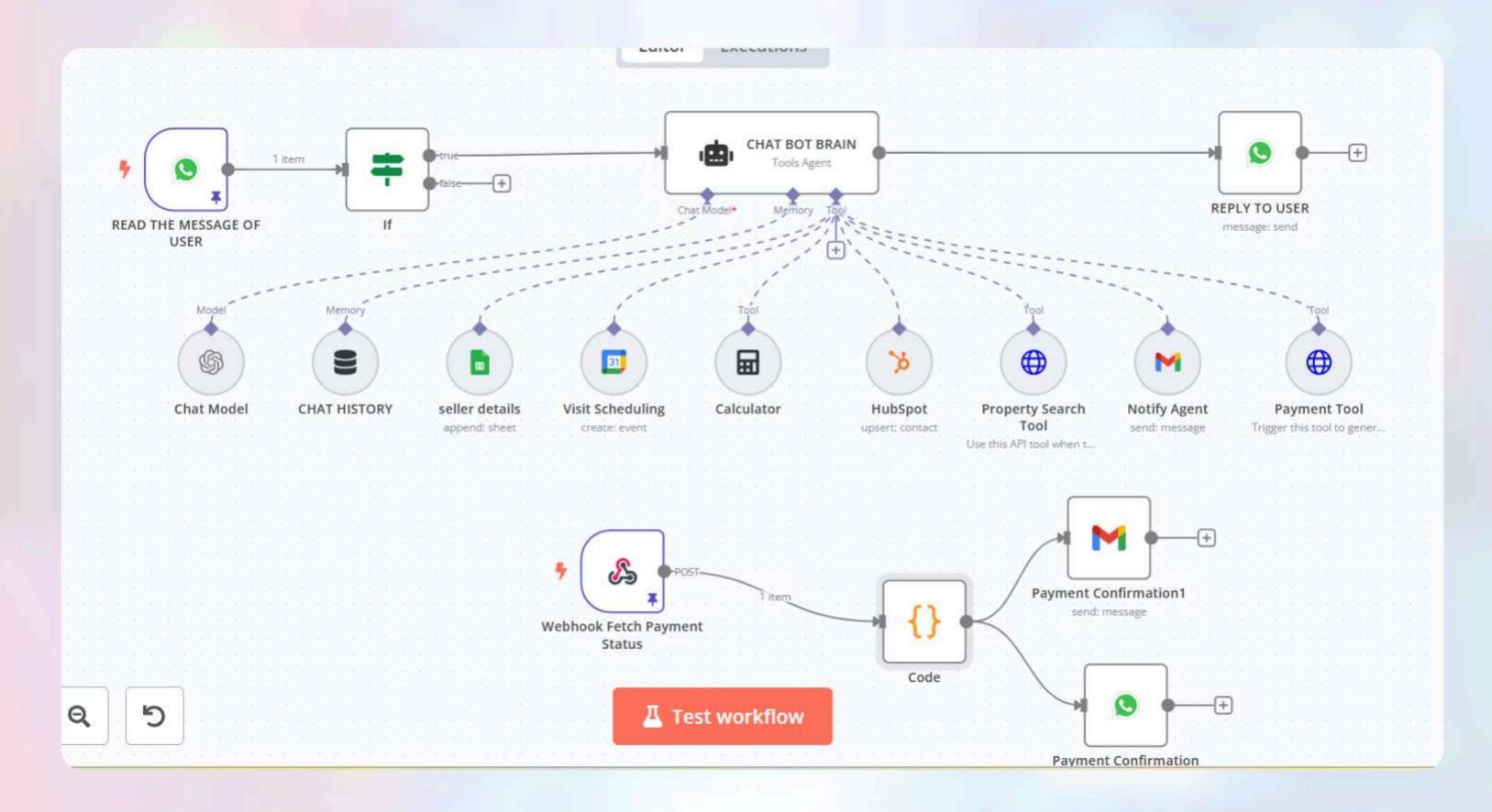


The Chloe system is designed as a modular Al assistant, combining real-time communication, backend integrations, and intelligent automation via n8n.

#### WhatsApp Chat Trigger Receives messages via a webhook from WhatsApp Maintains sender identity and chat history **AI-Powered Decision Engine** Detects message type (buyer, seller, inquiry, payment, etc.) 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) **Buyer Interactions** Searches a listings database or Google Sheet Filters properties based on user input like budget, location, and type Visit Scheduling Responds with formatted property suggestions Asks for preferred time slots Creates Google Calendar events and sends WhatsApp confirmation Seller Onboarding Notifies assigned agents of scheduled visits Collects property details from sellers via WhatsApp Appends them to a centralized Google Sheet Payment Workflow Marks submission status and logs time Triggers Razorpay to generate payment link for deposits/booking fees Sends link via WhatsApp Listens for payment status via webhook CRM & Agent Sync On confirmation, sends receipts via Gmail + WhatsApp Logs leads and actions in HubSpot (new contacts, deals, notes) Syncs payment details to HubSpot Sends real-time WhatsApp alerts to assigned agents **Price & EMI Calculator** Accepts inputs like price, down payment, interest rate Returns monthly EMI, total payable, and eligibility info



## Real Estate AI Assistant Workflow





## **Key Technologies**

















### **Duration & Resources**

Resources: 2 Automation Specialists

Estimated Time Saved: 4 Weeks





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 autocoordinates 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.



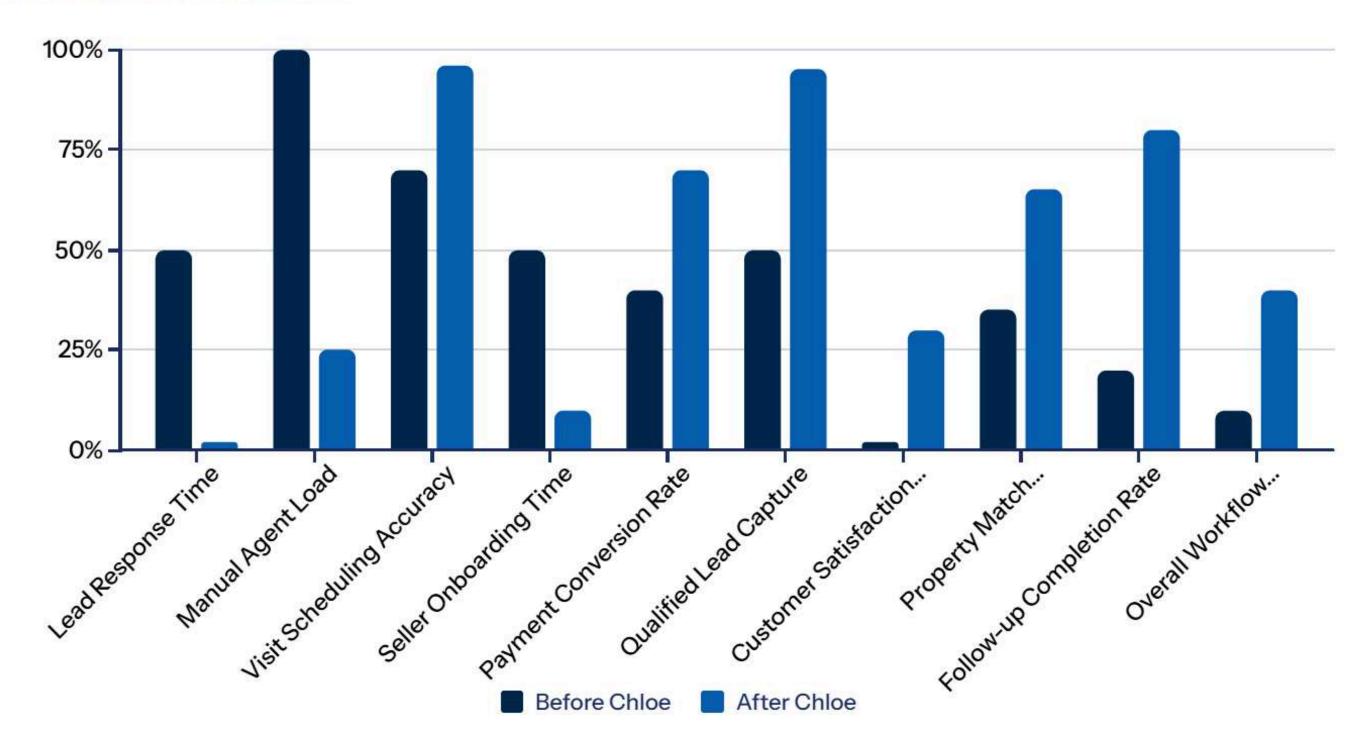
#### Contextual Multi-Session Conversations

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

## AUTVIZ Solutions

## Outcomes

Following are the outcomes of the Chloe assistant-



## 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.

