

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 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 **OpenAI**, **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

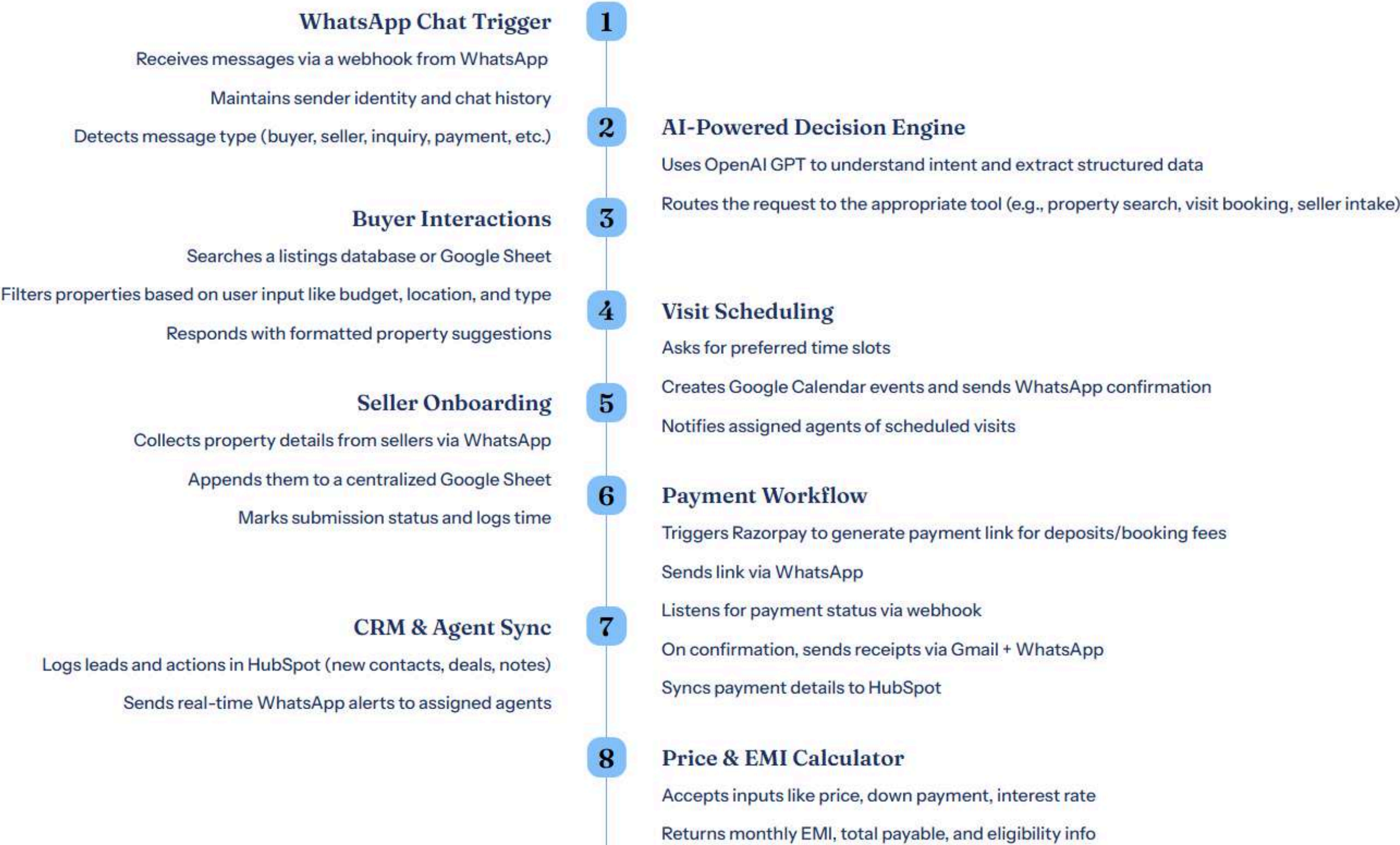
Validate and confirm payments without human follow-up

Extend easily with modular and low-code design

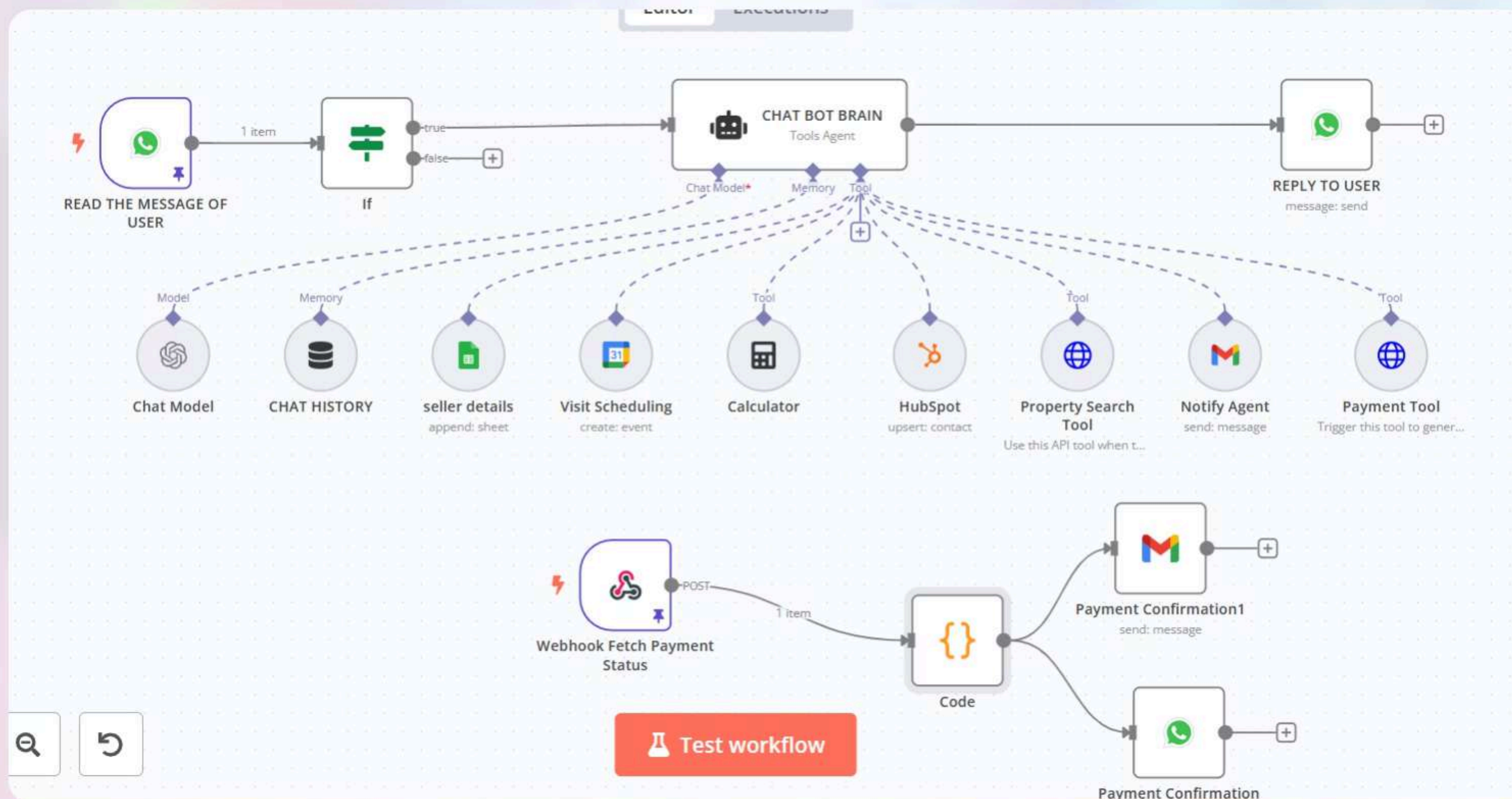


Solution Architecture

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



Real Estate AI Assistant Workflow



Key Technologies



Duration & Resources

✓ Time Taken : 5 Days

✓ Resources : 2 Automation Specialists

✓ Estimated Time Saved : 4 Weeks

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.

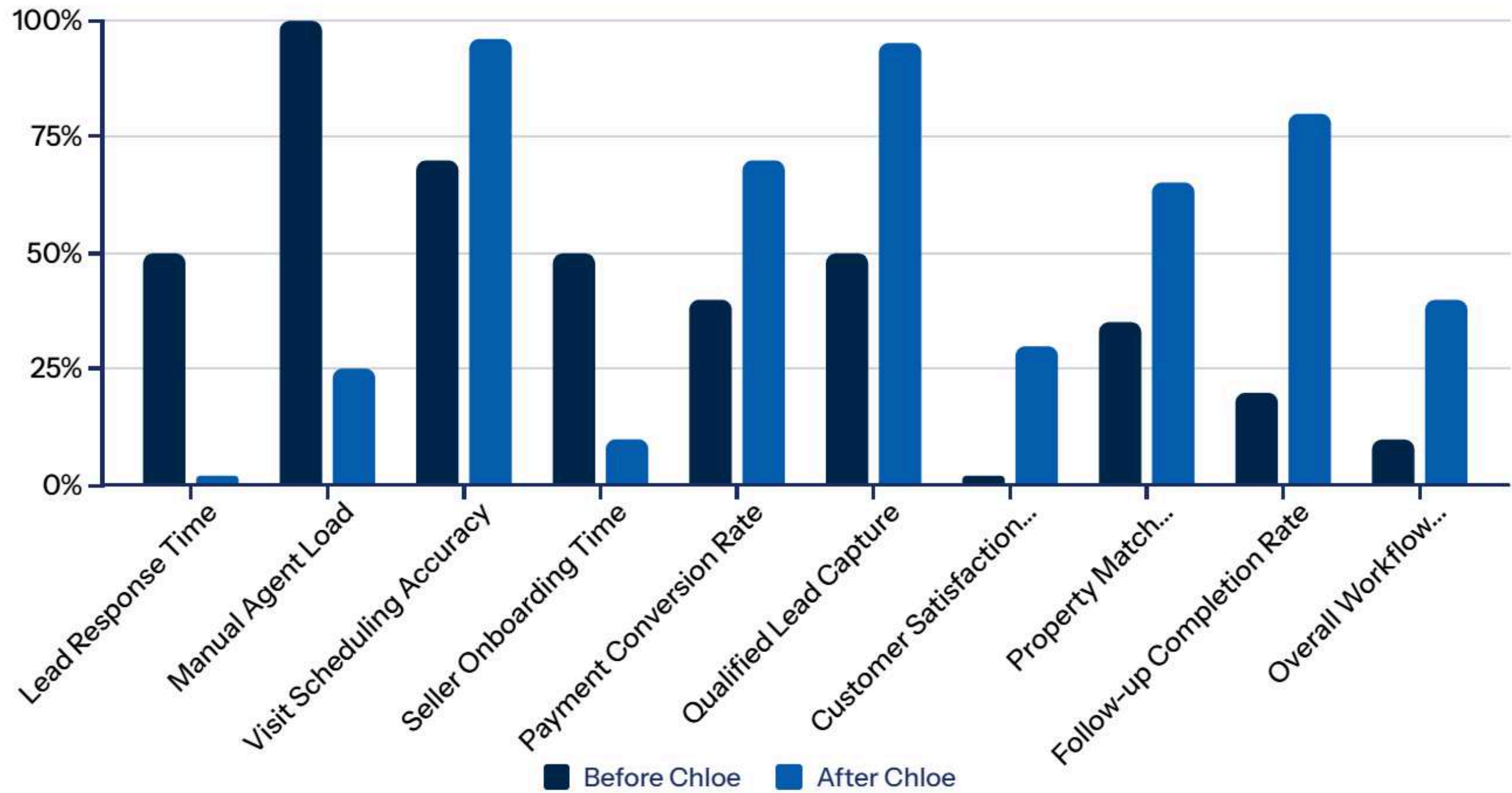


Contextual Multi-Session Conversations

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-



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.

