

ORGANIZATIONAL, ECONOMIC AND MARKETING ASPECTS OF CREATING A WEB AS A TOOL FOR THE DEVELOPMENT OF A REAL ESTATE AGENCY

Iryna Mala¹

¹Senior Lecturer of the Department of Marketing and Behavioral Economics, Senior Lecturer of the Department of Management Technologies, KROK University, Kyiv, Ukraine, ORCID: <https://orcid.org/0000-0003-0773-5336>

Abstract. In an era where digital transformation permeates every aspect of society, the Internet has become a cornerstone for both individuals and businesses. Today, practically every sector utilizes online resources to some extent, from streamlining operations to expanding market reach. This digital shift is especially pertinent for real estate agencies, where web resources are invaluable for connecting with potential clients. As the Internet becomes the go-to medium for property searches, the role of a well-designed, functional website has evolved from a luxury to an essential asset in the real estate market, especially within Ukraine's dynamic housing landscape. For real estate firms, the creation and maintenance of a web presence are crucial, offering a streamlined way for clients to search properties, access up-to-date information, and make informed decisions with minimal effort.

This study aims to investigate the organizational, economic, and marketing elements required to create an effective web resource for real estate agencies. By examining the cost structures and functionalities necessary for such a resource, we aim to provide a comprehensive analysis that includes initial development costs, promotional strategies, and ongoing support requirements. Additionally, this research explores the unique features that enhance a real estate website's impact—such as video content, 3D virtual tours, and interactive mapping. The goal is to establish a framework for how real estate agencies can use web resources to elevate their market positioning and improve client engagement.

The findings of this research indicate that establishing a robust web presence

involves significant upfront and ongoing investments, yet these are essential for the long-term growth of real estate agencies. Core expenses for developing a real estate website include hosting, domain fees, web design, programming, and third-party service integrations, with an estimated starting cost of around \$3,300. Effective website promotion, encompassing SEO, social media marketing, and email campaigns, further enhances visibility and customer engagement, with promotion costs averaging \$8,000. Additional expenses for regular updates and technical support underscore the necessity of viewing the website as a strategic asset rather than a one-time investment. By utilizing visual aids like video content, interactive maps, and 3D modeling, agencies can offer clients an immersive browsing experience, giving them confidence and clarity in their purchasing decisions.

The digital transformation of real estate websites presents both challenges and opportunities for the industry. As this study suggests, a professional website functions as a virtual business card, shaping client perceptions and setting the trajectory for agency growth. Future perspectives should include exploring how emerging technologies, such as augmented reality (AR) and artificial intelligence (AI), could further enrich the user experience. Real estate agencies that embrace these advancements will likely benefit from enhanced client satisfaction, loyalty, and profitability. Given the fast-paced evolution of online consumer behavior, real estate firms are advised to continuously refine their digital strategies, thereby maintaining a competitive edge in a market where online presence is increasingly synonymous with success.

Keywords: internet marketing; website promotion; real estate agency development tools.

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