



**COLLEGE OF BUILT ENVIRONMENT
UNIVERSITI TEKNOLOGI MARA**

**THE INFLUENCE OF DIGITALIZATION IN THE
TRANSFORMATION OF THE REAL ESTATE AGENCIES
CASE STUDY: KLANG VALLEY**

**Academic Project Submitted in Partial Fulfillment of the Requirements
for the award of the Degree
Bachelor of Estate Management (Hons)**

**AQIL HAZIQ BIN ANWAR TAJUDDIN
2023800864
SEMESTER MARCH 2025 - AUGUST 2025**

STUDENT'S DECLARATION

Title of Academic Project:

THE INFLUENCE OF DIGITALIZATION IN THE TRANSFORMATION OF THE
REAL ESTATE AGENCIES

I hereby declare that this academic project is the result of my own research except
for the quotation and summary which have been acknowledge

Signature :

Name of Student : AQIL HAZIQ BIN ANWAR TAJUDDIN

Date : 19/6/2025

SUPERVISOR'S DECLARATION

Title of Academic Project:

THE INFLUENCE OF DIGITALIZATION IN THE TRANSFORMATION OF THE
REAL ESTATE AGENCIES

I hereby declare that I have read this academic project and in my opinion it is
sufficient for the award of Bachelor of Estate Management (Hons)

Signature :

Name of Supervisor : DR LIZAWATI ABDULLAH

Date : 20/6/2025

ACKNOWLEDGEMENT



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ABSTRACT

This research explores the use of digital platforms in the real estate industry, focusing on how registered real estate agents in the Klang Valley use digital tools for marketing and sales strategies. The main objective is to identify the commonly used online platforms and how agents apply them in their daily work to promote properties and attract clients. A qualitative approach was used, with data collected through semi-structured interviews involving four experienced real estate agents. The findings show that platforms such as Facebook, Instagram, Mudah.my, and PropertyGuru are frequently used because of their wide reach and convenience. Agents explained how they use paid advertisements, property photos, short videos, and client testimonials to create interest and gain trust from potential buyers. Digital tools also help them save time, reduce marketing costs, and manage leads more effectively. In conclusion, the study highlights that digitalisation has become an essential part of marketing and sales strategies in real estate, and agents must continue adapting to stay relevant in a competitive market.