



UNIVERSITI
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Cawangan Perak

ISCU 2025

17TH RISM INTERNATIONAL SURVEYING CONFERENCE FOR UNDERGRADUATES

Embracing Construction Revolution 4.0 (CR4.0): Transforming Malaysia's Built Environment

16th - 17th May 2025 | Friday - Saturday

E-ISBN PROCEEDING VOLUME I



©Royal Institution of Surveyors Malaysia

Published by
Royal Institution of Surveyors Malaysia
3rd Floor, Bangunan Juurukur
64 & 66, Jalan 52/4
46200 Petaling Jaya
Selangor

E- PROCEEDING 17th RISM ISCU 2025 Volume 1

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eISBN 978-629-94789-0-4



(online)

WELCOME SPEECH FROM THE CHAIRMAN

RISM 17th International Surveying Conference for Undergraduates (ISCU 2025)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ السَّلَام

عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Greetings to all,

It is with great pleasure that I welcome you to the 17th RISM International Surveying Conference for Undergraduates (ISCU 2025), themed “*Embracing Construction Revolution 4.0: Transforming Malaysia’s Built Environment.*” On behalf of the Royal Institution of Surveyors Malaysia (RISM), I also wish to express our sincere appreciation to Universiti Teknologi MARA (UiTM), Perak Campus, for graciously hosting this significant event.

As we navigate the era of the Fourth Industrial Revolution (IR4.0)—or in our context, Construction Revolution 4.0 (CR4.0)—we are witnessing transformative advancements across the global construction sector. Technologies such as Building Information Modelling (BIM), the Internet of Things (IoT), artificial intelligence (AI), robotics, big data analytics, and cloud computing are redefining the way we build, manage, and interact with our built environment. For Malaysia, embracing CR4.0 is a strategic imperative to achieve our socio-economic and environmental goals.

This conference serves as a vital platform to unite surveying undergraduates from various disciplines, fostering critical dialogue on industry challenges, enhancing professional networking, and preparing a new generation of talent for the rapidly evolving construction landscape. It is also an opportunity for employers to engage with and inspire our future professionals.

I would like to extend my heartfelt thanks to all industry speakers, paper presenters, judges, and participants for their time, contributions, and support in making ISCU 2025 a success. I also commend the organising committee for curating a meaningful and dynamic conference experience.

May the knowledge gained, connections formed, and ideas exchanged during this event inspire all participants to lead and innovate in their future endeavours.

Wishing everyone a productive and memorable conference.

Prof. Ts Sr Dr. Adi Irfan Bin Che Ani'

Chairman, Universities' Partnering Committee

RISM Session 2024/2025

May 2025

WELCOME SPEECH FROM CO-CHAIRMAN

RISM 17th International Surveying Conference for Undergraduates (ISCU 2025)

Bismillahirrahmanirrahim.

السلام عليكم ورحمة الله وبركاته and greetings to all.

It is my great pleasure to welcome everyone to the 17th International Surveyor Conference for Undergraduates (ISCU 2025), proudly hosted by Universiti Teknologi MARA (UiTM) Perak Branch in collaboration with the Royal Institution of Surveyors Malaysia (RISM). This event is a meaningful platform for students in the built environment to share ideas, showcase innovations, and build professional networks. We are honoured by your presence and enthusiastic participation, with 135 accepted papers and 78 poster presentations this year.

UiTM Perak, home to the College of Built Environment, has long been a hub for academic excellence in architecture, planning, and surveying. Our commitment remains strong in nurturing competent graduates who meet industry demands and contribute to nation-building.

While you're here, we invite you to experience the heritage and culture of Perak Tengah from the architectural richness of Rumah Kutai to the historical towns of Pasir Salak, Bota, and Kampung Gajah.

To all presenters and winners, congratulations on your achievements. Let your work today be a catalyst for future success and academic growth. We hope this conference will inspire you to explore new ideas, foster collaboration, and make lasting memories.

My deepest thanks to the Royal Institution of Surveyors Malaysia (RISM) and the organising committee for making this event a success.

We hope your experience here will be rewarding and unforgettable.

Thank you. Selamat datang dan selamat berjaya.

Associates Professor Dr. Nur Hisham Ibrahim, *PMP*

Co-Chairman, Universities' Partnering Committee

RISM Session 2024/2025

May 2025

WELCOME SPEECH FROM THE PROJECT DIRECTOR

RISM 17th International Surveying Conference for Undergraduates 2025

Alhamdulillah, all praise to Allah S.W.T. for His guidance and blessings in making the RISM 17th International Surveying Conference for Undergraduates (ISCU) 2025 a reality.

It is with great honour and gratitude that I welcome all participants, guests, academicians, and industry professionals to this prestigious event, proudly organized under the Royal Institution of Surveyors Malaysia (RISM). This 17th edition of ISCU stands as a proud testament to our collective dedication toward academic excellence, professional collaboration, and youth empowerment in the field of surveying.

I extend my heartfelt appreciation to RISM for its unwavering support, to the hardworking ISCU 2025 Organising Committee, and to all 16 partnering universities across Malaysia for their commitment and contributions. Your efforts have shaped this conference into a dynamic platform for knowledge exchange, innovation, and professional growth.

To the academicians and practitioners present, your insights are invaluable in bridging the gap between academic theory and real-world practice. To our undergraduate participants, your passion, curiosity, and commitment are the very foundation of our future. May this conference not only deepen your academic journey but also ignite a spirit of leadership, integrity, and sustainable thinking.

Let this gathering serve as more than an academic milestone. May it foster lifelong networks, inspire transformative ideas, and chart new directions in our shared professional journey.

Wishing everyone a rewarding and inspiring conference experience.

Sr Dr. Nurul Fadzila Zahari

Project Director

RISM 17th ISCU 2025

BRIDGING THE GAP: EMERGING LEADS GENERATION SKILLS FOR ESTATE AGENTS IN MALAYSIA

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ABSTRACT

Lead generation is process of attracting potential clients who are interested in purchasing or selling properties, directly influencing business expansion and success. However, many estate agents, particularly in Malaysia, struggle to attract and convert potential clients effectively. This paper explores the challenges in lead generation within estate agency practices, emphasizing the integration of lead generation skills for estate agents in the real estate market. This paper identifies key challenges that were highlighted including the high cost of marketing, the increasing knowledge of potential leads regarding property transactions, dominance of senior estate agents' brands and ineffective marketing strategies which are crucial for estate agents to pay attention to stay competitive. The data for this study were supported through a literature review and utilizing journals and literature studies to assess evidence of the main challenges faced by estate agents in acquiring leads. This paper aims to provide a comprehensive understanding of the requirements for estate agents to develop lead generation skills, ensuring their success in acquiring successful leads. The findings demonstrate that estate agencies could be educated and take an initiative action as soon as possible as they can bridging the gap by adopting lead generation skills. Estate agents are ready to go for strengthen their client relationships and navigate the competitive property market with greater efficiency in their profession.

Keywords: Lead Generation, Estate Agency Practices, Marketing Strategies

I. INTRODUCTION

Real estate agents serve as intermediaries, with both buyers and sellers usually hire agents to represent their interests in a real estate transaction (Markoc, 2021). One of the most important concepts in real estate agencies is understanding what they are presently marketing, especially when it comes to marketing a property. The core function of estate agents is lead generation, which involves identifying and attracting potential buyers or sellers through various marketing strategies. Some agents still argue that they still require a training program, especially in marketing strategies to acquire new lead generation skills that align with client demands (Benites-Gambirazio, 2020). Since early 2010 it has been discussed that lead generation is a crucial function for real estate agents as it helps build a strong network of potential clients and ensures business expansion and success (Abdulrahman, 2024). Without leads, real estate agents are dead in the water where they will have no clients to sell to and no property to advertise. Deeply embedded in the literature on real estate agent training and development is the directive to be continuously engaged in lead generation activities. To enhance sales performance, real estate agents must focus on creating relationships rather than selling products (Benites, 2020). Establishing a strong community network is essential for gaining access to potential clients (Reddy, 2023).

Low, (2020) once indicated that Malaysian real estate agencies that fail to adopt modern, targeted lead generation methods may in the future, loss 25% to 30% of their potential income, compared to those that effectively utilize contemporary digital tools. Traditional methods like cold calling, open houses and billboard advertising may cause less focus on obtaining qualified leads, risking being considered outdated and irrelevant (Jayaweera, 2023). Subsequently, agencies that rely on low-quality lead strategies tend to have lower conversion rates as these leads are less likely to conclude in successful transactions (Canobbio, 2024). In Malaysia, its about time, where digital

involvement and fast responses are becoming increasingly prevalent, agencies who fail to modernize lead generation may struggle to attract and retain clients (Nurlan, 2024).

In the competitive real estate market, real estate agents have been told that they must learn and apply every new lead generation skill to stay competitive (Low, 2020) by accepting every marketing technique and developing client engagement strategies to efficiently generate and convert leads. In the end, the integrations of digital marketing and social media involvement that involving AI based are key skills that can enhance lead generation efforts. This paper focuses on the adaptation of estate agents to marketing techniques or AI based marketing content, emphasizing its relevance and acceptability in lead generation skills, thereby empowering them to reach a larger audience and develop long-term relationships with potential buyers and sellers in property context.

This paper aims to enhance the understanding of the necessity and capability of learning and applying lead generation skills among estate agents in Malaysia to effectively convert potential clients into active buyers and sellers. By identifying the challenges in integrating lead generation skills, this paper seeks to provide insights into improving professional competency, optimizing client engagement and strengthening the overall effectiveness of estate agency practices in Malaysia real estate market.

I. PROBLEM STATEMENT

Real estate professionals were valued for their knowledge and expertise, still, their experience and productivity can vary significantly (Mohamad, 2024). Experienced agents tend to have a deeper understanding of local property markets, neighborhoods and zoning regulations (Fang, 2024). Buyers and sellers often prefer experienced agents due to their market knowledge and negotiation skills and trustworthy professional networks with appraisers, mortgage agents and other key stakeholders. In competitive real estate markets, personal branding plays a crucial role in attracting clients (Venciute, 2024). Established firms and veteran agents have a strong market presence, extensive client networks, and high brand recognition, making it difficult for newer agents to attract and retain potential buyers and sellers (Nadel, 2021). Many new and independent estate agents in Malaysia encounter significant challenges in generating leads due to the dominance of senior estate agents' brands (Mohamad, 2024).

Estate agents have historically depended on traditional methods like cold calling, open houses and billboard advertising to attract clients. Jayaweera (2023) mentioned that although these methods were formerly effective, they are now ineffective for generating high-quality and qualified leads. Real estate agents face increased pressure to generate high-quality leads and attract clients due to a lack of effective marketing strategies (Bakri, 2020). A significant challenge faced by estate agents is their lack of proficiency in digital technologies that limits their ability to effectively implement modern marketing strategies (Bakri, 2020). Neglecting the digital revolution would experience a significant gap in the real estate property's ability to target the right audience, reducing the efficiency and effectiveness of lead generation efforts. Consequently, it is essential for agents to adopt modern marketing strategies to ensure their success in the estate agency services.

The real estate market relies on extensive information for investment decisions, with buyers and sellers considering factors such as location, price and government policies before making transactions (Hou, 2025). A study conducted in 2020 revealed that 97% of buyers preferred online property searches rather than appointing agents, hence further reducing the role of estate agents in the buying and selling process (Da Costa, 2024). The increasing use of online platforms for property searches and comparisons has further transformed the industry, providing buyers and sellers with greater accessibility to market data and listings (Mohamad, 2024). This shift enables potential clients to freely list their properties on online listing platforms, allowing them to bypass agent commissions and conduct transactions directly. In the absence of value-added services like exclusive property access or personalized client engagement, agents risk becoming irrelevant in the digitalized industry.

Real estate agents rely heavily on marketing for lead generation, as it helps attract potential clients and convert leads into sales (Abdulrahman, 2024). Effective marketing strategies are expensive and can be time-consuming. Industry recommendations suggest that agents could spend about 10% of their commission income on marketing. In the current rapid market, estate agents are required to invest 15% to 20% to retain visibility and competitiveness (Sydney, 2020). Traditional methods such as flyers, billboards and open houses often need a large budget, making marketing expenses a financial burden for agents (Siddiqui, 2021). Hosting open houses may be expensive due to printed marketing materials and other event-related expenses.

II. LITERATURE REVIEW

Definition of Lead Generation in Real Estate Agents

Lead generation is the process of attracting potential clients who are interested in purchasing or selling properties with the aim of converting these leads into actual clients who successfully close real estate transactions (Lehtinen, 2020). This marketing strategy involves generating and engaging interest in a service or product to develop a sales pipeline and acquire new clients (Tulyan, 2024). Real estate agents who acquire leads benefit from increased sales opportunities, as lead generation marketing is crucial for the relationship between brand marketing impressions and the sales organization's results. That is why, it was mentioned by Undale, (2021), faster lead response times lead to higher conversion rates. Leads can be acquired through referrals, advertising and direct interaction including face-to-face, telephone and internet. The increasing reliance on digital platforms has led many businesses to utilize websites and online marketing as key tools for lead generation. These indicate that effective lead generation requires a balance between traditional and digital strategies. Traditional methods remain relevant while the integration of digital marketing strategies is essential for estate agents to maintain competitiveness. Lead generation involves not only client attraction but also maintaining engagement through personalized strategies.

Lead Generation Strategies

Real estate agents employ lead generation strategies to attract potential clients and convert them into buyers or sellers. These strategies, along with traditional and digital technologies, establish a strong sales pipeline and enhance client engagement. An effective lead strategy allows estate agents to focus on high-quality leads while saving time and resources. Previous studies highlighted that both traditional and digital strategies are effective for any property transactions (Linawati, 2025).

Traditional Strategies

Traditional lead generation strategies have long been used by estate agents to attract and engage potential clients. A previous study suggested one of the methods within these strategies includes cold calling, open houses, networking events and direct mail (Tiffany, 2024). The Malaysian Institute of Estate Agents (MIEAS) (Malaysian Institute Estate Agents, 2019) asserts that these strategies have been important in many years of estate agent's professionalism in securing client trust.

Cold Calling

Cold calling involves calling random numbers in a location an estate agent hasn't advertised to, with the purpose of scheduling appointments or acquiring referrals. The study found that given sufficient time and effort, cold calling can lead to qualifying appointments, but the most unpleasant aspects were navigating unanswered and invalid numbers on unqualified lists as well as facing rejections from those who decline more information (Dehnisch, 2022). Some agents gain access to buyers lists from developers, particularly in new development projects. These listings provide information about potential buyers who may be interested in purchasing units. It involves agents spending hours each day for seven days over two weeks, using a standardized script. Calls are conducted at different times each day, with the goal of pitching estate agent services. Calls were scheduled for one hour at a time and finished at a different hour each day of study. An estate agent may call for one hour starting at 10:00 a.m. one day, followed by a call for one hour starting at 11:00 a.m. the following day, 12:00 p.m. the next day, etc. (Jayaweera, 2023).

Show Houses

Estate agents can benefit from hosting open houses to attract potential clients by posting numerous signs throughout the area. Open houses allow potential clients to experience real-life tours and get a feel for the property layout, attracting more crowds (Dey, 2021). In Malaysia, property developers usually organize open houses or usually called show houses for new landed or strata projects such as condominiums or mixed developments. They offer fully furnished showrooms or model units to present potential buyers with a realistic representation of the property. Open houses or show houses may attract unqualified leads, as many attendees may lack the financial capability to purchase, reducing efficiency (Rashid, 2024).

Networking Events

Networking events are effective but require significant time and financial investment. Their effectiveness depends on the quality and number of attendees. Agents from developer sales and marketing unit, may participate in networking events to promote new projects used by property developers for investors or corporate buyers. They participated in or organize property exhibition expos at major convention centers such as at the KLCC or MITEC to attract a larger potential property buyer from locals and internationals.

Direct Mail

Direct mail involves sending printed materials including flyers, brochures, postcards, or letters, to a large audience via the postal system (Jayaweera, 2023). These correspondence materials often include QR codes for easy access to the agent's website, property portfolio or WhatsApp contact, facilitating direct communication with potential clients. However, recipients may view it as junk and discard items without reading them.

Based on the above statements, traditional lead generation strategies offer estate agents direct engagement with potential clients. Methods like cold calling and direct mail often result in low response rates, whereas open houses and networking events require significant time and financial resources. Although these strategies can be valuable, their effectiveness depends on proper execution and targeting.

Digital Strategies

Digital lead generation strategies have transformed real estate property, allowing agents to expand their reach and streamline marketing efforts. Social media platforms such as Facebook, Instagram, YouTube and TikTok provide interactive tools that enable estate agents to target the right audience and generate high-quality leads.

Facebook

Facebook, the most popular social media platform with 1.35 billion active users, offers advertising programs and enables businesses to establish their own space to deliver important messages to their target audience (Munirah, 2022). Estate agents establish dedicated Facebook Pages to showcase property listings and services, utilizing professional accounts, while Facebook Live may be used for virtual property tours. This enables potential clients to remotely view properties while engaging in interactive Q&A sessions, thereby enhancing trust and interest. Facebook additionally offers a Messenger feature that serves as primary communication channel. Some agents can integrate AI chatbots for automated responses, pricing details and appointment scheduling. As mentioned by Chatteeraphat (2020), Facebook enables user interaction through features like messenger, photo tag, comment, like, and share.

Instagram

Instagram, launched in 2010, serves as a visual platform used by real estate agents to share property images, short videos, and virtual tours. Estate agents can use features like stories, reels, live updates, highlights, and advertisements to share their marketing content (Väkelä, 2022). Estate agents may upload concise, high-quality videos, ranging from 15-60 seconds showcasing their listings, including views, floor plans, and pricing details. These strategies provide quick, digestible property details without overwhelming viewers.

YouTube

YouTube, the second most prevalent social media platform, is gaining popularity in the real estate market due to its visual content (Munirah, 2022). Real estate agents use YouTube to create property tours, educational content, and market updates, showcasing their expertise and connecting with their target audience. The platform enables viewers to watch, comment, and upload videos, while subscribers can follow specific channels. Live streaming on YouTube enables estate agents to expand their client base and provide 360-degree views of properties. Estate agents can leverage YouTube by producing a high-quality video highlighting property features, surroundings and amenities as to build trust and engage clients.

TikTok

TikTok is a social media platform that offers estate agents advanced tools for creating short and informative videos. These videos enable agents to exhibit their creativity and engage a large audience, particularly those interested in real estate (Cuica, 2020). Although it is less popular than other platforms, agents may use TikTok for property tours and information regarding the purchasing and selling properties. Tailoring content to specific audiences and using relevant hashtags might enhance virality. TikTok provides opportunities for virality and share market insights, such as using trending TikTok sounds in a 15 second video tour of a property and adding text overlays with the key property details and estate agents can grab the attention of potential buyers.

Artificial Intelligence (AI)

Artificial intelligence is revolutionizing the real estate market by enhancing the purchasing and selling process (Miljkovic, 2023). AI technology automates repetitive tasks like property inspections and showings, saving time and money for agents and clients. AI chatbots like ChatGPT interact with website visitors and gather property market

research data, hence improving lead generation strategies (Jayaweera, 2023). Estate agents utilizing ChatGPT can now assess property price trends in certain areas before advising a client on investment opportunities.

Digital marketing offers agents unparalleled opportunities to attract and engage potential clients. Digital websites, platforms, software and AI tools provide visual and interactive ways to showcase properties. Estate agents preferred to utilize social media platforms such as Facebook, YouTube, Instagram and TikTok for their cost-effective and scalable lead generation capabilities.

Challenges Faced by Estate Agents in Integrating Lead Generation Skills

The challenges faced by estate agents in lead generation, as identified through the literature review, include the dominance of senior agents' brands and increasing knowledge of potential clients regarding property transactions. High marketing costs and ineffective marketing strategies lead to wasted resources and low-quality leads.

Dominance of Senior Estate Agents' Brands

In Malaysia, senior real estate agents dominate 80% of high-value property transactions, leveraging their experience, strong networks, and trust building for a competitive advantage. Clients trusted branded estate agents with proven as they provide accurate information, minimize the risk of fraud and offer superior support in the resolving issues (Venciute, 2024). For estate agents, professional branding is increasingly significant in recent society to develop stronger networks and provide a flow of new opportunities. This enhances the likelihood of client referrals, thereby streamlining the conversion process without incurring extra marketing expenses.

High Marketing Cost

Advertising is a crucial tool for firms to influence clients' purchase decisions (Qader, 2022). Traditional marketing strategies include print and digital media, both necessitating a careful budget. Studies indicate that marketing methods, such as direct mail and billboards, tend to be expensive, whereas digital marketing platforms like Facebook, Instagram, and YouTube are comparatively less expensive (Väkelä, 2022). Therefore, the majority of real estate agents often used traditional marketing strategies, but these strategies can incur significant expenses due to high costs associated with printing materials and organizing events (Linawati, 2025).

Increasing Knowledge of Potential Clients Regarding Property Transaction

Estate agents must maintain control over data input, as property listings are now available online. Popular websites like PropertyGuru, Mudah.my, iProperty, Propwall and many more, enabled potential buyers to prospect for properties, view offers, and access neighborhood amenities, reducing reliance on estate agents (Mohamad, 2024). These websites enable potential buyers to create tailored searches for various property listings, including condominiums and industrial while also providing additional services such as mortgage calculations. Over the years, social media and the internet have further transformed property buying and selling, enhancing market information transmission and influencing buyer behavior (Hou, 2025). Estate agents faced these challenges in generating leads and demonstrating their value in an era where clients feel empowered to handle transactions independently.

Ineffective Marketing Strategies

Estate agents often struggled to choose effective marketing strategies, especially in traditional and digital methods (Benites, 2020). Certain agents may lack of required skills and knowledge to effectively implement digital marketing tools leading to inefficient efforts and low-quality leads (Matidza, 2020). Experiences in early 2020, traditional methods like cold calling, billboards and flyers proved to be expensive and less effective in reaching modern buyers (Jayaweera, 2023). By balancing marketing strategies, agents benefit from valuable opportunities from either side including wider client reach and trust-building.

In summary, estate agents' professionalism are evolving, necessitating that estate agents must adapt to overcome challenges in lead generation. To remain competitive, agents must not only develop branding strategies, but to invest in cost-effective marketing and enhance digital marketing skills ethically.

III. METHODOLOGY

Identifying these challenges can help estate agents to develop better strategies and skills, ensuring that agents can successfully navigate the competitive market while satisfying their clients' changing needs. This paper uses a systematic literature review approach to synthesize evidence from peer-reviewed studies published between 2020 and 2025 to achieve the aim of this paper. A comprehensive search was conducted across various electronic databases, including Scopus, International Journal of Development Research (IJDR), Science Direct and Google

Scholar using relevant keywords such as “lead generation,” “estate agents,” “estate agency practices” and “marketing strategies”. Based on these articles, four challenges have been highlighted for the integration of lead generation skills including high marketing cost, ineffective marketing strategies, dominance of senior estate agents’ brands and increasing knowledge of potential leads regarding property transactions.

Table 1.0 Matrix table of challenges integrating Lead Generation Skills

Authors/year	Title	Methodology	Key findings	Challenges identified	Explanations	Source of Publications
Nadel (2021)	Obstacles to Price Competition in the Residential Real Estate Brokerage Market	Literature Review	Senior agents have extensive networks and brand loyalty, making it difficult for new agents to compete	Dominance of senior estate agents’ brands	New agents lack credibility and exclusive property access	Berkeley Business Law Journal
Fang (2024)	The Impact of Real Estate Agents’ Expertise on House Prices	Literature Review	Experienced agents preferred due to deep local market knowledge and strong stakeholder networks		Clients perceive experienced agents as more reliable, making it difficult for new agents to gain traction	Wiley Periodicals
Venciute (2024)	Leaders’ Personal Branding and Communication on Professional Social Media Platforms: Motivations, Processes and Outcomes	Qualitative	Branding and recognition increase lead conversion and client retention		Senior agents’ personal brands are well-known, while new agents struggle to build trust	Journal of Brand Management
Bakri (2020)	Success Factors of Marketing Strategy in Real Estate Business	Literature Review	Absence of modern tools leads to failure in reaching qualified audiences	High marketing costs	Without targeting tools, agents waste resources on broad and unfocused promotions	Asean Entrepreneurship Journal
Qader (2022)	Analyzing Different Types of Advertising and Its Influence on Customer Choice	Quantitative	Advertising strongly shapes buyer behavior and must be used strategically		Effective advertising requires sizable budgets to achieve noticeable market influence	Journal of Humanities & Education Development
Vakela (2022)	Instagram Content Marketing Strategies for Boosting Brand Reach & Engagement	Literature Review	Digital platforms are more cost-effective than billboards or mail campaigns		Real estate firms still over-invest in print/billboard despite digital being cheaper and better targeted	Satakunta University of Applied Sciences
Jayaweera (2023)	Leveraging AI-Driven Digital Marketing Strategies to Automate The Lead Generation Mechanism of The Real Estate Industry in The United States	Literature review	Traditional methods are costly but less effective in modern real estate marketing		Agents still over-invest in traditional marketing, despite digital methods offering better and cost efficiency	Global Business & Technology Association
Linawati (2025)	Modern Property Marketing Strategy: Combining Conventional and Digital Approaches	Qualitative	Agents spend 15-20% of their commission income on marketing		Without proper budgeting and cost optimization, marketing expenses can significantly reduce agent profitability.	Publikasi Publisher
Da Costa (2024)	Digital Transformation in the Real Estate Market: How Apps are Redefining Transactions and Accessibility	Literature Review	Most buyers prefer using online platforms over hiring agents	Increasing knowledge of potential clients	Online tools reduce the perceived need for agents as clients prefer DIY property searches	Revista Cientifica Sistemática
Mohamad (2024)	ICT Adoption Among Real Estate Agents in Malaysia	Quantitative	Online platforms provide buyers and sellers greater access to property market information		Buyers now have direct access to property listings, pricing trends and mortgage calculators, shifting power away from agents	International Journal of Property Service
Mohamad (2024)	ICT Adoption Among Real Estate Agents in Malaysia	Quantitative	Buyers rely on <i>PropertyGuru</i> , <i>iProperty</i> and <i>Propwall</i> instead of estate agents		Online platforms allow buyers to make informed property decisions independently, reducing the need for estate agents in early-stage searches	International Journal of Property Service

Hou (2025)	The Influence of Information Disclosure on Real Estate Buyers' Behavioral Decisions in The New Media Era	Literature Review	Digital tools have reduced buyers' dependency on agents		Estate agents must offer value-added services, such as personalized consultation and market insights, to stay relevant.	Proceedings of the 8 th International Conference on Economic Management and Green Development
Benites (2020)	Working as a Real Estate Agent: Bringing the Clients in Line with the Market	Qualitative	Estate agents struggle to select the best strategy between traditional and digital methods	Ineffective marketing strategies	Without a clear strategy, real estate agents' efforts become scattered and wasteful	Journal of Cultural Economy
Matidza (2020)	Use of Digital Marketing in Estate Agency in Malawi	Quantitative	Many agents lack technical knowledge in digital and social media marketing		Digital marketing requires specialized skills and agents who fail to adopt new methods struggle to attract quality leads	Sage Publications
Siddiqui (2021)	The Impact of Digital Marketing on Real Estate Sales	Literature Review	Flyers, open houses, and billboards demand large budgets with low lead conversion efficiency		Traditional marketing methods are no longer yielding proportional results to cost invested	Amity University Uttar Pradesh Lucknow
Jayaweera (2023)	Leveraging AI-Driven Digital Marketing Strategies to Automate The Lead Generation Mechanism of The Real Estate Industry in The United States	Literature Review	Cold calling and flyers became expensive and ineffective in early 2020		Traditional tools do not resonate with tech-savvy, modern buyers, leading to low engagement	Global Business & Technology Association
Abdulrahman (2024)	Digital Marketing Strategies and Their Impact on Real Estate Sales in Jeddah: A Comprehensive Systematic Review	Literature Review	Marketing is key for attracting leads but often costly and time-consuming		Agents spend significant time and money on marketing	IJDR

IV. FINDINGS

The findings from systematic literature review reveal four major challenges encountered by estate agents in integration of lead generation skills. The findings highlight the challenges including dominance of senior estate agents' brands, high marketing costs, increasing knowledge of potential clients and ineffective marketing strategies. Real estate agencies should proactively implement lead generation skills to bridge the gap between traditional and digital marketing. Clients often prefer working with branded, experienced agents as they offer better market insights, stronger negotiation skills and reduced transaction risks. Consequently, new and independent agents struggle to attract clients as they lack recognition and essential industry connections required for competition. To overcome this, emerging agents must focus on personal branding, digital marketing and niche specialization to establish credibility and differentiate themselves from established competitors. Mentorship programs and collaborative networks can facilitate knowledge sharing and provide opportunities for new agents to build credibility within the market.

Estate agents face high marketing costs due to traditional methods like billboards and direct mail, necessitating substantial investment. Despite the cost-effectiveness of digital marketing platforms like Facebook, Instagram and TikTok, traditional methods remain popular among estate agents due to their familiarity and perceived efficacy. Estate agents ought to implement a balanced strategy, combining digital and traditional methods for impactful marketing, minimizing costs and optimizing lead generation efficacy. Estate agents should explore cost-efficient digital marketing tools, such as pay-per-click (PPC) advertising, to target client demographics more efficiently.

The real estate market has transformed significantly due to digital platforms, empowering buyers to independently access property listings, market trends and financial tools. This has reduced the role of estate agents in the buying process, making lead generation more challenging. This shift forces estate agents to provide more than mere property listings, they must establish themselves as trusted advisors by providing market insights and exclusive deals. Leveraging AI-driven property analytics enables agents to provide real-time market data, ensuring their relevance in a sector where buyers have access to extensive information.

Lastly, many estate agents struggle with ineffective marketing strategies particularly in balancing traditional and digital marketing strategies. Certain estate agents lack the necessary skills in leveraging social media and online advertising tools, leading to ineffective marketing efforts and low-quality leads. Estate agents ought to implement

integrated marketing methods that leverage the advantages of both traditional and digital strategies, investing in training, AI-based marketing content and social media engagement.

V. CONCLUSION

The challenges faced by estate agents in lead generation highlight the necessity for strategic adaptability in a changing real estate market. Addressing these challenges requires a balanced marketing strategy integrating Construction Revolution technology, such as AI-driven property analytics, digital marketing tools and AI based marketing content, to enhance efficiency, improve market transparency and strengthen client engagement. By embracing digital transformation, estate agents can bridge the gap between traditional and modern practices, ensuring long-term sustainability and competitiveness in Malaysia's evolving real estate market.

ACKNOWLEDGMENT

The authors would like to express our gratitude to College of Built Environment, UiTM Perak branch for funding this publication.

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eISBN 978-629-94789-0-4



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