SMART STRUCTURE AND REAL ESTATE BUSINESS MANAGEMENT OF REAL ESTATE SECTOR USING REAL ESTATE BUSINESS MACHINE LEARNING MODEL

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Abstract

The sales department follows the line-staff policy completely. The real estate business sector is covered with operations and sales are divided into autonomous components, but at the same time they have the same value and are equivalent to the work of the entire sector. Their only common goal is to get the buyer to buy this or that product. The fact that each component operates independently in the real estate business sector should not adversely affect the work, and each activity makes its own small contribution to the operations of the entire company. The distinctive features of any process are the presence of its direction and the organization of tasks to achieve the desired heights. In this paper, a smart real estate business machine learning model was proposed to structurized and manages the real estate real estate business. The purpose of this proposed model is to acquire the goods and services offered in the market by individuals or legal entities or to exchange them for other goods for mutual benefit. Interestingly, marketing-driven components are also driven by the real estate business sector. The structure of the proposed model is automated, but allows for many tasks to be performed at the same time. The main goal of the machine learning approach is to create a specific organization that aims to streamline sales and purchase processes, meet demand and make a profit.

Keywords:
Autonomous Components, Business Machine Learning Model, Real Estate Real Estate

1. INTRODUCTION

Many companies are shifting advertising responsibilities to more specialized companies. The management of the company only determines the policy for conducting advertising campaigns [1]. But it is time to understand that advertising largely determines the policy of the company, the company's opinion of the customers depends directly on it [2]. The best solution in this case is to introduce a real estate business executive [3]. Advertising reinforces company policy, but this person is needed to ensure that it is not established [4]. Good advertising- one of the most important conditions for selling and buying products. Companies need to scale their efforts according to sales, production and distribution capabilities [5].

When a new organization, the real estate business sector appears automatically, it develops spontaneously; its work is not coordinated [6]. The real estate business sector in such organizations does not have clearly defined boundaries of responsibility, and obedience levels are established using this organizational structure [7]. However, this does not prevent the department from continuing its work. Usually, the blame for the useless work of the department is laid on the sellers [8]. But the responsibility lies with the entire real estate business sector. Every fault of the product affects the overall sales pattern. The package is made up of different types of structures, each designed to perform certain tasks and achieve goals [9]. Compliance is

essential real estate business organization and company distribution policy; only in this way can the strategic objectives of real estate business development be effectively implemented [10-11].

A well-designed structure is one of the most essential aspects of a company's growth, but not all companies can boast of having it and the real estate business sector [12]. Most people consider it a ritual, but the absence of these elements leads to widespread confusion [13]. This can be a problem for beginners if more experienced employees fully understand the hierarchy of the company. Creating a specific structure will allow them to adapt quickly. Non-structured organizations benefit middle managers who seek unqualified authority in such situations. Every company is unique, so the processes within them cannot be said to be identical. The structure created for a large company is very different from the structure created for a small office [14]. In order to draw the right framework, it is necessary to draw a map of the potential sectors of real estate business operations. It involved in the development of sales plans. For high quality work, the department needs the support of other components of the company [11]: the marketing and pricing department, the customs (transportation) department, the maintenance system department, the purchasing and sales coordination department [2]. All real estate business groups interested in promoting the products they sell are involved. After formulating a proposal, the Interim Department submits it to the Board of Directors for consideration. After its approval, the project will become a targeted project. Now the department needs to find trusted real estate business intermediaries, prepare all the documents for signing and start cooperating with them. After signing the contract, the department monitors compliance with the conditions specified in the document and the work of the departments. Negotiations on the conclusion of the contract are conducted by the Director of Marketing.

2. LITERATURE REVIEW

For efficient management of the real estate business service sector, regularization of public participation and work is essential. It is essential to select real estate business sector experts and train them to a high standard, to streamline and manage the operations of the real estate business sector and to establish effective collaboration between the departments involved in customer service [1]. Regarding the functional connection of the sales sector, we have already found that most sectors are involved in these processes. In this regard, the main task of the sales organization and management is the availability of professional staff, which depends on everything [2]. In the first stage of organizing a real estate business sector, it is necessary to find the responsible leader of the real estate business sector, assign a position to him, define the powers and then orient to work [3].

The job title is not a ritual. Do not hold a job title without the necessary responsibility. Behind the position of an employee working in the real estate business sector, the essence must be seen: the employee's duties, his responsibilities to the company, opportunities and powers and his needs [4]. The real estate business department is, in most cases, guided by the real estate business director. Departments related to cash flow in the company have to make manipulations, especially referring to him. Sometimes, depending on the size of the product, the workplace has a different name: Director of Sales, Director of Sales and Marketing or Head of Sales [5].

The primary functions of the real estate business department and its director. First, he must stimulate and monitor the process of selling goods and its increase in all possible ways. Second, improving distribution links and creating a regional network [6]. The official duties that the head of the company must clearly express should be understood and implemented by a real estate business director. Another type of communication is possible - the director himself analyzes the structure of the real estate business sector and finds new avenues for the growth and development of the entire company. At the conclusion of the creation of ideas, the employee of the real estate business department presents them to the CEO or presents them to the board of directors. It is only after such events that key goals are set and more opportunities arise.

The job description or regulation of the real estate business sector provides an example of the behavior for such events. It addresses the above issues related to the definition of the real estate business director's goals and objectives, the construction of the production line, the employee contact system, the methods for evaluating work activities and the list of key tasks.

3. PROPOSED MODEL

Not only the sales department but also other components of the product are responsible for the real estate business success. However, this sector brings significant profit to the company. The structure of the sales department must be clearly debugged and employees must be motivated so that the company's revenue is as high as possible. For convenience, the leaders of each division are referred to as senior real estate business managers. In simple words, each department has its own head, who controls his work fully and completely. Different variations of the names of these stages are possible, but the essence of which does not change. The sales department is the heart of the company, as evidenced by the numerous funds and information that link it to other sectors. In many sales departments, the following principles are often used to organize the workings of the real estate business sector.

1. **Geography:** In order to use this type of company, it is necessary to have a sales unit in the form of an official representative or branch in each region.

2. **Products:** This refers to the competition between teams, each of which is responsible for selling a specific product in the same markets.

3. **Customer:** This type of organization divides departments into categories that specialize at a specific client level. Generally, sectors are divided into sectors that work with corporate customers and retail. But there are real estate business service sectors with a greater number of divisions.

4. **Functional:** When the sales process involves a series of steps:
• Search and selection of customer site;
• Discussion of working conditions and test sales;
• Subsequent collaboration and service;

This type of expertise considers dividing sectors into sales levels. The division is often used between real estate business professionals working with the customer base and direct sales and post-experts involved in subsequent sales and service delivery.

5. **Project:** It is used to great advantage by companies that sell both complex products, both scientific and technological. It develops in the form of sales plans of such companies. Typically, such companies hire leading specialists in each area used in production, and they all work closely with the customer. Great examples for companies that use this framework are consulting agencies, information technology companies and the like.

The proposed machine learning model for productive work of the organizational structure of the real estate business sector shown in Fig.1:
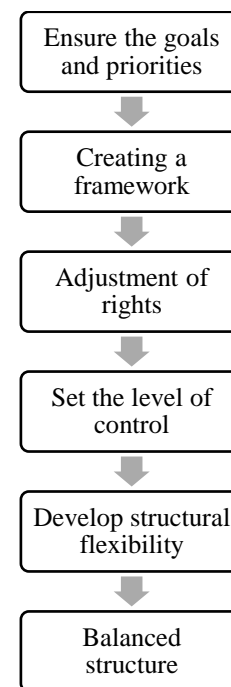

Fig.1. Proposed model flow diagram

• Fully compliant with the structure with the goals and priorities of the organization.
• Creating a framework around certain functions.
• Adjustment of rights, obligations and powers within the structure.
• Set the level of control depending on the size of the sale and the freedom of the seller during transactions.
• Developing the structural flexibility should be in line with market conditions, availability of certain products, and price fluctuations.

• The structure must be balanced and take into account the interests of other sectors: the supply chain, the finance sector, the marketing sector.

In some cases, the board of directors meets to address key issues for real estate businesses. This is the name of a group of leading experts in the field of real estate business. Open discussions help to collectively achieve their goals and identify the best options for resolving industry and real estate business issues, avoiding fragmentation of industry interests. The following variation is also possible for creating an organizational structure. The marketing director becomes the direct manager, the real estate business director or indirectly controls. Another option for the development of the organizational structure is to introduce the post of Managing (Real estate business) Director of Departments. Such a scheme would be useful for companies that need to reduce the number of duties of the CEO and allow him to deal with urgency and urgency. For example, he may spend his time establishing real estate business relationships with companies or suppliers. The managing director can also take over the defense or real estate business sector. If it is your duty to work in the real estate business sector and strategically plan its operations, it does not matter what position your position occupies in the hierarchy of the company, or in other words, the marketing and marketing strategy, then you will be responsible for a certain number of sales and economic growth of the company.

Expected sales revenue is often not achieved due to the high cost of sales, or the high cost of raw materials, insufficient funding for advertising or low motivation of employees. If you are familiar with any of the listed or similar issues, you may have miscalculated in planning when organizing the real estate business of the company's real estate business department. The Real factors affect the increase and decrease of sales, which means that you have not thoroughly researched and found the previous levels.

If it is not possible to make your responsibility for the real estate business sector accessible and understandable; If you do not have time to determine the status of the company's real estate business operations, it is worth waiting for real financial results. However, this does not apply to companies with competent CEOs. A good CEO is usually only interested in how many sales he has next year and how many hot customers you have, based on your confidence. He will not be satisfied with the information that the company has doubled its sales for many years and now the sales department needs to hire the highest paid professionals in the real estate business sector, which requires an 80% revenue increase. He will analyze the market growth in the industry, which is equivalent to just 50%. The result suggests itself, doesn't it? The answer is obvious: the company has stopped growing, but is due to previous successes. Suppose you are a manufacturing company or, for example, a professional service company. Effective promotion in any chosen system should be employees whose main duties are to communicate with customers within the company. These methods include active sales, and advertising, and marketing programs, and customer referrals. How deeply did you study the real estate business sector? Have you given an accurate description of the real estate business sector? Does your analysis system answer the questions: Why is our revenue like that, and how do we operate to sell, and how much sales do we need? The

proposed analytical system, we will consider, can solve such problems of the real estate business sector.

4. RESULTS AND DISCUSSION

The proposed real estate business machine learning model (BMLM) was compared with the existing Patent portfolio diversity and firm profitability (PPDFP), Strategies for real estate business model innovation (SBMI), Partial least squares structural equation modeling (PLSSE) and intelligence data gathering and incident response model (IDGIR)

4.1 MARKET RESEARCH MANAGEMENT

It does not matter where the information about the current state of the market comes from (advertising agencies, personal observations, use of general information as a source), it is an essential component of marketing campaigns. Responsibility for finding information placed in top management will make any knowledge gained useless and unnecessary. It would be great to assign it to the working layer and then any information obtained will become a powerful planning tool for you. This market research technique helps to streamline the activities of all tier employees in the sales industry and predicts sales. Market research is not yet widely used in the work of companies.

Table.1. Market research Management

Inputs	PPDFP	SBMI	PLSSE	IDGIR	BMLM
100	67.29	78.29	74.55	76.22	99.08
200	65.63	72.43	81.39	70.81	99.18
300	65.18	73.57	82.68	69.32	99.25
400	69.76	72.43	84.82	66.08	99.30
500	70.26	71.55	83.25	66.80	99.34
600	70.10	70.35	81.63	66.93	99.37
700	69.36	68.70	79.83	65.66	99.37

4.2 PRODUCT RANGE PLANNING AND PRICING MANAGEMENT

The Pricing in the real estate business sector by executives is not yet rooted in domestic companies. The need for pricing in real estate business sectors is considered anti-religious.

Table.2. Market research Management

Inputs	PPDFP	SBMI	PLSSE	IDGIR	BMLM
100	68.75	65.73	75.28	71.00	90.43
200	69.08	67.23	75.87	72.87	91.47
300	69.41	68.73	76.46	74.74	92.51
400	69.74	70.23	77.05	76.61	93.55
500	70.07	71.73	77.64	78.48	94.59
600	70.40	73.23	78.23	80.35	95.63
700	70.73	74.73	78.82	82.22	96.67

But it is clear to everyone that real estate business employees need to influence the range of products. The compromise to get

out of this situation is to create a new headquarters for pricing, which will be overseen by real estate business executives.

4.3 FORECASTING PLAN AND SALARY MANAGEMENT

The planning of future sales volumes and earnings depends on the projected profit. This duty is generally assigned to all levels of management. However, to calculate the projected profit, you need to make a sales forecast. This is exactly what the real estate business community is doing when it comes to analyzing current market conditions and past sales. This is the only way to get the most accurate forecast.

Table.3. Market research Management

Inputs	PPDFP	SBMI	PLSSE	IDGIR	BMLM
100	70.42	68.34	76.85	73.70	91.60
200	71.56	68.72	78.06	74.61	92.56
300	72.70	69.10	79.27	75.52	93.52
400	73.84	69.48	80.48	76.43	94.48
500	74.98	69.86	81.69	77.34	95.44
600	76.12	70.24	82.90	78.25	96.40
700	77.26	70.62	84.11	79.16	97.36

4.4 PUBLIC REAL ESTATE BUSINESS ACTIVITIES

One of the advantages of this concept is the ability to coordinate the work of services employees in the real estate business sector. Moreover, the undoubted advantage is that the application of this concept refers to the integration of real estate business activities with other components of the work (production, administrative work and finance). But the most important contribution of this concept is that marketing is closely linked to other types of real estate business activities. Thus, the department head gets more operational freedom and new tools to manage the real estate business sector.

Table.4. Market research Management

Inputs	PPDFP	SBMI	PLSSE	IDGIR	BMLM
100	72.61	69.73	79.20	75.53	92.13
200	73.32	70.66	80.31	76.86	93.37
300	74.62	71.66	81.01	77.73	93.48
400	75.53	72.61	81.98	78.91	94.34
500	76.53	73.58	82.89	80.01	95.02
600	77.54	74.54	83.79	81.11	95.69
700	78.54	75.51	84.70	82.21	96.37

Table.5. Consolidated outcome for the proposed model

Principles of the Organization	Benefits Identified	Issues Analyzed
By Geography	• Simple layout and proximity to customers. • Low sales cost and relatively low administrative costs.	• The benefits of expertise are lost. • Limited administrative control over the distribution of sales force. • It is difficult to work with a wide range of interchangeable classifications. • The performance of the region is highly dependent on the representative.
By products	• It is easy to transfer specific knowledge across products. • Planning deliveries is easy for customers. • In the case of competing sectors - the high security of the territory.	• Large administrative costs. • More level of integration is needed.
By customers	• Allows you to better consider the interests and needs of your customers. • Excessive control over the distribution of vendors' efforts.	• There is a risk that the potential interested client will disappear the space.
By Functional	• Low dependence of customers on a particular vendor. • Gaining expertise in sales allows sellers to focus on what they do best. • Strong salespeople can die with the help of low-cost staff.	• Requires greater level of work integration (especially for sectors with different functions). • Encouraging multiple independent departments is essential for a common decision in working with a client.
By Project	• Rapid concentration of multiple resources for different time periods. • Excessive control over the work of vendors and the design team.	• Higher sales and administrative costs. • Difficulties in motivation and cost accounting. • Conflicts of interest of participants.

The head of department establishes liaison with advertising management, research work, planning and operational development. Through joint efforts, guided by the general policy of the company, they achieve their goals.

5. CONCLUSION

If you want to know the complete data of the employees of the real estate business sector working with the customers and the efforts, they have expended to achieve success, you should first describe the completeness of all the processes, i.e. the indicators of the sales process. Indicators are different, all of which depend on the characteristics of your real estate business. Typically, the following indicators contain real informative content: calls, appointments, offers. Naturally, they can pursue multiple goals, which can be many - such as the exchange of information, the discussion of the presentation, the financial calculations, the features of the payment system or its confirmation. Well, if they act as a step to a new stage of relationship with the customer, the ladder of such development looks like this: getting to know the customer, then studying him in depth, based on the data obtained, all you have to do is attract them, and then develop these relationships and complete this transaction with future perspective collaboration Retain. Each period defines the process and phase of the sale in which the customer is located. If you compile current customer statistics, you can find the average duration of the transaction process, which will provide initial information on creating a sales forecast for hot customers.

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