

# EMLAKJET

Empowering Customer Experience  
with AI Solutions



**emlakjet**

# Market Overview

**2.3M**  
Unit Sales per Year

**~1.2-1.4M**  
Residential per Year

**~ 85B €**  
Expected in 2023  
For residential only

**1.3M**  
Land/Commercial etc. per Year

**% 14**  
YoY decrease for the Res.

**~3.5B €**  
Potential Commission Market

**70%**  
Second Hand

**4%**  
Commission Share

**120 K**  
Real Estate Agents

**85K €**  
Average Res. Price

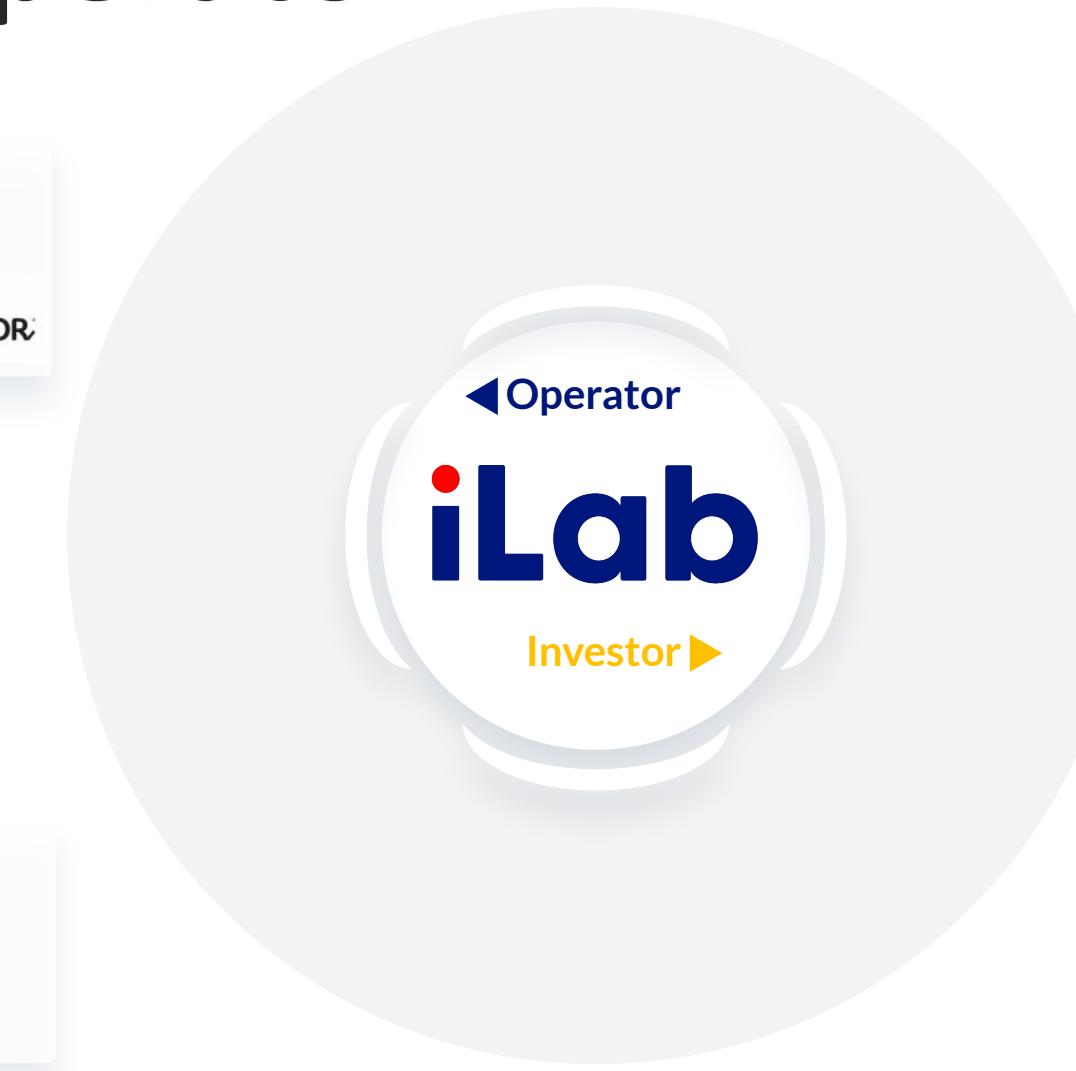
Türkiye has a sizeable real estate market

Estimated commission market is 3.5B €

# Turkey's Leading Digital Consumer

## Platform & Investor-Operator

*80+ brands under 7 main platforms*



**arabam.com**

Used cars  
classifieds / iBuying

Trinksat! arabam garaj

arabam.com  
oto ekspertiz

OTORAPOR

**kariyer.net**

Jobs classifieds /  
HR-tech

»iŞİNOLSUN techcareer.net

PeopleBox COENSO

**emlakjet**

Real estate  
classifieds / iBuying  
& prop-tech

JETSAT

endeksa

**sigortam.net**

Insurtech

**HangiKredi**

Fintech

**neredekal.com**

Price comparison /  
Booking platform  
for travel

**cimri**  
cimrimarkette

Price comparison  
/ integrated shopping  
lead platform

150m+



sessions per month in 2022

65%



of Turkish internet users  
visiting at least once per  
month

18



brands under 7 main platforms

101%



2022A-2023E  
revenue growth

\$121m



gross profit in 2023E

# Emlakjet Summary



## E2E Real Estate Marketplace

Pioneer at the vertical of property technology



## Services

Leading listing platform  
But beyond classified business  
**End-to-end solution partner**



## ibuying

**The only ibuying company**  
in Turkey assessing  
property values by AI



## B2B2C

Delivering both B2C and B2B solutions



15M  
Visitors

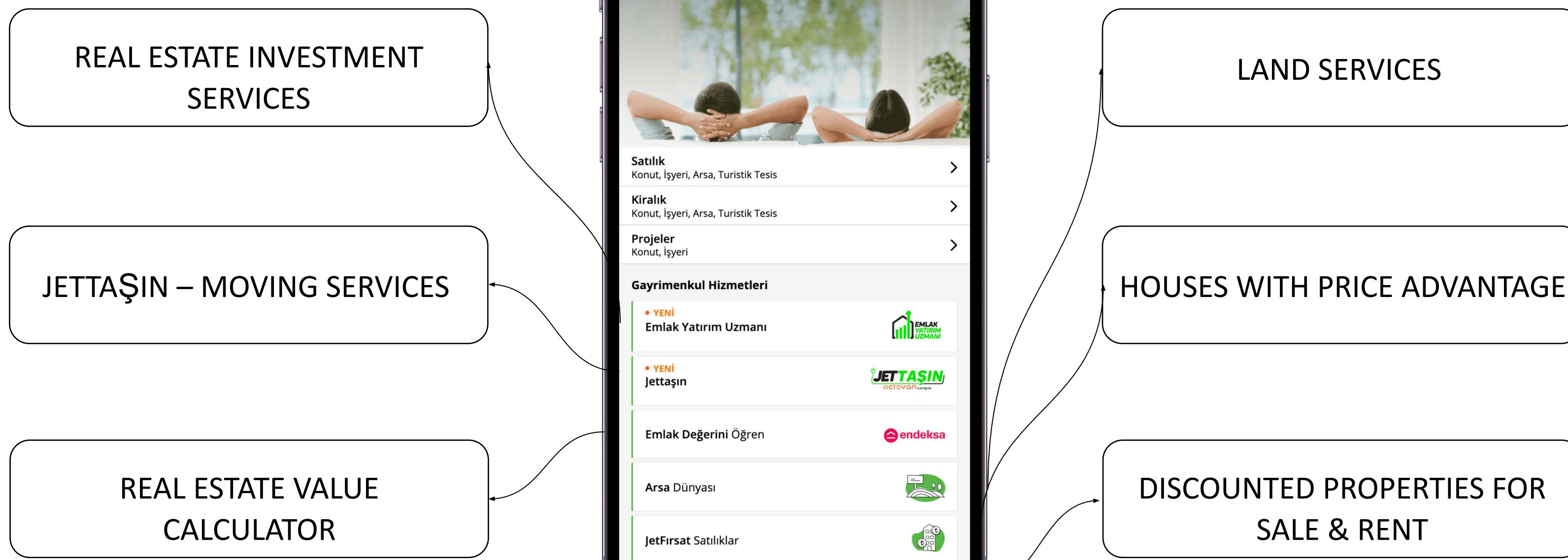


30K+ Real Estate Agents



350K+  
Listings

# 360° Real Estate Solutions Provider



# Solution Partner of Our Customers

For Faster Photo Uploads ;  
«Photo Transfer Feature via QR Code»



Ekrandaki QR kodu okutun, daha sonra Emlakjet App uygulaması üzerinden fotoğraflarınıza cep telefonunuzdan ekleyin. Konutuza ekleyebilirsiniz.

To Increase the Portfolio Count ;  
«Porfolio Sharing System»

PORTFÖY PAYLAŞIMI **YENİ** ^

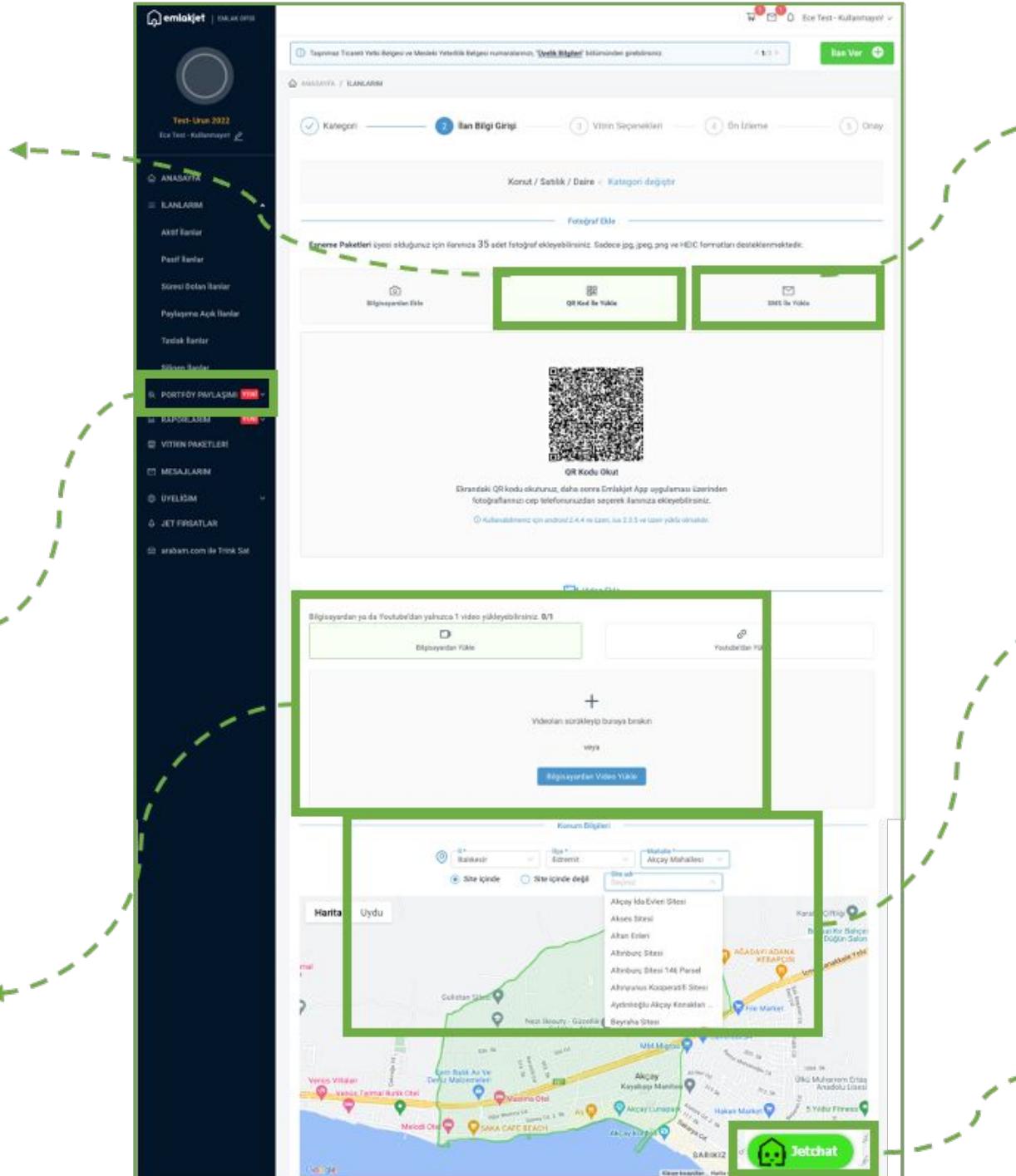
İlan Havuzu

Paylaşım Taleplerim

For More Video Listings;  
«Video Upload from Device»



Bilgisayardan Video Yükle



For Faster Photo Uploads;  
«Photo Transfer via SMS Link»



**SMS Link İle Yükle**

To Update Location Data Faster;  
«New Location Infrastructure»



To Provide Faster Solutions to  
Our Customers;  
«Jetchat»

Jetchat

Merhaba, Emlakjet'e hoş geldiniz. Her türlü ihtiyacınızda size yardımcı olmak için buradayım.

# AI Based Valuation Solution



## Research

Conducted surveys to unearth what is important to make property sale/buy or rent decision for people



## Insights

- **Price and location - 70%** in total.  
**Trust** to the property values



## Initiative

**Jetfırsat - Price Index Solutions** to assess and compare the value of the property

# AI Based Valuation Solution- Jetfırsat

## IDEA

Providing property value index by AI to expedite decision-making process

## HOW



### PI Calculation

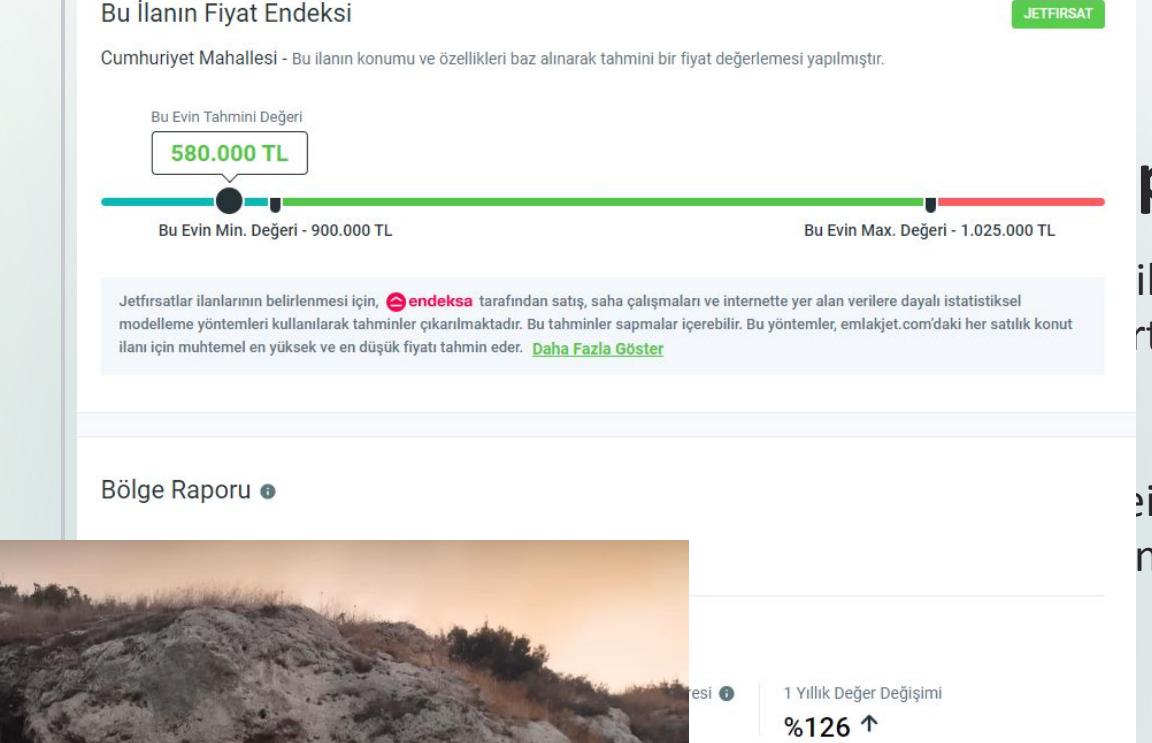
Calculating the average value of the all properties in the same area and having similar details by AI

Determining the price index of the property



### Insights

Showing the value comparison between the properties in the same region and having the same details for each listing



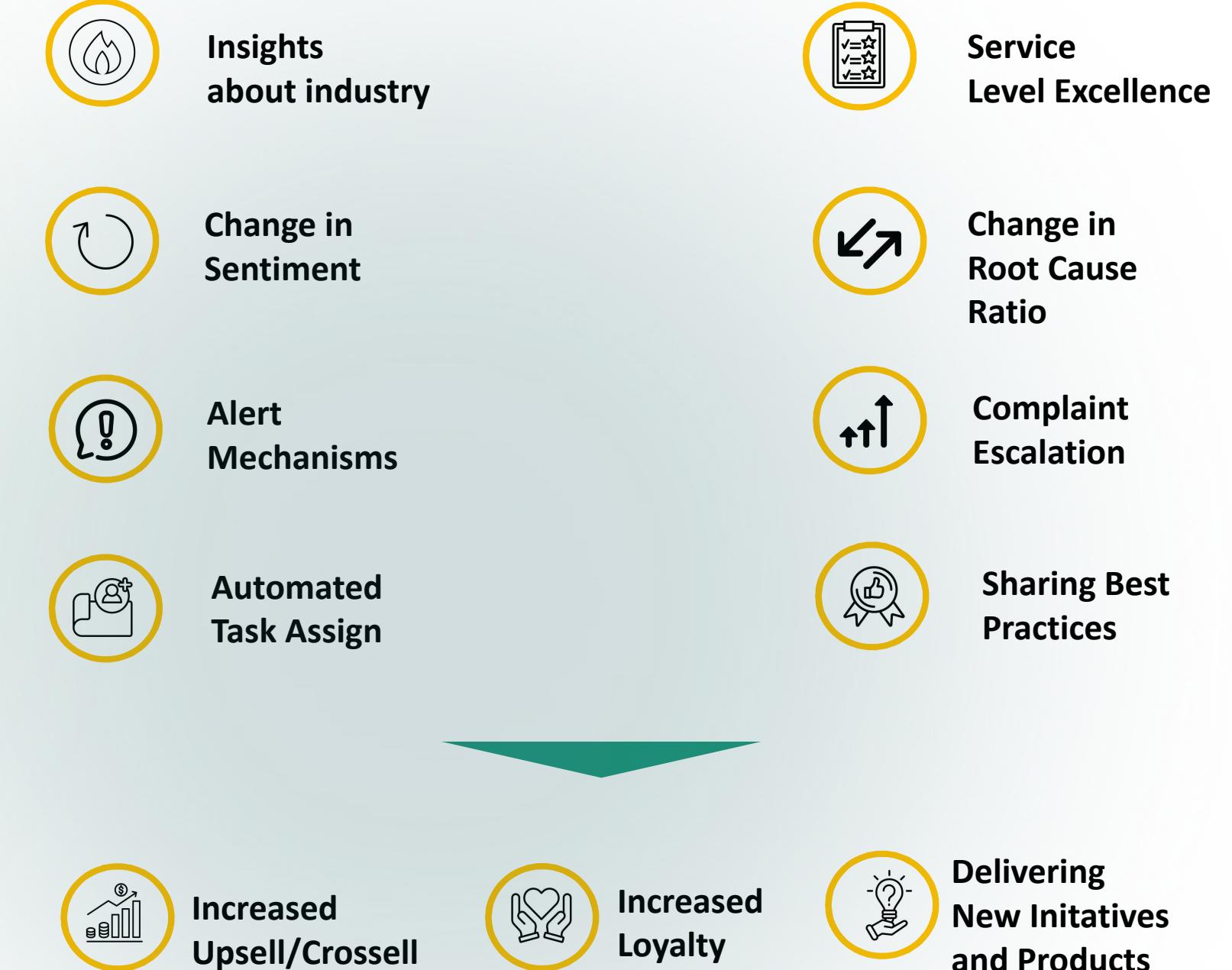
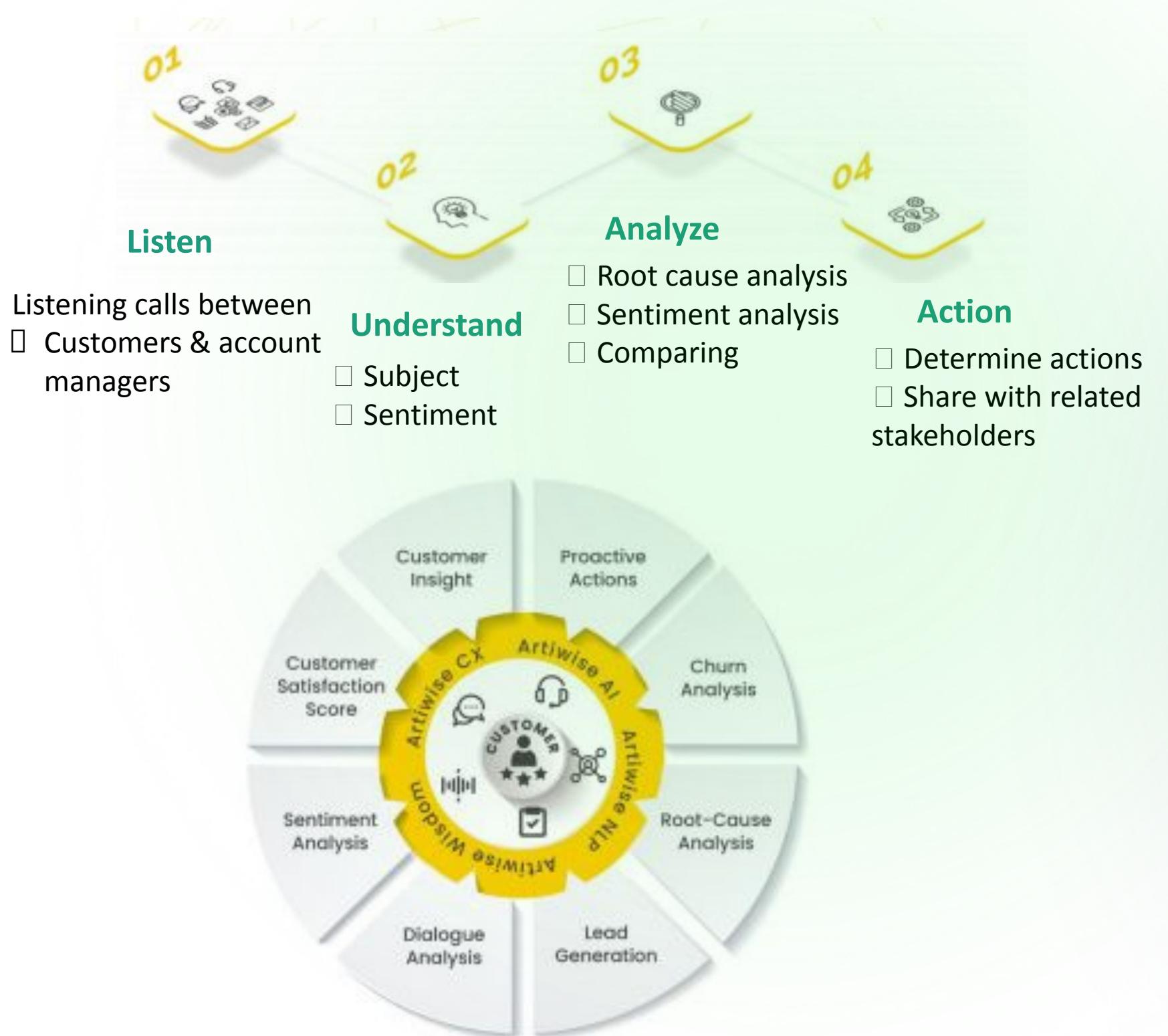
## VALUE



AI based evaluation



# Sustainable Customer Satisfaction with AI



# Predictive Churn Model

## IDEA

Building predictive churn model to detect customers before they port out



### Data Analysis

## HOW

Cleansed all data and analysed all relevant customer metrics and insights



### Machine Learning Algorithms

Tested different analytical models

Determined the most important features impacting churn decision

- Paid on Time
- Listing Update Frequency



### Setting Early-Stage Alarms

Instantaneous Churn Prediction at any moment

Detecting potential churn customers in early stages of the life-cycle



### Action

Built engagement actions based on the different cases before they churn

- Tracking payment closely
- Customer visits
- Sending engagement notifications etc.

## VALUE



AI based evaluation



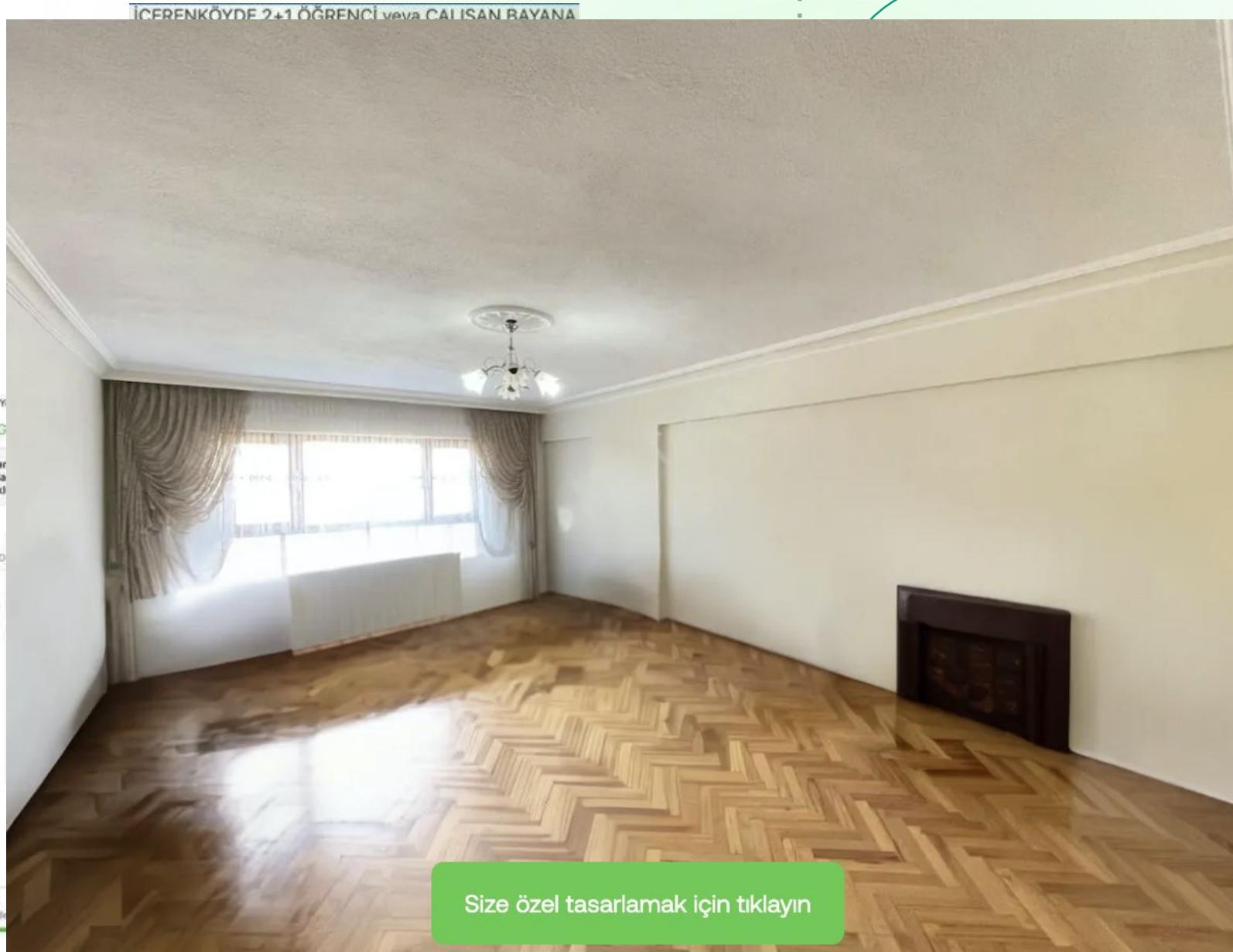
Developing Proactive Approach



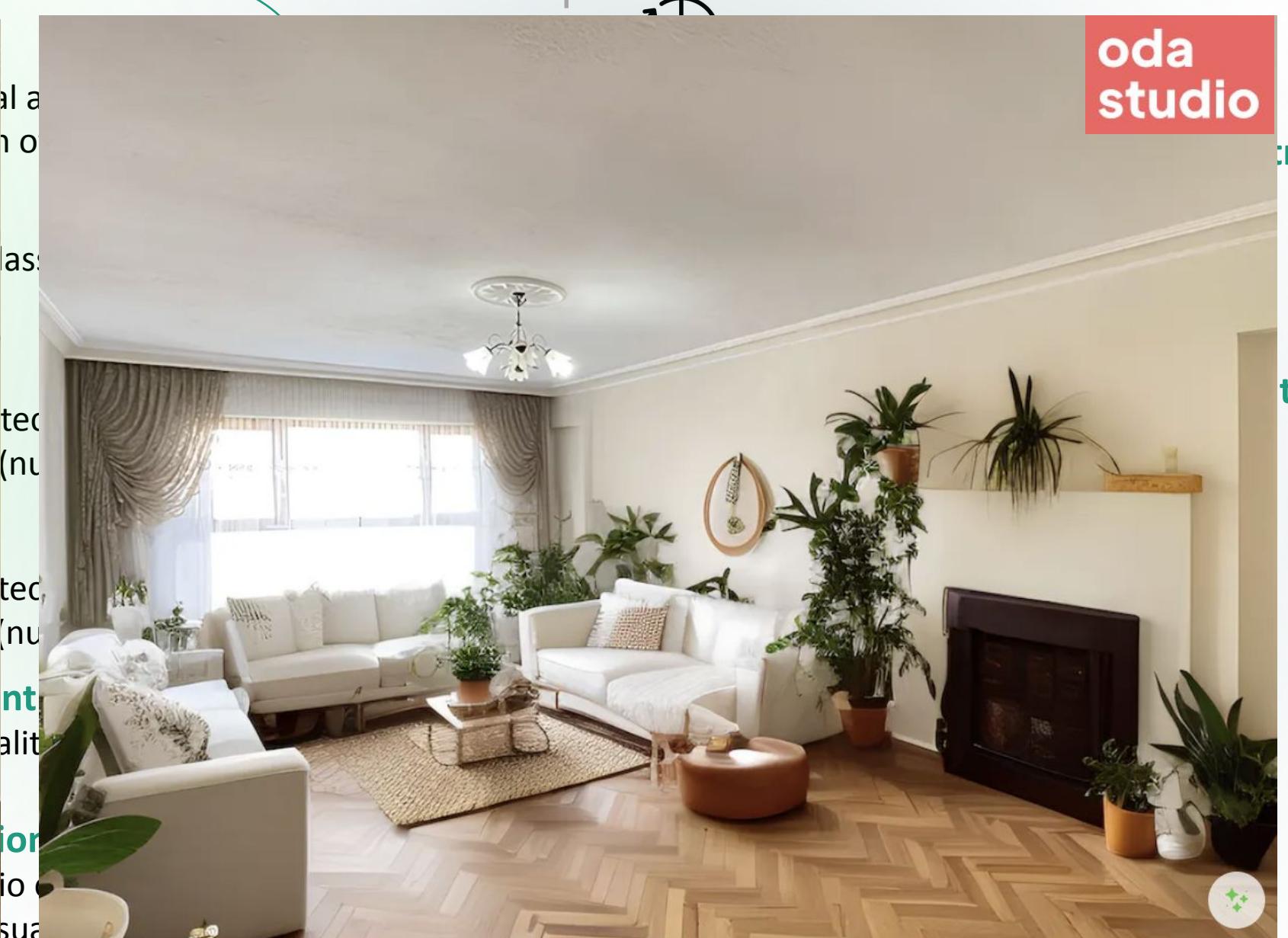
Increasing Customer Loyalty

# Visual Intelligence System

## Problem



## Solution



## Why

detecting repetitive visuals

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Thank you