

Abstract

The real estate industry has undergone a significant transformation over the last few decades owing to the surge of social media and mobile advertising, which has also influenced the way agents operate in a highly competitive market. Moreover, the increasing availability of information to buyers has led to a shift in consumer behavior and investment strategies. However, perhaps the most game-changing innovation recently is the application of AR/VR technologies in property pre-viewing. The thesis seeks to examine the effects of digitalization on the premium residential market, particularly in terms of marketing. Furthermore, it demonstrates the changing trends in technology and their impact on the premium residential real estate market.

Primarily, the literature offers a deeper understanding of the subject matter. Afterward, to gather qualitative information for the study, 12 interviews with professionals from the field were conducted. The selection of interviewees was based on their work experience and availability, and subsequently, the interviews were transcribed and analyzed to identify key themes.

This paper effectively investigates the important role played by digital transformation in the premium residential market. The interviews indicate that technology integration in real estate has improved the buying process and efficiency. Additionally, the findings reveal that companies have to had to modify their marketing approaches to keep up with the evolving technology trends and meet the evolving demands of customers to remain competitive.