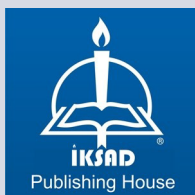




FOUNDATION OF REAL ESTATE FIELD PLANNING

Dr. Naci BÜYÜKKARACIĞAN



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TÜRKİYE TR: +90 342 606 06 75

USA: +1 631 685 0 853

E mail: iksadyayinevi@gmail.com

www.iksadyayinevi.com

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PREFACE

The real estate sector has dynamics that are constantly changing with economic, social and technological developments. Today, the real estate sector is critical for both investors and professionals in the sector to develop a comprehensive understanding of the challenges and opportunities it faces, the effects of technology and future trends.

One of the keys to success in today's rapidly changing real estate market is effective sales field planning. Sales field planning not only manages sales processes, but also strengthens customer relationships, increases team performance and ensures the achievement of strategic goals. While the real estate sector is constantly evolving with economic conditions, technological innovations and changes in consumer expectations, effective field planning is the key to adapting to these dynamics.

Sales field planning covers a wide range of processes and strategies; this requires a comprehensive understanding that is necessary to create a successful sales strategy. The purpose of this study is to thoroughly examine the fundamentals, strategies and implementation methods of real estate sales field planning.

Topics such as target market analysis, regional market dynamics, effective communication and coordination, performance measurement and analysis are integral parts of field planning. In addition, the role of technology and digital tools in field planning, customer experience management and modern applications such as future trends are discussed. The purpose of this study is to deeply examine the basics, strategies and implementation methods of the aforementioned real estate sales field planning.

In this period when changes and innovations in the real estate sector are rapidly progressing, the ability to continuously learn and adapt is of critical importance. In this context, the content of the book has been prepared to reflect current developments and best practices in the sector.

Hoping that the study will contribute to the literature on real estate development...

Dr. Naci BÜYÜKKARACIĞAN
Konya- 2023

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INTRODUCTION

The real estate sector is one of the cornerstones of the global economy. This sector plays a critical role in economic growth, job creation, and providing investment opportunities. Real estate markets consist of various segments, including residential, commercial, industrial, and agricultural properties.

Real estate serves various purposes such as housing, business, production, education, military, healthcare, agriculture, and livestock. It is utilized in numerous fields and for diverse objectives. Due to this versatility, real estate has always maintained its significance and value. No matter the purpose or function, real estate has a profound impact on economic life (Büyükkaracıgan and Ödük, 2023).

Throughout history, the real estate sector has evolved in parallel with economic and social developments. Since the early 20th century, the acceleration of urbanization and the industrial revolution have led to rapid growth in real estate markets (D'Arcy & Keogh, 1999). Especially after World War II, the increase in housing demand and infrastructure investments significantly shaped the sector. In real estate sales, demand is also a crucial factor. Demand refers to the amount of a good or service that consumers are willing to purchase at different price levels within a specific period, assuming other factors remain constant. The assumption that other factors are fixed highlights that consumers' willingness to buy a good depends on variables other than price (Altınışık, İ, 2021).

Real estate markets are driven by supply and demand dynamics. Supply is typically determined by new construction projects and the sale of existing properties, while demand is shaped by economic indicators, demographic changes, and consumer preferences (Glaeser & Gyourko, 2005). Macroeconomic factors such as economic growth, employment rates, and interest rates also directly affect real estate markets.

The real estate sector contributes both directly and indirectly to the economy. Construction activities stimulate a broad range of economic activities, from the production of construction materials to workforce employment (DiPasquale & Wheaton, 1992). Additionally, real estate investments play a significant role in wealth accumulation and financial security for individuals and institutions. For example, homeownership

contributes to the financial health of families and enhances economic stability (Rossi & Weber, 1996).

The real estate sector is significantly influenced by economic fluctuations. In the 19th and early 20th centuries, the interplay of a capitalist economy and increasing population contributed to the expansion of land use, resulting in a dynamic market. Turkey stands out as a compelling destination for both domestic and international investors due to its strategic location, natural and cultural assets, transportation infrastructure, and advanced tourism, trade, and industrial sectors. The country's growing economy presents new opportunities through various real estate projects and sector developments. Urban transformation initiatives, in particular, bolster the real estate market in major cities, while the office, industrial, and logistics markets are also experiencing growth (Büyükkaracığın and Ödük, 2022a).

The residential market is one of the largest and most important segments of the real estate sector. Housing prices fluctuate based on the balance of supply and demand, economic conditions, and demographic trends. Particularly in large cities, the increase in housing demand and supply constraints can cause prices to rise rapidly (Malpezzi, 1996). However, government policies and interest rates also significantly impact the housing market.

The commercial real estate market includes various property types such as office buildings, shopping centers, hotels, and industrial facilities. This segment is of great importance in city centers where economic activities are concentrated. Commercial real estate investments generally require substantial capital and offer long-term financial return potential (Baum & Hartzell, 2012). Commercial real estate markets are highly sensitive to economic cycles, and risks may increase during economic downturns.

Industrial real estate includes manufacturing facilities, warehouses, and logistics centers. This segment has significant growth potential, especially with the rise of e-commerce. The increasing demand for logistics and storage is positively impacting industrial real estate markets (Hendershott, MacGregor, & Tse, 2002). Additionally, such properties can provide stable cash flow through long-term lease agreements.

Agricultural real estate covers agricultural land and rural properties. This segment is crucial for food production and rural development. Agricultural land plays a critical role in sustainable food production and the preservation of

natural resources (Plantinga & Miller, 2001). Agricultural real estate investments are typically considered long-term and low-risk investments.

The real estate sector offers investors a wide range of investment opportunities. Residential, commercial, industrial, and agricultural properties provide portfolio diversification with varying risk and return profiles (Mueller & Laposa, 1995). Additionally, real estate investment trusts (REITs) offer individual investors access to real estate markets and provide liquidity advantages.

It is believed that competition between companies and countries has reached significant levels today. In an increasingly competitive environment, companies aiming for success must first focus on controlling their cost items to the desired level, maintain an optimal balance between debt and equity, and continuously improve their financial performance positively (Kinali, 2022).

Future trends in the real estate sector will be shaped by technological innovations and sustainability-focused developments. Smart cities, green buildings, and digital transformation are leading innovative applications in the sector (Cohen, 2015). Additionally, technologies such as big data and artificial intelligence will assist in making more effective and efficient decisions in real estate markets.

The real estate sector is crucial for economic growth, employment, and investment opportunities. This sector has evolved in parallel with economic and social developments throughout history and continues to exhibit significant dynamism today. The future of real estate markets will be shaped by technological innovations and sustainability-focused developments, offering broad opportunities for investors. Economic growth, demographic changes, and government policies will be key factors determining the future dynamics of the real estate sector.

In real estate sales, field planning is one of the cornerstones of a successful sales strategy. Effective field planning is crucial for strengthening customer relationships, achieving sales targets, and gaining a competitive advantage (Andrews & Harris, 2020). This text will discuss the importance, strategies, and best practices of field planning in real estate sales.

One crucial aspect of real estate sales is valuation. Valuation involves determining the monetary worth of economic assets such as a company's buildings, land, machinery, equipment, and product inventory. By making

evaluations and assumptions, it is possible to estimate the total value of all assets. Real estate is an economic element, so the factors affecting its value are not solely intrinsic. These values are influenced by other market conditions. Accurate valuation can expedite the real estate sales process (Büyükkaracıgan and Ödük, 2022b).

Field planning involves the effective organization and management of a real estate company's sales team. This process includes determining sales regions, segmenting customers, and monitoring the performance of the field team (Johnston & Marshall, 2016). Effective field planning allows the sales team to use its time and resources in the most efficient way.

Target market analysis is a critical component of field planning. This analysis helps to identify who the potential customers are, where they are located, and what their needs are (Kotler & Keller, 2016). In real estate sales, target market analysis can be conducted across a wide range, from families looking for housing to businesses searching for commercial properties. Identifying the right target market increases the effectiveness of sales strategies.

Determining sales regions is another important aspect of field planning. This process involves analyzing geographical areas and evaluating each region based on potential customers and sales opportunities (Zoltners, Sinha, & Lorimer, 2004). Correctly determining sales regions allows the sales team to work more efficiently and respond quickly to customer demands.

Customer segmentation involves dividing customers into groups with similar characteristics. This allows marketing and sales strategies to be tailored to each customer segment (Dibb & Simkin, 2008). In the real estate sector, customer segmentation includes identifying different groups such as individual buyers, investors, and businesses seeking commercial properties. Effective segmentation allows for a better understanding of customer needs and provides the opportunity for personalized service.

Managing the sales team is one of the key factors determining the success of field planning. This process includes setting sales targets, monitoring and evaluating performance, and implementing training and development programs (Cravens, 2011). Effective management of the sales team enhances motivation and optimizes performance.

Technological tools and applications play an important role in field planning. CRM (Customer Relationship Management) software, mobile

applications, and field management systems help the sales team manage customer data effectively and optimize sales processes (Payne & Frow, 2005). These tools strengthen customer relationships and improve sales performance.

Digital marketing and communication strategies are crucial as part of field planning. Social media, websites, and online listing platforms are used to reach potential customers and increase brand awareness (Chaffey & Ellis-Chadwick, 2019). Effective implementation of digital marketing strategies makes it easier for the sales team to reach potential customers.

Customer experience and satisfaction are ultimate goals of successful field planning in real estate sales. Increasing customer satisfaction encourages loyalty and repeat sales (Zeithaml, Bitner, & Gremler, 2017). In real estate sales, regularly obtaining feedback and addressing customer needs are of great importance for improving the customer experience.

Legal and ethical considerations are important aspects to be taken into account in field planning. Professionals operating in the real estate sector must comply with local and national regulations and adhere to ethical standards (Malloy & Langemeier, 2001). This enhances customer trust and supports long-term success.

Case studies and success stories are used to demonstrate effective applications of field planning. These examples include real-life challenges and solutions. Successful field planning examples can inspire other professionals (Eisenhardt, 1989).

In the future, technological innovations and digital transformation will play a major role in field planning. Technologies such as smart cities, data analytics, and artificial intelligence have the potential to revolutionize field planning (Manyika et al., 2013). These innovations will make field planning more efficient and effective.

Field planning in real estate sales is one of the cornerstones of a successful sales strategy. Proper field planning enhances the effectiveness of the sales team, ensures customer satisfaction, and helps gain a competitive advantage. The strategies and best practices discussed in this text illustrate the importance of field planning and how it can be successfully implemented.

The real estate sector contributes directly and indirectly to both the economy and employment. In a dynamic sector like real estate, relying on a single method is not healthy. Using only traditional marketing methods is

insufficient. New methods need to be developed in addition to traditional ones. For this purpose, methods such as launching a real estate website, being active on social networks, performing SEO work, using CRM software, actively using real estate portals, and conducting email marketing have started to be widely used.

Field planning in real estate sales is one of the key elements for success in a dynamic sector. The purpose of this book is to comprehensively examine how field planning in real estate sales can provide a strategic advantage and how effective practices should be implemented. The book aims to offer readers an in-depth understanding of various aspects of field planning in real estate sales.

1. BASIC CONCEPTS OF SALES FIELD PLANNING

1.1. Sales Field Planning

Field planning is a strategic process that allows businesses to manage their field teams effectively and efficiently. This process encompasses a wide range of activities, from task allocation for field employees to planning customer visits and optimizing resources. Effective field planning is critical for increasing customer satisfaction, enhancing operational efficiency, and maintaining the company's competitive edge (Zoltners, Sinha & Lorimer 2004).

Field planning includes the methods and tools used by businesses to optimize their field operations. This concept encompasses the organization of the field team, route planning, visit frequency, and customer segmentation (Johnston & Marshall 2016). Effective field planning helps the business achieve its strategic goals and ensures the smooth execution of field operations.

Field planning is a critical process for businesses to optimize their field operations and increase customer satisfaction. This article discusses the basic concepts, components, importance, and best practices of field planning. The role of technology and future trends in field planning are also evaluated. Effective field planning provides businesses with a competitive advantage and supports long-term success.

1.2. Components of Site Planning

1.2.1. Organization of the Field Team

The organization of the field team is the first step in field planning. This process includes defining the roles and responsibilities of team members and distributing tasks (Cravens 2011). A well-organized field team increases efficiency and ensures effective management of resources.

1.2.2. Route Planning

Route planning is the process of determining the places that field workers will visit and the routes they will follow. This planning is used to save time and fuel, optimize customer visits, and help field workers complete their daily tasks more efficiently (Laporte, 1992). Effective route planning allows field workers to visit more customers and increase customer satisfaction.

1.2.3. Visit Frequency and Customer Segmentation

Visit frequency and customer segmentation are important components of field planning. Visiting customers at different frequencies according to their needs and potential helps strengthen customer relationships and increase sales (Kotler & Keller, 2016). Customer segmentation involves grouping customers according to similar characteristics and developing appropriate strategies for each segment.

1.3. The Importance of Site Planning

1.3.1. Operational Efficiency

Field planning plays a critical role in improving operational efficiency. Well-planned field operations ensure more efficient use of resources and improve the overall performance of the business (Cohen, 2015). This helps in reducing costs and increasing profitability

1.3.2. Customer happiness

Customer satisfaction is one of the main goals of successful field planning. Regular and planned customer visits provide a better understanding and satisfaction of customer needs (Zeithaml, Bitner, & Gremler, 2017). Increasing customer satisfaction encourages customer loyalty and repeat sales.

1.3.3. Competitive Advantage

Effective field planning provides businesses with a competitive advantage. Well-planned field operations enable faster and more effective service delivery than competitors (Porter, 1985). This contributes to the expansion of the customer base and the increase of market share.

1.4. Benefits of Effective Site Planning

Effective field planning is a critical strategic process for businesses to optimize their field operations and achieve successful results. This process includes many components, from organizing the field team to planning customer visits. Effective field planning provides many benefits to businesses. Effective field planning provides many important benefits to businesses.

It has a wide range of effects, from operational efficiency to customer satisfaction, from sales performance to competitive advantage. It is critical for

businesses to develop field planning strategies and get the most out of these strategies for their long-term success.

1.4.1. Increased Operational Efficiency

Effective field planning significantly increases operational efficiency. Proper planning enables field workers to make the best use of their time and resources. This helps to reduce costs and manage resources more effectively (Cravens, 2011). For example, through effective route planning, field workers can visit more customers and reduce operating costs such as fuel (Laporte, 1992).

1.4.2. Increased Customer Satisfaction

Field planning directly affects customer satisfaction. Regular and planned customer visits allow for faster and more effective responses to customer needs (Zeithaml, Bitner, & Gremler, 2017). Good field planning strengthens customer relationships and increases customer loyalty. Increased customer satisfaction provides additional benefits such as repeat sales and word-of-mouth marketing (Kotler & Keller, 2016).

1.4.3. Increased Sales Performance

Effective field planning increases sales performance. A well-planned field strategy helps sales teams achieve their goals. Field visits based on customer segmentation allow for more targeted and personalized sales offers (Johnston & Marshall, 2016). In addition, performance monitoring and feedback mechanisms enable sales teams to continuously improve (Baldwin & Ford, 1988).

1.4.4. More Effective Use of Resources

Effective field planning ensures more effective use of resources. This applies to both human and material resources. Thanks to field planning, the distribution of tasks among field workers is optimized and unnecessary duplication is prevented (Cohen, 2015). In addition, the use of technological tools facilitates data collection and analysis processes, thus ensuring efficient use of resources (Davenport & Harris, 2007).

1.4.5. Providing Competitive Advantage

Effective field planning provides businesses with a competitive advantage. Good field planning enables faster and more effective service delivery than competitors (Porter, 1985). This contributes to the expansion of the customer base and the increase of market share. Competitive advantage strengthens the business's position in the industry and contributes to long-term success (Anderson & Narus, 2004).

1.4.6. Risk Management

Effective field planning improves risk management. Well-planned field strategies help to identify potential risks in advance and minimize them. For example, route planning can increase the safety of field workers and provide rapid response mechanisms for emergencies (Eccles, 1991). Risk management ensures that field operations are carried out without interruption.

1.4.7. Business Continuity and Resilience

Effective field planning increases business continuity and flexibility. Planning processes allow for rapid adaptation to changing conditions (Manyika et al., 2013). Flexible planning enables field operations to adapt to changing demands and market conditions. This increases the resilience of the business to fluctuations in market conditions.

1.4.8. Performance Monitoring and Improvement

Effective field planning supports performance monitoring and improvement processes. Performance metrics and feedback mechanisms allow for evaluating and continuously improving the performance of field workers (Yin, 2017). This increases the efficiency of field operations and supports long-term success.

1.4.9. Technological Integration

Integration of technological tools into field planning makes processes more efficient. CRM systems, mobile applications, and data analytics enable field operations to be run more intelligently and effectively (Payne & Frow, 2005). Technological integration enables field workers to access and communicate data in real time (Manyika et al., 2013).

1.4.1.0 Strategic Decision Support

Effective field planning supports strategic decisions. Data obtained from field operations allows for the development of business strategies and more informed decision making (Davenport & Harris, 2007). This helps the business achieve its overall strategic goals.

2. TARGET MARKET ANALYSIS IN REAL ESTATE

2.1. Market Research and Analysis

Market research and analysis is a fundamental process that ensures a comprehensive understanding of the target market. This process includes assessing the market size, potential customer segments, competitive environment, and market trends. Effective market research identifies the needs and opportunities of the target market using accurate data collection and analysis methods (Kotler & Keller, 2016).

Market research typically consists of two main types: primary and secondary research. Primary research involves direct data collection methods, while secondary research encompasses the analysis of existing data sources (Malhotra, 2010). Examples of primary research include surveys and focus group discussions, while secondary research examples include market reports and industry data (Burns & Bush, 2010).

2.1.1. Market Research

Market research is the process of gathering information to understand the current state of the market. This process includes two types of data collection methods: primary and secondary research. Primary research involves direct data collection methods, often using tools such as surveys, interviews, and focus group discussions. These methods provide specific information by directly interacting with the target audience (Malhotra, 2010). The advantage of primary research is that the data is current and specific, but it can also be more costly and time-consuming (Burns & Bush, 2010).

Secondary research involves the analysis of existing data sources. This includes examining data from market reports, industry data, and previous studies (Churchill & Iacobucci, 2010). Secondary research is generally seen as a faster and less expensive option, but it is important to check the currency and validity of the data (Kotler & Keller, 2016).

2.1.2. Market Analysis

Market analysis is the process of processing and interpreting the collected data. This phase evaluates the market size, market segments, competitive situation, and market trends.

Market size and demand trends are critical for making strategic decisions in the real estate sector. Understanding the market size helps in gauging the economic capacity and potential of a market, while demand trends are used to predict future customer needs and preferences. Careful analysis of these factors is essential for successful real estate investments and strategies.

Determining the market size is important to understand the total opportunities within a market. Market segmentation allows the division of the market into homogeneous subgroups. Each segment may have different needs and demands, so it is important to accurately define and target these segments (Kotler & Armstrong, 2017). Market segmentation can be based on demographic, geographic, psychographic, and behavioral factors (Schiffman & Kanuk, 2009).

Competitive analysis involves assessing the current competitive environment of the market. This analysis aims to understand the strengths and weaknesses of competitors, their market shares, and strategies. Competitive analysis helps businesses determine how to differentiate from competitors and which strategies may be more effective (Porter, 1985).

Market trends show the changes and developments in the market over time. These trends can include factors such as changes in consumer behavior, technological innovations, and economic conditions. Trend analysis helps businesses predict future opportunities and threats (Kotler & Keller, 2016).

Market size and demand trends in the real estate sector are critical for investment decisions and strategic planning. These two concepts are used to understand market opportunities and risks and play a fundamental role in creating an effective real estate strategy.

Market size is a term that measures the economic capacity and potential of a particular market. Determining the market size in the real estate sector involves understanding the total value of the general market and the volume of demanded property types.

2.1.2.1. Methods to Measure Market Size

a. Total Sales Volume: Market size is often measured by the annual total sales volume. This represents the total value of all real estate transactions occurring in a specific region or market (Kotler & Keller, 2016).

b. Total Supply and Demand: Market size is also based on the balance between existing supply and demand. Supply indicates the amount of real estate available in the market, while demand shows the interest and need for these properties (Malhotra, 2010).

c. Market Share Analysis: By analyzing the market shares of individual real estate projects or companies, information about the overall market size can be obtained. Market share shows a company's position in the market and its competitive strength (Porter, 1985).

2.1.2.2. Demand Trends

Demand trends show the changes in customer needs and preferences over a certain period. Understanding demand trends in the real estate sector is important for identifying future market opportunities and threats. Factors Affecting Demand Trends:

a. Economic Conditions: Economic factors directly affect real estate demand. Economic growth, employment rates, and interest rates determine the purchasing power of potential buyers and investors. For instance, real estate demand may increase during periods of economic growth, while it may decrease during economic recessions (Kotler & Armstrong, 2017).

b. Demographic Changes: Population growth, age distribution, and changes in family structure affect real estate demand. An increase in the young population may increase housing demand, while an increase in the elderly population may affect the demand for different types of real estate (Schiffman & Kanuk, 2009).

c. Social and Cultural Trends: Social and cultural factors also affect real estate demand. For example, increasing environmental awareness and trends towards sustainable living can increase demand for green buildings. Additionally, the tendency to move away from city centers can increase demand for suburban housing (Burns & Bush, 2010).

d. Technological Developments: Technological innovations can affect real estate demand. Smart home technologies, energy efficiency, and other innovative features play a significant role in consumers' housing preferences (Kotler & Keller, 2016).

2.1.2.3. Methods of Demand Analysis

a. Surveys and Interviews: Surveys and interviews with potential buyers and investors are used to understand demand trends. These methods help understand consumers' needs, expectations, and purchasing decisions (Malhotra, 2010).

b. Data Analysis and Forecasting Models: Historical data analysis and forecasting models are used to predict future demand trends. Statistical methods and machine learning algorithms can be used to analyze demand trends and make predictions (Davenport & Harris, 2007).

c. Market Trend Reports: Reports prepared by market research firms provide comprehensive information on demand trends in the real estate sector. These reports offer insights into the overall state of the industry, customer trends, and future opportunities (Kotler & Armstrong, 2017).

2.1.3. Data Collection and Analysis Methods

The data collection and analysis methods used in market research affect the quality and accuracy of the information obtained. Data collection methods include surveys, interviews, and observations, while data analysis methods include statistical analyses, regression analyses, and SWOT analysis (Burns & Bush, 2010). The data collection and analysis process ensures that the obtained data is interpreted to guide business strategies (Davenport & Harris, 2007).

Market analysis involves processing and interpreting the collected data. These analyses enable the identification of market segments, conducting competitive analyses, and identifying market opportunities (Churchill & Iacobucci, 2010). A good market analysis helps businesses understand market dynamics and make strategic decisions.

2.2. Target Audience Identification

Identifying the target audience is a critical step for the success of marketing strategies. The target audience refers to the customer segments where products or services will have the highest demand and create the most value (Kotler & Armstrong, 2017). The target audience identification process is based on demographic, geographic, psychographic, and behavioral characteristics (Solomon, 2017).

2.2.1. Demographic Characteristics

Factors such as age, gender, income level, and education level play an important role in identifying the target audience. Demographic data is used to understand the characteristics of specific customer groups and tailor marketing strategies to these groups (Baines, Fill, & Page, 2011).

2.2.2. Geographic Characteristics

Geographic factors help determine the regional distribution and local needs of the target market. Regional analyses provide data to understand customer demands and market conditions in different regions (Kotler & Keller, 2016).

2.2.3. Psychographic Characteristics

Psychographic characteristics include customers' lifestyles, values, and interests. These characteristics help create more personalized and effective marketing messages for the target audience (Solomon, 2017).

2.2.4. Behavioral Characteristics

Customers' purchasing behaviors, habits, and product usage patterns play a significant role in identifying the target audience. Behavioral data is used to understand customer needs and preferences (Schiffman & Kanuk, 2009).

2.3. Regional Market Dynamics and Trends

Regional market dynamics and trends are crucial for understanding the changes and regional variations in a market over time. Regional market analysis evaluates factors such as market size, demand trends, competitive structure, and local regulations (Kotler & Keller, 2016).

Understanding regional market dynamics and trends provides a comprehensive grasp of the real estate sector. Economic conditions, demographic changes, social and cultural factors, and local policies influence regional market dynamics, while urbanization, technological innovations, sustainability, and demographic shifts shape long-term trends. Analyzing these factors carefully is essential for gaining strategic advantages in the real estate market and assessing future opportunities.

Market Size and Demand Trends: Regional market size and demand trends are critical for identifying market opportunities and threats. These data

help determine which products or services are in higher demand in regional markets (Churchill & Iacobucci, 2010).

Competitive Structure: Regional competition analysis identifies the strengths and weaknesses of local competitors. This analysis assists in developing competitive strategies and gaining a competitive edge in regional markets (Baines et al., 2011).

Demographic Changes: Demographic factors are significant elements affecting the regional real estate market. Variables such as population growth, age structure, family size, and migration patterns influence real estate demand. For instance, an increase in the young population may boost housing demand, while an aging population may increase the demand for smaller, low-maintenance homes (Schiffman & Kanuk, 2009).

Local Policies and Regulations: Regional markets can be influenced by local regulations and laws. Therefore, understanding local regulations and legal requirements is crucial for guiding market entry strategies and operational processes (Kotler & Armstrong, 2017).

Local government policies and regulations directly impact the regional real estate market. Factors such as zoning plans, tax incentives, and construction regulations shape the dynamics of the regional real estate market. Local regulations can either restrict or encourage construction activities in specific areas (Porter, 1985).

Market Trends: Regional market trends encompass changes in consumer behavior and innovations within the sector. Trend analysis helps identify future market opportunities and threats (Malhotra, 2010).

Regional market trends reflect long-term changes and developments in the real estate market. These trends assist in identifying future market opportunities and threats.

Urbanization and Suburban Developments: Urbanization refers to population growth in large cities and migration from rural areas to cities. Urbanization can increase real estate demand in city centers and surrounding suburbs. At the same time, developments and new housing projects in rural areas affect the suburban real estate market as well (Burns & Bush, 2010).

Technological Innovations: Technological advancements can lead to significant changes in the real estate market. Smart home technologies, energy efficiency, and other innovative features influence consumer housing

preferences. Technological innovations can alter both housing prices and real estate demand (Davenport & Harris, 2007).

Sustainability and Environmental Awareness: Sustainability has become a significant trend in the real estate sector. Environmentally friendly buildings, energy efficiency, and sustainable construction practices attract the interest of consumers and investors. This trend supports the growth of green buildings and eco-friendly projects (Kotler & Keller, 2016).

Impact of Demographic Changes: The impact of demographic changes shapes long-term trends in the real estate market. Specifically, the aging trend increases the demand for specialized housing solutions and care services for the elderly. Conversely, the younger population shows interest in dynamic and technology-focused living spaces (Schiffman & Kanuk, 2009).

2.4. Regional Market Analysis Methods

The methods used to analyze regional market dynamics and trends are critical in the data collection and analysis process.

Geographic Information Systems (GIS): Geographic Information Systems (GIS) are used to analyze regional market dynamics and trends. GIS helps visualize local market data, demographic information, real estate prices, and other essential factors (Malhotra, 2010).

Market Research Reports: Reports prepared by market research firms provide comprehensive information about regional real estate market dynamics and trends. These reports can assist in market analyses, competitive assessments, and identifying future opportunities (Kotler & Armstrong, 2017).

Local Government and Public Data: Local government and public data are important sources for understanding regional market dynamics. Statistics, zoning plans, and economic data form the foundation of regional market analysis (Porter, 1985).

3. REAL ESTATE FIELD STRATEGIES

Real estate field strategies are the plans and methods used by a real estate company or professional to manage field operations and market properties. These strategies are designed to optimize customer interaction, increase sales, and enhance overall field efficiency. They include effective market research, target audience identification, technology utilization, and customer relationship management. These strategies improve the efficiency of field operations, ensure customer satisfaction, and support sales. A successful field strategy should be continuously improved through ongoing performance measurement and monitoring of market trends.

Generally, sales field strategies for any product consist of determining sales territories, customer segmentation, competitive analysis, and positioning. First, these general aspects are examined, and then information on real estate-specific field strategies is provided.

3.1. Real Estate Market Research and Analysis

Market research is a systematic process used to gather and analyze information about a specific market segment. It helps in understanding the target market, including customer needs, market trends, competitive situation, and regional characteristics. An effective field strategy uses this data to offer properties that meet customer demands and to identify market opportunities (Kotler & Keller, 2016).

Initially, it is essential to analyze demand in the area. This involves understanding customer needs and expectations to identify the types of properties in demand. Subsequently, supply analysis evaluates the number, types, and prices of existing properties in the region. Competitive analysis helps determine the strengths and weaknesses of competitors, and examines their market shares and strategies. The results are assessed by identifying opportunities and threats.

In the first step of this analysis and research, direct data collection methods are employed. Surveys provide specific and current information from potential or existing customers about their needs, expectations, and satisfaction (Burns & Bush, 2010). Interviews are conducted for in-depth information, providing detailed and qualitative data (Schiffman & Kanuk, 2009). Focus

groups involve discussions with small groups to understand customer opinions and market trends.

Subsequently, the information collection process continues using existing data and resources. This data usually offers a broader perspective. Market reports, prepared by market research firms, provide information on industry trends, competitive analysis, and market size (Kotler & Keller, 2016). Government and public data include official sources such as economic data, demographic information, and zoning plans (Davenport & Harris, 2007). Online research provides information about market trends and customer behavior through online sources, news, articles, and social media.

3.1.1. Stages of Market Analysis

Data Collection: The first stage of market research is data collection. This process involves using primary and secondary research methods to gather information about various aspects of the market (Malhotra, 2010).

Data Analysis: Collected data is analyzed to derive meaningful results. This stage includes organizing data sets, applying various analysis techniques, and interpreting findings.

Quantitative Analysis: Statistical methods are used to analyze data sets, such as market size, demand forecasts, and price analysis.

Qualitative Analysis: Analysis of qualitative data obtained from customer feedback, interviews, and focus groups.

Interpreting Results: The results of the analysis are interpreted to provide a general assessment of the current market situation. This stage involves identifying opportunities and threats and developing strategic recommendations (Kotler & Armstrong, 2017).

Reporting and Presentation: Research findings are reported and presented to relevant stakeholders. These reports are used to develop real estate strategies and make decisions.

3.1.2. Importance of Market Research

Strategic Decision Making: Market research enables real estate firms to make informed decisions. It plays a crucial role in determining real estate projects, marketing strategies, and pricing policies (Kotler & Keller, 2016).

Risk Management: Market analysis helps in identifying potential risks and threats. This facilitates strategic risk management and the implementation of preventive measures (Davenport & Harris, 2007).

Competitive Advantage: Market research provides strategic information used to gain a competitive edge. Analyzing competitors and assessing market opportunities are integral parts of this process (Burns & Bush, 2010).

3.2. Target Audience Identification

Target audience identification is one of the cornerstones of a field strategy. It is used to create ideal customer profiles and decide which customer segments to focus on. This involves demographic, geographic, psychographic, and behavioral factors. For example, offering premium housing for high-income professionals or providing affordable apartments for young families (Schiffman & Kanuk, 2009).

In real estate, identifying the target audience is a critical step in developing a successful marketing strategy and executing effective sales processes. The process includes a series of analyses to define potential customers and present them with suitable offers.

First, the market research discussed in the previous section must be conducted. Next, Demographic Analysis involves determining the age, gender, income level, education level, and family structure of the target audience. Demographic information helps understand which customer groups are likely to show interest in real estate products (Schiffman & Kanuk, 2009). Different age groups and genders may have varying real estate needs and preferences.

Income level and education status affect the types of properties that will attract interest. In countries like Turkey, where migration and political events significantly impact the location, issues of localism should also be analyzed in detail under this heading.

Psychographic Analysis examines customers' lifestyles, values, interests, and personal preferences. This analysis helps understand customer motivations and real estate preferences (Kotler & Keller, 2016). Customers' lifestyles impact their expectations for comfort and aesthetics. Environmental awareness, social values, and personal interests can influence real estate choices.

Geographic Analysis identifies the geographic areas where the target audience resides. This is important for understanding which regions have concentrated customer groups and their real estate needs in those areas (Davenport & Harris, 2007). Analyzing real estate demand and customer preferences in specific regions is necessary.

Behavioral Analysis evaluates customers' purchasing behaviors and preferences. This analysis helps understand which factors are important to customers in their real estate choices (Malhotra, 2010). It is essential to identify the types of properties customers prefer and their frequency of purchase. Understanding the needs and expectations that customers prioritize in their real estate choices is crucial.

Based on the collected data and analyses, a **Target Audience Profile** is created. This profile defines the targeted customer segments and establishes marketing strategies tailored to them.

Demographic Profile: Information on age, gender, income, and other demographic details of the target audience.

Psychographic Profile: Customers' lifestyles, values, and interests.

Geographic Profile: Regions where the target audience resides.

Behavioral Profile: Behavioral tendencies in real estate choices.

Once the target audience profile is established, marketing and sales strategies tailored to these profiles are developed. These strategies aim to reach the target audience effectively and meet their needs (Kotler & Armstrong, 2017).

The target audience identification process should be continuously monitored and evaluated. Strategies should be revised as needed based on customer feedback and market changes (Burns & Bush, 2010).

Performance Analysis: Performance analyses are conducted to evaluate the effectiveness of strategies targeting the audience.

Feedback: Customer feedback is collected and used to improve strategies.

3.3. Effective Communication and Persuasion Techniques

Effective communication plays a crucial role in the success of field strategies. Various techniques are employed to provide accurate and engaging information to clients, informing and persuading them. These techniques

include effective sales pitches, understanding client needs, and offering appropriate solutions (Burns & Bush, 2010).

In real estate, effective communication and persuasion techniques are vital for informing clients, gaining their trust, and increasing sales. A successful real estate professional can build positive relationships with potential clients and manage the sales process more effectively by mastering these techniques.

Successful Communication and Persuasion Techniques in Real Estate:

a. Listening and Empathy

Listening and empathy are foundational elements of effective communication. Understanding clients' needs and concerns is key to providing suitable solutions.

Active Listening: Focusing attentively on what clients are saying to grasp their true needs and preferences. This includes asking questions and being open to client feedback (Burns & Bush, 2010).

Showing Empathy: Understanding clients' emotional states and acknowledging their perspectives. Empathy builds a strong connection with clients and helps establish trust (Schiffman & Kanuk, 2009).

b. Clear and Concise Communication

Clear and concise communication ensures accuracy and openness in information sharing. Providing clear information to clients facilitates trust and informed decision-making.

Using Simple and Understandable Language: Avoiding complex jargon and offering clear and straightforward information. This involves simplifying real estate terminology and using plain language (Kotler & Armstrong, 2017).

Transparency: Providing clients with clear and accurate information about properties, prices, and processes. Transparency builds trust and prevents misunderstandings (Kotler & Keller, 2016).

c. Persuasive Presentations

Persuasive presentations effectively highlight the benefits and value of properties. Presentations need to be carefully prepared to convince clients.

Highlighting Benefits: Emphasizing the advantages of the property and how it meets the client's needs. Particularly explaining the unique features of the property and how they benefit the client (Malhotra, 2010).

Using Visual and Sensory Tools: Employing high-quality photos, videos, and virtual tours to showcase properties. Visual materials enhance the property's value and appeal (Davenport & Harris, 2007).

d. Problem Solving and Addressing Concerns

Problem solving and addressing concerns involve effectively handling clients' worries and questions.

Being Proactive: Anticipating potential client concerns and offering solutions in advance. Demonstrating how issues can be resolved (Schiffman & Kanuk, 2009).

Providing Objective and Informative Responses: Offering objective and informative answers to clients' questions. Addressing information gaps and correcting misunderstandings (Burns & Bush, 2010).

e. Personalized Approaches

Personalized approaches cater to clients' specific needs by offering tailored solutions.

Understanding Individual Needs: Recognizing clients' specific needs and preferences and presenting properties and offers accordingly. Personalized service enhances client satisfaction (Kotler & Keller, 2016).

Customized Communication: Creating customized messages and offers for clients. Personalized communication strengthens client relationships (Kotler & Armstrong, 2017).

f. Negotiation Techniques

Negotiation techniques enable effective negotiation with clients during the sales process.

Win-Win Approach: Developing solutions that benefit both parties. This means meeting client needs while achieving the real estate company's goals (Davenport & Harris, 2007).

Offering Flexibility and Alternatives: Providing clients with flexibility and various options to develop solutions that meet their expectations (Malhotra, 2010).

g. Feedback and Improvement

Feedback and improvement involve using client feedback to enhance service quality.

Collecting Feedback: Regularly gathering feedback from clients and using it to improve services. Feedback is used to increase client satisfaction (Burns & Bush, 2010).

Continuous Improvement: Continuously reviewing and improving communication and sales processes. This is important for enhancing client satisfaction and providing more effective service (Schiffman & Kanuk, 2009).

h. Conclusion and Communication Methods

A successful real estate professional strengthens client relationships and optimizes sales processes by using effective communication and persuasion techniques. A good communication and persuasion strategy enhances client satisfaction and lays the foundation for successful sales.

3.4. Use of Technology

Technology is a crucial tool for developing field strategies. CRM (Customer Relationship Management) systems, mobile applications, and digital marketing tools can enhance the performance of field teams. Technology is used to manage, track, and analyze customer data, and it also makes field operations more efficient (Davenport & Harris, 2007).

The use of technology in the real estate sector helps to make processes within the industry more efficient and effective. Technology plays a significant role in various areas, from customer experience to property management and marketing strategies.

3.4.1. Digital Marketing and Websites

Websites and Portals: Modern real estate companies use professional websites to promote properties and communicate with potential buyers. Websites include detailed property descriptions, high-quality photos, and virtual tours (Kotler & Keller, 2016). They also enable potential buyers to quickly find the properties they are looking for through user-friendly interfaces and search filters.

Social Media: Real estate companies can reach broad audiences and promote their properties using social media platforms (Facebook, Instagram, LinkedIn, etc.). Social media is an effective tool for engaging with customers through targeted ads, live broadcasts, and interactive content (Kaplan & Haenlein, 2010).

3.4.2. Virtual Reality and Augmented Reality

Virtual Tours: Virtual reality (VR) technology offers potential buyers virtual tours of properties. This technology allows buyers to examine the interiors and features of a property in detail before visiting physically (Brennen & Mandiberg, 2018).

Augmented Reality (AR): AR technology adds virtual elements to property interiors, providing customers with a customized experience. For instance, buyers can view a property's interior design and furniture arrangement virtually (Azuma, 1997).

3.4.3. Data Analytics and Artificial Intelligence

Data Analytics: Real estate companies use big data analytics to analyze market trends, customer behaviors, and property values. Data analytics supports decision-making processes and helps develop more targeted marketing strategies (Davenport & Harris, 2007).

Artificial Intelligence (AI): AI is used to automate customer service, create recommendation systems, and make market predictions. AI-powered chatbots provide instant responses to customer inquiries and streamline processes (Brynjolfsson & McAfee, 2014).

3.4.4. Property Management Software

Automation and Management: Property management software automates rental processes, maintenance requests, payments, and other management tasks. These software solutions reduce the workload of property managers and increase efficiency (Reed, 2013).

Cloud-Based Solutions: Cloud-based property management systems facilitate data access and sharing. Property managers can consolidate all information on a central platform, enabling better management and monitoring (Nash, 2017).

3.4.5. Mobile Applications

Mobile Application Usage: Real estate companies provide better service to clients through mobile applications. These apps make property searches, appointment scheduling, notifications, and other services accessible via mobile devices (Pereira et al., 2014).

Real Estate Apps: Real estate apps designed for clients offer property information, market analyses, and price forecasts on mobile platforms. These apps enhance the user experience and simplify the property search process (Aydin & Özer, 2020).

3.4.6. E-Commerce and Online Transactions

E-Commerce Platforms: Property sales and rental transactions are conducted through online platforms. E-commerce platforms provide opportunities for direct transactions between buyers and sellers (Dholakia et al., 2004).

Digital Signatures: Digital signatures enable secure signing of contracts and agreements. This speeds up transactions and reduces paperwork (Kumar et al., 2012).

3.4.7. Blockchain Technology

Property Sales and Records: Blockchain technology ensures that property sales and ownership records are conducted securely and transparently. This technology reduces the risk of fraud and speeds up ownership transfers (Catalini & Gans, 2016).

3.5. Training and Development

Continuous training and development of field teams are integral to successful field strategies. Training encompasses topics such as sales techniques, customer service, and product knowledge. A well-trained field team can enhance customer satisfaction and improve sales performance (Kotler & Armstrong, 2017).

In the real estate sector, training and development are crucial for enhancing professionals' skills, expanding their knowledge, and supporting their adaptation to industry changes. The training and development process

should be a continuous effort for both newcomers and experienced professionals.

Field team members involved in real estate sales field planning should employ the following methods:

3.5.1. Training Programs and Certifications

Basic Training Programs: Basic training programs should be organized to help professionals understand the fundamental concepts and operations of the real estate industry. These programs cover topics such as property management, sales techniques, and customer service (Gillis & Wilson, 2014).

Certification and Specialization: Certification programs should be offered to help professionals specialize in specific areas. For example, certification programs for valuation, real estate consulting, or property management (Peters & Mulligan, 2015).

3.5.2. Continuous Education and Seminars

Seminars on Current Topics: Regular seminars and webinars should be conducted to provide information on current trends, legal regulations, and technological advancements in the industry. These events support professionals in updating their knowledge and adapting to changes in the sector (Jaffe & Sirmans, 2011).

Industry Conferences: Participation in national and international real estate conferences should be encouraged. These conferences provide opportunities to interact with industry leaders and learn about new strategies (Anderson, 2013).

3.5.3. Mentoring and Coaching

Mentoring Programs: Experienced real estate professionals can mentor newcomers, contributing to their professional development. Mentoring encourages the sharing of knowledge and experience (Kram, 1985).

Coaching: Coaching programs can help professionals develop both personal and professional skills. Coaches provide guidance on setting individual goals and strategic planning (Whitmore, 2017).

3.5.4. Online Education and E-Learning

Online Courses: Online courses and training modules should be available for real estate professionals. These courses allow professionals to learn at their own pace and acquire new knowledge (Allen & Seaman, 2013).

E-Learning Platforms: E-learning platforms offer educational materials on various topics and ensure that professionals continuously acquire information. These platforms provide a flexible and accessible learning experience (Garrison & Anderson, 2011).

3.5.5. Feedback and Performance Evaluation

Performance Evaluation: Regular performance evaluations should be conducted to assess real estate professionals' performance and identify areas for improvement. These evaluations provide feedback on development areas (Locke & Latham, 2002).

Feedback Mechanisms: Regular feedback should be collected from employees and clients to identify training needs and development opportunities (London, 2003).

3.5.6. Knowledge Sharing and Networking

Knowledge Sharing Events: Events should be organized where real estate professionals can share their knowledge and experiences. These events encourage knowledge sharing and learning about industry best practices (Nonaka & Takeuchi, 1995).

Networking: Opportunities for networking with other professionals in the industry should be provided through events that support the exchange of experiences and information (Burt, 2005).

3.5.7. Technological Tools and Software

Technological Training: Real estate professionals should receive training on the technological tools and software used in the industry. This training helps them use technology effectively (Perry & Becker, 2015).

Software Utilization: Training should be provided on the effective use of real estate software and tools. These software solutions assist professionals with data analysis, property management, and customer relationship management (Krogstie, 2011).

3.6. Customer Relationship Management

Customer Relationship Management (CRM) encompasses strategies used to enhance customer satisfaction and loyalty. This is achieved through regular follow-ups, personalized services, and effective communication. Evaluating customer feedback and developing strategies based on it can strengthen customer relationships (Schiffman & Kanuk, 2009). In real estate sales, CRM plays a crucial role in improving customer satisfaction and optimizing sales processes. CRM aims to establish and manage effective and efficient relationships with customers. CRM applications in the real estate sector are used to improve customer experience, accelerate the sales process, and ensure long-term customer loyalty. CRM systems provide significant benefits in areas such as customer information management, effective communication strategies, sales process management, customer satisfaction, marketing campaigns, technological tools, and data analytics. These systems help enhance the customer experience and foster long-term customer loyalty.

3.6.1. Customer Information Management

Data Collection and Storage: CRM systems collect and store customer information, including contact details, customer history, property preferences, and interests. This data is used to better understand customer needs and provide targeted offers (Peppers & Rogers, 2016).

Customer Profiling: Customer profiling allows for segmentation based on demographic and behavioral characteristics. This profiling is used to create personalized services and offers (Buttle, 2009).

3.6.2. Effective Communication Strategies

Personalized Communication: CRM systems enable sending personalized messages and offers to customers. Personalized communication increases customer satisfaction and strengthens customer loyalty (Coltman, 2007).

Communication Channels: Real estate professionals use various communication channels such as email, phone, social media, and face-to-face meetings to reach customers. CRM systems manage all these channels through a central platform (Nguyen & Simkin, 2017).

3.6.3. Sales Process Management

Tracking Sales Opportunities: CRM systems track potential sales opportunities and monitor the sales process. Sales representatives can view the status of opportunities and make strategic decisions (Churchill & Iacobucci, 2005).

Task and Calendar Management: CRM assists sales representatives in creating tasks and appointments. This ensures timely completion of tasks and continuity in customer communication (Jutkins et al., 2014).

3.6.4. Customer Satisfaction and Feedback

Surveys and Feedback: Regular surveys and feedback are collected to measure customer satisfaction. This data is used to improve the customer experience and enhance service quality (Parasuraman et al., 1988).

Issue Resolution and Support: CRM systems manage customer complaints and issues. An effective issue resolution process enhances customer satisfaction and strengthens customer loyalty (Fornell et al., 1996).

3.6.5. Marketing and Campaign Management

Targeted Campaigns: CRM data is used to create targeted marketing campaigns. Customized campaigns are offered based on customers' interests and past interactions (Boulding et al., 2005).

Campaign Performance Monitoring: CRM systems monitor and analyze the effectiveness of marketing campaigns. This data is used to optimize campaign strategies and improve ROI (Malthouse et al., 2006).

3.6.6. Technological Tools and Integration

Mobile CRM: Mobile CRM applications allow sales representatives to access and update customer information while on the field. This makes customer interactions more efficient (Chung & Kim, 2015).

Integration: CRM systems integrate with other business software to enable data sharing and process coordination. For example, integration with accounting and email systems improves operational efficiency (Zablah et al., 2004).

3.6.7. Data Analytics and Reporting

Data Collection and Management: In field planning for real estate sales, data analytics and reporting are crucial for making strategic decisions and enhancing operational efficiency. These processes are used to evaluate the effectiveness of field activities, identify trends, and monitor performance metrics. Data collection sources include customer information, sales data, market research, property features, and economic indicators. Integration of data from different sources is necessary for comprehensive analysis (Gable, 2012). Integrated data management systems improve data consistency and accuracy (Chen, Chiang, & Storey, 2012).

Descriptive Analytics: Descriptive analytics helps understand the current state by examining historical data. It provides insights into sales performance, customer demographics, and market trends (Davenport & Harris, 2007).

Predictive Analytics: Predictive analytics is used to forecast future trends and outcomes. For instance, data models can predict future property demand or sales performance (Wiersema & Bowen, 2009).

Prescriptive Analytics: Prescriptive analytics offers recommendations on which strategic decisions to make based on data analysis results. This supports decisions such as which regions to focus on in field planning (Bertsimas & Kallus, 2014).

Performance Monitoring and Reporting: Key performance indicators (KPIs) are used to monitor performance in field planning. These indicators include sales volume, customer acquisition rate, property conversion rate, and field effectiveness (Kaplan & Norton, 1992). Reporting tools facilitate data visualization and analysis, dynamically generating reports and visualizing performance data using tools like Power BI, Tableau, and Google Data Studio (Few, 2012).

Regional Performance Analysis: Regional analysis compares performance across different areas. This analysis helps identify regions with higher sales performance and areas needing improvement (Miller & Skidmore, 2008).

Monitoring Market Trends: Tracking market trends is essential for understanding changes in the real estate market. This includes shifts in market demand, property price trends, and economic factors (Case & Shiller, 2003).

Strategic Decision Support: Data analytics results aid in developing field strategies. Strategic decisions can include determining where to place more representatives or which property types to focus on (Davenport & Harris, 2007). Customer segmentation allows for targeted strategies based on specific customer groups, optimizing marketing campaigns and sales strategies (Smith, 1956).

Data Security and Privacy: Data protection protocols should be implemented to ensure the security of customer information and other sensitive data. Privacy policies should be established to ensure transparency in data collection, storage, and sharing processes (Mayer-Schönberger & Cukier, 2013; Solove, 2008). CRM systems analyze sales performance and generate reports to evaluate and improve sales strategies (Farris et al., 2010). CRM data is also used to predict customer trends and future needs, supporting strategic planning and decision-making (Kumar & Reinartz, 2016).

3.7. Performance Measurement and Analysis

Performance analyses are conducted to assess the effectiveness of field strategies. These analyses evaluate how well sales targets are met, customer satisfaction, and the overall efficiency of field operations. Performance data is used to improve and revise strategies as needed (Malhotra, 2010). In real estate sales, performance measurement and analysis are critical for evaluating the effectiveness of sales teams and field strategies. Performance measurement helps determine the extent to which targets are achieved, while performance analysis interprets this data to develop improvement strategies.

3.7.1. Fundamentals of Performance Measurement

Setting Objectives: Before beginning performance measurement, clear and measurable objectives should be established. These objectives may include KPIs such as sales volume, customer acquisition rate, and property conversion rate (Kaplan & Norton, 1996).

KPIs (Key Performance Indicators): KPIs are important metrics used to measure performance. In real estate sales, KPIs include total sales amount, revenue per sale, customer satisfaction scores, and property sales duration (Parmenter, 2015).

3.7.2. Performance Measurement Methods

Quantitative Measurement: Quantitative measurement involves evaluating performance using numerical data. Metrics in this category include sales volume, number of customers, and property sales durations. These data are typically collected through CRM systems and sales reports (Churchill & Iacobucci, 2005).

Qualitative Measurement: Qualitative measurement includes subjective factors such as customer satisfaction, employee performance, and customer feedback. Customer surveys and performance evaluation forms are used to carry out these measurements (Fornell et al., 1996).

3.7.3. Performance Analysis Methods

Trend Analysis: Trend analysis examines changes in performance data to identify long-term trends. This analysis shows which strategies are effective and where improvements are needed (Malthouse et al., 2006).

Comparative Analysis: Comparative analysis involves evaluating performance against similar firms in the industry or past performance. This helps understand competitive positioning and make strategic adjustments (Kotler & Keller, 2016).

Root Cause Analysis: Root cause analysis is a method for identifying the fundamental causes of performance issues. Understanding the reasons for performance declines aids in developing effective solutions (Juran & Godfrey, 1999).

3.7.4. Performance Monitoring and Reporting

Real-Time Monitoring: Real-time monitoring systems track performance metrics instantaneously. This allows field teams to receive immediate feedback and respond quickly (Few, 2012).

Reporting Tools: Performance data is reported at regular intervals. Reporting tools facilitate data visualization and analysis. Tools such as Power BI, Tableau, and Google Data Studio can be used to create performance reports (Miller & Skidmore, 2008).

3.7.5. Developing Improvement Strategies

Strategic Planning: Based on performance analysis results, strategic plans are developed. This includes redefining objectives, reviewing sales strategies, and adopting new approaches (Kaplan & Norton, 2001).

Training and Development: Performance evaluations help identify training and development needs for the field team. Training programs are used for performance improvement and skill development (Armstrong & Taylor, 2014).

3.7.6. Continuous Monitoring of Performance

Feedback Loop: Performance measurement and analysis rely on a continuous feedback loop. This loop ensures regular monitoring of performance and encourages ongoing improvements (Deming, 1986).

KPI Updates: Performance indicators and objectives are updated based on market conditions and business strategies. This ensures that performance measurement remains current and relevant (Niven, 2006).

3.8. Monitoring Market Trends

Monitoring market trends ensures that field strategies remain current and effective. Changes in the real estate market, consumer preferences, and industry innovations impact field strategies. Therefore, continuous monitoring and analysis of trends are crucial (Kotler & Keller, 2016).

Monitoring market trends in real estate is a critical strategy for understanding changes and developments in the industry. This process helps identify market dynamics and future trends, enabling real estate professionals to make strategic decisions and gain a competitive advantage.

3.8.1. Importance of Monitoring Market Trends

Investment Decisions: Monitoring market trends is important for evaluating investment opportunities and risks. Investors use this data to understand which directions the market is moving (Kollmann et al., 2018).

Strategic Planning: Tracking trends provides data that guides strategic planning and helps set long-term goals. This includes property positioning, marketing strategies, and sales approaches (Kotler & Keller, 2016).

Competitive Advantage: Monitoring market trends helps achieve a competitive advantage. Accurately forecasting trends allows real estate professionals to stay ahead in the market (Davenport & Harris, 2007).

3.8.2. Methods for Monitoring Market Trends

Data Analytics and Big Data: Data analytics and big data solutions are used to monitor market trends. These methods provide in-depth information about property sales data, rental trends, and customer behaviors (Chen et al., 2012).

Market Research: Market research involves studies to understand current trends and changes in the industry. Surveys, focus groups, and market reports are tools used for such research (Gable, 2012).

Real Estate Indices and Reports: Real estate indices are indicators used to monitor market conditions and performance. For example, the Case-Shiller Home Price Index tracks changes in home prices (Case & Shiller, 2003).

Social Media and Online Platforms: Social media and online platforms are used to track consumer trends and market opinions. These sources can reflect customer feedback and market demands (Kaplan & Haenlein, 2010).

3.8.3. Analyzing Trends

Short-Term and Long-Term Trends: Both short-term and long-term trends should be considered when analyzing market trends. Short-term trends show immediate changes, while long-term trends reveal fundamental changes in the market (Davenport & Harris, 2007).

Examining Metrics: Tracking metrics such as sales volume, property prices, rental rates, and market demand aids in analyzing trends. These metrics provide insights into the health and direction of the market (Parmenter, 2015).

Visualization and Reporting: Visualizing trend data makes analyses more understandable and accessible. Graphs, tables, and maps are used to track and interpret trends (Few, 2012).

3.8.4. Leveraging Market Trends

Strategy Development: The trend data obtained is used to create strategic plans and decisions. This is important for evaluating new opportunities, mitigating risks, and strengthening market position (Kotler & Keller, 2016).

Marketing and Sales Strategies: Understanding trends helps develop effective marketing and sales strategies. For example, an increasing demand trend may support aggressive marketing and sales tactics (Churchill & Iacobucci, 2005).

3.8.5. Forecasting Future Trends

Forecasting Models: Various modeling techniques are used for making forward-looking forecasts. These models attempt to predict future trends based on past data (Wiersema & Bowen, 2009).

Scenario Analysis: Scenario analysis is used to evaluate different future situations. These analyses assess the potential impacts of various market conditions (Schoemaker, 1995).

4. REAL ESTATE FIELD TEAM FORMATION AND MANAGEMENT

In real estate, the creation and management of a field team is a crucial element for the success of an effective sales and customer relations strategy. The field team directly interacts with customers to carry out sales processes, and therefore, it must be properly formed and managed.

4.1. Establishing an Effective Field Team in Real Estate

Creating an effective field team in real estate is essential for enhancing the company's sales performance and customer satisfaction. The field team engages in direct customer interaction to promote and sell properties. Consequently, team members must be accurately selected, trained, and managed. The selected team members should be individuals with career aspirations in real estate, strong communication and persuasion skills, a penchant for teamwork, high internal motivation and courage, capable of following up on tasks, attentive to appearance, and possessing high self-confidence.

4.1.1. Needs Analysis and Planning

Market Analysis: Initially, an analysis of the target market and customer segments should be conducted. This helps determine the areas of specialization needed for team members (Kotler & Keller, 2016).

Position Definitions: Clear job descriptions and responsibilities for each position should be established. This clarifies the roles that the field team will assume and the goals they need to achieve (Armstrong & Taylor, 2014).

Team Size: The size of the team should be determined based on needs. This may vary depending on market size, targeted sales figures, and customer demands (Harris & Miller, 2011).

4.1.2. Recruitment and Selection Process

Recruitment Strategies: Recruitment strategies are used to attract the right candidates. Job postings, career fairs, and professional networks can be effective in this process (Barber, 1998). In Turkey, individuals engaged in real estate brokerage must meet specific educational requirements.

The Real Estate Authority Certificate is a mandatory document for anyone wishing to open a real estate office. It is issued by the Trade Provincial Directorates and proves that the individual is qualified to open, manage, and possesses the necessary professional knowledge and skills for a real estate office. To obtain the Real Estate Authority Certificate, one must first have at least a primary school education, obtain a Level 5 Real Estate Consultant Qualification Certificate, and complete a minimum of 100 hours of training provided by the Ministry of National Education, universities, or authorized institutions. After obtaining the Level 5 Real Estate Consultant Certificate and completing the required professional experience—6 months for university graduates and 12 months for high school and primary education graduates—one can acquire the Real Estate Trading Authority Certificate. University graduates with a Real Estate Management associate degree are exempt from these requirements.

In today's societies, where economic, social, and political changes are occurring, there have also been transformations and advancements in information and communication technologies, defining this era as the "information age." During the information age, there has been an increased need for more information among individuals (Kurşunmaden, 2023). It is crucial to ensure that personnel in the real estate field are selected from individuals who can adapt to the information age.

Evaluation of Candidates: Interviews, skill tests, and reference checks are conducted to assess the talents and suitability of candidates. This process ensures that team members will be successful (Hunter & Hunter, 1984). Evaluating whether candidates fit the company culture is important as it affects team harmony and long-term success (Schneider, 1987).

4.2. Roles and Responsibilities

For the real estate sales field team to operate successfully, each member must have clearly defined roles and responsibilities. This helps the team achieve organizational goals and increase customer satisfaction.

In building an effective field team, it is necessary to clearly define each team member's role and ensure these roles are effectively fulfilled. From sales representatives to customer service representatives, marketing specialists to training and development experts, each position has its role, and the

harmonious functioning of these roles directly impacts the organization's overall success.

4.2.1. Sales Representative

Customer Relations: Establishes initial contact with customers and conducts discussions to understand their needs. Presents suitable properties and explains their features in detail (Kotler & Keller, 2016).

Sales Process Management: Manages the sales process from start to finish; organizes property viewings, collects offers, and conducts negotiations. Ensures the sale is closed and necessary documentation is completed (Armstrong & Taylor, 2014).

Market Knowledge: Monitors regional market trends and the competitive environment. Provides customers with information about market conditions and integrates this information into sales strategies (Harris & Miller, 2011).

4.2.2. Customer Representative

Customer Support: Provides support before and after the sale. Answers questions, addresses concerns, and offers solutions (Churchill & Iacobucci, 2005).

Communication Management: Maintains regular communication with customers and adapts to their needs. Measures customer satisfaction and gathers feedback (Buttle, 2009).

Reporting: Prepares regular reports on customer interactions and satisfaction. These reports are used to evaluate and improve team performance (Robinson & Judge, 2013).

4.2.3. Marketing Specialist

Marketing Strategies: Develops marketing strategies and campaigns to increase sales. Promotes properties on social media, websites, and other digital platforms (Kotler & Keller, 2016).

Market Research: Conducts market research and analyzes customer trends. This information is used to guide marketing strategies and campaigns (Armstrong & Taylor, 2014).

Competitive Analysis: Monitors competitors' marketing strategies and activities. Provides strategic recommendations to enhance the company's competitive advantages (Harris & Miller, 2011).

4.2.4. Training and Development Specialist

Training Programs: Organizes initial training for new team members and develops ongoing training programs for current employees. Training covers product knowledge, sales techniques, and customer service (Baldwin & Ford, 1988).

Coaching and Mentoring: Facilitates mentoring and coaching programs for new team members. Supports personal and professional development (Allen & Eby, 2007).

Performance Evaluation: Assesses the effectiveness of training programs and makes necessary improvements. Monitors and supports employee development processes (Noe et al., 2014).

4.2.5. Operations Manager

Operational Processes: Manages the operational aspects of the sales process. Responsible for listing properties, organizing viewings, managing offers, and coordinating post-sale services (Kaplan & Norton, 1992).

Coordination: Ensures coordination among team members and smooth execution of daily operations. Strengthens internal communication and resolves issues (Thomas & Kilmann, 1974).

Data Analysis: Analyzes sales data and performance indicators. Uses these analyses to develop operational decisions and strategies (Davenport & Harris, 2007).

4.2.6. Manager

Strategic Planning: Sets sales goals and develops strategic plans. Allocates necessary resources to help team members achieve their targets (Kotler & Keller, 2016).

Performance Monitoring: Regularly monitors and evaluates team performance. Prepares performance reports and develops strategies to improve performance (Kaplan & Norton, 1992).

Customer Relations: Manages key customer relationships and plays a role in the sale of high-value properties. Implements strategies to ensure customer satisfaction and long-term relationships (Pfeffer, 1998).

4.2.7. Data Analyst

Tasks and Responsibilities: Analyzes sales data and performance indicators. These analyses are used for developing operational decisions and strategies (Davenport & Harris, 2007).

Required Skills: Proficiency in data analysis, reporting, statistical knowledge, and meticulous analytical skills.

4.2.8. Financial and Legal Advisor

Tasks and Responsibilities: Provides financial and legal advice related to sales processes. Supports customer financing, property valuation, contracts, and other legal procedures (Brown, 2010).

Required Skills: Financial analysis, legal knowledge, problem-solving, and advisory skills.

4.2.9. Technical and Logistics Team

Tasks: Involved in the marketing of buildings, understands basic building calculations, and has knowledge of building repair issues. The team also includes individuals responsible for logistical aspects on site.

4.3. Training and Development

Although it is legally required for selected candidates to have specific professional training, initial training programs for new team members must be organized. These programs should cover company policies, product knowledge, and sales techniques (Baldwin & Ford, 1988). The training and development of the real estate sales team are crucial for enhancing team efficiency and maintaining a competitive edge in the industry. Training and development programs can improve team members' knowledge, skills, and competencies, thereby enhancing customer satisfaction and sales performance.

4.3.1. Initial Training Programs

New Employee Training: A comprehensive initial training program for new team members provides information on industry knowledge, company

policies, business processes, and tools. This training helps new employees adapt quickly (Baldwin & Ford, 1988).

Product and Service Knowledge: Employees should be given detailed information about property features, market trends, legal regulations, and the services offered by the company (Kotler & Keller, 2016).

4.3.2. Ongoing Training and Development

Sales Techniques Training: Regular training on sales strategies, property presentations, negotiations, and persuasion techniques helps team members improve their sales skills (Churchill & Iacobucci, 2005).

Market Information and Research: Team members should be kept up-to-date with regional market dynamics, customer trends, and competitive analysis (Harris & Miller, 2011).

Technology Usage: Training on technologies used in sales and marketing processes, CRM systems, and data analytics tools should be conducted (Davenport & Harris, 2007).

4.3.3. Coaching and Mentoring

Individual Coaching: Personal coaching services should be offered to team members on personal development, performance improvement, and goal setting (Allen & Eby, 2007).

Mentoring Programs: Mentoring programs can be established where experienced employees guide new or less experienced team members. This promotes the transfer of knowledge and experience (Schneider, 1987).

4.3.4. Performance Evaluation and Feedback

Regular Performance Evaluations: It is important to regularly evaluate employee performance to identify strengths and areas for development. Performance evaluations help determine training needs (Kaplan & Norton, 1992).

Feedback and Improvement: Regular feedback should be provided to employees. This feedback can be used to create personal development plans and make performance improvements (Robinson & Judge, 2013).

4.3.5. Career Development and Promotion

Career Planning: Opportunities for career planning and development should be offered to support employees in achieving their career goals. Information about promotion paths and development opportunities should be provided (Noe et al., 2014).

Internal Promotion: Evaluating talent within the team and promoting employees to suitable positions enhances motivation and preserves organizational knowledge (Pfeffer, 1998).

4.3.6. Training and Development Strategies

Comprehensive Training Programs: Initial and ongoing training programs need to be comprehensive and up-to-date. Training should be regularly updated to adapt to industry changes.

4.3.7. Training Methodologies

Various methodologies should be used in training, including seminars, workshops, online courses, and case studies. This makes the learning process more effective and diverse (Allen & Eby, 2007).

4.3.8. Technology and Tools

The use of the latest technologies and tools should be encouraged in training. This ensures that team members effectively use modern tools (Davenport & Harris, 2007).

4.3.9. Feedback and Monitoring

The effectiveness of training should be regularly monitored, and necessary feedback should be obtained. This ensures continuous improvement of training processes (Kaplan & Norton, 1992).

4.4. Communication and Coordination

Effective communication and coordination within the real estate sales team are critical for strengthening team collaboration, increasing customer satisfaction, and improving overall sales performance. Communication and coordination strategies help manage the flow of information and collaboration among team members, facilitating more effective sales processes.

4.4.1. Effective Communication Strategies

Clear and Transparent Communication: All information and updates within the team must be shared clearly and transparently. This prevents misunderstandings and information gaps (Robinson & Judge, 2013).

Regular Meetings: Conducting weekly or daily team meetings allows team members to share updates, goals, and challenges. Meetings also provide a platform for strategy updates and feedback (Kotler & Keller, 2016).

Effective Written and Verbal Communication: In addition to written reports, emails, and other written communication tools, face-to-face and telephone conversations should be held. This is important for addressing different communication needs (Churchill & Iacobucci, 2005).

4.4.2. Coordination Methods

Role and Responsibility Definition: Each team member's role and responsibilities should be clearly defined. This prevents confusion and ensures tasks are not forgotten (Kaplan & Norton, 1992).

Shared Goals and Planning: Team members need to come together to achieve common goals. Strategic planning and goal setting ensure that team members are focused on the same objectives (Pfeffer, 1998).

Coordination Tools and Technologies: CRM systems, project management tools, and other technological solutions can be used to enhance coordination within the team. These tools help in the regular sharing of tasks and information (Davenport & Harris, 2007).

4.4.3. Management of Communication and Coordination

Training and Development: Regular training should be conducted to develop communication and coordination skills. These trainings help team members learn and apply effective communication techniques (Baldwin & Ford, 1988).

Performance Monitoring and Feedback: The performance of communication and coordination within the team should be regularly monitored and evaluated. Feedback can be used to improve processes and communication strategies (Allen & Eby, 2007).

Conflict Management: Conflicts arising from communication issues should be managed effectively. Conflict resolution strategies and mediation techniques can reduce tension within the team (Schneider, 1987).

4.4.4. Management of Team Dynamics

Managing real estate team dynamics involves strategies and practices aimed at fostering effective collaboration, high performance, and cohesion among team members. Well-managed team dynamics can reduce internal conflicts, boost motivation, and enhance overall work efficiency.

Selecting team members who are compatible and collaborative is important. This increases overall team harmony and coordination (Harris & Miller, 2011). Various incentives and rewards should be offered to boost team motivation. Motivation positively impacts coordination and communication within the team (Robinson & Judge, 2013).

Conflicts within the team should be managed effectively. Using conflict resolution strategies and mediation techniques can reduce tension and resolve issues (Schneider, 1987). In conflict situations, clear and constructive feedback should be provided. This helps team members understand problems better and find solutions (Churchill & Iacobucci, 2005).

4.4.5. Monitoring and Improving Team Dynamics

Regularly monitoring team dynamics, evaluating performance indicators, and making necessary improvements are important. Performance monitoring helps identify and address issues within the team (Kaplan & Norton, 1992).

Regular training and development opportunities should be provided to enhance team members' skills and improve team dynamics (Baldwin & Ford, 1988).

Effective leadership is crucial for managing team dynamics. Leaders should motivate, guide, and support team members (Allen & Eby, 2007). The management style should be suitable for team dynamics, encouraging initiative, providing support, and ensuring fairness (Davenport & Harris, 2007).

4.5. Technology Usage

The use of technology in real estate teams plays a critical role in enhancing operational efficiency, improving customer relationships, and optimizing sales processes. Effective use of technology enables teams to make faster and more accurate decisions, strengthens marketing strategies, and improves overall business processes.

4.5.1. CRM (Customer Relationship Management) Systems

Customer Database Management: CRM systems centralize and manage customer information. This facilitates tracking customer interactions, recording past transactions, and following up with potential customers (Frow & Payne, 2009).

Communication and Follow-up: CRM tools help team members organize communications and appointments with customers. They also provide the capability to respond quickly to customer requests and offer personalized services (Peppers & Rogers, 2011).

4.5.2. Real Estate Software and Tools

With the increasing digitization of business operations, many tasks are now handled using technological tools. There are numerous technological tools available for real estate consultants in this digital age.

One of these tools is real estate management software. These programs facilitate the management of properties, rental processes, and maintenance tasks. Property managers can monitor the performance and condition of properties using these tools (Zillow, 2021). Commonly used software tools in Turkey include Canva, Hootsuite, Google Calendar, Google Drive, RE-OS EMLAK CRM, mapCAD, web-emlak, and site BYS. Some of these programs allow for the simple creation of real estate listings, posters, social media posts, and more with minimal effort. Certain software helps store, manage, and update large amounts of customer data, including contact information, purchase history, preferences, and other personal details. Additionally, there are drawing programs that provide technical visual information about parcels.

Real estate valuation software can be used to determine the market values of properties. These tools provide accurate valuations using data analytics and market trends (CoreLogic, 2022).

4.6. Marketing Technologies

Digital marketing in real estate aims to reach potential customers and increase customer engagement by using digital tools and strategies to promote properties. Digital marketing offers opportunities to reach a broader audience, measure effectiveness more accurately, and create personalized campaigns compared to traditional marketing methods.

4.6.1. Website and SEO (Search Engine Optimization)

Professional Website: Real estate firms or agencies should have a professional and user-friendly website. The site should include property details, photos, videos, and contact information (Chaffey, 2020).

SEO Strategies: SEO should be applied to ensure websites rank high in search engines. Keywords, meta descriptions, title tags, and content optimization are part of SEO strategies (Moz, 2021). SEO enhances the visibility of your site when potential customers search for properties online.

4.6.2. Social Media Marketing

Platform Selection: Suitable social media platforms for the real estate sector include Facebook, Instagram, LinkedIn, and Twitter. It is important to create content tailored to each platform's user demographics (Kaplan & Haenlein, 2010).

Content Sharing: Photos of properties, virtual tours, customer reviews, and industry news can be shared on social media. Interactive content and stories can increase follower counts and attract customer interest (Pulizzi, 2014).

4.6.3. Email Marketing

Email Lists: Email lists should be created to regularly send emails to potential and current customers. These lists may include property updates, special offers, and industry information (Chaffey, 2020).

Personalized Emails: Using personalized messages in email marketing campaigns can increase open rates and engagement. Customizing emails based on potential customers' interests is an effective strategy (Kumar et al., 2019).

4.6.4. Online Advertising

Google Ads and Other Ad Networks: Google Ads and other digital advertising platforms can be used to target specific audiences with your

property ads. These platforms allow ads to be shown based on specific keywords or demographic characteristics (Jansen & Mullen, 2008).

Retargeting: Retargeting campaigns can be created to reach users who visited your site but did not convert. This aims to bring users back to your website (Chaffey, 2020).

4.6.5. Video Marketing

Virtual Tours and Video Content: Virtual tours and video promotions of properties can help potential buyers better understand the properties. Videos can be effectively shared on social media platforms and websites (Gordon, 2016).

YouTube and Other Video Platforms: Real estate firms can share property promotion content on video platforms like YouTube. Video content can support SEO strategies and reach a wider audience (Cohen, 2018).

4.6.6. Mobile Technologies and Applications

Mobile Apps: Real estate professionals can access property information, schedule appointments, and communicate with clients from anywhere using mobile apps. Mobile apps increase the efficiency of field teams (Gartner, 2022).

GPS and Mapping Technologies: GPS and mapping technologies are used to show property locations, plan site visits, and support property valuations. These technologies enhance the efficiency of field teams (Google Maps, 2022).

4.6.7. Artificial Intelligence and Automation

Chatbots and AI: Chatbots can provide instant responses to customer inquiries and automate basic customer service tasks. AI can analyze customer behaviors to offer personalized deals (Marr, 2018).

Automation Tools: Automating real estate processes can make operations faster and error-free. Email automation, appointment reminders, and reporting processes can be managed with these tools (Rogers, 2019).

4.6.8. Data Analytics and Performance Measurement

Market Analysis and Trends: Data analytics tools help analyze market trends, customer preferences, and sales performance. These analyses facilitate

strategic decision-making and identifying market opportunities (Davenport & Harris, 2007).

Performance Reports: Reporting tools are used to track and evaluate team performance. These reports include sales achievement, customer satisfaction, and other performance indicators (Davenport & Harris, 2007).

4.7. Performance Management and Evaluation

Performance management and evaluation in real estate field teams are critical processes for enhancing team effectiveness and success. Performance management involves setting, monitoring, and evaluating strategies to help individuals and teams reach their goals. Performance evaluation is a systematic process to identify employees' competencies, contributions, and areas for improvement.

4.7.1. Performance Management

Performance management is an ongoing process to ensure that employees and teams meet set objectives. This process includes setting goals, monitoring performance, providing feedback, and creating development plans (Armstrong & Taylor, 2014).

Effective performance management boosts team members' motivation, increases productivity, and helps achieve organizational goals. It can also enhance employee satisfaction, reduce turnover rates, and support overall team success (Locke & Latham, 2002).

4.7.2. Goal Setting and Performance Indicators

Goal Setting: The first step in performance management is setting clear and measurable goals. These goals should adhere to SMART criteria (Specific, Measurable, Achievable, Realistic, Time-bound) (Doran, 1981). In a real estate field team, goals often include sales figures, customer satisfaction, and market share indicators.

Performance Indicators: Performance indicators (KPIs) are used to measure team success. Common KPIs in real estate include sales volume, customer acquisition rate, transaction time, property showing counts, and customer feedback (Parmenter, 2015).

4.7.3. Performance Monitoring and Evaluation Tools

Monitoring Tools: Performance monitoring involves regularly tracking performance indicators. Tools used in this process include performance management software, CRM systems, and sales tracking software. These tools allow real-time monitoring of team performance (Gartner, 2021).

Evaluation Tools: Performance evaluations are typically conducted annually or periodically. Evaluation tools include 360-degree feedback, self-assessments, and manager assessments. These tools help identify employees' strengths and weaknesses (Fletcher, 2001).

4.7.4. Feedback and Performance Improvement

Feedback: Feedback, an important part of performance management, provides employees with information about their performance. Constructive feedback helps employees understand their development areas and improve. Feedback should be both positive and development-focused (Stone, 2002).

Performance Improvement: Improvement plans should be developed for identified development areas from performance evaluations. These plans may include training, mentoring, and career development opportunities. The improvement process allows employees to take necessary steps to enhance their performance (Brewster, Chung, & Sparrow, 2016).

4.7.5. Motivation and Reward Systems

Motivation: Motivation is a key element in performance management that encourages employees to perform at high levels. Motivation strategies include support in achieving goals, positive feedback, and job satisfaction (Deci & Ryan, 2000).

Rewarding: Rewarding successful performance increases employee motivation and engagement. Rewards can be monetary (bonuses, commissions) or non-monetary (recognition certificates, promotion opportunities) (Kohn, 1993).

4.7.6. Technology Use in Performance Management

Software and Tools: Performance management software and tools automate the collection, analysis, and reporting of performance data. These technologies make performance management more effective and efficient (Henderson, 2018).

Data Analytics: Data analytics transforms performance data into meaningful insights and supports strategic decision-making. Analytical tools can effectively identify performance trends and issues (Davenport & Harris, 2007).

4.8. Team Communication and Coordination

Communication: The effectiveness of performance management should be supported by open and continuous communication. Regular team meetings and one-on-one discussions enhance information sharing and coordination on performance matters (Hackman & Oldham, 1976).

Coordination: Coordination ensures that team members achieve common goals. In the performance management process, roles and responsibilities within the team should be clearly defined (Salas, Cooke, & Rosen, 2008).

4.9. Challenges and Solutions

Challenges: Challenges in the performance management process may include unfair evaluations, insufficient feedback, and lack of motivation. These challenges can reduce the effectiveness of performance management (Cardy & Leonard, 2011).

Solutions: To overcome these challenges, transparent evaluation criteria should be established, regular and constructive feedback should be provided, and motivation strategies should be implemented. Additionally, performance management systems should be continuously reviewed and improved (Bratton & Gold, 2012).

5. REAL ESTATE SALES FIELD TECHNIQUES AND APPLICATIONS

Effective sales techniques are crucial for success in real estate sales. The real estate sales process encompasses multiple stages, from understanding customer needs, presenting the right property, negotiations, to closing the deal. Trust is the most critical component in the real estate sector. Without trust, it is impossible to sustain in the industry. Utilizing marketing techniques is essential to build trust in the real estate sector. While many sectors in Turkey experience fluctuating growth performance due to their dynamic vulnerabilities, the real estate sector is increasingly showing growth performance. In the real estate sector, which is appealing to entrepreneurs and investors, growth is directly proportional to competition. The most critical way to gain a competitive advantage is to leverage marketing techniques.

5.1. Creation a Real Estate Portfolio

One of the most important aspects to remember is that creating a successful real estate portfolio is of golden value. A real estate portfolio is the process of selecting, purchasing, and managing properties for investment by individuals or institutions. This process aims to maximize returns by spreading risks. Real estate portfolio management includes elements such as strategic planning, market analysis, and performance evaluation.

Creation a real estate portfolio is a process that requires careful planning, strategic choices, and regular management. To create a successful portfolio, it is important to focus on fundamental elements such as setting goals, market research, diversification strategies, risk management, and performance monitoring. Additionally, the portfolio should be diversified using various investment tools and financing options. Regular review and restructuring of the portfolio play a critical role in long-term success.

5.1.1. Portfolio Creation Strategies

The first step in the portfolio creation process is to define investment goals. Investors should clearly define their portfolio's return targets, risk tolerance, and investment duration. These goals determine the types of properties the portfolio will include and how diversified it will be (Fisher & Jaffe, 2002).

Before making real estate investments, an analysis of the target market should be conducted. This analysis includes regional market dynamics, economic indicators, supply and demand balance, and other factors. Market research helps identify which regions and property types are more profitable for investment (Harrison & Davies, 2017).

Diversification of the portfolio spreads risks and reduces potential losses. Diversification strategies involve investing in different types of properties (residential, commercial, industrial), different locations, and different investment tools (direct property acquisition, REITs) (Morris & McCormick, 2008).

5.1.2. Portfolio Creation Methods

Various methods can be employed when creation a portfolio. Real estate consultants can use one or a combination of these methods to manage the portfolio creation process. The most crucial aspect at this stage is for the real estate agent to select the most suitable method based on their own conditions.

The first method is "exclusive portfolio management." In this method, after a contract is signed with the client, only the real estate agent who made the agreement can sell the property agreed upon in the contract. A copy of the information files related to the property is kept at the main office, and if the property is sold by the property owner, the agent receives a commission as per the contract terms. It is important to work according to the principles of exclusive portfolio management.

Benefits of exclusive portfolio management include:

- Interaction with property owners who are genuinely interested in selling.
- Securing yourself.
- Making daily sales with the obtained portfolio.
- Easier sharing with other real estate agents.
- Eliminating non-serious clients.
- Addressing property owners' fears.
- Preventing fraud.
- Easing commission collection.
- Increasing total turnover with commissions collected from property owners.

- Simplifying advertisement placement.
- Easing directions.

The second method is "semi-exclusive portfolio management." In this method, the property owner also has the right to sell the property along with the real estate agent. The sales and marketing rights are limited to the real estate office and the property owner. In this method, the real estate agent does not have the authority to share information about the property with other agents, and conflicts may arise due to the property owner's right to sell the property themselves. The key aspects to consider at this stage are maintaining communication with the property owner during sales activities and agreeing on the commission with the property owner when signing the contract.

The last method is "non-exclusive portfolio management." In this method, anyone can sell the property. The property owner may leave keys with multiple real estate agents or sell the property themselves. Although this method is highly preferred by property owners, it often leads to disputes among agents, buyers, and sellers, and results in rights loss for real estate agents due to the difficulty of direct client showings or promotional work.

5.1.3. Key Considerations in Portfolio Management

Effectively managing risks is crucial in real estate portfolio management. Risks include market fluctuations, property value depreciation, rental income decline, and maintenance costs. Various strategies can be used to mitigate risks, such as insurance, long-term lease agreements, and maintenance management (Brealey, Myers, & Allen, 2014).

Real estate investments typically require significant financing. Investors should evaluate suitable financing options to select the best loans or other financing methods. Financing strategies affect the portfolio's liquidity and returns (Edelstein & Worzala, 2014).

Regular monitoring of portfolio performance helps maximize returns and manage risks. Performance monitoring tools include rental incomes, property values, maintenance costs, and investment return calculations. Performance reports and analyses can assist in updating portfolio strategies (Reilly & Norton, 2013).

5.1.4. Investment Tools and Options

Direct Investment Method: Investors can build their portfolios through direct property acquisition. This method provides physical ownership of the property and allows for direct returns such as rental income and value appreciation. However, direct investment may involve high management and maintenance costs (Geltner & Miller, 2018).

Real Estate Investment Trusts (REITs): REITs provide indirect access to real estate investments. REITs typically operate as publicly traded companies and offer regular dividend payments to investors. REITs offer portfolio diversification and liquidity advantages (Lichtendahl et al., 2020).

Real Estate Funds: Real estate funds offer investors the opportunity to invest in various types of properties. These funds are managed by professional portfolio managers and provide the advantage of professional management. Funds may focus on specific strategies or property types (Ling & Archer, 2012).

5.1.5. Portfolio Optimization and Restructuring

Optimization aims to maximize the performance of existing properties and investment tools. Optimization processes involve increasing returns and reducing risks. This process requires regular review of portfolio strategies and asset allocations (Markowitz, 1952).

Restructuring involves reorganizing the portfolio in response to changes in market conditions and updates in investment goals. Restructuring may include selling some properties or adding new ones. This process helps the portfolio adapt to current market conditions (Jorion, 2007).

5.1.6. Strategies Based on Investor Profiles

Investor risk tolerance affects portfolio strategies. Investors with low risk tolerance generally prefer safer properties and investment tools, while those with high risk tolerance may prefer properties with higher return potential (Tobin, 1958).

Investment duration determines portfolio strategies. Short-term investors may prefer properties with rapid value appreciation, while long-term investors may target properties that provide stable and continuous income (Sharpe, 1964).

5.2. Negotiation Skills

Negotiations are a cornerstone of a successful real estate sales process. Negotiation skills play a crucial role in addressing the needs and expectations of both buyers and sellers. The ability of real estate professionals to conduct effective negotiations helps in resolving disputes, seizing valuable opportunities, and satisfying clients.

Negotiations in real estate require strategic planning, effective communication, and good relationship management. These skills enhance both short-term success and long-term client satisfaction, enabling real estate professionals to achieve greater success in their roles.

5.2.1. Preparation and Research

Market Research: Effective negotiations necessitate thorough preparation. Market research includes understanding the market value of the property, regional trends, and competitors' pricing. This information is used to gain a strong position during negotiations (Geltner & Miller, 2018).

Buyer and Seller Analysis: Understanding the needs and expectations of both parties determines the direction of negotiations. Gathering information about buyers' desires, budgets, and motivations, as well as sellers' selling goals, financial targets, and expectations, is essential (Fisher & Ury, 2011).

5.2.2. Communication and Active Listening

Clear and Concise Communication: Clear and transparent communication during the negotiation process prevents misunderstandings and accurately conveys the parties' expectations. Honesty and transparency build trust and reduce conflicts (Liu & Zhang, 2020).

Active Listening: Active listening involves listening without interrupting and striving to fully understand the other party's perspective. This helps in better understanding the parties' needs and priorities and provides appropriate solutions (Brown, 2017).

5.2.3. Negotiation Strategies and Techniques

Flexibility in Price and Terms: Being flexible during negotiations is crucial for reaching an agreement that meets the needs of both parties. Flexibility can be shown not only in price but also in payment terms, delivery timelines, and other conditions (Lewicki et al., 2016).

Offering Alternative Proposals: If there are points of disagreement, presenting alternative proposals can be beneficial. This can help both parties find common ground and keep the negotiations ongoing (Fisher et al., 2011).

Persuasion and Effective Arguments: Using persuasive arguments during negotiations is key to convincing the other party to accept your offer. This involves highlighting the property's value, unique features in the market, and other advantages (Brett, 2014).

5.2.4. Building Trust and Relationship Management

Building Trust: Establishing trust during the negotiation process is important for creating long-term relationships and resolving conflicts. Building trust requires parties to act honestly and fairly (Mayer et al., 1995).

Relationship Management: Good relationships make negotiations more positive and productive. Relationship management can enhance client satisfaction and support future business opportunities (McKenna, 2016).

5.2.5. Managing the Negotiation Process and Outcomes

Process Management: Effectively managing the negotiation process ensures that disputes are resolved quickly and effectively. Process management ensures that negotiations conclude within a specific timeframe and meets the parties' expectations (Karrass, 2007).

Evaluating Outcomes: It is important to assess the agreed-upon terms after negotiations and ensure the satisfaction of both parties. Reviewing outcomes helps prevent potential issues and increases the feasibility of the agreement (Bazerman & Neale, 1992).

Successful negotiation examples in the real estate sector include buyers or sellers who reach agreements at competitive market prices. These examples demonstrate the tangible results of effective negotiations and highlight ways to achieve success in practice (Geltner & Miller, 2018).

Practical Applications: Practical applications, such as role-playing and simulations, can be used to develop negotiation skills. These methods simulate real negotiation scenarios and help improve skills (Fisher & Ury, 2011).

5.3. Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a comprehensive system of strategies, technologies, and practices used to manage customer relationships and interactions. In real estate marketing, CRM plays a critical role in enhancing customer satisfaction, improving sales processes, and increasing overall business efficiency.

It is essential to recognize that CRM is a vital tool for strengthening customer relationships, improving sales processes, and increasing customer satisfaction in real estate marketing. Effective use of CRM systems helps optimize marketing strategies and achieve business objectives.

CRM is a crucial tool for strengthening customer relationships, improving sales processes, and increasing customer satisfaction in real estate marketing. Effective use of CRM systems helps optimize marketing strategies and achieve business objectives.

5.3.1. CRM in the Real Estate Sector

Definition: CRM involves collecting, storing, and analyzing customer information. This process aims to manage customer interactions and provide personalized services. CRM systems collect customer data in a centralized database and use this information in marketing, sales, and customer service strategies (Buttle, 2009).

Role in the Real Estate Sector: In the real estate sector, CRM is crucial for managing customer information, communicating effectively with potential buyers, and optimizing sales processes. CRM systems track customer demands and preferences, which helps in better marketing of properties and identifying suitable prospects (Payne & Frow, 2005).

5.3.2. Key Components of CRM Systems

Customer Database: A central component of CRM systems is the collection and storage of customer data. This data includes contact information, transaction history, preferences, and needs. This database is used to manage customer relationships more effectively (Greenberg, 2010).

Communication Management: CRM systems manage customer communication processes. Communication channels such as email campaigns,

phone calls, and social media interactions are organized and tracked through CRM systems (Shaw & Ivens, 2002).

Sales and Marketing Tools: CRM systems offer tools for managing sales processes and marketing campaigns. These tools include tracking potential customers, managing sales opportunities, and analyzing campaign performance (Kumar & Reinartz, 2016).

Reporting and Analysis: CRM systems analyze customer data to generate reports. These reports help in evaluating sales performance, customer satisfaction, and marketing effectiveness. Analyses can be used to make strategic decisions (Foss & Knudsen, 2003).

5.3.3. Advantages of CRM

Increasing Customer Satisfaction: CRM systems enhance satisfaction by providing personalized services. Offers can be tailored based on previous interactions and preferences (Zeithaml et al., 2002).

Improving Sales Efficiency: CRM systems optimize sales processes and improve the performance of sales teams. Better management of sales opportunities and customer demands can increase closing rates (Gummesson, 2002).

Data Management and Analysis: CRM systems centralize and analyze customer data, simplifying data management and providing valuable insights for strategic decisions (Nguyen & Simkin, 2013).

Effectiveness of Marketing Campaigns: CRM systems enable targeted marketing campaigns. Customer segmentation and analysis help in developing more effective campaigns (Peppers & Rogers, 2011).

5.3.4. CRM Implementation Strategies

Customer Segmentation: CRM systems allow for the segmentation of customers into different groups, enabling the development of specialized strategies for each segment. Segmentation helps in offering tailored services and offers based on customer needs (Smith, 2011).

Personalized Communication: Personalized communication enhances engagement by offering customized messages and content. CRM systems use

customer data to create personalized messages and campaigns (Crosby et al., 1990).

Sales Process Automation: CRM systems automate sales processes, leading to more efficient operations by sales teams. Automation of repetitive tasks allows sales representatives to focus on more customers (Duchessi et al., 2002).

Customer Feedback: CRM systems collect and analyze customer feedback. This feedback provides valuable information for improving services and processes (Homburg et al., 2002).

5.3.5. Selecting and Implementing CRM Systems

System Selection: CRM systems should be selected based on business needs and budget. Conducting market research to compare different CRM solutions and choosing one that aligns with business goals is crucial (Chen & Popovich, 2003).

Training and Usage: Effective use of CRM systems requires training for team members. Ensuring users understand all features and functions of the system is essential for successful implementation (Wilson et al., 2002).

Continuous Improvement: CRM applications should be continuously reviewed and improved. Customer feedback and performance analyses are used to enhance the effectiveness of the system (Jaramillo et al., 2005).

5.4. Sales Transactions in Real Estate

The primary goal of a real estate agent is to market the property in their portfolio to the most suitable buyer through effective promotional activities. To achieve this, the agent must complete a multi-stage sales process.

5.4.1. Meeting with the Buyer

The first step is to make the property intended for marketing presentable to potential buyers. Approval is obtained from the property owner, and if the property in question is a residence or a commercial space and has not been vacated, an additional appointment must be arranged with the current occupants. Even if the property in the portfolio is very close, a vehicle should always be available in the office, considering clients who are elderly, with children, or ill.

Additionally, arrangements should be made for refreshments to ensure a comfortable experience for potential clients in the office.

5.4.2. Designing the Viewing Plan and Showing the Property

During the planning and property showing phase, a detailed and carefully prepared presentation at the real estate office is recommended to showcase suitable or nearby properties in the portfolio. This presentation helps in selecting properties that match the buyer's preferences, purchasing power, and expectations. An important point at this stage is to determine whether the client is a genuine buyer and to perform a real needs analysis.

One of the most challenging situations is dealing with clients who do not know what they want. In such cases, it is advisable for the real estate agent to perform a needs analysis based on what the client does not want. Showing a few potential examples can help both the client and the agent understand each other better, facilitating the understanding of the client's expectations and comparing properties with minimal differences. Listening to potential clients without prejudice and trying to understand them can simplify the process.

When designing the viewing plan, it is crucial to manage the time of both the client and, if applicable, the current occupants of the property efficiently. Ideally, the seller and the client should not meet unless absolutely necessary. Before starting field visits, having clients sign a property viewing form and planning the next steps or appointments with the client are critical to avoid sharing the client with competitors.

When arranging the sequence of property viewings, it is essential to show the best available property first, followed by properties that match the client's presumed expectations and purchasing power. This approach can address any misunderstandings and help the client feel valued.

Special attention should be given to appointments when the property has users other than the owner (such as tenants or family members), and last-minute confirmations should be made to prevent any disruptions, especially related to trust issues. Furthermore, an agent should never visit an unfamiliar location with a client for the first time.

During property viewings, the agent should enter the property first and welcome the client as a guest, which is an important etiquette. During the viewing process, engaging in dialogue beyond asking questions can help the

client clarify their thoughts and opinions. Listening carefully to the potential buyer provides an opportunity to reassess the sales strategy. Ideally, comments and comparisons should be made at the end of the viewing or, if time permits, at the real estate office. The goal here is to finalize the sale if the client is a genuine buyer or, if only gathering information, to pivot back to the sales process.

The property viewing process also marks the beginning of the client's initial objections. Addressing these objections quickly and professionally, avoiding emotional responses, is crucial. Although rare, if a decisive client knows what they want during the viewing process, it is appropriate to proceed directly to the sales process. Always having a purchase agreement protocol ready is necessary.

5.4.3. Rules to Observe During the Property Viewing

During the property viewing, details about schools, health centers, parking spaces, walking areas, and public transportation options should be thoroughly explained. The property should first be shown from the outside, describing its external features and the surrounding area's characteristics (such as site information, exterior finishes, orientation, etc.), before moving on to its internal features.

If possible, provide information about alternative uses and potential modifications, and if there are any negative aspects, inform the client without overemphasizing them.

5.5. Closing Sales Strategies

Achieving success in real estate sales requires the implementation of effective closing strategies. Closing a sale is the process of finalizing a potential buyer's purchase decision, and the strategies used at this stage directly impact the outcome of the sales process. Effective closing strategies in real estate should be supported by a clear understanding of customer needs and professional communication skills.

Effective closing strategies in real estate should focus on understanding customer needs, building trust, using appropriate closing techniques, and managing customer objections effectively. Professional communication and the effective use of technology can enhance the closing process and increase

customer satisfaction. Successful implementation of these strategies leads to **positive outcomes in real estate sales.**

5.5.1. Understanding Needs and Wants

Identifying Customer Needs: At the beginning of the sales process, it is crucial to understand the customer's needs and wants accurately. This information helps in presenting the most suitable properties and facilitates the closing process (Tse & Wilton, 1988).

Question-Answer Technique: To understand the customer's needs, open-ended questions and active listening techniques should be used. This approach helps identify the customer's real needs and desires (McKeown, 2007).

5.5.2. Emphasizing Benefits

Presenting Property Features: Effectively presenting the advantages and features of the property can increase the customer's interest. Particularly if the benefits align with the customer's needs, this information should be highlighted (Kotler & Keller, 2015).

Solution-Oriented Approach: Offering solutions to the customer's problems and needs increases the chances of closing the sale. It is important to clearly state how the property addresses the customer's needs (Cialdini, 2007).

5.5.3. Building Trust

Professionalism and Reliability: Displaying a professional attitude and creating a trustworthy image can influence the customer's decision to close the sale. Building trust can accelerate the decision-making process (Gronroos, 1994).

References and Testimonials: References and success stories from previous clients are effective methods for gaining the potential customer's trust. Testimonials serve as strong evidence supporting the quality of the property and services (Zeithaml et al., 1996).

5.5.4. Closing Techniques

Direct Closing: At the end of the sales process, making a direct and clear purchase offer. This technique can be particularly effective when the customer has expressed a clear intention to purchase (Weitz et al., 1986).

Alternative Closing: Presenting the customer with two or more options to facilitate decision-making. This approach directs the customer towards making a choice between options (Hunt et al., 1995).

Reciprocal Closing: Addressing and resolving the customer's concerns and objections. This strategy can help overcome objections and facilitate the completion of the sale (Beard & Easingwood, 1995).

Deadline Closing: Encouraging the purchase of the property within a specific date and time frame. This technique creates a sense of urgency and can accelerate the customer's decision-making (Schiffman & Kanuk, 2007).

5.5.5. Managing Customer Objections

Listening to and Understanding Objections: Listening to and understanding customer objections is crucial for developing a solution-oriented approach. It is necessary to identify the reasons for objections and propose solutions to address them (Johnson et al., 2003).

Positive Approach: Responding to customer objections with a positive and constructive approach can help in building a positive relationship with the customer. Offering alternative solutions to resolve objections can support the closing of the sale (Parker & Stone, 2004).

5.5.6. Post-Sale Relationships and Support

Post-Sale Support: After completing a sale, it is important to provide post-sale support and services to ensure customer satisfaction. This support can strengthen customer relationships and create potential referrals and repeat business opportunities (Fornell et al., 1996).

Ongoing Communication: Regular communication and follow-up after the sale can enhance customer satisfaction and support the establishment of long-term relationships (Kotler & Keller, 2015).

5.5.7. Closing Sales in Real Estate

Key Considerations in Real Estate Transactions: The main points to consider in real estate transactions include:

- Outstanding property tax liabilities
- Property value on the title deed
- Property tax declaration
- Properties acquired for a spouse or child

- Source of funds inquiry
- Technical issues
- Completed apartments/buildings
- Purchases of properties under construction
- Required documents for housing loans
- Others

Particularly, for those purchasing used properties, it is beneficial to investigate whether past property taxes have been paid. The best approach is to obtain and check receipts from the seller and keep photocopies as a precaution.

Both the buyer and seller are jointly (chain) responsible for paying unpaid property taxes from the year of sale and previous years. The buyer may reclaim paid taxes for previous years along with interest from the previous owner.

The value of the property on the title deed is important from several perspectives:

- Profits from the sale of real estate within 4 years of acquisition should be declared as "capital gains" and income tax paid. Those selling property within 5 years should avoid understating the acquisition cost to prevent an unrealistic profit margin.
- If the actual acquisition cost is lower than the amount recorded in the title deed, it is possible to request that the actual acquisition cost be recorded in the title deed during the title procedures. This is particularly relevant for public officials in terms of "asset declaration" and for taxpayers in terms of "source of funds" inquiries.

During the property purchase, both the buyer and seller pay a 2% title deed fee based on the declared value. Property tax declarations must be submitted by the end of the year in which the property is acquired, and the seller is responsible for the property tax for that year. The declaration must be submitted within three months of receipt.

Property Acquired for Spouse or Child: If property is acquired for a spouse or child but paid for by the family head, it constitutes a gratuitous transfer subject to inheritance and transfer tax. The spouse or child must file a declaration and pay inheritance tax, which ranges from 5% to 15%. However, if the family head provides the property as a "loan," no taxation applies.

Source of Funds Inquiry: Buyers of real estate must consider the tax procedural law's provisions related to inquiries.

Technical Considerations:

- Building project details
- Soil survey conducted?
- Compliance with earthquake regulations during construction?
- Who prepared and audited the project?
- Is there a building permit and occupancy permit?
- Was concrete mixed manually, poured with a mixer, or used pre-mixed concrete?
- Are the materials used compliant with standards? Where did the sand and gravel come from, and was crushed stone used? (Crushed stone should not be mixed.)
- Is the iron used in construction according to the project specifications?
- Are the iron rods compliant with standards?
- Is there a laboratory test for the concrete used?
- Is there consistency between the project and the completed structure?

Completed Apartments/Buildings: When purchasing a completed apartment or building, in addition to the general conditions mentioned:

- Verify if the relevant apartment/building has obtained an occupancy permit.
- Investigate the reasons if an occupancy permit has not been obtained, as unpermitted properties may face demolition orders under the zoning law.
- Ensure that the property is under condominium ownership and check the management plan.

Purchasing Properties Under Construction:

- A contract that adheres to formal requirements should be signed with the contractor, and payments should be secured.
- In case the contractor leaves the project incomplete or does not build according to the permit, the guarantee should be either a mortgage on another property of the contractor or a bank guarantee letter.

- It is advisable to check project permits before purchasing to avoid future issues.

Features of Residential Properties: It is important to assess whether the property being purchased has features corresponding to its price. Features may include:

- Central waste disposal system
- Central and underfloor heating systems
- Automatic fire suppression system
- Use of solar and wind energy systems instead of electricity
- Functional electrical and lighting systems
- Efficient air conditioning systems
- Simple but functional kitchens and bathrooms
- A health center
- Social amenities such as parks, swimming pools, playgrounds, schools, shopping centers, security, and fire services

Considerations When Buying Land:

Zoning Status: The zoning status of a plot is determined by its location, surrounding environment, and frontage. The zoning status can be checked with the municipal zoning office or the provincial zoning directorate if outside municipal boundaries.

Purchase Status: Ensure the land's ownership is verified and that it is acquired from authorized persons. Non-Turkish citizens may have restrictions on land purchases. They should check with their consulate to determine property ownership eligibility and locations where they can buy.

Timeshare Considerations: When purchasing a timeshare, which provides usage rights for specific periods, it is important to verify whether it is a timeshare or vacation rental. For timeshares, the title deed transfers to the buyer, whereas vacation rentals involve usage rights for specific periods. Understanding these distinctions helps in making an informed decision.

Condominium Ownership: Timeshare rights can only be established in residential or individual properties converted into condominium or apartment ownership. If not agreed upon officially, timeshare rights should be distributed equally based on the number of periods and durations.

- Timeshare rights can be established with other property rights compatible with timeshare. Timeshare rights are transferable and inheritable.
- All periods within the year should be recorded in the title deed.
- Timeshare rights must be allocated for specific periods, not less than 15 days.
- Unless otherwise agreed, the rights holder may transfer the usage rights to others.
- The title deed's declaration must indicate timeshare rights, and this must be reflected in the title deed.

Property Sales:

Seizure: Transfer of a property under seizure is not possible unless the buyer accepts it. The seller must remove the seizure, which can be done by paying the debt in full or reaching an agreement with the creditor.

Mortgage: The sale of mortgaged property is risky. The mortgage holder must issue a document releasing the mortgage. If the property is under a secured debt, payment to the creditor may release the mortgage.

Encumbrances: Various encumbrances, such as sales promises or family home restrictions, must be removed before the sale.

Sales Promise Agreement: Real estate transactions require a "sales promise" agreement. This agreement helps enforce penalties for any breach and prevents the buyer from withdrawing.

Past Tax Liabilities: It is essential to check for any past tax liabilities, particularly for used properties. The buyer and seller are jointly responsible for past property taxes. The new owner can reclaim taxes paid with interest from the previous owner.

Property Value on the Title: The value on the title deed is significant. Gains from selling property within five years of acquisition must be declared and taxed. The property transfer tax is based on the declared value, which must not be less than the minimum property tax value. If the sale value is below the minimum value, the tax is calculated based on this value, otherwise, based on the actual sale value.

5.6. Digital Marketing Techniques

Digital marketing plays a crucial role in attracting customers, increasing brand awareness, and driving sales in the real estate sector. With the advancement of technology and the internet, digital marketing techniques enable real estate firms to reach their target audiences more effectively.

Furthermore, digital marketing techniques are critical in attracting customers, enhancing brand awareness, and boosting sales in the real estate industry. Techniques such as website and SEO, social media marketing, email marketing, content marketing, virtual tours, PPC advertising, and market research can help real estate firms strengthen their digital presence and effectively reach their target audience. Effective use of digital marketing leads to positive outcomes in the real estate sales process.

5.6.1. Website and SEO (Search Engine Optimization)

Website Design: It is essential for real estate firms to design a professional and user-friendly website. The website should include details, photos, and videos of the properties. Additionally, a mobile-friendly and fast-loading site enhances the user experience (Chaffey & Ellis-Chadwick, 2019).

SEO Strategies: SEO ensures that a website ranks high in search engine results. It is necessary to conduct keyword research to identify terms potential customers are searching for and incorporate these terms into content and meta descriptions (Fishkin & Høgenhaven, 2015).

5.6.2. Social Media Marketing

Platform Selection: Real estate firms should choose social media platforms where their target audience is active. Platforms like Facebook, Instagram, LinkedIn, and Twitter are effective tools for promoting real estate properties (Tuten & Solomon, 2017).

Content Sharing: Regularly sharing engaging and informative content on social media can capture the attention of potential customers. Content may include photos, videos, virtual tours, and customer reviews (Kaplan & Haenlein, 2010).

Advertisements and Campaigns: Social media platforms offer targeting features that allow direct communication with users based on specific

demographic and geographic characteristics. This ensures that ads reach the right audience (Kumar et al., 2016).

5.6.3. Email Marketing

Newsletters and Email Campaigns: Email marketing involves sending regular newsletters, property updates, and special offers to current and potential customers. Personalized and targeted emails can lead to higher open and click-through rates (Chaffey & Ellis-Chadwick, 2019).

Automation: Email automation systems can send automatic emails based on specific triggers. For example, if a customer shows interest in a property, an email containing information about similar properties can be sent automatically (Rohm & Sultan, 2004).

5.6.4. Content Marketing

Blog Posts and Articles: Real estate firms can publish blog posts and articles that provide information on industry trends, market analyses, and property features. This content is important for improving search engine rankings and offering valuable information to potential customers (Pulizzi, 2012).

Video Content: Property promotional videos, virtual tours, and educational videos provide potential customers with more information about properties and increase engagement. Video content often leads to higher levels of interaction (Miller et al., 2018).

5.6.5. Competitive Analysis and Market Research

Competitor Analysis: Analyzing competitors' digital marketing activities is crucial when developing digital marketing strategies. Knowing which strategies competitors are using and which channels they are active on can help shape your own strategies (Kumar et al., 2016).

Market Research: Using online tools for market research can help gather information about the target audience. This information allows for the optimization of digital marketing strategies (Grewal et al., 2016).

5.6.6. Virtual Tours and 3D Visualization

Virtual Tours: Virtual tours allow potential customers to explore properties remotely. This technology helps customers better assess properties and saves time (Liu et al., 2015).

3D Visualization: 3D modeling and visualization technologies present properties in a more realistic manner. These techniques can better showcase the potential of properties and enhance customer interest (Miller et al., 2018).

5.6.7. PPC Advertising and Targeted Ads

Google Ads: PPC (Pay-Per-Click) advertising allows potential customers to click on ads related to properties on search engines and other websites. This broadens the reach of property listings (Enge et al., 2015).

Targeted Ads: Using targeted ads on social media platforms and other digital channels allows communication with users based on specific demographic characteristics. This method ensures ads reach the appropriate audience (Kumar et al., 2016).

5.7. Social Media Usage

Social media has become a crucial tool in the real estate sector for managing customer relationships, increasing brand awareness, and driving sales. Effective use of social media is essential for reaching potential customers, promoting properties, and engaging with them.

In the real estate sector, social media plays an important role in managing customer relationships, increasing brand awareness, and promoting sales. Selecting the right platforms, implementing effective content strategies, fostering engagement and community building, running targeted ad campaigns, and measuring performance are key elements for successful social media use. Effective use of social media helps real estate firms strengthen their digital presence and reach their target audience more effectively.

5.7.1. Platform Selection and Strategy Development

Selecting the Right Platform: Real estate firms should choose social media platforms where their target audience is most active. Platforms like Facebook, Instagram, LinkedIn, Twitter, and YouTube cater to different user bases and offer various marketing opportunities (Tuten & Solomon, 2017).

Defining the Target Audience: For social media strategies to be effective, the target audience must be clearly defined. Factors such as demographic characteristics, interests, and behaviors should be considered (Kaplan & Haenlein, 2010).

Content Strategy: Developing a content strategy for social media ensures that posts are regular, consistent, and tailored to the target audience. Content may include informative articles, blog posts, property promotional videos, and customer success stories (Pulizzi, 2012).

5.7.2. Content Types and Sharing Techniques

Photos and Videos: Visual content is crucial in the real estate sector. Property photos, virtual tours, and promotional videos can attract potential customers. High-quality visuals and professional videos enhance the appeal of properties (Miller et al., 2018).

Blog Posts and Articles: Sharing blog posts and articles on real estate market trends, investment strategies, and regional analyses builds expertise and gains followers' trust. Such content is also beneficial for SEO (Fishkin & Høgenhaven, 2015).

Live Streams and Webinars: Live streams and webinars offer opportunities for direct interaction with potential customers. Real estate firms can use these formats to share property promotions, market analyses, and expert opinions (Kaplan & Haenlein, 2010).

5.7.3. Engagement and Community Building

Follower Engagement: Actively engaging with followers on social media strengthens customer relationships. Responding to comments, answering questions, and valuing feedback is important (Kumar et al., 2016).

Building a Community: Social media has significant potential for building a brand community. Real estate firms should regularly interact and provide valuable content to create a sense of community among customers and followers (Tuten & Solomon, 2017).

5.7.4. Advertising and Promotions

Targeted Ad Campaigns: Social media platforms facilitate detailed targeting options, making it easier to reach specific demographic groups.

Targeted ad campaigns are more effective in terms of return on investment (ROI) (Enge et al., 2015).

Promotions and Special Offers: Offering special promotions and discounts on social media can increase customer interest. For example, offering special discounts or early access opportunities for a new property launch (Kumar et al., 2016).

5.7.5. Analysis and Performance Measurement

Analytical Tools: Using analytical tools to measure social media performance is essential. These tools analyze which content receives the most engagement, which campaigns are the most successful, and how the follower base is growing (Chaffey & Ellis-Chadwick, 2019).

Determining KPIs: Key performance indicators (KPIs) should be established to measure success. Metrics include engagement rates, click-through rates, conversion rates, and follower counts (Grewal et al., 2016).

5.7.6. Case Studies and Success Stories

Success Stories: Sharing examples of successful social media campaigns and customer success stories can inspire other firms. These stories demonstrate the potential of social media and how to implement effective strategies (Pulizzi, 2012).

Case Studies: Examining successful case studies of social media use in the real estate sector helps understand how to apply strategies effectively. These case studies can assist other firms in shaping their strategies (Kaplan & Haenlein, 2010).

5.8. Effective Communication and Promotion Methods

In real estate field planning, effective communication and promotion methods are critical for accelerating sales processes, enhancing customer satisfaction, and strengthening brand awareness. Various strategies and tools such as direct communication, digital marketing, CRM systems, mobile applications, and analytical tools can be utilized for successful communication and promotion. The effective implementation of these methods will help real estate firms gain a competitive advantage and achieve long-term success.

5.8.1. Effective Communication Strategies

Direct Communication: In the real estate sector, direct communication strengthens customer relationships. Engaging with potential clients through phone calls, face-to-face meetings, and emails is essential. This is one of the fundamental ways to provide personalized service and build trust (Kotler & Keller, 2016).

Active Listening: Active listening techniques should be employed to understand clients' needs and desires. Paying close attention to what clients say and providing feedback ensures that they feel valued (Brown & Harvey, 2020).

Empathy and Understanding: Understanding and showing empathy towards clients' emotions enhances customer satisfaction. An empathetic approach enables more effective handling of clients' concerns and inquiries (Goleman, 2006).

5.8.2. Effective Promotion Methods

Visual Content and Media Usage: High-quality photos, videos, and virtual tours play a significant role in property promotion. Visual content helps potential clients better understand and show interest in properties (Goodman et al., 2016).

Digital Marketing and Social Media: Digital marketing strategies facilitate reaching a wide audience. Properties can be promoted through social media platforms (Facebook, Instagram, LinkedIn, Twitter). Targeted advertising campaigns are effective in reaching specific demographic groups (Tuten & Solomon, 2017).

Email Marketing: Email marketing allows continuous communication with existing and potential clients. Regularly sent newsletters provide information on new properties, market analyses, and special offers (Chaffey & Ellis-Chadwick, 2019).

SEO and Content Marketing: Search engine optimization (SEO) and content marketing enhance the visibility of digital assets. Sharing information through blog posts, articles, and guides is beneficial both for SEO and for providing valuable information to potential clients (Fishkin & Høgenhaven, 2015).

5.8.3. Integration of Communication and Promotion Tools

CRM Systems: Customer Relationship Management (CRM) systems are used to manage and analyze customer data. CRM systems facilitate tracking customer interactions and providing personalized service (Buttle & Maklan, 2019).

Mobile Applications: Mobile applications make it easier for clients to view properties and communicate. User-friendly mobile apps improve the customer experience and increase engagement (Tsai et al., 2013).

Virtual and Augmented Reality: Virtual Reality (VR) and Augmented Reality (AR) technologies allow clients to tour properties virtually. These technologies offer significant advantages, especially for remote buyers, and make the promotion process more effective (Miller et al., 2018).

5.8.4. Measurement of Communication and Promotion

Analytical Tools: Analytical tools are used to measure the effectiveness of communication and promotion strategies. Social media analytics, website traffic reports, and email marketing performance reports are utilized to assess the success of strategies (Chaffey & Ellis-Chadwick, 2019).

Feedback and Surveys: Gathering feedback from clients and conducting surveys is crucial for improving service quality and customer satisfaction. Feedback helps determine areas needing improvement (Kotler & Keller, 2016).

5.8.5. Success Stories and Case Studies

Success Stories: Examples of successful communication and promotion strategies in the real estate sector should be examined. These success stories can inspire other firms and guide strategic planning (Goodman et al., 2016).

Case Studies: Case studies on the effective use of communication and promotion methods in the real estate sector demonstrate the applicability and outcomes of strategies. These studies are valuable for understanding how theoretical knowledge can be applied in practice (Brown & Harvey, 2020).

5.8.6. Advertising and Promotion Planning

In real estate sales, advertising and promotion planning are crucial for reaching broad audiences and accelerating sales processes. Strategic approaches in advertising and promotion are essential for targeting the right audience, capturing customer interest, and increasing sales. Various methods, including digital and traditional advertising strategies, promotion campaigns, and customer relationship management, can be utilized for successful advertising and promotion planning. Effective implementation of these methods will help real estate firms gain a competitive edge and ensure long-term success.

5.8.6.1. Basic Principles of Advertising and Promotion

Target Audience Analysis: The first step in advertising and promotion planning is identifying the target audience. Factors such as demographic characteristics, income level, lifestyle, and purchasing habits are analyzed to develop strategies suited to the target audience (Kotler & Keller, 2016).

Message Definition: The advertising message must be clear, appealing, and understandable. The message should highlight the key features and advantages of the property. Additionally, creative and effective language should be used to attract potential clients' attention (Belch & Belch, 2018).

Media Selection: Choosing appropriate media channels is crucial for reaching the target audience. Both traditional media (newspapers, magazines, television, radio) and digital media (social media, websites, email) channels can be used. Media selection should be based on the target audience's media consumption habits (Tuten & Solomon, 2017).

5.8.6.2. Digital Advertising Strategies

Social Media Advertising: Social media platforms allow for fast and effective outreach to a broad audience. Targeted advertising campaigns can be conducted on platforms such as Facebook, Instagram, LinkedIn, and Twitter. Social media ads can be tailored to specific demographic features and interests (Kaplan & Haenlein, 2010).

Search Engine Marketing (SEM): Search engine advertising ensures visibility when potential clients search for specific keywords. Platforms like Google Ads can be used to create ads for targeted keywords. These ads are

charged on a cost-per-click (CPC) or cost-per-impression (CPM) basis (Chaffey & Ellis-Chadwick, 2019).

Email Marketing: Email marketing allows ongoing communication with existing and potential clients. Regularly sent newsletters and special offers can enhance customer loyalty. Email marketing campaigns aim to increase customer engagement through personalized messages (Chaffey & Ellis-Chadwick, 2019).

5.8.6.3. Traditional Advertising Strategies

Print Media Advertising: Newspapers, magazines, and brochures continue to be traditional advertising tools in the real estate sector. Print media ads can reach a broad audience and be effective in targeted local markets (Belch & Belch, 2018).

Outdoor Advertising: Billboards, bus stops, and similar outdoor ads are effective ways to reach large audiences. Such advertisements are particularly attention-grabbing in high-traffic areas and increase brand awareness (Belch & Belch, 2018).

Radio and Television Advertising: Radio and television ads are effective for reaching a broad audience. Local television and radio channels can be used to target potential clients in specific regions. These ads aim to capture the target audience's attention through visual and auditory messages (Belch & Belch, 2018).

5.8.6.4. Promotion Strategies

Discounts and Offers: Discounts and special offers valid for a specific period are effective in attracting potential clients and increasing sales. These offers can be promoted through email campaigns, social media posts, and print media (Tuten & Solomon, 2017).

Events and Open Houses: Events and open houses in the real estate sector provide potential clients with the opportunity to view properties in person. These events not only facilitate direct client interaction but also enhance the brand's credibility (Goodman et al., 2016).

Loyalty Programs: Loyalty programs can be created to increase customer loyalty. These programs offer discounts, special offers, or gift cards

for purchases made within a certain period, encouraging customer retention (Buttle & Maklan, 2019).

Analytical tools are used to measure the effectiveness of advertising and promotion campaigns. Website traffic reports, social media analytics, and sales data are utilized to assess campaign success (Chaffey & Ellis-Chadwick, 2019).

Gathering feedback from clients and conducting surveys is important for evaluating the effectiveness of campaigns. Feedback helps identify which strategies are effective and where improvements are needed (Kotler & Keller, 2016).

5.8.6.5. Success Stories and Case Studies

Successful examples of advertising and promotion strategies in the real estate sector should be reviewed. These success stories can inspire other firms and provide guidance for strategic planning (Goodman et al., 2016).

Case studies on the effective use of advertising and promotion methods in the real estate sector demonstrate the applicability and outcomes of strategies. These studies are valuable for understanding how theoretical knowledge can be applied in practice (Brown & Harvey, 2020).

6. TECHNOLOGICAL TOOLS AND APPLICATIONS

In the real estate sector, field planning has increasingly become a process reliant on technology in addition to traditional methods. Technological tools and applications offer real estate professionals the opportunity to perform field planning more efficiently, effectively, and accurately. These tools, including digital mapping and GIS, property management software, VR and AR, drone technology, artificial intelligence, and machine learning, provide numerous advantages over traditional methods. The proper and effective use of these technologies is crucial for gaining a competitive edge in the real estate sector and enhancing customer satisfaction.

6.1. Digital Mapping and Geographic Information Systems (GIS)

Geographic Information Systems (GIS) are among the most important technological tools used in real estate field planning. GIS enables the visualization and analysis of real estate data linked to geographical locations. These systems assist real estate professionals in better understanding property locations, environmental features, and market dynamics. The maps provided by GIS can also be used to highlight location advantages of properties for potential buyers (Longley et al., 2015).

6.2. Property Management Software

Property management software facilitates and optimizes the management of real estate portfolios. These software systems centralize property information in a database and automate processes such as leasing, maintenance, and financial reporting. Property management software offers real estate professionals better decision-making capabilities and more efficient management of business processes (Geltner & Miller, 2014).

6.3. Virtual Reality (VR) and Augmented Reality (AR) Applications

Virtual Reality (VR) and Augmented Reality (AR) applications are innovative technologies that enhance customer experience and expedite sales processes in the real estate sector. VR allows potential buyers to take virtual tours of properties, while AR enables the real-time reconfiguration of existing

properties and visualization of different design options. These technologies are particularly advantageous for showcasing newly built or incomplete projects (Pentz, 2019).

6.4. Drone Technology

Drone technology plays a significant role in promoting large properties and extensive real estate projects by providing aerial views. Drones capture high-resolution photos and videos, offering detailed representations of property environments and landscapes. This assists potential buyers in evaluating properties remotely and making more informed decisions (Eisenbeiss, 2009).

6.5. CRM Software

The real estate sector is one of the areas where Customer Relationship Management (CRM) software is most effectively utilized. CRM software provides critical tools for managing customer relationships, optimizing sales processes, and enhancing overall business efficiency. In real estate field planning, CRM systems are indispensable for managing customer relationships, optimizing sales processes, and improving overall business efficiency. These systems offer various functionalities, including customer database management, communication and tracking, sales process management, reporting, and analytics. Real estate professionals can improve customer satisfaction, enhance sales processes, and gain a competitive advantage through effective use of CRM software.

6.5.1. Core Features of CRM Software

CRM software systems are comprehensive tools used for collecting, managing, and analyzing customer information. These systems offer several features that assist real estate professionals in improving their business processes:

Customer Database Management: CRM software centralizes customer information in a database, allowing for easy access and management. This includes customer contact details, purchase history, preferences, and interaction history (Buttle & Maklan, 2019).

Communication and Tracking: CRM software automates customer communication and tracking processes. Communication activities such as

emails, phone calls, and appointments are recorded and managed through the CRM system, making customer interactions more organized and effective (Chen & Popovich, 2003).

Sales Process Management: CRM software tracks every stage of the sales process, from lead generation to closing. This allows for monitoring and optimization of all stages, enhancing the performance of sales teams and shortening the sales cycle (Greenberg, 2010).

Reporting and Analytics: CRM systems analyze customer and sales data to generate reports. These reports help in analyzing sales trends, customer behaviors, and performance metrics. Analytical tools provide valuable insights for determining future sales strategies (Richards & Jones, 2008).

6.5.2. The Role of CRM Software in Real Estate Field Planning

Strengthening Customer Relationships: CRM software plays a critical role in enhancing customer relationships. Quick and easy access to customer information allows for more personalized service, increasing customer satisfaction and loyalty (Buttle & Maklan, 2019).

Efficiency and Time Management: CRM systems enable real estate professionals to use their time more efficiently. Features like automated reminders, task management, and calendar integration help in conducting field activities in a more organized and effective manner (Chen & Popovich, 2003).

Tracking Potential Leads: CRM software facilitates the tracking and management of potential leads. Monitoring the status of relevant leads and planning necessary actions help sales teams reach potential customers more quickly and effectively (Greenberg, 2010).

Managing Marketing Campaigns: CRM systems are used for planning, executing, and monitoring marketing campaigns. Email campaigns, social media management, and other digital marketing activities can be integrated and managed through CRM software, ensuring more coordinated and effective campaigns (Richards & Jones, 2008).

Sales and Performance Analysis: CRM software is used to monitor and evaluate the performance of sales teams. Sales reports, performance indicators, and other analytical tools provide the data necessary for improving sales processes, thereby enhancing overall business performance (Buttle & Maklan, 2019).

6.5.3. Examples of CRM Software in Real Estate Field Planning

Example 1: Zillow Premier Agent CRM assists real estate professionals with customer management, lead tracking, and communication management. The system automatically integrates leads from the Zillow platform into the CRM system and provides tools for personalized email campaigns for clients (Zillow, 2023).

Example 2: Salesforce is one of the most popular CRM systems and is widely used in the real estate sector. It offers features such as customer relationship management, sales process tracking, marketing automation, and analytical reporting. This system helps real estate professionals manage customer interactions more effectively and optimize sales processes (Salesforce, 2023).

6.5.4. The Future of CRM Software and Innovations

The future of CRM software will increasingly involve artificial intelligence (AI) and machine learning. These technologies offer significant advantages in predicting customer behaviors, analyzing sales trends, and delivering more personalized customer experiences (Goodfellow et al., 2016).

Artificial Intelligence (AI) and machine learning are advanced technologies used in real estate field planning for data analysis and trend prediction. These technologies process large data sets to provide insights into market analysis, price forecasting, and customer behaviors. AI and machine learning also assist in Customer Relationship Management (CRM) systems, enhancing the understanding of potential buyers' needs and preferences (Goodfellow et al., 2016).

The widespread use of mobile devices is increasing the mobile compatibility of CRM software. Mobile CRM applications allow real estate professionals to access customer data and manage tasks while on the field. Additionally, integration with other business software will become increasingly important (Miller, 2020).

Mobile applications and platforms provide real estate professionals with flexibility and speed in fieldwork. These applications offer instant access to property information, customer communication, appointment management, and field visits via mobile devices. They also provide user-friendly interfaces that

simplify property search and evaluation processes for potential buyers (Miller, 2020).

6.6. Data Analytics and Reporting

The real estate sector is a dynamic field that requires quick and accurate decision-making. Data analytics and reporting play a crucial role in these processes. Real estate professionals can utilize data analytics tools to analyze customer behaviors, market trends, and operational performance.

In real estate field planning, data analytics and reporting are critical for strategic decision-making and improving operational processes. Data analytics offers significant benefits in monitoring market trends, analyzing customer behavior, and enhancing operational efficiency. Reporting processes ensure that the results of data analytics are effectively presented and utilized in decision-making. Real estate professionals can gain a competitive advantage and increase customer satisfaction by effectively using data analytics and reporting tools.

6.6.1. Importance of Data Analytics

Data analytics involves the process of extracting meaningful information from large datasets. In the real estate sector, data analytics provides several important benefits:

Monitoring Market Trends: Data analytics helps in tracking market trends and forecasting future demands. This enables real estate professionals to make strategic plans and informed investment decisions (Miller, 2018).

Analyzing Customer Behavior: Analyzing customer behavior plays a significant role in customer segmentation and target market identification. Data analytics assists in developing more personalized marketing strategies by analyzing customer preferences and buying behaviors (Davenport & Harris, 2017).

Operational Efficiency: Data analytics aids in the optimization of operational processes and enhancement of efficiency. Maintenance and repair process optimization, rent income management, and other operational aspects can be managed more effectively through data analytics (Gartner, 2019).

6.6.2. Data Sources and Collection Methods

Data sources and collection methods used in real estate data analytics are diverse:

Internal Data: Internal data includes property information, tenant data, sales history, and financial records, which are found in the real estate firms' own databases. This data is used for analyzing operational processes and performance measurement (Miller, 2018).

External Data: External data, such as market data, economic indicators, demographic information, and competitive analyses, is obtained from third-party sources. This data is used for monitoring market trends and strategic planning (Gartner, 2019).

Social Media and Digital Channels: Social media and digital channels provide valuable data on customer feedback, preferences, and market trends. Social media analytics plays a key role in analyzing customer behavior and market trends (Davenport & Harris, 2017).

6.6.3. Data Analytics Tools and Techniques

The tools and techniques used for data analytics in the real estate sector are varied:

Statistical Analysis: Statistical analysis is a fundamental technique used to examine datasets and extract meaningful information. Techniques such as regression analysis, correlation analysis, and hypothesis testing are commonly used in data analytics (Anderson et al., 2019).

Machine Learning: Machine learning algorithms are used for extracting insights from large datasets and for automated learning processes. Predictive models, classification algorithms, and clustering techniques are effective tools for analyzing real estate data (Goodfellow et al., 2016).

Data Visualization: Data visualization tools facilitate the understanding of complex data by creating graphical representations. Tools like Tableau, Power BI, and Google Data Studio are commonly used for visualizing data analytics results (Few, 2012).

Geographic Information Systems (GIS): GIS allows for the association of real estate data with geographic locations and visualization on maps. This is an important tool for market analysis and field planning (Longley et al., 2015).

6.6.4. Reporting Processes and Tools

Effective reporting of data analytics results plays a critical role in decision-making processes:

Standard Reports: Standard reports are regularly generated reports providing information on operational performance, financial status, and customer behaviors. These reports help managers monitor business processes and make strategic decisions (Few, 2012).

Customized Reports: Customized reports are prepared based on specific needs and analyses. These reports are used for special projects, market analyses, and performance evaluations (Anderson et al., 2019).

Dashboards: Dashboards are interactive screens that allow for real-time monitoring of data analytics results. Dashboards visualize key performance indicators (KPIs) and other important data, aiding managers in making quick and effective decisions (Few, 2012).

6.6.5. Data Security and Ethics

Data security and ethical considerations are crucial in data analytics and reporting processes:

Data Privacy: Ensuring the privacy and protection of customer data is a primary concern in data analytics processes. Measures must be taken to safeguard personal data (Gartner, 2019).

Ethical Use: Adherence to ethical guidelines in data analytics and reporting is essential. Data should be used accurately and transparently, avoiding manipulation and adhering to ethical values (Davenport & Harris, 2017).

7. CUSTOMER EXPERIENCE AND SATISFACTION

7.1. Customer Experience Management

Customer Experience Management (CEM) is a critical factor in gaining a competitive advantage and enhancing customer satisfaction in the real estate sector. Effective customer experience management requires understanding customer expectations, optimizing customer interactions, and delivering a consistent and positive experience at every touchpoint.

In real estate sales field planning, managing customer experience is crucial for increasing customer satisfaction and achieving a competitive edge. Understanding customer needs, providing personalized services, ensuring consistent experiences, and utilizing technology effectively are key strategies for successful customer experience management. Measuring and evaluating customer experience helps in the continuous improvement of these processes. Real estate professionals can increase customer loyalty and expand market share by effectively implementing customer experience management strategies.

7.1.1. Importance of Customer Experience Management

Customer experience encompasses the impressions a customer gains from all interactions with a company. Customer experience management aims to make each of these interactions positive:

Customer Loyalty: Positive customer experiences enhance loyalty and encourage customers to repeatedly engage with the same company (Lemon & Verhoef, 2016).

Word-of-Mouth Marketing: Satisfied customers share their experiences with their network, which helps expand the company's reputation and customer base (Homburg, Jozić & Kuehnl, 2017).

Competitive Advantage: In the real estate sector, numerous firms offer similar products and services. Customer experience management helps companies distinguish themselves from competitors (Verhoef et al., 2009).

7.1.2. Customer Experience Management Strategies

Several strategies can be employed for effective customer experience management in the real estate sector:

Understanding Customer Needs: Understanding customer needs and expectations is a fundamental step in successful customer experience

management. Surveys, customer feedback, and market research are crucial tools in this process (Meyer & Schwager, 2007).

Personalized Services: Offering personalized services improves customer satisfaction. Providing special offers and services based on customer preferences and past interactions is an effective strategy (Rust & Huang, 2012).

Consistent Experience: Delivering a consistent and high-quality experience at every touchpoint builds customer trust. Trained staff, standardized processes, and a commitment to quality service ensure this consistency (Lemon & Verhoef, 2016).

Digital Transformation: Digital tools and platforms provide significant opportunities to enhance customer experience. Online appointment systems, virtual tours, and digital marketing enrich the customer experience (Homburg et al., 2017).

7.1.3. Use of Technology in Customer Experience Management

Technology plays a significant role in customer experience management:

CRM Systems: Customer Relationship Management (CRM) systems collect and analyze customer data. These systems facilitate the provision of personalized services by tracking customer interactions (Chen & Popovich, 2003).

Social Media: Social media platforms are effective tools for collecting customer feedback and increasing engagement. Social media analytics provide valuable insights to enhance customer satisfaction and loyalty (Kaplan & Haenlein, 2010).

Data Analytics: Data analytics improves customer experience by analyzing customer behavior and preferences. Big data and machine learning help predict customer trends and deliver personalized services (Davenport, 2014).

7.1.4. Measurement and Evaluation in Customer Experience Management

Various metrics and methods are used to measure and evaluate the success of customer experience management:

Net Promoter Score (NPS): NPS measures the likelihood of customers recommending your company to others. High NPS scores indicate customer satisfaction and loyalty (Reichheld, 2003).

Customer Satisfaction Surveys: Customer satisfaction surveys collect feedback on service quality. These surveys provide valuable data for improving customer experience management (Fornell et al., 1996).

Customer Feedback: Customer feedback consists of comments and complaints directly from customers. This feedback offers critical insights for improving the customer experience (Parasuraman, Zeithaml & Berry, 1988).

7.1.5. Examples of Success in Customer Experience Management

Successful customer experience management practices provide valuable examples for understanding best practices in the industry. These examples highlight how companies have effectively implemented strategies to enhance customer experience and achieve significant results.

Success stories in real estate sector highlight several common themes in effective customer experience management:

Personalization: Tailoring services and interactions to individual customer preferences enhances satisfaction.

Consistency: Providing a consistent experience across all touchpoints builds trust and reliability.

Innovation: Continuously improving and innovating based on customer feedback and data ensures relevance and competitiveness.

7.2. Customer Feedback and Satisfaction Measurement

In real estate field planning, collecting customer feedback and measuring satisfaction are crucial for optimizing customer experience and enhancing service quality. Customer feedback involves capturing clients' thoughts, expectations, and suggestions about services, while satisfaction measurement determines the overall level of client satisfaction. Effectively managing these processes enhances customer loyalty and supports business success.

In real estate field planning, customer feedback and satisfaction measurement are essential for improving customer experience and service quality. Gathering and analyzing customer feedback helps optimize service

processes and increase customer satisfaction. Measuring customer satisfaction enables businesses to understand client expectations and gather valuable data for strategic planning. Real estate professionals can increase customer loyalty and expand market share by effectively implementing feedback and satisfaction measurement strategies.

7.2.1. The Importance of Customer Feedback

Customer feedback allows clients to provide direct comments on services and offers several key benefits:

Improving Service Quality: Customer feedback provides valuable insights for enhancing service quality. Addressing customer dissatisfaction and suggestions helps in optimizing service processes (Parasuraman, Zeithaml, & Berry, 1988).

Understanding Customer Expectations: Feedback aids in understanding customer expectations and needs. This information is used to personalize services and increase satisfaction (Gustafsson, Johnson, & Roos, 2005).

Customer Loyalty and Commitment: Positive feedback increases customer loyalty and commitment. Services that meet or exceed customer expectations support long-term relationships (Homburg, Jozić, & Kuehnl, 2017).

7.2.2. Measuring Customer Satisfaction

Measuring customer satisfaction involves various methods to determine how satisfied clients are with services:

Surveys and Questionnaires: Surveys are commonly used to measure customer satisfaction. Questions gauge service quality, staff behavior, and overall experiences (Fornell et al., 1996).

Net Promoter Score (NPS): NPS assesses the likelihood of customers recommending a service to others. High NPS scores indicate high satisfaction and loyalty (Reichheld, 2003).

Customer Satisfaction Index (CSI): CSI is another important metric for measuring satisfaction. It evaluates overall satisfaction levels and service quality (Johnson et al., 2001).

Customer Feedback Forms: These forms allow clients to provide written feedback on services. They enable detailed sharing of experiences and suggestions (Parasuraman et al., 1988).

7.2.3. Methods for Collecting Customer Feedback

Various methods can be used to collect customer feedback:

Face-to-Face Interviews: Direct interactions with customers through face-to-face interviews are effective for gathering feedback. This method helps better understand customer emotions and opinions (Lemon & Verhoef, 2016).

Telephone Surveys: Telephone surveys are used to collect feedback through phone calls. They offer a quick and direct way to gather responses (Meyer & Schwager, 2007).

Online Surveys: Online surveys reach a broad audience and offer convenient and fast responses. They are useful for collecting feedback from a wide customer base (Kaplan & Haenlein, 2010).

Social Media and Digital Channels: Social media and digital channels are crucial tools for gathering feedback and monitoring satisfaction. Social media analytics provide insights into customer trends and satisfaction levels (Homburg et al., 2017).

7.2.4. Utilizing Feedback and Satisfaction Measurement Results

Results from customer feedback and satisfaction measurements are used to enhance service quality and optimize customer experience:

Improving Service Processes: Feedback helps identify errors and areas for improvement in service processes. This information is used to enhance service quality (Parasuraman et al., 1988).

Staff Training and Development: Satisfaction measurement results provide valuable data for staff training and development. Feedback helps improve customer service skills and behaviors (Gustafsson et al., 2005).

Strategic Planning: Customer feedback and satisfaction measurement results inform strategic planning. This data aids in developing strategies that better address customer needs (Lemon & Verhoef, 2016).

7.3. Post-Sales Services and Support

In real estate field planning, post-sales services and support play a critical role in enhancing customer satisfaction and strengthening long-term customer relationships. Post-sales services aim to address any issues customers might face after their purchase and provide additional support. An effective post-sales support strategy increases customer loyalty, generates positive referrals, and has a strong impact on the brand's reputation.

Thus, in real estate field planning, post-sales services and support are crucial for increasing customer satisfaction and strengthening long-term customer relationships. An effective post-sales support strategy involves elements such as collecting customer feedback, monitoring performance, and utilizing technological tools. Real estate professionals can boost customer satisfaction and gain a competitive advantage through effective management of post-sales services.

7.3.1. The Importance of Post-Sales Services

Post-sales services complement the customer experience and extend beyond the purchase process. The significance of these services can be summarized as follows:

Enhancement of Customer Satisfaction: Post-sales services are designed to improve the customer's experience after the purchase. Good support increases customer satisfaction and resolves potential issues (Homburg, Koschate-Fischer, & Wiese, 2009).

Customer Loyalty and Repeat Sales: Customers who are highly satisfied are more likely to recommend the brand to others. Post-sales support strengthens customer loyalty and increases opportunities for repeat sales (Reichheld & Schefter, 2000).

Brand Reputation: Well-managed post-sales services enhance the brand's reputation. Effective support provided to customers reflects the brand's reliability and professionalism (Kwortnik & Thompson, 2009).

7.3.2. Types of Post-Sales Services and Support

In real estate sales, post-sales services and support can be offered in various forms:

Customer Support Lines: Providing a support line accessible via phone or online platforms offers quick resolutions and effectively addresses issues (Zeithaml, Bitner, & Gremler, 2018).

Maintenance and Repair Services: Offering maintenance and repair services after a real estate sale helps keep the property in good condition. These services contribute to the longevity of the property (Jiang, 2020).

Information and Consulting: Providing information and consulting services related to the property supports customers in their decision-making processes. This is crucial for managing and developing real estate investments (Bansal & Voyer, 2000).

Contract and Warranty Management: Managing post-sales warranties and contracts ensures customer confidence. Clearly presenting warranty coverage and services enhances customer satisfaction (McCole, 2004).

7.3.3. Management and Implementation of Post-Sales Services

Effectively managing post-sales services is essential for increasing customer satisfaction and ensuring operational efficiency:

Collecting Customer Feedback: Regular collection of customer feedback is necessary to evaluate the effectiveness of post-sales services. This feedback provides information for improving service quality (Oliver, 1997).

Training and Development: Continuous training of post-sales support teams ensures they handle customer requests and issues effectively. Training programs enhance staff service quality (Kwortnik & Thompson, 2009).

Performance Monitoring: Metrics and KPIs should be established to monitor the performance of post-sales services. This helps in continuously tracking and improving service quality (Fornell et al., 1996).

Technological Tools: CRM software and other technological tools can aid in the effective management of post-sales services. These tools collect and analyze customer data and interactions in a centralized system (Payne & Frow, 2005).

8. LEGAL AND ETHICAL ISSUES IN REAL ESTATE SECTOR

8.1. Real Estate Legislation and Regulations

In Turkey, the real estate sector is governed by a comprehensive set of legislation and legal regulations. These regulations cover a broad range, including the protection of property rights, rental processes, urban planning, and property acquisition. Understanding real estate legislation in Turkey is crucial for industry stakeholders.

8.1.1. Turkish Civil Code

The Turkish Civil Code provides the fundamental legal framework for property rights and real estate regulations in Turkey. The code includes detailed provisions on the acquisition, transfer, and protection of property. Notably, it includes important regulations on property registration and inheritance (Official Gazette of the Republic of Turkey, 2001). The Turkish Civil Code ensures the protection of property rights, providing legal security for property owners.

8.1.2. Turkish Code of Obligations

The Turkish Code of Obligations regulates lease agreements and other debt relationships. The regulations concerning lease agreements define the rights and obligations of tenants and landlords. These regulations ensure transparency and fairness in rental processes (Official Gazette of the Republic of Turkey, 2011). The code serves as the basis for resolving disputes arising in rental relationships.

8.1.3. Zoning Law

The Zoning Law sets the fundamental rules for urban planning and zoning regulations. It governs the preparation, modification, and implementation of zoning plans. Additionally, it includes regulations on construction permits and land use (Official Gazette of the Republic of Turkey, 1985). The Zoning Law aims for the orderly and planned development of cities.

8.1.4. Land Registry Law

The Land Registry Law introduces regulations for the registration, transfer, and determination of ownership of immovable property. Land registry transactions ensure that property acquisition and ownership transfers are carried out legally (Official Gazette of the Republic of Turkey, 2004). This law outlines the procedures necessary for the official recognition and registration of property.

8.1.5. Law on Urban Transformation and New Settlement Areas

Urban transformation and the creation of new settlement areas represent significant legal areas in Turkey. The Urban Transformation and Renewal Law No. 6306 aims to transform and renew old and risky buildings and create modern residential areas (Official Gazette of the Republic of Turkey, 2012). This law supports the healthy and safe execution of urban development.

8.1.6. Rental Law

Rental Law encompasses the legal framework for leasing transactions and tenant-landlord relationships. Demirtaş (2020) provides a detailed analysis of lease agreements, including the legal framework and the rights and obligations of parties. Proper legal regulation of rental processes helps minimize disputes between parties.

8.1.7. Turkish Property Law

Turkish Property Law includes provisions related to the regulation and protection of property rights. Yüksel (2019) elaborates on fundamental concepts, rights, and legal processes related to property. This branch of law safeguards the legal rights of property owners and investors.

8.1.8. Real Estate Investment and Financing

Regulations related to real estate investment and financing determine investors' options for acquiring property and financing. Erdoğan (2021) discusses the financial aspects of real estate investments and market opportunities. This aids investors in making informed decisions.

8.1.9. Land Registry and Cadastre Law

Land Registry and Cadastre Law includes regulations for the registration of immovable properties and cadastre operations. Öztürk (2017) and Çakmak (2016) examine the application areas of this branch of law and current issues encountered. Proper management of land registry and cadastre transactions is crucial for protecting property owners' rights.

8.2. Contracts and Legal Documents

In the real estate sector, various contracts and legal documents are used to regulate transactions and agreements, defining the rights and obligations of parties. Contracts and legal documents in real estate clearly outline the rights and responsibilities of parties, ensuring legal security in transactions. Documents such as sales, lease, mortgage, guarantee, and management contracts cover a wide range of processes, from property transactions to leasing and management. Accurate and detailed preparation of these documents helps prevent disputes and maintains professional standards.

8.2.1. Sales Contracts

A. Sales Contract (Purchase-Sale Contract)

The sales contract is the fundamental document regulating the purchase and sale of property. This contract specifies the rights and obligations of the parties, the sale price, payment conditions, and the conditions of property delivery. The title deed transfer is completed with this contract, officially transferring the property to its new owner (Özdemir, 2019).

B. Pre-Emption Contract

The pre-emption contract grants the buyer the right to purchase the property within a specified period. This contract is usually made between the buyer and the seller and allows the buyer to obtain the right to purchase the property within a certain period while restricting the seller from selling the property to others (Yılmaz, 2020).

8.2.2. Lease Contracts

A. Lease Agreement

The lease agreement regulates the rental of a property. This contract includes the rent amount, payment conditions, rental period, and maintenance responsibilities. It defines the rights and obligations of the tenant and the landlord (Kaya, 2018).

B. Commercial Lease Agreement

The commercial lease agreement regulates the rental of properties used for commercial purposes. This contract includes conditions for commercial use, rent amount, and other commercial terms (Demir, 2021).

8.2.3. Mortgage Contracts

A mortgage contract regulates the pledge of property as collateral for a debt. This contract includes provisions for the sale of the property in case the debt is not repaid by the borrower. Mortgage contracts are typically associated with mortgage loans (Koç, 2017).

8.2.4. Guarantee Contracts

Guarantee contracts ensure the fulfillment of certain obligations. In the real estate sector, these contracts often include regulations on how and when guarantees are to be provided and used in sales and leasing transactions (Çelik, 2019).

8.2.5. Management Contracts

A. Property Management Contract

The property management contract regulates the appointment of a professional manager for managing a property. This contract includes management fees, responsibilities, and the scope of services (Aydın, 2020).

B. Condominium Management Contract

The condominium management contract regulates the management conditions for properties with shared areas, such as apartments or sites. This contract specifies the fees, maintenance responsibilities, and the powers of the management board (Öner, 2018).

8.2.6. Post-Sale Documents

A. Title Deed Transfer Documents

Title deed transfer documents ensure the official transfer of the property to the new owner. These documents include changes in the land registry and updates to the property owner (Gül, 2021).

B. Post-Contract Documents

Post-contract documents include additional documents required after the completion of a sale or lease transaction. These documents verify the delivery of the property and other relevant information (Yurt, 2022).

8.3. Ethical Rules and Professional Conduct

The real estate sector requires a high level of trust and transparency from both investors and consumers. Ethical rules and professional conduct are critical for maintaining this trust and preserving the sector's reputation and standards. Adherence to ethical rules by real estate professionals guarantees best practices and high-quality service.

8.3.1. Importance of Ethical Rules

Ethical rules ensure that real estate professionals conduct their business honestly, fairly, and transparently. These rules are essential for gaining the trust of both clients and other business partners. Adhering to ethical standards builds a professional image and prevents potential legal issues (Çetin, 2020). In the real estate sector, ethical rules encompass fundamental values such as honesty, confidentiality, fairness, and professionalism.

8.3.2. Honesty and Transparency

Honesty and transparency are among the most important ethical principles in the real estate sector. Real estate professionals must provide accurate information to clients and avoid misleading statements about property features. Honesty enhances client satisfaction and establishes long-term business relationships (Kara, 2021).

Honesty builds trust in professional relationships and protects the sector's reputation (Tobin, 2020). Transparency means conducting all transactions in an open and accountable manner. Additionally, ensuring

transparency in all financial transactions and commissions helps prevent potential conflicts.

8.3.3. Confidentiality and Security

Real estate professionals must keep clients' personal and financial information confidential. This confidentiality is crucial for building client trust. Information protection must be in accordance with legal standards, particularly with respect to data protection and privacy laws (Öztürk, 2019).

8.3.4. Fairness and Equality

Fairness and equality principles ensure that all clients are treated equally and discrimination is avoided. Real estate professionals should provide equal opportunities to clients and prevent discrimination based on gender, race, religion, or other personal characteristics (Demirtaş, 2020). This supports fair competition in the sector and raises professional standards.

8.3.5. Professional Conduct and Reputation Management

Real estate professionals should continuously improve their professional conduct and act in accordance with industry standards. Professionalism includes timely service delivery, quality communication, and responsiveness to client needs. Additionally, managing professional reputation is necessary for success in the sector (Yüksel, 2018). Professional conduct creates a positive impact in client relationships and ensures reliability.

8.3.6. Legal and Ethical Responsibilities

Real estate professionals must fulfill both legal and ethical responsibilities. Legal responsibilities involve compliance with relevant legislation and regulations. Ethical responsibilities include following best practices in the sector beyond professional standards and staying updated through continuous education (Öztürk, 2017).

8.3.7. Continuous Education and Development

Continuous education is necessary for real estate professionals to maintain their ethical and professional standards. Education provides information on new legislation, ethical rules, and best practices in the sector.

This helps keep professional skills up-to-date and improves service quality (Kara, 2021).

8.3.8. Conflict of Interest Management

Conflict of interest refers to situations where a real estate manager's personal or financial interests may affect their professional responsibilities. Managers should disclose conflicts of interest and manage these situations in accordance with professional standards (Jones, 2018). This ensures fair service to clients and preserves professional relationships.

9. FUTURE TRENDS IN REAL ESTATE AND FIELD PLANNING

9.1. Future Trends in Field Planning

Field planning in the real estate sector is a cornerstone of a successful sales strategy. As technology, customer demands, and market dynamics evolve rapidly, field planning must adapt to these changes. Future trends in field planning reflect these changes and enable real estate professionals to work more effectively and efficiently.

9.1.1. Digital and Data-Driven Field Planning

A. Data Analytics and Big Data

Data analytics and big data are revolutionizing field planning. Real estate professionals can make more targeted and strategic plans by analyzing data such as customer behaviors, market trends, and sales performance. These analyses provide significant advantages in identifying regional trends, forecasting customer needs, and developing effective sales strategies (Friedman, 2022).

B. Geographic Information Systems (GIS)

Geographic Information Systems (GIS) allow for location analysis using map data in field planning. These systems help real estate professionals with market analysis, competitive assessment, and optimizing property placement strategies (Smith, 2021).

9.1.2. Technological Innovations and Smart Systems

A. Artificial Intelligence and Machine Learning

Artificial intelligence (AI) and machine learning enable predictive analytics in real estate field planning. These technologies are used for analyzing customer preferences, predicting market trends, and automating sales processes (Williams, 2023).

Artificial intelligence (AI) and machine learning (ML) are core technologies that propel progress across different sectors. AI involves machines mimicking intelligent behavior typically associated with humans, whereas ML is a branch of AI that emphasizes algorithms and statistical methods, allowing systems to enhance their performance through experience without needing direct programming. These technologies collectively drive advances in data

analysis, automation, and forecasting, influencing the development of technology and industry (Akyol, et al, 2011).

B. Smart Home Technologies

Smart home technologies are a significant trend enhancing the appeal of properties. In field planning, these technologies are considered valuable features offered to customers and are part of sales strategies (Brown, 2022).

9.1.3. Sustainability and Green Buildings

A. Environmental Impact and Energy Efficiency

Sustainability and energy efficiency play a crucial role in modern field planning. Environmentally friendly buildings and green building certifications affect buyer and tenant preferences. These trends shape real estate professionals' sales strategies and marketing campaigns (Green, 2021).

B. Green Certification and Innovation

Green certification programs (LEED, BREEAM, etc.) and eco-friendly innovations enhance property value and provide marketing advantages. These certifications increase customer trust and become significant factors in the sales process (Lee & Chen, 2020).

9.1.4. Customer Experience and Personalization

A. Personalized Sales Strategies

Personalized sales strategies have become an important trend in field planning to enhance customer experience. By using customer data, tailored offers and communication strategies are developed for each individual. These approaches increase customer satisfaction and drive sales (Johnson, 2022).

B. Virtual and Augmented Reality

Virtual reality (VR) and augmented reality (AR) technologies allow for virtual tours of properties. These technologies provide potential buyers with a detailed review of properties before physically visiting them (Davis, 2021).

9.1.5. Digital Marketing and Social Media

A. Digital Marketing Strategies

Digital marketing plays a significant role in field planning. Social media, search engine optimization (SEO), and online advertising enable properties to

reach a broad audience and communicate effectively with potential customers (Adams, 2023).

B. Social Media Management

Social media platforms are powerful tools for real estate professionals to promote properties and interact with customers. Social media management and content strategies are used as part of field planning (Miller, 2022).

9.2. Innovative Applications in the Real Estate Sector

The real estate sector must keep pace with rapidly changing technological and market dynamics. Innovative applications provide professionals with opportunities to offer more effective, efficient, and customer-focused services.

Innovative applications in the real estate sector are transforming the industry with strategies responding to technology and customer needs. Virtual and augmented reality, artificial intelligence, data analytics, sustainability, digital marketing, and mobile technologies enable real estate professionals to work more effectively and efficiently. These innovations increase industry competition while improving customer satisfaction and sales performance.

9.2.1. Virtual and Augmented Reality (VR and AR)

A. Virtual Reality (VR)

Virtual reality offers buyers the opportunity to take virtual tours of properties before physically visiting them. VR technology creates 3D models of property interiors and exteriors, providing potential customers with a realistic experience. This application is particularly effective for reaching international buyers and accelerates the sales process (Davis, 2021).

B. Augmented Reality (AR)

Augmented reality allows for the addition of digital information and visuals to existing properties. AR technology showcases the potential and personalized designs of properties, providing customers with a richer experience (Taylor, 2022).

9.2.2. Artificial Intelligence and Machine Learning

A. Predictive Analytics

Artificial intelligence and machine learning enable the prediction of market trends and customer behaviors. These technologies are used to estimate property values, assess risks, and develop customized marketing strategies (Williams, 2023).

Artificial neural networks are utilized not only in the field of engineering but also in organizational areas. The fuzzy logic method is an application of artificial intelligence. Fuzzy theory applies a linguistic control strategy that leverages human knowledge. In designing control systems, the goals and fundamental fuzzy control rules are established first, followed by the processes of fuzzification and defuzzification (Ödük and Allahverdi, 2011).

B. Chatbots and Automation

Chatbots automate customer service and provide instant responses to potential customers. These automation tools expedite information retrieval processes and improve post-sale services (Jones, 2021).

9.2.3. Data Analytics and Big Data

A. Customer and Market Analysis

Big data and analytics tools provide in-depth analyses in areas such as customer segmentation, market trends, and performance evaluations. These data are used to make strategic decisions and better understand the target audience (Friedman, 2022).

B. Geographic Information Systems (GIS)

GIS uses spatial data to create market analyses and placement strategies. These systems are utilized to evaluate the location advantages of properties and understand regional trends (Smith, 2021).

9.2.4. Sustainability and Green Certifications

A. Environmentally Friendly Buildings

Environmentally friendly buildings are construction projects based on sustainability and energy efficiency principles. These buildings minimize environmental impact while providing economic and social benefits. Various methods and standards are applied in the design, construction, and operation of such buildings.

Features of Environmentally Friendly Buildings

1. Energy Efficiency

Energy efficiency is a fundamental feature of environmentally friendly buildings. These buildings use high-performance insulation systems, energy-saving lighting, and heating/cooling systems to reduce energy consumption. Additionally, they utilize renewable energy sources (solar panels, wind turbines) to meet their energy needs (Green, 2021).

2. Water Efficiency

Water efficiency is another key feature of environmentally friendly buildings. Water-saving fixtures, water recycling systems, and rainwater harvesting systems are commonly used in these buildings. These methods reduce water consumption and contribute to water conservation (Lee & Chen, 2020).

3. Indoor Environmental Quality

Indoor environmental quality is an important factor in environmentally friendly buildings to enhance user health and comfort. The materials used in these buildings should have low VOC (volatile organic compounds) levels and be equipped with systems that improve indoor air quality (Adams, 2023).

9.2.5. Sustainable Materials and Construction Techniques

A. Green Materials

Green materials are used in environmentally friendly buildings and minimize environmental impact. These materials are typically recycled, reusable, or sourced from low-impact origins. Examples include bamboo, recycled metals, and glass used in green construction (Friedman, 2022).

B. Sustainable Construction Techniques

Sustainable construction techniques involve practices that enhance energy and resource efficiency. These techniques include increasing natural light use, applying passive design strategies, and implementing maintenance techniques that extend building lifespan (Smith, 2021).

C. Green Certifications and Standards

LEED is a globally recognized green building certification system. This certification evaluates buildings on criteria such as energy efficiency, water conservation, material use, and indoor environmental quality. LEED certification verifies the environmentally friendly features and performance of buildings.

BREEAM is a UK-based green building certification system. BREEAM assesses the environmental performance of buildings and rates them in various categories. This certification evaluates energy, water, materials, and indoor environmental quality (Lee & Chen, 2020).

Environmentally friendly buildings reduce operating costs by saving energy and water. Additionally, buildings with high environmental standards provide value appreciation and long-term investment returns. Investors and tenants show higher demand for sustainable buildings (Johnson, 2022).

Environmentally friendly buildings minimize environmental impacts and reduce carbon emissions. By using renewable energy sources, they decrease the use of fossil fuels and mitigate negative effects on nature (Brown, 2022).

These buildings improve indoor environmental quality and enhance user health. Materials with low VOC content and good air quality positively impact users' health and overall quality of life (Davis, 2021).

D. Green Certification Programs

Green certification programs such as LEED and BREEAM assess buildings' environmental performance and enhance property value. These certifications are effective tools for promoting properties with environmentally friendly features (Lee & Chen, 2020).

9.2.6. Digital Marketing and Social Media

A. Digital Marketing Tools

Digital marketing strategies are an effective method for reaching a wide audience with properties. Digital tools such as SEO, PPC advertising, and content marketing promote properties and reach potential customers (Adams, 2023).

B. Social Media Strategies

Social media platforms allow real estate professionals to promote properties and interact with customers. Social media management is a critical strategy for reaching target audiences and strengthening the brand (Miller, 2022).

9.2.7. Mobile Technologies and Applications

A. Mobile Applications

Mobile applications facilitate property information access, virtual tours, and appointment scheduling for customers. These applications make the property search process more user-friendly and improve customer experience (Johnson, 2022).

B. Location-Based Services

Location-based services provide customers with real-time information about surrounding properties. These features enable potential buyers to gain insights into the local market and enhance the appeal of properties (Brown, 2022).

10. CONCLUSION

The perception of real estate as an investment vehicle has significantly influenced the rapid development of the sector. Increasing investor interest, favorable market dynamics, technological innovations, economic factors, changing consumer preferences, and globalization all contribute to the industry's growth. As individuals continue to view real estate as a strategic investment, the evolution and expansion of the sector are expected to continue.

However, the real estate sector is characterized by its dynamic nature and constantly changing market conditions. Achieving success in real estate sales is directly related to developing effective strategies and keeping up with current trends. A successful real estate sales process begins with detailed market research and analysis. Understanding the characteristics of the property for sale, price range, local market trends, and competitors forms the foundation of an effective sales strategy. This data is critical for accurate pricing and target audience identification. Real estate advisors are specialized in market knowledge, property valuation, and the management of the sales process. The support of a professional advisor is crucial for the proper promotion, marketing, and efficient execution of the sales process. At this point, the concept of field planning comes into play.

Real estate sales field planning is one of the cornerstones of a successful real estate sales process. This process plays a critical role in effectively communicating with potential buyers, achieving sales goals, and gaining a competitive advantage in the market. The fundamentals covered in our book comprehensively examine the key strategies, methods, and practices necessary for effective field planning.

The foundations of real estate sales field planning require good planning and strategic thinking. First, it is important to accurately define the target market and customer base. This determines which regions and customer segments the field team should focus on. Additionally, conducting an effective target audience analysis and market research during this process is essential for adapting sales strategies based on these findings.

Strategic field planning often involves the integration of data analytics and technological tools. These tools enable monitoring and analysis of performance at every stage of the sales process. Specifically, CRM software, data analytics, and reporting tools can be used to enhance the effectiveness of

the field team. These technologies offer significant advantages in tracking customer interactions, analyzing sales data, and making strategic decisions.

Effective communication is a critical component for the success of field planning. Balancing coordination within the sales team and communication with customers is essential for achieving sales targets. The field team must collect customer feedback, measure satisfaction, and ensure effective communication throughout the sales process. Moreover, a good communication strategy in field planning strengthens collaboration and coordination among team members.

Performance measurement and analysis provide the necessary tools to evaluate the success of field planning. Regularly monitoring sales performance helps understand the team's strengths and weaknesses. Performance indicators show the extent to which sales goals are met, which strategies are effective, and which areas need improvement. These analyses allow for the optimization of both field teams and overall strategies.

Field planning in the real estate sector is continually evolving. Future trends and innovative practices may make real estate sales processes more efficient and effective. Specifically, advancements in technology and digital transformation have introduced significant changes to field planning. Smart buildings, data analytics, artificial intelligence, and other technologies are transforming sales strategies and customer interactions. Therefore, keeping up with future trends and innovations in real estate sales is crucial for remaining competitive and adapting to industry changes.

Real estate sales field planning forms the building blocks of a successful sales process. Effective field planning is achieved through accurate target market analysis, strategic thinking, effective communication and coordination, performance measurement and analysis, and innovative applications. Field planning not only drives the sales process but also forms the foundation for customer satisfaction and long-term success. Thus, understanding the importance of field planning, implementing strategies, and continuously improving are critical steps for achieving sustainable success in real estate sales.

In the future, technological innovations and digital transformation will play a significant role in field planning. Technologies such as smart cities, data analytics, and artificial intelligence have the potential to revolutionize field

planning. These innovations will enhance the efficiency and effectiveness of field planning.

In conclusion, real estate sales field planning should be reinforced with a detailed strategic approach, technological innovations, and customer-focused services. Real estate professionals can achieve more effective and efficient sales processes by considering these elements in field planning. The rapid changes and developments in the industry require continuous updates and improvements in field planning. In this context, successful field planning will be a decisive factor in determining the competitive advantage in the sector.

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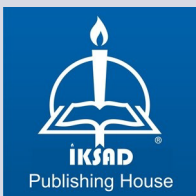
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