The Relationship Between Prop tech Adoption and Sales Efficiency and Client Engagement

Kathleen B. Ocampo
https://orcid.org/0009-0007-8819-9753
kathleenvbartolome@gmail.com
University of Perpetual Help System DALTA
Manila, Philippines

Abstract

This research investigated the interrelationship of Prop Tech adoption, sales efficiency, and client engagement of Philippine real estate companies and was to serve as a foundation for a proposed Digital Optimization Framework. Given guidance from the Technology–Organization–Environment (TOE) model and the Unified Theory of Acceptance and Use of Technology (UTAUT), a descriptive–correlational design was employed, and 100 real estate professionals were surveyed. Results indicated that the responses reflected a heterogeneous demographic profile in age, gender, education level, job position, and years of experience to ensure a wide view of PropTech practices. The level of PropTech adoption in the areas of AI-powered CRM systems, virtual property tours, and integration into everyday sales and client services was rated uniformly high, but strategic usage, such as personalization and client retention, was still underutilized. Sales efficiency and client engagement were similarly rated high, with strengths observed in lead conversion, transaction accuracy, and responsiveness, but potential for improvement in automation, integration of feedback, and selective communication. Correlational findings showed weak but statistically significant positive associations of Prop Tech adoption and both sales efficiency and client engagement. These findings highlight the necessity of integrating Prop Tech into organizational strategies and led to the creation of a proposed Digital Optimization Framework with the objective of increasing efficiency, client-centricity, and sustainable competitiveness in the real estate industry.

Keywords: Prop Tech Techadoption, sales efficiency, client engagement, digital optimization, Philippine real estate