

# AI-Driven Real Estate Portals: Enhancing Property Discovery and Buyer Experience

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**Abstract:** *The rapid digital transformation of the real estate sector has led to the development of online platforms that streamline property listings, transactions, and user interactions. This paper presents the design and implementation of a Real Estate Website that enhances property discovery, buyer-seller communication, and transaction transparency. The platform integrates responsive web design, advanced search filters, interactive property visualization, and automated recommendation systems to improve user experience and engagement. Additionally, the study explores key technological advancements, including artificial intelligence (AI) for predictive analytics, geographic information systems (GIS) for location-based insights, and blockchain for secure transactions. A comparative analysis is conducted to evaluate the efficiency of digital platforms over traditional real estate practices. The results indicate that web-based real estate solutions significantly enhance accessibility, reduce operational costs, and improve decision-making for buyers, sellers, and real estate agents. Future work aims to incorporate virtual reality (VR) for immersive property tours and AI-driven price estimation models to further refine the user experience. This paper contributes to the growing body of research on technology-driven real estate solutions and highlights potential innovations in the field.*

**Keywords:** Artificial Intelligence, VR, GIS, Automation