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Research on New Residential Digital Brokerage Services

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Abstract: In this paper, the digital economy era of residential service as the background, first explained the connotation of new residential service, and then analyzed the new residential service market status, and then elaborated the new residential service technology application landing, become the realization of wisdom to benefit the people, embrace the intelligent wave of real estate brokerage industry. Finally, the paper puts forward the path of digital transformation of residential service industry: in-depth industry, insight into business, refining key elements of business, building index system; Under the constraints of resources and technology, concentrate resources and make strategic choices; Standard productization, data accumulation, feedback business; Product intelligence, reconstruction process.

Keywords: New Residence; Digital Brokerage Service; Digital Transformation.

1. Introduction

In the era of digital economy, all elements of the economy and society are affected by digitalization, from small personal information and life to large enterprise management and marketing. Digitization has also given birth to the rise of new residence. After decades of reform and development, the real estate market has become a pillar industry of China's economy and one of the important forces to promote China's economic development and social progress. However, with the continuous development of the real estate market, the market supply and demand relationship is also changing, coupled with the influence of relevant policies, China's real estate market gradually tends to saturation, a single brokerage service and channel sales also affect the transmission of real estate enterprises information.

Therefore, in the new residential era, real estate brokerage services also need digital transformation and development.

2. The Connotation of New Residential Services

The new residential service refers to the new residential era, providing professional and professional services in the residential field, and providing high-value services that meet the psychological needs and emotional experience of consumers. The construction of new residential services must take digitalization as the new infrastructure, so as to realize the full rise of the value of service providers and promote the integration[1] of services in the whole industrial chain.

Under the digital framework, although each subject in the industrial chain of the big residential industry is different from each other, it can be integrated through deconstruction, reconstruction and interaction. On the one hand, online and offline are integrated; on the other hand, elements flow and interact with each other, but they are still a community of interests. Reflects its change from linear to three-dimensional, from independent to integrated, from single to multiple, so as to build a new housing cube.

The new residential cube mainly integrates development, property, community, home improvement, housekeeping and other organizations, develops according to user needs, develops and connects home improvement services, property management services, and community services. Based on the basic premise of digital technology, it provides users with high-quality and efficient residential maintenance, transaction, rental, decoration, moving and other services. Through the integration and interaction of multiple subjects, To provide users with integrated, one-stop housing management services.

3. The Current Situation of the New Residential Service Market

According to the Shell Research Institute and the Blank Research Institute released the "Third Great transformation: The report said that the current Chinese residential market is entering the third great transformation period, entering the new housing model of "multi-subject supply, multi-channel security, rent and purchase simultaneously", and is shifting from "steel and cement" to the residential service industry with an annual transaction scale of up to 30 trillion yuan, becoming an important support for economic circulation.

The report shows that in the past 20 years,the sales volume of commercial housing has accumulated 112 trillion yuan, the housing stock area has exceeded 35 billion square meters, and the average number of housing units is greater than 1. China has bid farewell to the housing shortage on the whole and achieved the basic balance of housing. The real estate industry has fully entered the housing era from the purchase era. In the next decade, or even the next 30 years, six new waves of housing service, digitalization, whole industrial chain, quality living, metropolitan area and institutional leasing will be set off, and then deeply restructure the pattern of China's housing market.

3.1. Residential Services in the Housing Industry are the Main Force, and Digitalization is Rapidly Penetrating the Real Estate Market

In the future, China's rental population will exceed 250 million people, this huge demand base will stimulate the overall growth of the rental service industry, from the rental housing rental, decoration, transformation, maintenance and post-rental cleaning, moving and other services are potential

growth points, the future of residential service market potential is huge. At the same time, property management is also a rapidly developing industry, in the tube area of more than 20 billion square meters, the future will continue to grow further.

Therefore, in the new era of housing, housing is no longer a simple development and manufacturing industry, the real estate industry chain will be divided around asset management, providing long-term services such as leasing, decoration, community, and elderly care, and residential service providers will become the main force of the era.

In recent years, China's property companies, chain intermediary companies, Internet trading companies, housing technology companies have developed rapidly, digitalization is fully penetrating into the traditional real estate market, the future will be in the production, circulation, leasing, transformation and other links set off a wave of digitalization.

Digitalization will be derived in the housing field of digital space, intelligent customer service, remote collaboration and automated decision making, assets and credit digitization and other market space, digital space technology can be applied to housing and decoration design, housing and service information display, housing information, facility maintenance and other links and scenes. In the next decade, with the role of policy, technology, industry and other factors, the digital economy will upgrade to the intelligent economy, and the digitization of residential services will realize the accelerated development, and the intelligent will reconstruct all aspects of residential services, and will create new digital opportunities.

3.2. The Whole Industrial Chain is Closed Loop to Reconstruct the Value Chain, and the Housing and Service have Entered the Era of Quality

With the development of society, the division logic of the housing industry chain has changed from the traditional development, agency, intermediary, property, home improvement and other subcategories to be independent of each other and develop independently, gradually accelerating integration, and the industrial boundary is becoming increasingly blurred. Developers began to penetrate into the property, intermediary, home improvement and other links; Ali, Jingdong, headlines and other Internet giants will also cross the boundary to the housing transaction and service link, the industry chain will be more and more participants, the value chain of housing will be deeply integrated and reconstructed, the industry chain from segmentation to integration, forming a new living ecology. It is mainly manifested in two aspects, one is manifested in the new house, second-hand house, rental, old renovation, decoration, property, asset management, and more pre-sale and after-sales services will be organically linked to form a unified market system; Second, different transaction subjects such as buyers, sellers, brokers and housekeeping services of housing transactions will be activated to optimize the transaction process and form a closed loop of transactions.

At present, in the new residential field in China, the process of integrated service platform is accelerating at the transaction level, and constantly improving the industry infrastructure. As housing shifts from transaction to residence, the platform will also move from transaction to residence. With transaction as the center, it will gradually expand its business in accordance with the path of second-hand housing, new housing, rental, home improvement and residential peripheral services, and gradually establish a one-stop service platform for new housing demand in China. The comprehensive service platform will promote the integration of offline and online, forming a new closed loop of real estate transactions. Under the demand of "living better",the housing will be fully upgraded in the next decade, and the new residence means that it will enter the "quality era", which requires double promotion in the hardware housing itself and software services. In terms of hardware, the prefabricated building, smart home and other industries will be popular; Urban renewal, housing renovation and other areas are pregnant with huge market opportunities. In software, property management from extensive development to professional, intelligent.

3.3. The Real Estate Market Continues to Rise, and Intermediary Services are Fully Penetrated

With the continuous progress of urbanization, the continuous release of the demand for housing improvement, and the creation of part of the housing demand by urban renewal and transformation, the housing demand has been increasing, and the investment in real estate development in 2021 will be 14,760.2 billion yuan, an increase of 4.4 percent over the previous year. The added value of the real estate industry was 7,756.1 billion yuan, up by 5.2 percent. The real estate market continued its upward trend.

Among them, the influence of second-hand channels on new home sales has increased, completely changing the way of new home sales. The potential demand for new homes comes more and more from second-hand house owners, which will accelerate the ability of developers' sales offices to obtain customers is getting smaller and smaller, and second-hand house brokers have become an irreplaceable important channel in new house transactions. Intermediary channels will be the full product line, the whole process, linkage, underwriting and other ways to fully penetrate.

4. The Application of New Residential Service Technology Landing

In September 2016, as the president of the Group of Twenty (G20), China for the first time listed "digital economy" as an important topic in the G20 blueprint for innovative growth, and adopted the G20 Initiative on Digital Economy Development and Cooperation at the G20 Hangzhou Summit. In the past five years, with the rapid development of Internet technology in China, the digital economy has become an important driving force for the transformation of the quality, efficiency and momentum of economic development, leading to higher quality, more efficient, fairer and more sustainable economic and social development.

From the perspective of industrial practice in the past five years, the digital economy has shown two major development trends: First, the digital enhancement of the industry, from online links such as information matching and commodity matching, gradually deepening to offline physical services such as trading, supply chain and production. Secondly, the upgrading of consumer demand forces the industry to use digital means to promote quality improvement. Many enterprises pay more and more attention to improving technical capabilities, empowering service

providers, and advocating industry cooperation.

In this context, a new era of technology-driven housing is coming. With the rapid progress of information technologies such as cloud computing, big data and artificial intelligence, the demand in the field of residential services is constantly upgrading, and digital technology is forcing changes, effectively promoting the integration of services in the whole industrial chain of housing.

In 2021, the concept of "digital space" is born. The digital reproduction of residential space information makes space known, perceptible and usable online, forming a digital carrier connecting people and space, people and people, and people and things. It includes the basic dimension, hidden dimension and interactive dimension of spatial data, and can be derived from a large number of digital and intelligent application scenarios through comprehensive informatization. In the trilateral network relationship of housing source, consumer and broker, it is necessary to focus on one of the key elements and leverage the network effect of each side. Considering the scarcity of housing supply and strong information attributes, the informationization of housing has become the key to leverage housing transactions. After breaking through the housing data at a single point, the digital process of "room → guest → person" has been formed.

Specifically speaking, relying on the construction of AI and data intelligent panorama, it promotes the formation of industry-leading spatial data service providers. In the face of the weakness of online infrastructure, based on sufficient reserves in data, algorithms and computing power, AI algorithm models are introduced to fill the gap in the three core scenarios of AI content,AI efficiency and AI assistant.

In terms of AI content, the intelligent production of real estate content is realized; In terms of AI efficiency, the efficiency of quality control customer service is greatly improved by optimizing the efficiency of the operation background, and the labor cost is reduced; AI assistant can help brokers accurately identify and tap the deep needs of users through intelligent means, and minimize the variance problem of brokers and residential services.

In the context of data intelligence, through open data resources and technical capabilities, accurately connect both ends of supply and demand, and reshape the interaction between people, rooms, guests and data. Therefore, relying on digitalization and standardization, build the underlying model of intelligent development of the housing industry, and constantly land digital upgrade services, in order to truly realize the wisdom of benefiting the people and embracing the intelligent wave[2] of the real estate brokerage industry.

5. The Path of Digital Transformation of Residential Service Industry

Digital development can be summarized into four steps: the first step, in-depth industry, insight into the business, refine the key elements of the business, build an indicator system; The second step, under the constraints of resources and technology, concentrate resources and make strategic choices; The third step, standard productization, data accumulation, feed back the business; The fourth step, product intelligence, reconstruction process.

5.1. Gain Insight into the Business and Refine Key Elements

The premise of digitization is business understanding. Take residential transaction service as an example, its business essence is to obtain the owner's entrustments, insight into customer needs, brokers provide professional information matching, transaction matching services, to achieve the best match [3] between housing (owners) and consumers. Therefore, the key elements of housing transactions are housing and consumer brokers. Housing is a high-density information group of housing location information, structure information, property right information and supporting information. Customers take buyers as the core of housing demand, and brokers are the main body providing professional services.

A transaction network connecting supply and demand is formed between housing sources and consumers, and the interaction between consumers and brokers constitutes a service network, while the circulation of housing information and consumer demand among brokers is the cooperation network of brokers.

5.2. Resource Focus and Strategic Choice

In the trilateral network relationship between housing sources, consumers and brokers, it is difficult to do three things well at the sametime, so it is necessary to focus on one of the key elements and leveragethe network effect on each side. In the era of rapid economic growth,a large influx of floating population and short supply of housing, housing supply has become the key to leverage housing transactions. First of all, housing data can assist store layout and operation management. The background ofscarce housing supply determines that "guarding customers by housing" is an effective strategy.Secondly, housing data can change the inefficient way of operation and achieve cooperation. Finally, housing has strong information properties and is easy to be digitized.

Based on the above considerations, breaking through the housing market is a key element of the first priority. After breaking through the housing data at a single point, with the development of mobile Internet technology and the wide application of smart phones, the behavioral data of consumers and brokers can be recorded in more dimensions, thus forming the digitization process of housing → guests → people.

5.3. Standard Productization, Data Accumulation, Feedback the Business

Afterbusiness understanding and resource focus, the primary solution is the standardization of elements and processes. The standardization of housing resources requires structural splitting and definition of housing information. The standardization of housing information is divided into two main lines, the vertical axis is called structural information, to determine the physical address of the house, starting from the city, the following is the urban area - administrative district - business district - real estate - building - unit - floor - household, until the room can no longer be divided. The horizontal axis is called the attribute, which records the corresponding information of the level, such as at the level of the business district, how many supporting facilities are around the property, what are they, how far away from the property, what location in the property.

The description of consumer demand is vague and changes all the time, and decision-making is often reflected in an uncertain psychological activity. Therefore, it is difficult to informationize and standardize this invisible and

indescribable demand. Therefore, the standardization of consumer factors is realized through the disassembly of consumer information and behavior funnel, while the variance of broker's service ability leads to the standardization dilemma of human beings, and the standardization of broker means the disassembly and quantification of broker's service actions and trips. The behaviors and rules involved in all links are determined one by one, housing management is established as the core operating rule, and the standards of housing entrustment, input and release are solved.

5.4. Product Intellectualization and Process Reconstruction

In the traditional industry, it is difficult for each subject and each link to collect data, the application is relatively independent and relatively closed, and the interoperability of data information between each other is poor, and "data island" is thus generated. Therefore, through data collection and application collection, it is particularly important to break the data island, build human-house-guest relationship network, and record user data and user behavior data.

At the same time, the AI model is used to formalize the implicit reasoning relationship between the data and build a network of industry knowledge graph, so that the data types and dimensions are more diverse, the coverage areas are more extensive, the data labels are more abundant, and a more perfect knowledge relationship network [4]

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