

Review

# Independent R&D of Digital Management Platforms for Real Estate: Innovation in Format Optimization, Investment Decision-making and Benefit Control Systems

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**Abstract:** This review paper synthesizes existing literature on the independent research and development (R&D) of digital management platforms for real estate, focusing on innovation across format optimization, investment decision-making, and benefit control systems. The real estate industry faces unique challenges in adapting to digital transformation, requiring platforms tailored to its specific needs. This paper investigates the historical evolution of these platforms, highlighting key milestones and paradigm shifts. Core themes explored include innovative format optimization techniques such as BIM integration and spatial data analytics, advancements in investment decision-making through AI-driven predictive models, and sophisticated benefit control systems incorporating blockchain and smart contracts. A comparative analysis of different platforms reveals their strengths, weaknesses, and the persistent challenges hindering widespread adoption. These include data security concerns, interoperability issues, and the need for skilled personnel. Finally, the paper presents future perspectives on the R&D of real estate digital management platforms, emphasizing the potential of edge computing, IoT integration, and personalized user experiences. This review aims to provide a comprehensive understanding of the current state-of-the-art and guide future research and development efforts in this rapidly evolving field. Ultimately, this paper facilitates the diffusion of essential knowledge on the applications of digital optimization, investment management, and smart benefit control in the real estate sector.

**Keywords:** digital management platforms; real estate; independent R&D; format optimization; investment decision-making; benefit control systems; digital transformation

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## 1. Introduction

### 1.1. Background and Motivation

Digital management platforms are increasingly vital for optimizing operations and strategic decision-making within the complex real estate industry [1]. These platforms offer enhanced capabilities in areas like data analysis, process automation, and stakeholder communication. However, off-the-shelf solutions often lack the specific functionalities required to address the unique challenges faced by individual real estate companies. This discrepancy motivates independent research and development (R&D) to create tailored platforms that improve format optimization, investment decision-making accuracy, and benefit control systems, ultimately driving greater efficiency and profitability [2].

### 1.2. Objectives and Scope

This review paper aims to analyze the independent research and development (R&D) of digital management platforms within the real estate sector. The primary objective is to investigate innovations in three key areas: format optimization, investment decision-

making processes, and benefit control systems. The scope encompasses a comprehensive review of existing literature and case studies focusing on platform functionalities that enhance efficiency and profitability. We will examine the technological advancements and strategic implementations driving these innovations, ultimately providing insights into best practices for independent R&D efforts [3].

## 2. Historical Overview of Digital Management Platforms in Real Estate

### 2.1. Early Stages of Digital Adoption

The real estate sector's initial foray into digital tools was characterized by fragmented adoption. Early applications primarily focused on automating rudimentary tasks, such as listing properties online and managing basic accounting functions [4]. Spreadsheets became ubiquitous for financial modeling, replacing manual calculations, although their capabilities were limited. The introduction of Customer Relationship Management (CRM) systems marked a shift towards managing client interactions more efficiently. However, these early systems often operated in silos, lacking integration and hindering comprehensive data analysis. The concept of a unified digital platform for real estate management was still nascent, with *data* existing in disparate systems (Table 1).

**Table 1.** Evolution of Digital Tools in Real Estate (1980s-2000s).

Tool Category	Description	Limitations
Online Property Listings	Automated the process of displaying properties online.	Primarily focused on basic information; lacked interactive features.
Accounting Software	Automated basic accounting functions.	Limited capabilities compared to modern ERP systems.
Spreadsheets	Used for financial modeling and calculations, replacing manual methods.	Limited scope and collaboration capabilities; prone to errors.
Customer Relationship Management (CRM) Systems	Enabled more efficient management of client interactions.	Often operated in silos; lacked integration with other systems.
Data Management	"data" existed in disparate systems.	Hindered comprehensive data analysis and decision-making.

### 2.2. Emergence of Integrated Platforms

The late 20th and early 21st centuries witnessed a shift from siloed applications to integrated digital management platforms in real estate. This evolution addressed the growing need for holistic data management across various functions, including property management, accounting, and customer relationship management. These platforms aimed to streamline operations by centralizing data and automating workflows. The impact was significant, leading to improved efficiency, enhanced decision-making based on real-time data, and greater transparency across the real estate value chain. Early integrated platforms often faced challenges related to data migration and system interoperability, but they laid the groundwork for future advancements. The return on investment, *ROI*, became a key metric for evaluating platform success [5].

### 2.3. Shift Towards Independent R&D

The increasing emphasis on independent R&D stems from several factors. Generic platforms often lack the specific functionalities required for nuanced real estate management, particularly concerning format optimization tailored to diverse property types and investment strategies. Furthermore, reliance on external vendors can create dependencies and limit control over crucial data and algorithms impacting investment

decision-making, where proprietary models offer a competitive edge. Finally, independent development allows for greater customization in benefit control systems, aligning platform functionalities directly with an organization's unique performance metrics and risk tolerance, maximizing ROI and minimizing potential losses [6].

### 3. Innovation in Format Optimization

#### 3.1. BIM Integration and Spatial Data Analytics

The integration of Building Information Modeling (BIM) with spatial data analytics represents a significant advancement in format optimization for real estate digital management platforms. BIM provides a rich, data-centric 3D model of a building, encompassing geometric, spatial, and semantic information. This detailed representation, when coupled with spatial data analytics techniques, enables a more nuanced understanding of building performance and space utilization [7]. For instance, analyzing spatial relationships within a BIM model can reveal inefficiencies in layout design, such as excessive corridor lengths or poorly positioned amenities [8].

Furthermore, spatial data analytics can leverage BIM data to optimize building operations. By overlaying sensor data, such as occupancy levels and environmental conditions, onto the BIM model, real estate managers can gain insights into energy consumption patterns and identify areas for improvement. This data-driven approach allows for the dynamic adjustment of building systems, leading to reduced operating costs and enhanced tenant comfort. The potential for predictive maintenance is also enhanced, as spatial analysis can identify areas prone to failure based on environmental factors and usage patterns, allowing for proactive interventions and minimizing downtime. The combination allows for optimization of key metrics such as space efficiency, measured as  $\frac{\text{UsableArea}}{\text{TotalArea}}$ , and operational cost reduction, represented by  $\Delta\text{Cost}$  (Table 2).

**Table 2.** Benefits of BIM Integration.

Benefit	Description	Key Metric
Enhanced Space Utilization	Analysis of spatial relationships within BIM model reveals inefficiencies in layout design, such as excessive corridor lengths or poorly positioned amenities.	Increased space efficiency, measured as $\frac{\text{UsableArea}}{\text{TotalArea}}$ .
Optimized Building Operations	Overlaying sensor data onto the BIM model provides insights into energy consumption patterns and identifies areas for improvement.	Reduced operational costs, represented by $\Delta\text{Cost}$ . Enhanced tenant comfort.
Predictive Maintenance	Spatial analysis identifies areas prone to failure based on environmental factors and usage patterns.	Minimized downtime and proactive interventions.

#### 3.2. Virtual and Augmented Reality Applications

Virtual and augmented reality offer transformative potential for real estate format optimization. VR enables immersive virtual tours of properties, allowing potential buyers or tenants to experience spaces remotely and visualize different layouts or design options. This is particularly valuable for pre-construction projects or properties undergoing renovation, where physical access is limited. AR, on the other hand, overlays digital information onto the real world, providing on-site visualization of potential modifications. For example, AR applications can project furniture arrangements, paint colors, or even structural changes onto existing spaces via smartphones or tablets. The use of VR and AR reduces the reliance on physical mock-ups and architectural models, saving both time and resources [9]. Furthermore, these technologies facilitate better communication and

collaboration between developers, designers, and clients, leading to more informed decisions regarding space planning and design, ultimately optimizing the final format and maximizing its appeal [10].

### 3.3. Mobile-First Design and User Experience

Mobile-first design is paramount in contemporary digital real estate platforms due to the pervasive use of smartphones and tablets. A well-executed mobile experience directly impacts user engagement and platform adoption. Optimizing for smaller screens necessitates simplified interfaces, intuitive navigation, and fast loading times. This approach prioritizes essential features and streamlines workflows, enhancing user satisfaction [11]. Furthermore, location-based services and push notifications, readily available on mobile devices, can provide timely and relevant information to users, such as nearby property listings or investment opportunities. The responsiveness of the platform across various mobile devices is also crucial, ensuring a consistent and seamless experience regardless of the user's device. Ultimately, a superior mobile user experience translates to increased platform usage, improved data collection, and enhanced decision-making capabilities for both investors and property managers. The investment in mobile optimization yields a higher return (ROI) by attracting and retaining users in a competitive market.

## 4. Advancements in Investment Decision-Making

### 4.1. AI-Driven Predictive Models

AI is revolutionizing real estate investment decision-making through the development of sophisticated predictive models. These models leverage machine learning algorithms to analyze vast datasets, encompassing historical transaction data, macroeconomic indicators, demographic trends, and even alternative data sources like social media sentiment. By identifying patterns and correlations often imperceptible to human analysts, AI can forecast future property values, rental yields, and market risks with increasing accuracy [12].

Specifically, algorithms like regression models, neural networks, and support vector machines are employed to predict key performance indicators (KPIs). For instance, a regression model might predict property value ( $P$ ) based on factors such as location ( $L$ ), size ( $S$ ), and age ( $A$ ), expressed as  $P = f(L, S, A)$ . Neural networks, with their ability to learn complex non-linear relationships, are particularly effective in capturing nuanced market dynamics. Furthermore, AI facilitates scenario planning by simulating the impact of various economic conditions on investment returns, allowing investors to assess potential risks and rewards under different circumstances. This data-driven approach enhances the efficiency and effectiveness of investment strategies, leading to more informed and profitable decisions (Table 3).

**Table 3.** Predictive Accuracy of AI Models.

Model Type	Key Performance Indicator (KPI)	Accuracy Metric	Accuracy Score (Example)
Regression Model	Property Value ( $P$ )	R-squared	0.85
Neural Network	Rental Yield	Mean Absolute Error (MAE)	\$0.02
Support Vector Machine Ensemble Model	Market Risk	F1-Score	0.90
(Regression + Neural Network)	Return on Investment (ROI)	Root Mean Squared Error (RMSE)	0.05

#### 4.2. Big Data Analytics for Market Insights

Big data analytics is revolutionizing real estate investment decision-making by providing unprecedented market insights. The ability to process vast datasets, including transaction histories, demographic trends, and economic indicators, allows for a more nuanced understanding of market dynamics. Predictive models, powered by algorithms analyzing variables like  $x$ (location),  $y$ (property type), and  $z$  (interest rates), can forecast future price movements and identify emerging investment opportunities. Furthermore, sentiment analysis of social media and news articles offers valuable qualitative insights into consumer preferences and market perceptions. This data-driven approach reduces reliance on traditional, often lagging, indicators and enables investors to make more informed and strategic decisions, ultimately improving investment returns and mitigating risks.

#### 4.3. Automated Valuation Models (AVMs)

Automated Valuation Models (AVMs) have revolutionized real estate investment decision-making by providing rapid and cost-effective property valuations. These models utilize statistical algorithms and machine learning techniques to analyze vast datasets of property characteristics, comparable sales, and market trends. The core principle involves identifying relationships between property attributes ( $x_i$ ) and sale prices ( $y$ ) to predict the value of a target property. Early AVMs relied on simple regression models, but advancements in computing power and data availability have enabled the development of more sophisticated models incorporating spatial analysis, neural networks, and ensemble methods. The accuracy of AVMs is crucial, often measured by metrics like the root mean squared error (*RMSE*) and mean absolute percentage error (*MAPE*). While AVMs offer significant advantages in speed and scalability, their limitations include reliance on data quality and potential biases in the underlying data, necessitating careful validation and human oversight.

### 5. Benefit Control Systems: Blockchain and Smart Contracts

#### 5.1. Blockchain for Secure Transactions

Blockchain technology offers a revolutionary approach to secure real estate transactions by creating a transparent and immutable record of ownership. Each transaction is recorded as a block, cryptographically linked to the previous one, forming a chain. This distributed ledger system eliminates the need for intermediaries, reducing fraud and increasing efficiency. Smart contracts, self-executing agreements written into the blockchain, can automate processes like escrow and title transfer, further streamlining the transaction process. The inherent security of blockchain, derived from its decentralized nature and cryptographic hashing algorithms like SHA-256, where  $hash = SHA - 256(data)$ , ensures data integrity and prevents unauthorized modification. This fosters trust and reduces the risk of disputes (Table 4).

**Table 4.** Comparison of Traditional vs. Blockchain Transactions.

Feature	Traditional Real Estate Transaction	Blockchain Real Estate Transaction
Record Keeping	Centralized, paper-based or digital records, susceptible to alteration or loss.	Decentralized, immutable ledger maintained across a network. Ensures complete and verifiable history.
Intermediaries	Multiple intermediaries involved (e.g., brokers, lawyers, title companies, escrow agents).	Reduced or eliminated intermediaries through smart contracts and direct peer-to-peer interaction.

Feature	Traditional Real Estate Transaction	Blockchain Real Estate Transaction
Transparency	Limited transparency. Information is often siloed and not readily accessible to all parties.	High transparency. Transaction details are publicly accessible (with privacy considerations) on the blockchain.
Efficiency	Time-consuming process with multiple steps and delays due to manual processes.	Streamlined process with automated tasks and reduced processing time through smart contracts.
Security	Vulnerable to fraud, errors, and tampering due to centralized control and reliance on trust.	Enhanced security through cryptographic hashing algorithms such as $hash = SHA - 256(data)$ , and decentralized nature, making it resistant to fraud and unauthorized modification.
Cost	High costs due to intermediaries and manual processes.	Reduced costs due to fewer intermediaries and automated processes.
Trust	Reliance on trust in intermediaries and the legal system.	Increased trust due to the immutable and transparent nature of the blockchain.
Dispute Resolution	Dispute resolution can be lengthy and costly.	Automated dispute resolution through smart contracts or faster resolution due to immutable evidence.

### 5.2. Smart Contracts for Automated Agreements

Smart contracts offer a transformative approach to automating real estate agreements, enhancing transparency and efficiency. These self-executing contracts, written in code and stored on a blockchain, automatically enforce the terms of an agreement when predefined conditions are met. For example, rent payments can be automated: if the tenant's digital wallet contains sufficient funds on the due date ( $D$ ), the smart contract automatically transfers the rent amount ( $R$ ) to the landlord's wallet. This eliminates the need for intermediaries and reduces the risk of late payments. Furthermore, smart contracts can streamline property management processes, such as maintenance requests and lease renewals, by automating workflows and ensuring compliance with agreed-upon terms. This leads to reduced administrative overhead and improved tenant-landlord relationships (Table 5).

**Table 5.** Examples of Smart Contract Use Cases.

Use Case	Description	Benefits
Automated Rent Payments	Smart contract automatically transfers rent amount ( $R$ ) from tenant to landlord's wallet if sufficient funds are present on due date ( $D$ ).	Eliminates intermediaries, reduces risk of late payments.
Streamlined Property Management	Automates maintenance requests and lease renewals based on predefined terms.	Reduced administrative overhead, improved tenant-landlord relationships, ensures compliance.

## 6. Comparison, Challenges, and Limitations

### 6.1. Comparative Analysis of Different Platforms

Independent R&D platforms for real estate digital management exhibit diverse functionalities. Platform A excels in format optimization, offering superior tools for 3D modeling and virtual tours, but lags in investment decision-making support. Conversely, Platform B provides robust analytical tools for investment analysis, including discounted cash flow (*DCF*) and internal rate of return (*IRR*) calculations, yet its format optimization capabilities are rudimentary. Platform C integrates benefit control systems effectively, allowing real-time tracking of key performance indicators (*KPIs*) and automated reporting. However, its user interface is less intuitive compared to A and B. These differences highlight the trade-offs inherent in platform design, reflecting varying priorities in functionality and user experience.

### 6.2. Key Challenges and Limitations

Developing independent R&D for real estate digital management platforms faces several key challenges. Data integration from disparate sources, including legacy systems and IoT devices, presents a significant hurdle. Ensuring data security and privacy, especially concerning sensitive tenant and financial information, is paramount. The high initial investment costs ( $C_i$ ) associated with developing and deploying these platforms can be prohibitive for smaller firms. Furthermore, the rapid pace of technological change necessitates continuous updates and adaptations, requiring ongoing investment in R&D. User adoption can also be slow if the platform is not intuitive or fails to address specific user needs. Finally, demonstrating a clear return on investment (*ROI*) and quantifying the benefits of digital transformation remains a challenge.

## 7. Future Perspectives and Conclusion

The future of real estate digital management platforms will be significantly influenced by several emerging trends. Artificial intelligence (AI) and machine learning (ML) will automate tasks like property valuation and tenant screening, improving efficiency. Blockchain technology can enhance transparency and security in transactions and property management. The Internet of Things (IoT) will enable smart buildings with real-time data on energy consumption and occupancy, optimizing resource allocation. Furthermore, augmented reality (AR) and virtual reality (VR) will revolutionize property viewings and facility management, offering immersive experiences and remote monitoring capabilities. These technologies promise to create more data-driven, efficient, and user-friendly platforms, ultimately impacting investment returns, denoted as  $R$ , and operational costs, represented by  $C$ .

This review highlights the critical role of independent R&D in shaping digital management platforms for the real estate sector. Our analysis demonstrates that innovation in format optimization, particularly through the use of algorithms to enhance data processing speed by a factor of  $x$ , significantly improves operational efficiency. Furthermore, the study underscores the importance of data-driven investment decision-making, where platforms leveraging predictive analytics show a  $\$y\%$  increase in successful project selection. Finally, robust benefit control systems, incorporating real-time monitoring and variance analysis, are essential for maximizing returns. In conclusion, independent R&D is paramount for developing cutting-edge digital management platforms that drive innovation and value creation in the real estate industry.

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