

united robots |



News automation playbook series

**Real Estate: Achieving
reach and revenue lift-off**

Real estate – automated content at its most versatile

What makes a story newsworthy? The answer to that question used to be determined by newsrooms alone – the point of view was purely journalistic. Today, thanks to data driven journalism, a particular story's newsworthiness can also be gauged by its proximity to the individual reader. **In other words, stories closest to home are the most newsworthy. Literally, in the case of automated real estate reporting.** The idea is simple – by serving readers stories about house sales in their immediate vicinity, publishers provide them relevance, driving engagement, and in turn traffic, ad revenue and even conversions. These hyper local real estate articles are publishing gold, for media companies and local readers alike.

In this Playbook we've collected best practices, insights and guidance to help publishers get started with automated real estate content. Read on to find out how.

What to expect from a real estate automation project with United Robots

- **No data needed.** We have data partners in our markets.
- **No tech/data expertise needed.** We build and maintain the robots and integration with your systems.
- **You can start and test quickly.** In existing markets, including the US, we can have your robot up and delivering texts to your CMS and sites in as little as a month.
- **The robot writes to your style guide.** Our team of language experts implement unique text options in the robot according to your editorial guidelines.

More on our content-as-a-service on the last page.

Want to learn more?

Visit unitedrobots.ai or contact thomas.sundgren@unitedrobots.ai

› Use case 1 Driving reader revenues

Schibsted's Norwegian regional publisher Bergens Tidende has created a Home Sales vertical populated entirely with robot generated real estate content. The automated texts alone drive 5% of BT's total article conversions of new paying readers.

"We achieve about 1,000 new subscriptions per year, making the robot our most popular reader service. This is a brand new revenue stream that doesn't impact the capacity of the newsroom."

Jan Stian Vold, Project Lead @ BT



From single sales texts to top ten lists – the **content** that drives value

News on sold or bought real estate property is one of our most well read type of local, regional and national content. Our Real Estate robot generates texts on property sales with information such as buyer, seller, location/address and price. And with historical data, it calculates and covers price comparisons over time and across geographies. Plus generates top ten lists for any of those segments.

1

House in Berkeley goes for \$95K

Asbury Park Press

A 1,124-square-foot house in Berkeley has changed hands. The property at 191 Liberta Drive was sold in February 2020. The \$95,000 purchase price works out to \$85 per square foot, which is below the Berkeley median of \$112. The square footage value is a general guide for the area and does not necessarily indicate if the purchase price was too high or low.

Some other houses have recently changed hands nearby:

- A 1,364-square-foot home at 1020 Camino Real Court sold in December 2019 for \$168,000, a price per square foot of \$123.
- A 1,364-square-foot home at 194 Port Royal Drive sold in November 2019 for \$127,000, a price per square foot of \$93.
- A 1,232-square-foot home at 182 Port Royal Drive sold in December 2019 for \$232,926, a price per square foot of \$189.

So far this year, 136 houses have sold in Berkeley, where the median sales price is \$200,000.

1. Single Sales texts

The articles about specific homes sold include location/address, price, size and can include name of buyer and seller.

With historical data, the texts also include comparisons over time and with other properties in the area.

2. Top lists

Advanced top ten lists of sold properties in any geo area and over any period of time, most expensive, largest/smallest, and more.

Come with images and linking to individual real estate articles.

3. Community insights

Texts based on aggregated information showing historical comparisons on aspects like median or average price, price per square foot or similar, for any time span, any geographical area.

4. Streetview images & satellite maps

2

The most expensive homes sold in Folsom in August

BY SAC BEE BOT
UPDATED SEPTEMBER 02, 2021 2:50 PM

A home on Sundahl Drive in Folsom sold for \$2.3 million. GOOGLE STREETVIEW

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3

The Atlanta Journal-Constitution

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What is the median price of a home in Cobb County?

METRO ATLANTA HOME SALES
By AJC Bot
June 18, 2020

Home prices in Cobb County are up 9.4 percent from a year ago as the number of sales fell, according to the [AJC 2020 Metro Atlanta Home Sales Report](#).

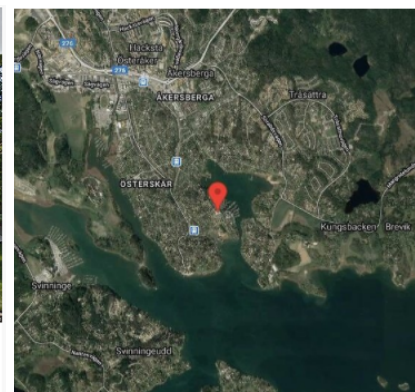
Steep changes in year-over-year data may reflect the impact of the coronavirus pandemic on the number of homes listed and sold beginning in March 2020. Median home prices recorded from Mar 1, 2019 to Feb 29, 2020 rose by 4.4 percent in Cobb County compared with the previous 12 months.

4



Hide caption

This Google Street View image shows the approximate location of 191 Liberta Drive in Berkeley. The property at this address changed hands in February 2020, when new owners bought the property for \$95,000. GOOGLE STREET VIEW



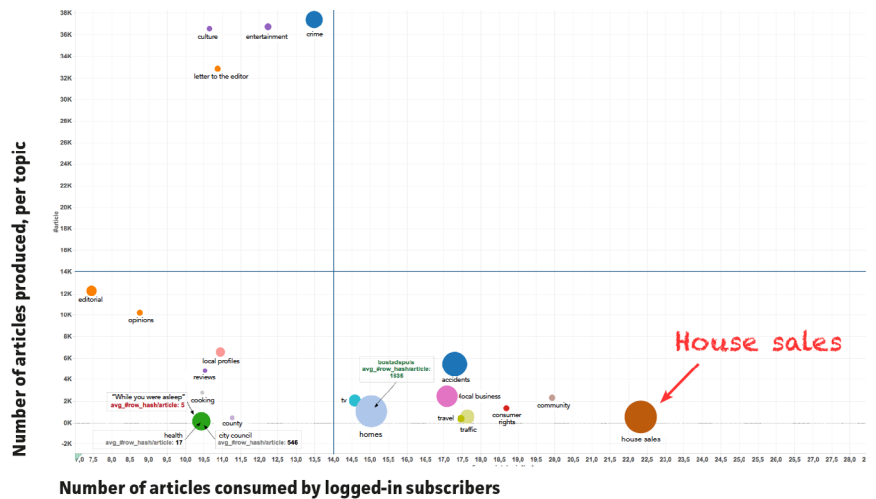
From **super relevance** of individual sales to a few, to **wide appeal** of lists to many

From a reader’s perspective the most interesting real estate stories are those closest to home.

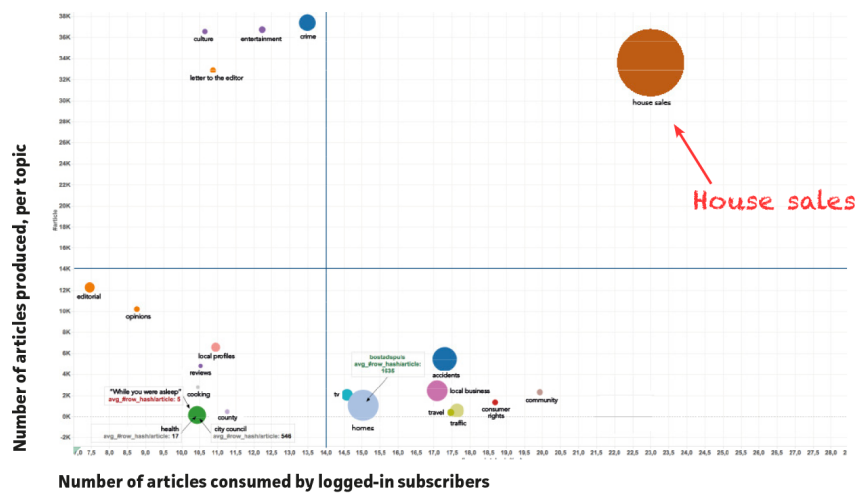
As a publisher – whatever your business model – this is where the real value is in automated real estate coverage.

In other words, it’s about achieving reach on a granular, local level. In order to get the most relevant home sales news to each and every reader across all the neighborhoods in your area, you need to cover all sales. And that is where the robots come in – this volume of texts would be completely unfeasible for the newsroom to produce, and the economics would make no sense. But with a huge volume of automated incremental stories you can generate **relatively big value for individual readers at a local level.**

While each individual sales text is only relevant to a small numbers of readers, the wider appeal of top lists or community insights means you can drive traffic and engagement between the different types of stories. Keep reading to find out how to nail the strategy.



Number of articles consumed by logged-in subscribers



Number of articles consumed by logged-in subscribers

Spotting the demand. Swedish local media group Mittmedia decided to [deploy a real estate robot](#) after an analysis of consumed content showed that there was a lot more demand for stories on house sales than the local newsrooms could produce (top). Once the robot was put to work, the volume went from 2 published articles a month to 480 a week / site (bottom) across 20 sites.

Map the content to your **business model**

When you deploy any type of automated content, a key success factor is having at least a hypothesis about how it is going to drive business effects. Whether your focus is on the advertising business or the subscription side of things, strategically using automated real estate content will help drive revenues.

Reader revenues. All existing best practices tell a single story: People pay to read about house sales close to home.

Advertising revenues. By combining the volume of close-to-home stories with the wide appeal of top lists and some clever distribution and promotion (see next page) you can drive significant pageviews. The automated real estate content can also help bridge your transition to a cookie-free world, as you can start building out your first party data by putting the close-to-home stories behind a registration wall.

➤ **The perfect funnel fit for registrations & reader revenues**

We know that reporting on every house sale on every street in every neighbourhood can make you money today. With the added features of top lists, geographical comparisons and community insights, automated real estate content powers the entire reader registration & reader revenue funnel. It could look like this:

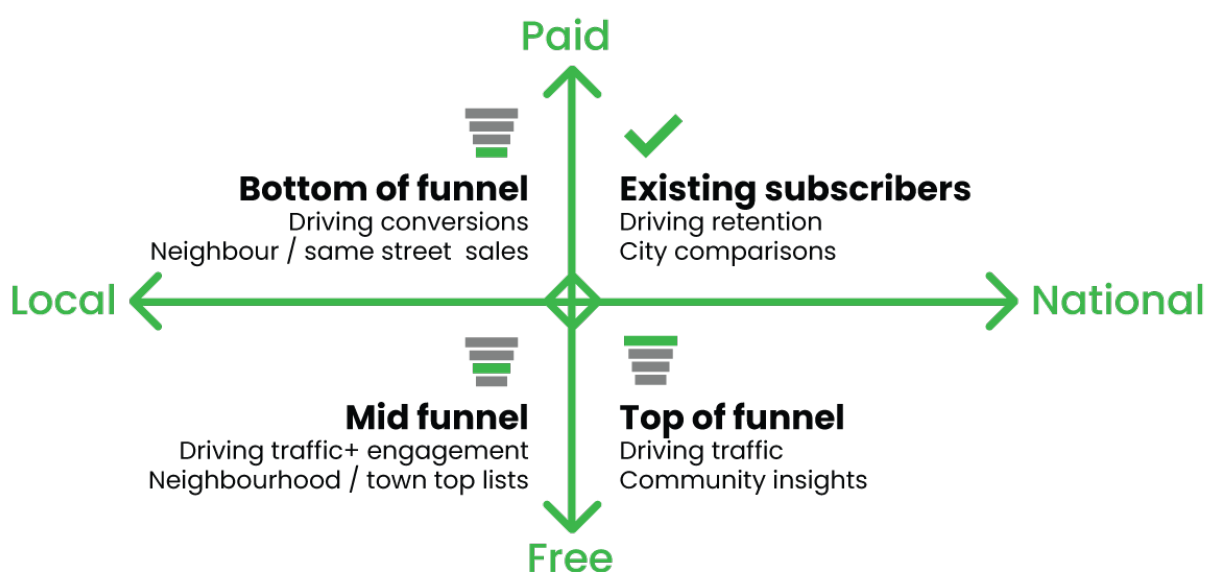
Top of the funnel. Free content drives traffic and interest, such as neighborhood comparisons in community insights.

Mid-funnel. Local top lists work to drive traffic and engagement, moving people down the funnel.

Bottom of the funnel. We know people are ready to commit when they want to read about specific house sales in their street or neighbourhood. This is where you'll drive registrations or even conversions to paying subscribers.

Retention of existing subscribers. Keep existing customers engaged by providing content they might not have converted for, but which adds value to their subscription, e.g. comparisons of price trends across a number of towns.

This is just an example of how you might map out the automated real estate content against your funnel. The point is, the more strategic you are in how you use the content, the more value you gain.



Strategic distribution drives the value

Content distribution is key to driving value. Without good distribution, even the most elaborate advertising/reader revenue strategy will fail. There's of course more than one way to do it, but here are some suggestions.

Start simple. Host real estate articles in a dedicated site section, vertical-style. That way the content has an easy-to-find home and can be mixed with reporter-written stories.

Use the metadata. With a section as a base, you can start putting content in front of readers in different ways. Since all of the articles we deliver are attached with any metadata this is not as hard as it might seem.

Front page promotion. Many of our clients start off by exposing single sales articles on front pages in a dedicated and automated box or carousel. Clicking on it, the reader navigates into an article and into the real estate section for further exploration.

Top lists to drive traffic. Top lists are also often used

on front pages, are well-read in their own right, but also drive readers into single articles and real estate sections.

Going hyper local. If you have the possibility, publish articles in hyper local subsections. For Bergens Tidende in Norway or Gota Media in Sweden, this has become a path to success.

Let readers set their area. Try out what Swedish publisher Aftonbladet does and let readers actively choose the geo location in which they live to get a local tailor-made mix of content.

Newsletters. Real estate content is also well suited for distribution in newsletters, where single articles or top lists can be delivered according to reader profile or active newsletter subscription choices.

There are other creative ways of distributing, and while you'll see good results in the first phases of distribution, you'll learn that the more accurately you distribute large volumes, the better the return on investment.

> Use case 2 Improving the local journalism offer



Swedish local media group Gota Media's usage of real estate articles improves their hyper local journalism. By using robots to write about all house sales, Gota expands geographical coverage and offers local readers more relevant content.

"We're elevating our news sites with automated real estate texts as a foundation. We still have news deserts on the reporting map. With automated texts we ensure readers in these areas receive regular updates about local events".

Peter Sigfridsson, Head of Production Development

Automated real estate revenue calculator

News automation should be part of a **calculable business strategy**, either from launch or during the course of publication.

We've provided automated real estate content to news publishers in Scandinavia since 2017 and have good knowledge of possible business value.

To the right, you can see how some of our customers calculate the value of our products, This overview is based on current best practices for local media companies in Scandinavia.

Whether you pick reader or advertising as revenue – or both – as proof of value, is up to the case and your needs.

We do recommend any publisher who deploys automated real estate content to keep an eye on the numbers. We're more than happy to provide benchmark figures and guidance.

Advertising revenue	
Total pageviews/month	
Pageview/Ad serving ratio	
% on robot articles	
CPM	
Ad revenue robot articles	
Subscription revenue	
Total article conversions/month	
Article conversions robot articles/month	
Subscribers fr robot articles/month	
Subscriber LTV	
Subscriber revenue robot articles	
Total value / month fr robot articles	

Raw data in green fields, calculate from there

> Use case 3 Freeing up time in the newsroom



Bostadspuls is the company wide premium real estate vertical for Sweden's local media company Bonnier News Local. Automation creates the bulk of the real estate news, freeing up time for reporters to do other, more qualified journalism.

"For a local newsroom, automation is necessary. We know where to deploy our human resources in order to make our readers happy. And if we can use automation to perform tasks as well as reporters would, there's no doubt that's what we should do."

Helena Tell, Editor-in-Chief Bärnslagsbladet

News automation **without the heavy lifting**

United Robots offers automated content-as-a-service, which means we build the robots and send the automatically generated content they produce straight to your CMS, sites or apps. We take care of all the technical issues, which means no particular technical expertise is required at the publisher end. We take full responsibility for maintenance, securing accurate and reliable delivery at all times. Just find a passionate editor or journalist to work as the project lead, and let our team take care of the rest.

Our content-as-a-service features include:

- > Taking care of data – knowledge, research, availability
- > Personal onboarding and linguists – unique text concepts
- > Streamlined and personal integration with CMS
- > 24/7 support and maintenance
- > Continuous improvement of products
- > Success support and problem solving

[Full description of service features.](#)

Want to learn more?

Visit unitedrobots.ai

or contact

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The United Robots **launch sequence at a glance**

