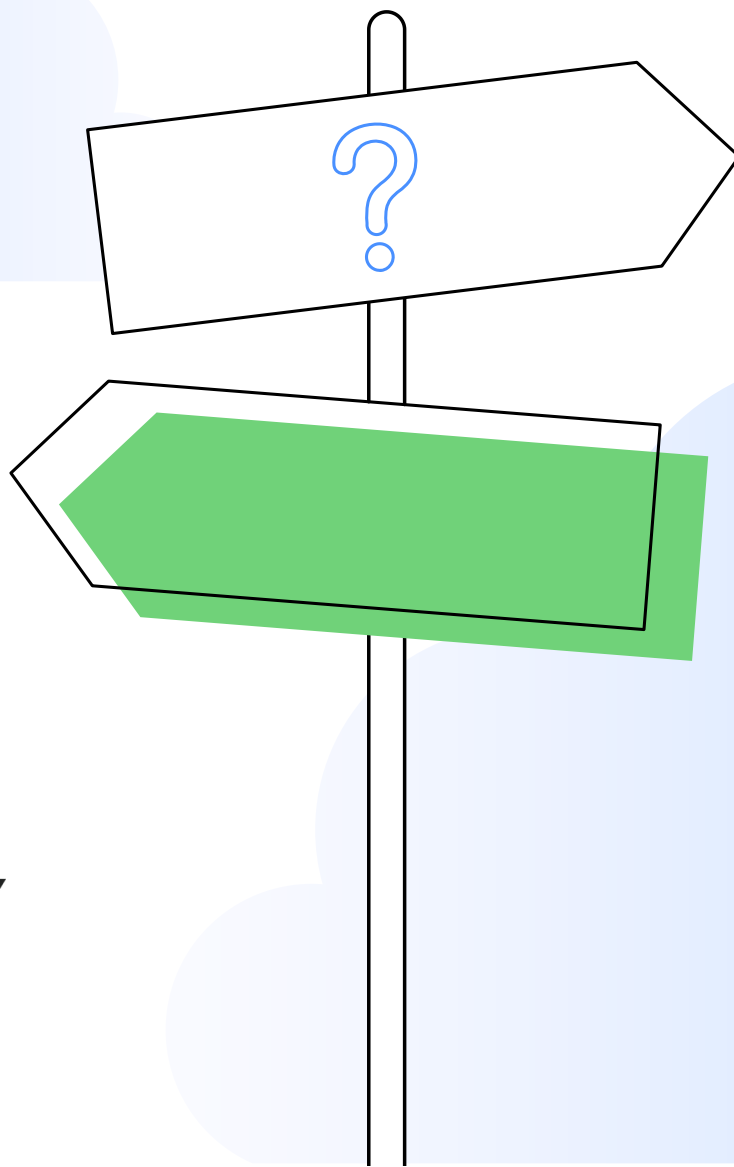


WEB SCRAPING FOR THE REAL ESTATE INDUSTRY

WHITEPAPER



REAL ESTATE DATA IS TRANSFORMING PROPERTY INVESTMENT

Property investment is changing, with investors using data more than ever before to help find the right properties to invest in, price them accordingly, and spot trends in the market.

High-quality real estate data is becoming easier to source online, with real estate investors increasingly turning to multiple listings services, real estate aggregators, and third-party data brokers to help them build a data-driven investment strategy.

Savvy investment managers are learning to leverage datasets such as property listings, financial market data as well as alternative data on the web, giving context to valuations and demand.

These firms are achieving market-leading returns with lower risk and greater confidence.

With real estate data becoming increasingly accessible, one challenge remains for the property investment industry - how to sift through large volumes of data to find what they need for their investment decisions rather than getting lost in the noise.

By turning to cutting-edge technology such as robotic process automation and web scraping systems, investors are automating data collection and processing, speeding up the investment process, and freeing up managers to spend more time on analysis.



TOP PROPERTY INVESTMENT USE CASES FOR REAL ESTATE DATA

Property investment firms on the cutting edge are using web data to transform an industry that traditionally relied heavily on manual analysis and gut feel when picking investments. Using data, property investors are improving the following elements of their business...

Sourcing more deals

By automating data collection and processing, property investors are able to source a greater number of deals faster than ever before; plus, with the addition of automated filtering and decision-making, investors can save time when reviewing properties.

Speeding up underwriting

Due diligence and price appraisal are being greatly enhanced by the wide range of property data available, particularly alternative data available on real estate aggregators that can validate primary pricing data.

Deeper market analysis

Separating signal from noise requires the ability to zoom out and spot trends in prices across different property types and geographies. With the ability to unify datasets across entire countries, property investors now have the ability to spot changes in market conditions and react accordingly.

WHERE TO FIND THE BEST REAL ESTATE DATA FOR PROPERTY INVESTMENT

With so much data available, finding a reliable source for real-time, structured data is critical to leveraging a data-driven property investment strategy.

MULTIPLE LISTINGS SERVICES

MLS are databases used by real estate brokers to list properties for sale, including listing price, property details and transaction history.

PROS

- Very complete datasets
- Highly structured data
- Extensive transaction history

CONS

- Must be property broker to access
- No single MLS that holds all property data
- Can be expensive

REAL ESTATE AGGREGATOR

Real estate aggregators are public websites which list properties for sale or rent with no restrictions on who can list a property.

PROS

- Great source of alternative data
- Includes proprietary price predictions
- Includes off-market listings

CONS

- Holds less transaction history Than MLS
- Requires web scraping to collect

PROPRIETARY DATA

Proprietary data are private datasets collected and maintained by third-party data brokers.

PROS

- Great source of alternative data
- Can include additional analysis & reporting

CONS

- Requires research to find the right database
- Can be expensive
- Variable data quality

WHAT REAL ESTATE DATA ARE INVESTORS USING TO ASSESS PROPERTY INVESTMENTS?

Real estate investors use a range of data sources to assess the growth potential on their investments.

These data points are rarely found from one source, with investors needing to blend insights from property data to assess the individual property, market data to assess market conditions, and community data to predict how value may trend over time.

PROPERTY DATA

- Location
- Property features
- Appraised value vs. market listing
- Transaction history
- Vacancy rates
- Rental yield

MARKET DATA

- Interest rates
- Bank lending
- Property search volumes
- Median price
- Property availability
- Taxes and insurance

COMMUNITY DATA

- Demographics
- Zoning information
- Local government services
- Transport and schooling
- Crime statistics
- Local amenities

WHAT TOOLS ARE PROPERTY INVESTORS USING TO STAY AHEAD OF THE GAME?

ROBOTIC PROCESS AUTOMATION

Robotic process automation (RPA) systems are computer-based platforms that can automate much of the manual processing, sorting, and calculations that property investors are often required to do manually. They are the backbone of automated pricing and modeling systems used by leading property investors.

ANALYTICS & MACHINE LEARNING

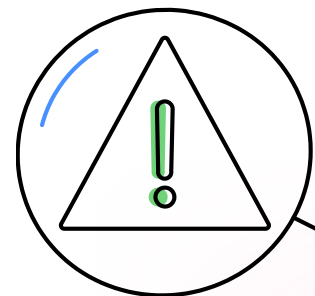
Analytics and machine learning systems take large volumes of data collected via RPA or web scraping methods and turn data into insights that can inform a data-driven property investment strategy.

These systems require clean, structured data to build accurate visualizations and prediction models but can help investors make more accurate predictions and better spot trends in the market.

WEB SCRAPING

Web scraping systems simulate the behavior of real humans on the internet to automate the collection of web data, such as real estate aggregator data and other alternative datasets.

With a web scraping system in place, property investors can access reliable real estate data when they need it, even if the data isn't offered via API or other means.



HOW APIFY HELPS PROPERTY INVESTORS

Apify provides cutting-edge robotic process automation and web scraping solutions that make light work of collecting, processing, and organizing data at scale.

When data accuracy and reliability are critical, such as in property investment, firms look to Apify to take the complexity out of collecting data across the web, allowing investors to focus on making better investment decisions and delivering outsized returns.

Try out these powerful web scrapers for free...

REALTOR.COM SCRAPER

Scrape realtor.com for data on millions of properties. Crawl real estate listings and extract descriptions, images, features, pricing, property details, neighborhood, nearby schools, and all other property details. You can specify search terms, filters, and much more.

APARTMENTS SCRAPER

Scrape Apartments.com to crawl millions of real estate properties nationwide. Specify any US location and extract data on all available properties in that area. Our real estate scraper lets you filter and limit the results by page or total number.

GOOGLE MAPS SCRAPER

Extend the official Google Maps API and scrape reviews, photos, and popular times from Google Places. Google popular times API and more. Extract data from Google My Business. Download your data as HTML table, JSON, CSV, Excel, XML, and RSS feed.

TRULIA SCRAPER

Crawl the Trulia real estate listings site and extract data about homes for sale. Scrape home details for multiple search locations (City, Neighborhood, Zip, and County) and search criteria. Download and use the data whatever way you want.

BOOKING SCRAPER

Free hotels scraper to get data about accommodation on Booking.com. Crawl by keywords or URL. One-click scraping of hotel prices, ratings, reviews, stars, and more.

AIRBNB SCRAPER

Extract data for a location from Airbnb. You can scrape all home listings, even for big cities, and get all listing information and reviews from all publicly available Airbnb data.

[Visit Apify Store for lots more real estate web scraping tools!](#)

GET IN TOUCH

To find out more about how we can help you get data by web scraping, get in touch - **hello@apify.com**

