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Insights into communication skills and strategies in modern business and real estate

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Abstract

Communication plays a fundamental role in the success of the modern real estate business as it impacts client relationships, negotiations, and competitiveness in the market. As a digital transformation takes place, real estate practitioners have to deal with multi-faceted relationships that mix face to face interaction with new communication technology. This research study offers an analytical account of communication in real estate business, using client-centred approach to communication, negotiation, and the use of communication by electronic and virtual means. This research study provides an analysis of the effect of communication on business transactions and customer relations through the review of secondary literature, industry analysis, and contemporary writings. The study articulates some of the communication strategies utilized by effective real estate practitioners which include, but are not limited to, listening in a way that facilitates understanding, negotiating in a manner that makes the respondents want to give the desired information, and dealing with clients in a manner that uses facts. The study further examines the impact of AI powered ChatBots, virtual tours of properties, and branding on social media in terms of their influence on client participation and decision making. The analysis reveals major barriers to communication including cultural and linguistic diversity, inequalities in the level of technology, and mechanization of client relations which make it difficult for real estate practitioners to operate in a digital world. The research concludes that even though technology offers unmatched speed in service delivery, it is essential to ensure that the balance between automation and personalized communication remains. This study therefore proposes the use of blended communication methods that utilize administrative and interpersonal approaches in order to foster trust, transparency, and client satisfaction towards real estate services.

Keywords: real estate communication, client-centered communication, digital transformation, negotiation strategies, AI in real estate



Study Background and Context

The backbone of any modern business, especially real estate practice is effective communication, as it affects how an organization operates, how clients are handled, and any collateral relation that comes about. As a business develops, communication becomes vital for the whole leadership structure, decision making, teamwork, and multi-level collaboration (Hargie, 2021). Employees with good communication tend to be more involved and active in the business activities which reduces operational inefficiencies, enhances transparency, increases productivity, and positively improves the image of the business. Effective communication is as important in real estate as it is with other fields since real estate agents, brokers, and property managers need to communicate frequently with clients and know their plans. This encompasses things like understanding what clients are saying and explaining to them market dynamics, legal frameworks, and financing issues (Nelson, 2024). Besides building trust, effective communication helps in this actively critical business, especially real estate client retention efforts. Inadequate communication leads not only to gaps in communication, missed chances, and low self-esteem among the consumers, which makes it a big contributor to poor performance in business, especially real estate activities (Conrad & Newberry, 2011). Businesses, especially real estate communication has to evolve as the world becomes digitalized. There is a need to embrace change in technology, and new expectations from consumers.

Effective communication in negotiation and persuasion, which is essential for any business activity, is one of the most important elements of communication in business and real estate. In business, leaders need to negotiate for contracts, partnerships, and employees. Doing so requires understanding the terms and relationships which they need to be communicated effectively (Khan, 2024). Every real estate professional has to negotiate on a daily basis while closing a deal, negotiating the price, or working with legal and financial experts. Effective negotiation depends on an array of factors which include both verbal and non-verbal skill set, the understanding of culture, and psychology (Noor et al., 2024). Real estate professionals who are adept at performing emotion-filled clear brash statements are attended to close deals faster, getting better deals for their clients (Robertson, 2025). Beside the new telecommunication technologies that bring day-to-day communication via telephones and social networking, the process of negotiation has also changed.

Apart from negotiation, communication is fundamental to client relations and business management as it affects brand loyalty, crisis management, and public relations. Berwick (2024) points to the fact that “In business, firms with good communication policies tend to have better customer retention rate.” Real estate agents also need to use effective customer service communication so that clients feel appreciated and make informed decisions (Carter, 2024). Unresponsiveness or lack of communication can result in dissatisfied clients, undeserved negative feedback, and lost business income. In addition, today’s businesses and real estate companies need to practice careful communication management as they deal with the dominance of online social networks which require the use of automated systems like chatbots and AI customer services (North, 2024). As the world becomes more global and multicultural, communication becomes more complex and success in business, especially real estate will depend on the ability to work with diverse languages, cultures, and technologies.

Goals of the Study

This research is guided by three relevant goals that are important for developing communication methods in contemporary business, especially in the real estate sector. First, it aims to identify the main communication skills and techniques that are particular to success in the business, especially real estate industries, analysing how verbal, non-verbal, and digital communication affect negotiations, client engagement, and productivity in organizations. The study also analysed the impacts of modern technological systems for enhancing communication in the real estate sector. Lastly, the study aims to explore significant strategies for breaking down obstacles for communication in the real estate sector,

such as cultural barrier, incorrect information, and complications in remote communication. The study offers nuanced perspectives on the future innovations in the real estate sector in terms of communication.

Study Methodology

The study adopts qualitative method, which is mainly descriptive in nature, in the evaluation of the importance of communication in business, mainly in the real estate sector. The study will critique peer-reviewed journal articles, business literature, and case studies that offer communication practices relevant to the traditional and modern interpersonal relations skills and digital communication (Schnurr, 2013). Also, the communication strategies employed by industry leaders in advanced stages of conflict, branding, and client relations will be sought from top business consulting, real estate, and professional service firms to see what communication problems dominate these firms (Nelson, 2024). The examination of these diverse sources will construct both the existing communication structures and the possible challenges needed to be addressed in a highly digitized and globalized business world.

Strategies of Communication within Modern Businesses

The achievement and implementation of effective communication strategies within modern business is critical towards improving workplace productivity, ensuring an appropriate business culture, and sustaining business effectiveness. Internal communication is highly central to the readability of organizational behaviour including the effectiveness of management, employee participation and satisfaction, and achievement of corporate goals (Hargie, 2021). Effective communication by the leadership is crucial as a beginning point for setting strategic objectives, motivating people to the purpose, and developing shared values. Clear, constant and emotionally intelligent communication tends to create strong teams and enhance motivation and performance levels (Khan, 2024). On the other hand, ineffective communication from leadership can create confusion, disloyalty, and low spirits that have a negative impact on productivity and retention rates (Berwick, 2024). Employee engagement, another important factor of internal communication, is influenced by the nature of discussions and feedback provided and how decision processes are carried out. Organizations that practice two-way communication where employees are given the opportunity to express their opinions are said to have a higher rate of job satisfaction and lower rates of turnover (Currie, 2024). Additionally, how internal communication is practiced determines corporate culture as a culture of openness and transparency encourages communication, creativity, and collaboration (Schnurr, 2013). Businesses with inflexible communication policies or strict hierarchies are likely to be inefficient and suffer from mismanagement issues.

Businesses that utilize internal communication systems like intranets, team collaboration software (Slack, Microsoft Teams), and AI-based employee feedback systems are improving workplace engagement and connectivity, especially in remote and hybrid models, (North, 2024). The ways in which a company brand is presented externally, as well as their relation to the customers, is highly influenced by external communication and external branding. While internal communication deals with improving the work environment, externally, businesses have to pay close attention to how they relate to the public through marketing and PR (Doyle, 2024). Effective public relations (PR) communications help in establishing positive reputation, effective crisis communication, and gaining favourable media attention-which leads to positive branding for the company with the values it portrays (Carter, 2024). These companies are able to seamlessly overcome negative publicity while increasing positive relations with their customers.

In the context of the digital sphere, influencer marketing, and the creation of content through AI systems, marketing communication has greatly changed and integrated traditional advertising with social media and personalized digital marketing (Kinsley Sarn, 2024). In this era of rapid change, engaging with customers goes beyond merely providing a service but rather includes responding to their

feedback, analytics, and community-building through social media interactions (Lingga et al., 2024). Those brands that utilize the audience's desire for interaction through engaging content, live streaming, and the use of AI enabled chatbots greatly enhance relationships and foster customer loyalty (Altano, 2024). Additionally, telling the story of the corporate mission and vision, coupled with their social impact, has become a useful strategy in branding that enables businesses to stand out in their respective industries (Nelson, 2024).

Besides branding and marketing, negotiation and persuasion are essential business communication skills that impact deals, partnerships, and relationship with stakeholders. Negotiation is not just about strategies, tactics, and bargaining, but also about verbal and non-verbal communication that influences the outcome of discussions (Noor et al., 2024). Active listening, mirroring techniques, and emotional intelligence are equally important as trust-building skills in negotiation (Robertson, 2025). Apart from this, aspects of non-verbal communication such as body language, eye movements, and vocal nuances tend to be more important than what is said and have a greater bearing on the outcome of a business deal (Hargie, 2021). Confident and trustworthy body language is a sign that the negotiator will be regarded as able and dependable when is accompanied by eye contact (Burnett et al., 2014). Moreover, Culture and communication differs in style and impact business deals, since there are different standards of openness, formality, and rank order in a conversation within varying countries (Schnurr, 2013). Organizations that implement comprehensive cross-cultural communication programs stand to improve international negotiations and minimize potential misunderstanding and conflict (Khan, 2024). There is also a major change in the field stemming from predictive analytics and AI-generated insights as more professionals adopt data-driven negotiation strategies which helps in anticipating counterpart behaviour and formulating the most suitable approach (Lingga et al., 2024).

The ways of doing business in today's world is changing. The integration of external and internal communication alongside branding and negotiation will have the greatest impact towards success in the future. Firms that take a proactive stance in managing the relationships among communication, interpersonal, and technological systems are more likely to build trust, improve collaboration, and boost profitability (North, 2024). It does appear that the future of business communication will depend heavily on the use of AI sentiment analysis, VR meetings, and extreme personal branding, which will make adaptability as a skill essential for all people in the workforce (Doyle, 2024). Businesses also have to pay attention to the ethical dimensions of communication, addressing issues of humanization, transparency, and authenticity head on (Berwick, 2024). Cultivating understanding of the building blocks of communication such as strategic leadership, customer relations, and negotiation enables the modern business to build a communications environment that enhances efficiency and strengthens the organization's relations with employees, customers, and stakeholders.

Strategies in Communication within the Real Estate Business

To succeed in real estate, one of the most important things to remember is effective client communication which builds trust, impacts choices, and to a large extent affects property dealings. Nelson (2024) asserts that knowing the buyer's psychology and what they like enables communication strategy formulation that works for various client groups. Buyers nowadays have a lot of information available to them and are likely to do a lot of research before contacting an agent for assistance. Carter (2024) underlines the fact that effective real estate practitioners understand the need to change their messages so that they resonate well with the clients' emotional and lifestyle needs as well as financial limitations. Currie (2024) argues that real estate practitioners that actively observe and empathize develop deeper bonds with their clients which fulfills their expectations. Noor et al. (2024) Add helpful pointers and reason that buyers trust agents who successfully explain to them the legal procedures, financing possibilities, and market analysis they are so afraid to talk about. Kinsley Sarn (2024) Adds the claim that people also need to notice what happens to people who through gestures such as eye contact and smiling and

moving in a friendly way, create an atmosphere of friendly communication which in turn facilitates trust and credibility. Burnett et al. (2014) suggests that in competitive real estate market, agents have to set themselves apart not only with their understanding of the market, but also by weaving stories around the properties that resonates with the buyers.

The negotiation process in real estate behaviours involves the integration of advanced communicational skills, market knowledge, and the psychological aspect of both parties in order to achieve favourable outcomes for both buyers and sellers. Robertson (2025) claims the best negotiators find a middle ground between being overly aggressive and too accommodating, ensuring that their attempts at persuasion do not offend those on the opposite side. Noor et al. (2024) contend that accomplished real estate agents utilize orderly negotiation approaches like anchoring, in which the first offer determines the tone of the negotiations henceforth, and reciprocity, with aid of concessions, a small agreement is furthered. According to Berwick (2024), effective negotiation also depends on one's ability to accurately interpret and act on subtle verbal and physical signals which often communicate a client's genuine intentions or capacity for financial outlay. Hargie (2021) argues further still that the skill of positively reframing any discussion, for example; discussing the value of investing as opposed to the cost, persuades the buyer to act. Schnurr (2013) concludes that international negotiations in real estate deal with cultural diversity that has a profound effect on the angles that need to be considered in communication, including the degree to which directness, hierarchy, and the pacing of negotiations are expected or accepted within a specific culture. Carter (2024) equally notes that real estate professionals lacking credibility fractures the market without offering valid evidence such as comparative market analysis and future investment assessments. Kinsley Sarn (2024) opines that the narrative techniques of portraying a property's features with descriptions and success stories makes it easy to relate emotionally, which influences buying decisions.

The heightened use of digital and virtual communication tools has changed the strategies used in selling real estate and enabled professionals to interact with clients more effectively and market their services in new ways. According to Lingga et al. (2024), the use of AI-based chatbots for primary client communication is more common, as these bots can respond to inquiries quickly and clients have instant access to information about properties for sale. North (2024) notes that real estate agents who use digital marketing strategies, including direct email marketing and Facebook ad campaigns, obtain higher engagement and conversion rates. According to Nelson (2024), the ability to take virtual tours of homes and view 3D visualizations of properties made it easier for buyers to look at homes without having to go to the actual location, thereby reducing their physical visitations while still enjoying the experience of viewing properties. As noted by Carter (2024), video calls on platforms like Zoom or Microsoft Teams are now commonplace for remote consultations, especially in markets for high-end real estate where international clients may not be able to travel to view the properties. According to Burnett et al. (2014), AI-based property recommendation services that classify buyers based on their actions and preferences allow agents to craft their communication to focus on providing specific and relevant information to the clients.

According to Robertson (2025), real estate practitioners must find a middle ground between technological automation and human action, guaranteeing that communication tools further personalize rather than eliminate communication. Berwick (2024) also cautions that too much reliance on automation can lead to disconnection, arguing that relationships, human judgment, and emotional intelligence are vital in helping clients navigate through complicated buying decisions. As real estate continues to grow, operatives must blend traditional communication proficiency with modern digital techniques that are vital to marketing reputation and competitiveness. Doyle (2024) states that real estate firms that utilize powerful digital branding tools like websites with SEO features, and favourable social media relations, gain more credibility in the marketplace. Currie (2024) emphasizes that brand storytelling and authenticity are increasingly important in the marketing of real estate as successful

agencies devise ways to attach emotions to their properties and services to attract clients. According to Carter (2024), those agents who apply predictive communication strategies, involving market scenario projections and active client inquiries, seem to match changing client anticipations successfully. For Altano (2024), maintaining long lasting client relations becomes more challenging as competition and openness in the real estate industry increases, but reasonable communication will continue to be vital. Robertson (2025) points out that a combination of scepticism, autonomy, and trust will determine success in the region, and specialists who manage to change the focus from a human-centric interaction to automated communication and back will excel.

Challenges and Future Trends

The gaps in modern business, especially real estate professionals in communication strategies are still growing severe impediments to modern businesses, especially real estate professionals. A cultural and linguistic interplay is one of the core challenges, especially in global markets, where professionals have to deal with clients and stakeholders from diverse cultural settings. Schnurr (2013) explains that “different styles of communication, the level of formality expected, and even non-verbal communications that accompany speech are very often different from one culture to other cultures.” Noor et al. (2024) further suggests that these differences can culminate into failed negotiations, unsatisfied customers, and dwindle business prospects. As Currie (2024) notes, another set of challenges stems from the information technologies- the increase in use of digital technologies is associated with communication overload, digitalism fatigue, and the impersonality of the communication process.

The automation trends were established to allow Robertson’s (2025) virtual assistant machine learning algorithms to automate negotiations with little to no human interaction. A noteworthy phenomenon is the advent of metaverse real estate where would-be clients use virtual environments to tour, negotiate, and purchase properties, permanently shifting the paradigm of traditional sales models to newer, more advanced ones (Berwick 2024). Meanwhile, North (2024) mentions the growing importance of blockchain technology and smart contracts in real estate transactions, ensuring efficiency, enhanced legal documentation automation, and decreased opacity. Lastly, Doyle (2024) mentions the opportunity these new metaverse models provide to revolutionize NLP and sentiment analysis strategies, allowing companies to take a more sophisticated approach by deciding the types of branded messages sent depending their targets’ emotions and preferences. Doyle (2024) also notes that an over reliance strategy, may fatalistically skew the balance, dilutes human relational depth on client interaction. The combination of AI, automation, and immersive digital experiences mean that communication is changing constantly and in real time, thus both businesses and real estate agents should be flexible by not only embracing new tools but also continuously improving their strategies by keeping the people side of things intact.

Final Thoughts and Suggestions

This analysis has demonstrated the importance of communication in business, and especially in real estate, as it affects business processes, clients, negotiations, and even online activities. Clients and real estate practitioners who possess traditional interpersonal skills and contemporary communication skills are more successful in a competitive environment. Internal communication is vital in employee engagement, culture, leadership, and organizational transparency. Marketing as a brand, as well as branding and advertising, are other forms of external communication discussed by Lingga et al. (2024) and Doyle (2024), which have become essential in acquiring and retaining customers. This study also suggests that marketing and business deals in real estate, especially transactions, are influenced more by communication associated with persuasion, negotiation, and cultural intelligence than the professionals who use verbal and non-verbal communication (Noor et al., 2024; Robertson, 2025). Sadly, there are threats from the lack of cultural understanding, the digital divide, and AI-assisted depersonalization,

which means that as these technologies evolve, businesses must constantly change.

According to Currie (2024) and Altano (2024), the development of communication will incorporate AI, blockchain, virtual contexts, as well as predictive technologies, necessitating a middle-ground approach of maintaining human interaction and adopting these technological changes. In order to address these results, businesses and real estate specialists need to develop precise, flexible, and technologically adept communication strategies. Organizations ought to consider funding cross cultural programs, active listening training, and emotional intelligence seminars that prepare professionals for diverse interactions (Schnurr, 2013; Khan, 2024). Also, real estate companies should use insights from data and artificial intelligence analytics to improve client relationship management while still preserving a personal touch in negotiations and other property business dealings (Nelson, 2024). Additionally, businesses should employ multi-channel communication plans that incorporate direct contact, electronic messaging, and AI customer service in order to enhance interaction without losing genuineness (North, 2024). On a technological level, secure, open and efficient digital communication tools such as blockchain for real estate contracts, metaverse showrooms for viewing properties, and NLP powered chatbots for inquiries will be needed in order to keep up with industry changes (Lingga et al., 2024; Doyle, 2024). AI communication technologies, their long-term consequences on customer relations, and the role of virtual reality on decision making in businesses, especially real estate are some ethics of future research (Berwick, 2024; Carter, 2024).

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