

Stylometry-based analysis of real estate listings

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Abstract

Listings represent one of the most important sources of information for consumers buying homes and houses. Because the language used in marketing stimuli has an impact on how consumers perceive and evaluate these stimuli, in our research we focus on analysing the language of real estate listings. We start from the assumption that real estate language is unique and shows enough variety for using natural language procession. Our stylometry analysis based on data from around 400 000 real estate listings we were able to identify whether a property description was made by a professional agency (broker) or by their owners. This differentiation can provide strategic information of how uniqueness can be achieved by using language in an advertising message (a real estate listing).

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Track: Methods, Modelling & Marketing Analytics