

PRACTICAL DIGITAL TRANSFORMATION

AI and tech in Real
Estate today



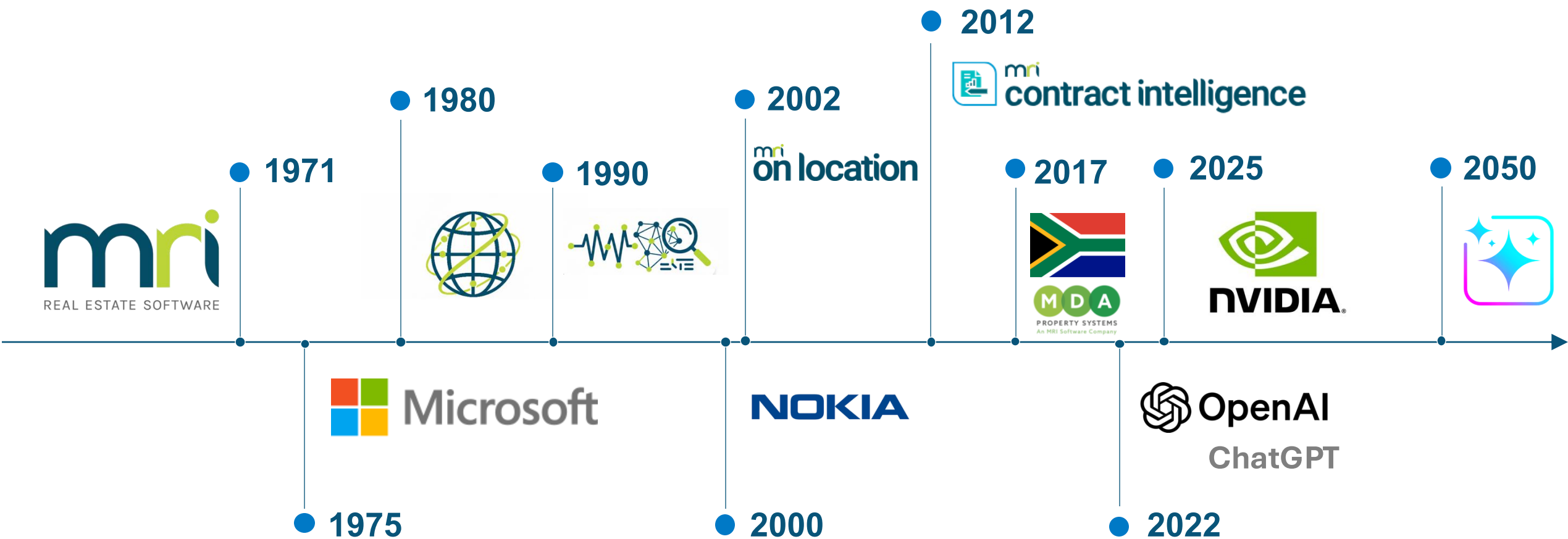
Hello!



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History and Future



AI - Three Ongoing Debates in Real Estate

	Topic	Anti-AI	Pro-AI
	Job Displacement	• Loss of existing careers • Benefits concentrated in few	• New jobs emerge • Amplifies human potential
	Ethics and Bias	• Algorithms can be biased • Manipulation of opinion	• Prevents harm • Accelerates positive
	Copyright	• Training copyrighted works • Artists' work devalued.	• New market for creators • Licensing models emerging

Doctorate Paper: Biases Uncovered During the Digitalisation Decision-Making Process in the Property Sector

Laetitia L Cook and Chris E Cloete



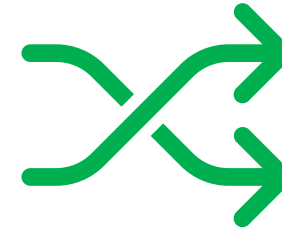
UNIVERSITY OF PRETORIA



Biases & human decisions



Status quo bias



Focusing on Real Estate Performance



3 Practical Use Cases in Real Estate Today

Technologies driving transformation in the Real Estate industry

AI Data Analytics – Ask a Question of the Data



Computer Vision

Footfall Analytics

Store Performance



Natural Language
Processing

Lease Intelligence

Financial/Legal Control



Predictive
Maintenance & Energy

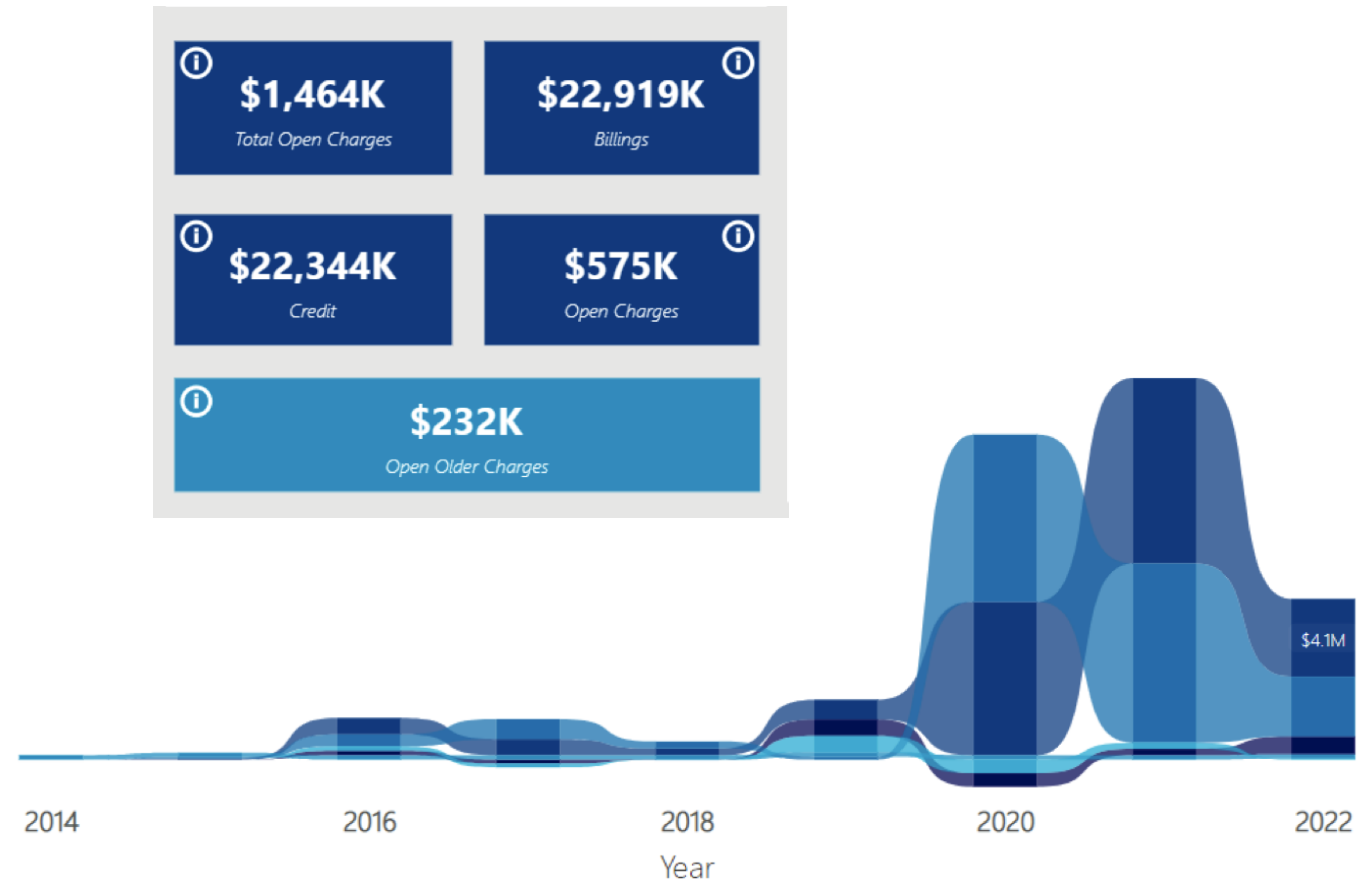
Facilities Maintenance

Asset Costs

Deep Learning – Lease Contract Performance



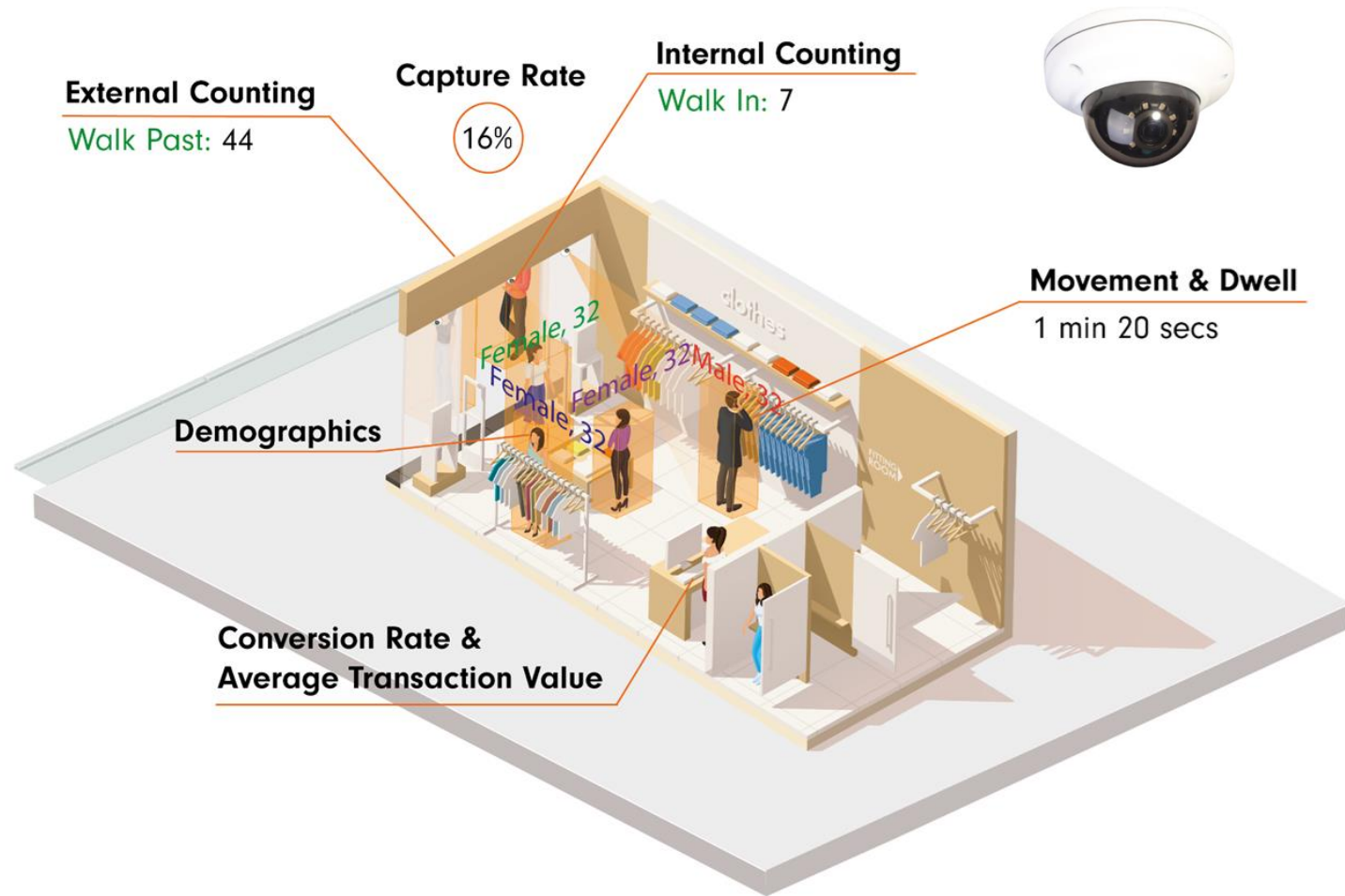
1. 2 million Leases
2. Enables lease analysis
3. Tech Maturity: 15 years



AI Vision – Retail Property Performance



1. Integrates with POS
2. From gut-feel to data-driven.
3. Tech Maturity: 23 years



Predictive Maintenance & Energy Performance



1. Asset value & tenant experience
2. Cost, risk sustainability
3. Tech maturity: 35 years



Predictive Intelligence



Automated and Informed

Data driven - allows you to manage by measuring the performance of your portfolio.

1. Key Metrics
2. Quick Stats
3. Task visibility
4. Relevant to user role
5. Transaction workflows

