

Course : Managing and Growing a Real Estate Business Using Artificial Intelligence

Turn your data into tools for performance, decision-making, and risk management

Practical course - 2d - 14h00 - Ref. AON

Price : 1680 CHF E.T.

NEW

Artificial intelligence provides executives, business leaders, and real estate managers with new capabilities to drive performance, analyze key metrics, optimize processes, and make more informed decisions. This training course provides a practical method for identifying high-value-added AI applications, leveraging business data, improving operational performance, and developing an AI roadmap tailored to your organization.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the opportunities and limitations of AI as applied to managing a real estate business
- ✓ Leveraging business data to generate decision-making metrics
- ✓ Identify processes that can be optimized or automated using AI
- ✓ Assess the risks associated with the use of AI and define control measures
- ✓ Developing an AI Roadmap Tailored to Your Agency, Department, or Organization

Intended audience

Real estate agency executives, branch managers, sales directors, network managers, real estate managers, property managers, building managers, commercial real estate marketing managers, and anyone involved in managing a real estate business.

Prerequisites

No specific knowledge required.

PARTICIPANTS

Real estate agency executives, branch managers, sales directors, network managers, real estate managers, property managers, building managers, commercial real estate marketing managers, and anyone involved in managing a real estate business.

PREREQUISITES

No specific knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

A mix of methodological instruction, demonstrations, and feedback. Practical exercises conducted individually, in pairs, and in small groups. The training program is based on a core set of skills common to all real estate professions, enriched by case studies and exercises tailored to the specific characteristics of residential or commercial real estate, depending on the participants' profiles.

Course schedule

1 Understanding Where AI Creates Value in the Real Estate Industry

- Identify the concepts of AI, generative AI, and automation
- Identify relevant uses by business line: transactions, management, property management, development, and commercial real estate
- Distinguish between productivity, analytics, decision support, and automation applications
- Assessing the Benefits and Limitations of AI in Real Estate Management
- Identifying the Conditions for the Success of an AI Project in a Real Estate Organization

Hands-on work

Red Thread Case Study: Collaborative mapping of activities and processes that can benefit from AI. Residential: listings, appraisals, follow-ups, agency reporting / Commercial: B2B pipeline, occupancy, vacancies, space marketing, performance by site or sector.

2 Improving Sales and Operational Performance

- Identify time-consuming activities with low value-added
- Analyze operational issues affecting business operations
- Using AI to Generate Summaries, Minutes, and Reports
- Optimize sales follow-up, follow-ups, and team coordination
- Prioritize actions based on their business impact, time savings, and feasibility

Hands-on work

Red Thread Case Study: Analysis of sources of time loss and opportunities for improvement. Residential: decline in listings, sales timelines, and seller follow-up / Commercial: vacant space, corporate inquiries, decline in occupancy, and account follow-ups.

3 Leveraging Data to Drive Business Operations and Inform Decisions

- Identify the data relevant to managing a real estate business
- Develop performance metrics aligned with the organization's objectives
- Analyze business, financial, and operational trends using AI
- Identify weak signals and opportunities for performance improvement
- Produce decision-making summaries that managers and executives can use

Hands-on work

Case Study: AI-Assisted Analysis of a Business Dataset. Residential: prospects, listings, conversion rates, time to sale, revenue, customer satisfaction / Commercial: sales pipeline, occupancy rates, vacancy rates, revenue by square footage or by location.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Ensuring the Safe Use of AI and Managing Risks

- Identify the operational, legal, regulatory, and reputational risks associated with AI
- Verify the quality, reliability, and traceability of the data used
- Apply the principles of personal data protection and regulatory compliance
- Identify biases, errors, and illusions that could influence a decision
- Establish a governance framework tailored to AI applications

Hands-on work

Red Thread Case Study: Risk Scenario Analysis. Residential: customer data, assisted estimates, excessive automation of a seller-buyer transaction, reporting errors / Commercial: company data, occupancy forecasts, confidential B2B information, unverified AI recommendations.

5 Creating an AI Roadmap to Grow Your Real Estate Business

- Prioritize use cases that add significant value to the business
- Identify the necessary resources, skills, and tools
- Structuring a Phased Adoption Process: Testing, Pilot, Rollout
- Define monitoring and return on investment metrics
- Develop a short- and medium-term operational action plan

Hands-on work

Final presentation of the overarching case study: assessment, key indicators, identified risks, AI priorities, and roadmap. Residential: revitalization of a residential real estate agency / Commercial: improvement of sales performance, occupancy rates, or portfolio management for commercial properties.

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Dates and locations

REMOTE CLASS

2027 : 18 Mar., 24 June, 23 Sep., 9 Dec.