Course : Using AI to Analyze, Forecast, and Anticipate the Residential Real Estate Market

Turn Your Real Estate Data into Strategic Decisions

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

Price : 1680 CHF E.T.

NEW

Artificial intelligence is profoundly transforming the way real estate markets are analyzed by making it easier to process large volumes of data and accelerating the production of high-value-added analyses. This training course enables housing professionals to use AI to analyze the residential market, conduct a well-reasoned appraisal, and prepare a reliable recommendation for a seller or decision-maker.

Teaching objectives

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

- Identify the relevant data for analyzing a residential real estate market
- Leveraging AI to Collect, Organize, and Analyze Real Estate Data
- Assessing the Attractiveness of a Residential Area Based on Key Indicators
- Provide a well-reasoned estimate based on comparable data
- Develop decision-support recommendations based on market analysis

Intended audience

Real estate agents, real estate brokers, agency managers, real estate consultants, real estate developers, program managers, and anyone who analyzes the residential market.

Prerequisites

No specific knowledge required.

Practical details

Interactive presentations illustrated with examples from the real estate sector. Case studies serving as a common thread and professional role-playing exercises. Practical assignments completed individually, in pairs, and in groups.

PARTICIPANTS

Real estate agents, real estate brokers, agency managers, real estate consultants, real estate developers, program managers, and anyone who analyzes the residential market.

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.

Course schedule

1 Understanding the Applications of AI in Residential Real Estate Analysis

- Identify use cases for AI in the housing sector
- Understanding the Benefits of AI for Market Analysis and Estimation
- Distinguishing Between Generative AI, Data Analysis AI, and Predictive AI
- Mapping the Steps of an AI-Assisted Market Research Study
- Assess the benefits, limitations, and areas of concern

Hands-on work

Launch of the case study: A homeowner wants to sell a residential property. Participants identify the necessary information and the tasks that can be streamlined using AI.

2 Analyzing the Residential Real Estate Market Using Data and AI

- Identify sources of real estate, economic, and geographic data
- Analyzing Supply and Demand in the Residential Sector
- Identify the factors that make a local market attractive
- Identify trends in price changes
- Developing Decision-Support Indicators

Hands-on work

Analysis of the sector under study. Use of AI to collect, organize, and synthesize data, and then produce an initial analysis of the local market.

3 Conduct an AI-Assisted Real Estate Appraisal

- Identify the factors that influence the value of a residential property
- Search for and analyze comparable properties
- Using AI to Develop an Estimation Process
- Prepare a well-reasoned appraisal report
- Evaluate the consistency and reliability of the results obtained

Hands-on work

Valuation of the property in the case study. Participants analyze comparable properties, formalize their assumptions, and draft a reasoned valuation report.

4 Anticipate market trends and make recommendations

- Identify the opportunities and risks in the residential market
- Capitalizing on Weak Signals and Emerging Trends
- Develop several scenarios for market trends
- Draft a recommendation for a salesperson or decision-maker
- Effectively Presenting the Results of a Real Estate Analysis

Hands-on work

Final presentation of the overarching case study: Each team presents its analysis, estimates, assumptions, and recommendation for market launch. Group debriefing.

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.

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Dates and locations

REMOTE CLASS
2026 : 14 Dec.

2027 : 30 Mar., 1 July, 4 Oct., 16 Dec.