

# AI & Proptech Real Estate Workshop





## OVERVIEW

This one-day workshop offers an in-depth exploration into the transformative applications of Artificial Intelligence (AI) and PropTech in the real estate industry. Real estate professionals will gain strategic insights into enhancing operational efficiency, boosting client engagement, and leveraging data-driven decision-making tools for optimized branding, sales, and market positioning.

# WHO SHOULD ATTEND?

THIS WORKSHOP IS TAILORED FOR REAL ESTATE PROFESSIONALS, DECISION-MAKERS, AND LEADERS IN DEVELOPMENT AND BROKERAGE. PARTICIPANTS WILL LEAVE EQUIPPED WITH ACTIONABLE INSIGHTS TO APPLY AI AND PROPTECH STRATEGICALLY WITHIN THEIR BUSINESSES, PREPARING THEM TO LEAD IN A RAPIDLY EVOLVING REAL ESTATE LANDSCAPE.





## Workshop Agenda

1. Introduction to PropTech and AI in Real Estate
2. Key PropTech Applications and Industry Innovations
3. In-Depth Topics and Discussions
4. Real Estate Strategies Enhanced by PropTech

# Objectives

- **Comprehensive AI & PropTech Understanding:** Examine the distinctions and synergies of AI and PropTech, with a focus on applications specific to real estate.
- **Strategic Integration:** Learn to incorporate these technologies across core real estate functions, including sales, investment analysis, and tenant engagement.
- **Data-Driven Insights:** Utilize predictive analytics for market and client insights to inform financial analysis, lead generation, and tenant profiling.
- **Advanced Sales and Branding:** Develop effective personal branding and sales strategies using data-driven insights and innovative PropTech tools.

## 1. Introduction to PropTech and AI in Real Estate

- Understanding PropTech & AI: Key distinctions, definitions, and industry impact.
- Emerging Technologies: A look at the transformative power of PropTech solutions and AI applications in real estate.

## 2. Key PropTech Applications and Industry Innovations

- PropTech Innovations in Focus:
- Property Management Platforms: Efficiently manage property operations, maintenance, and tenant relations.
- Virtual & Augmented Reality Tours: Create immersive property viewing experiences.
- Smart Building Technologies: Use IoT to monitor and optimize building systems.
- AI Applications in Real Estate:
- Predictive Analytics: Forecast trends and client preferences.
- Automated Client Services: Enhance client engagement with AI-powered tools.
- Investment Analysis: Data-driven insights for valuation and investment opportunities.

### 3. In-Depth Topics and Discussions

- Crowdfunding Platforms for Real Estate
- Tenant Mix and Leasing Using AI & PropTech
- Competitor Analysis Using AI
- Digital Solutions for Lease Management and Contract Processing
- Blockchain in Real Estate Transactions
- Automated Valuation Models for Accurate Property Pricing
- Space Utilization and Predictive Maintenance Analytics
- Energy and HVAC Management for Operational Efficiency
- Smart Security and Access Control Systems
- Digital Due Diligence and Risk Analysis Tools

## 4. Real Estate Strategies Enhanced by PropTech

- Sales and Marketing Strategies: Utilize AI to streamline sales cycles and target marketing.
- Lead Generation & Positioning: Improve lead scoring and market positioning through data insights.
- Tenant Communication & Feedback Tools: Enhance tenant engagement and collect actionable feedback.
- Investment Potential & Sustainability: Apply AI for financial modeling, green certifications, and sustainable building design.
- Online Investment Platforms and Auction Solutions: Expand investment potential with online platforms.



# PROGRAM HIGHLIGHTS



**4 Modules**

TRAINING



**1 Days**

DURATION



**10,000 EGP**

FEEES



# THANK YOU

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