

# Disrupting Real Estate: How Teams Can Harness AI For Growth

## How are teams currently using AI?

- Adoption is still early and fragmented — most orgs are experimenting with Copilots & GenAI in controlled sandboxes & pilot tools.
- There's a strong culture of safe experimentation, combining healthy scepticism with a willingness to explore.
- Preparing for a future where every business function has its own AI agent — essential to build internal capacity to absorb & apply new technology at pace.

## #1 GETTING YOUR DATA IN ORDER

- Clean sets of unstructured data with correct user permissions is the biggest enabler of success — conversely, messy, disorganised documents with poor permissioning is definitely a blocker.
- AI adoption is forcing teams to tackle years of data sprawl, messy permissions, & tech debt — it's necessary groundwork, 'investing in foundations'.
- If you're not fully in the cloud, your ability to innovate will be severely limited.

## #2 ADOPTION NEEDS STRATEGY

- Apply an **AI-first lens**: it may feel unfamiliar now, but it will become the norm.
- Workshops & role-specific demos outperform broad rollouts. Keep use cases simple, relevant and practical and build from there.
- When seeking buy-in, frame AI as a long-term capability: "In 10 years, if we don't have this..." — not just a short-term experiment.
- It's still unclear who the winners will be in Gen AI, so make sure you avoid lock ins to specific models e.g. Open AI

## #3 TRUST, RISK & SECURITY

- Internally built, enterprise-grade tools are preferred over public GenAI platforms — most have restricted or blocked public tool usage.
- If you don't provide something secure, you risk users turning to unsafe alternatives. Internal branding of tools boosted engagement.
- Data leakage prevention, permissions control, & prompt filtering are essential — only give AI access to what you want it to see.

## #4 MEASURING VALUE

- ROI is hard to define — most use time saved and tool usage as proxies.
- "How do you measure the value of a screwdriver?" When a tool is that versatile, its true value isn't always obvious (or easy to quantify). E.g Excel / Outlook.
- Treat AI as a capability, not a project — should be embedded into your operating model.
- Tech investment often balances **fear, fact, and faith** — AI might begin as a faith investment & then when you have learned enough about it, can become a fact based investment.

## #5 SKILLS, LEARNING & ORGANISATIONAL CHANGE

- AI is shifting focus from manual tasks to higher-value thinking, especially in junior roles — raising questions about how we train future talent.
- **AI fluency** will become a core skill, like Microsoft Office.
- Teams need space to experiment — some breakthroughs only come through hands-on exploration.
- Hiring is driven by **cost avoidance, not reduction** — it's about doing more with leaner teams. "You won't be replaced by AI, but by someone who knows how to use it better."

## What stage is your organisation at on it's AI journey?

Actively integrating AI into core operations

33%

Running small-scale tests or pilots

56%

Just starting to explore

11%

## Examples of early successful use cases:

- **Fraud Prevention:** Automated ID and passport checks to block fraudulent bookings.
- **Customer Support:** Drafting review responses and guiding agents in real time.
- **Predictive Maintenance:** Using sensor data to anticipate issues with lifts, fridges, and boilers.
- **Knowledge Access:** AI-enabled search across curated SharePoint environments.
- **Incident Response:** Automating documentation, transcription, and ticketing.
- **AI Agents & Voice Bots:** Handling maintenance triage and out-of-hours enquiries.
- **Conversational Analytics:** Making data accessible via natural language tools.



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