Leveraging AI in the Real Estate Landscape

Key Takeaways Report

01 Key Takeaways

- The real estate industry is poised for disruption with parallels in the tax sector, legal sector & documentation. One big area of disruption will come in discovery & matchmaking.

- Consumers – home or commercial are looking at real estate as an enabler of lifestyle rather than simply purchasing it for use or investment purposes. AI has a significant role in helping consumers identify real estate which can identify with their lifestyle. This will also help agents and other ecosystem partners in securing more successful transactions and satisfaction.

- The consumer expectation is rapidly changing and defining shifting experiences. AI in particular and other enabling technologies in general will help real estate sector to capture these expectations as an actionable structured knowledge repository which can elate the experience, hence satisfaction.

- There are a large number of people in India buying properties found online, using Google and other search platforms. Some industry reports suggest that for 50% of transactions in India, the property was identified online.

Key Takeaways 02

- A change in the management aspect & reskilling of the workforce in organizations will ensure a sustained digital transformation in the real estate sector. Technologies like AI, ML & Blockchain will help connect the whole ecosystem including the regulators, agents, and the companies to freely and securely exchange information.

- Immersive technology is enabling and augmenting the idea of personal touch in real estate.

- Data is the new oil and in Artificial Intelligence, quality data is important to churn out the right forecast. There are techniques that have eased the processes of data management and have matured in the last 3 years.

In the hypercompetitive Indian real estate market where users are expecting a tech led immersive experience at the comfort of their immediate environment, AI is helping the industry to create such experiences. Realtors are incorporating data and algorithms to help in decision making process and information management through AI, which is enabling them to power customer experience.

Covid 19 has mandated adoption and integration of technology across industries and the real estate industry is no different. By leveraging AI-ML powered algorithms to predict property prices to tracking listings, traffic monitoring to pollution monitoring, tracking immediate amenities to predicting upcoming amenities, AI has transformed the real estate for good for realtors and buyers alike.

03 Key Takeaways

The pandemic has forced people to understand the link between environments, society, amenities, security and governance. The predictive capability has opened doors of understanding the need of the user in real-time and helping buyers enjoy the immersive experience. The remote working culture has further transformed the home-buying experience with Virtual and 3D tours gaining prominence.
The real estate is changing from a traditional industry to a tech-powered industry.

In India, one of the immediate effects of the pandemic was a large move towards online transactions & searches, increased use of VR & AR to conduct virtual tours of properties and technologies like drones & AI Thanks to AI & the algorithms that are being leveraged, people are able to find houses based on their liking & their requirements.

The immersion of technology and connectivity powered smart solutions is influencing the expectations of consumers from several products and services. Be it automobile, public utilities or the real estate, consumers are increasingly demanding elated and immersive experiences right from the inception of the journey where scouting for such services and products begins.

The decision making is getting complicated with several dependent variables and after the emergence of pandemic, these variables have only increased. The simplest example is virtually experiencing a property, its amenities, surroundings, and other factors that help buyers shortlist real estate for purchasing or leasing.

Key Takeaways 04

Even for investment purposes, the consumer today compares properties for several parameters and does not simply look for returns, payment periods, etc. Collecting and then processing such information is only becoming feasible by leveraging technology and the AI layer on top of the technology stack which translates the information into meaningful insights.

For the agents and other ecosystem partners, the information processed by AI-powered platforms, helps them gain a lot of insights at the presales stage. This helps them go beyond identifying the basic requirements like number of bedrooms, style of the apartment, availability of parking, security features, etc. They are able to identify properties that go with the lifestyle of the potential buyers which helps them increase the conversion ratio of leads to the satisfaction of their clientele.

The sector is embarking on continuous digital initiatives but there's still a lag in some of the areas where tech has not permeated. Banking has been one of the most tech intensive areas in India which was then disrupted by startups in the fintech domain. Real estate is up for disruption in parallel with legal sector, tax sector etc via technology. With AI, there's standardized knowledge. There is some hesitation in adoption of AI in the real estate.

TECHFLIX EPISODE

The one-hour webinar cum panel discussion was attended by over 200 delegates representing industry, legal, start-ups, students, and the media. Other than India, participants attended from global destinations like China, the UK, UAE, and Singapore. The industry champions also took some questions from the audience and shared their perspectives on some important points raised.

The panel represented the real estate ecosystem giving a 360 degree view to the audience. The experts included:

- Rushi Bhatt, Sr. Director and Head of AI Compass India
- Prashant Solomon, MD, Chintels India Pvt. Ltd. & Hon. Treasurer CREDAI NCR
- Prasanto Kumar Roy, Public Policy Consultant & Writer
- Pranav Kaushik, Partner, Digital Transformation, Grant Thornton dGTI, India.

techFLIX is an on-demand video offering of Techarc where thought-leadership sessions are driven with industry leaders discussing various pertinent topics and issues. The one-hour live session is attended by representatives of all major stakeholders including government, industry, academia and the media. The recording of the session is also made available for on-demand consumption. For any query on techFLIX please reach out to techFLIX Help Desk at techFLIX@techarc.net