

Generative Artificial Intelligence in Real Estate Transformation and Investment

7 – 11 June 2027
Paris (France)

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Introduction

This course focuses on Generative Artificial Intelligence in Real Estate Transformation and Investment, with an emphasis on how artificial intelligence tools can be used to analyze real estate projects, prepare feasibility studies, conduct market analysis, support decision-making, and produce professional reports and presentations more efficiently and systematically.

The course addresses the practical applications of artificial intelligence in real estate business environments, particularly in areas related to asset management, investment opportunity assessment, project analysis, market data analysis, and improving team productivity. It also explains how generative artificial intelligence can transform scattered information into usable insights that help evaluate project feasibility, compare alternatives, and present clear recommendations.

The course content is structured progressively, starting with the role of generative artificial intelligence in the real estate sector, then moving into its use in market and project analysis, feasibility studies, reports, and presentations, and concluding with practical work models that improve productivity and support real estate and investment decisions.

Course Objectives

By the end of this course, participants will be able to:

- Understand the uses of generative artificial intelligence in real estate and investment.
- Identify applications of generative artificial intelligence in real estate project analysis.
- Use artificial intelligence tools for real estate market analysis.
- Apply artificial intelligence in preparing initial feasibility studies.
- Analyze real estate investment opportunities using artificial intelligence-supported methods.
- Prepare clearer and more structured real estate and investment reports.
- Develop professional presentations for real estate projects using artificial intelligence.
- Support decision-making through alternative analysis and comparison.
- Improve team productivity through artificial intelligence applications.
- Write effective prompts to obtain accurate outputs from artificial intelligence tools.
- Evaluate the quality of artificial intelligence outputs before using them.
- Build a practical model for using artificial intelligence in real estate project assessment.

The logo for UK Training Partner features the text 'UK Training' in a small, black, sans-serif font above the word 'PARTNER' in a large, bold, black, sans-serif font. The text is positioned over a background of concentric circles and a chessboard pattern. In the bottom right corner, there are three chess pieces: a gold king, a silver pawn, and a silver knight.

Course Outlines

Day 1: Introduction to Generative Artificial Intelligence in Real Estate and Investment.

- Concept of generative artificial intelligence and its applications in the real estate business.
- Difference between traditional artificial intelligence and generative artificial intelligence.
- Uses of generative artificial intelligence in real estate investment and project management.
- Role of artificial intelligence in analyzing real estate and financial information.
- Limitations of using artificial intelligence in investment decisions.
- Data quality and its impact on analysis results.
- Ethical use of artificial intelligence in reports and presentations.
- Practical exercise on writing initial prompts to analyze a real estate opportunity.

Day 2: Using Artificial Intelligence in Real Estate Market Analysis.

- Concept of real estate market analysis using artificial intelligence.
- Collecting and organizing market information using artificial intelligence tools.
- Analyzing supply, demand, and competition in the real estate market.
- Studying location, target audience, and market trends.
- Analyzing growth opportunities and market risks.
- Using artificial intelligence to summarize market reports.
- Converting market data into indicators that support decision-making.
- Practical application of preparing an initial market analysis for a real estate project.

Day 3: Project Analysis and Feasibility Studies Using Artificial Intelligence.

- Using artificial intelligence in preparing real estate feasibility studies.
- Analyzing project concepts in terms of location, demand, costs, and returns.
- Building an initial structure for a real estate feasibility study using artificial intelligence.
- Analyzing financial and operational assumptions for the project.
- Comparing multiple project scenarios using artificial intelligence.
- Identifying risks affecting investment feasibility.
- Preparing an executive summary for a real estate feasibility study.
- Workshop on analyzing a real estate project using artificial intelligence tools.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The background shows concentric circles emanating from behind the king piece.

Day 4: Preparing Real Estate Reports and Presentations Using Artificial Intelligence.

- Using artificial intelligence to prepare investment reports.
- Organizing real estate report content clearly and professionally.
- Turning analysis results into presentable recommendations.
- Preparing presentations for real estate projects using artificial intelligence.
- Drafting executive summaries for management and decision-makers.
- Improving the language of reports and presentations without losing accuracy.
- Reviewing and verifying outputs generated by artificial intelligence.
- Practical application of preparing a brief report and presentation for a real estate project.

Day 5: Decision-Making and Productivity Improvement Using Artificial Intelligence.

- Applying artificial intelligence to support real estate investment decisions.
- Building criteria for comparing real estate opportunities and projects.
- Using artificial intelligence to analyze and compare alternatives.
- Applying artificial intelligence to improve the speed and quality of daily work.
- Preparing ready-to-use prompt templates for project, market, and report analysis.
- Managing risks related to relying on artificial intelligence outputs.
- Preparing a work model for using artificial intelligence within a real estate team.
- Final application on studying a real estate opportunity and preparing an analysis-supported recommendation.

Why Attend this Course: Wins & Losses!

- Gain practical understanding of generative artificial intelligence uses in real estate investment.
- Improve the ability to analyze real estate projects faster and with clearer methodology.
- Use artificial intelligence to prepare more organized initial feasibility studies.
- Develop real estate market analysis skills using modern digital tools.
- Prepare more professional real estate reports and presentations.
- Support investment and development decisions through artificial intelligence-enhanced analysis.
- Improve team productivity in content preparation, analysis, and presentations.
- Reduce the time spent collecting, organizing, and summarizing information.
- Build stronger ability to compare investment alternatives.
- Improve output quality by reviewing and refining artificial intelligence results.
- Use effective prompts to obtain more accurate and relevant outcomes.
- Connect real estate analysis with practical decisions inside the organization.

Conclusion

This course provides a practical framework for using Generative Artificial Intelligence in Real Estate Transformation and Investment, focusing on the applications needed for project analysis, feasibility studies, market analysis, report and presentation preparation, and investment and development decision support.

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The course begins by explaining the concept of generative artificial intelligence and its role in the real estate sector, then moves into its use in market analysis, understanding demand, competition, and opportunities. It then focuses on artificial intelligence applications in real estate project studies, assumption analysis, scenario building, and risk identification.

The course also provides participants with practical tools for using artificial intelligence in preparing reports and presentations and transforming analysis results into clear content that can be presented to management, investors, or development teams. On the final day, the focus shifts to decision support and productivity improvement through models that help compare alternatives and develop a more data-driven and analysis-based way of working.

By the end of the course, participants will be able to use generative artificial intelligence as a practical tool to improve the quality of real estate analysis, accelerate output preparation, support investment decisions, and enhance efficiency within real estate, investment, and development teams.

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