Generative AI for Real Estate Development & Investment

25 – 29 October 2027
Barcelona (Spain)



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Introduction

This course focuses on applying generative artificial intelligence in real estate development and investment by using it to analyze investment opportunities, evaluate projects, study markets, prepare proposals, and generate clear insights from real estate portfolios.

The course is designed to guide participants step by step, starting with the role of artificial intelligence in real estate business, then moving into market data analysis, project feasibility, risk assessment, and decision support for development and investment. It also focuses on improving team productivity through real estate research automation, faster report preparation, and transforming scattered data and notes into structured outputs that can be reviewed, presented, and discussed.

The course follows a practical case-based approach. Participants will practice using artificial intelligence to analyze a real estate project, compare investment opportunities, prepare an initial development plan, and generate a clear real estate proposal that supports decision-making within the organization.

Course Objectives

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

- Understand the role of generative artificial intelligence in real estate development and investment.
- Use artificial intelligence for real estate investment analysis.
- Evaluate real estate projects in terms of market, location, feasibility, and risk.
- Analyze market data to extract decision-support indicators.
- Prepare initial real estate project studies using artificial intelligence tools.
- Build comparison models between different real estate opportunities and projects.
- Analyze risks related to real estate investment and development.
- Extract practical insights from real estate portfolio data.
- Prepare structured real estate proposals based on clear analysis.
- Automate real estate research, information collection, and summarization.
- Improve the productivity of investment, development, and asset management teams.
- Convert analysis outputs into reports and presentations suitable for management use.



Course Outlines

Day 1: Generative Artificial Intelligence in Real Estate Business.

- Definition of generative artificial intelligence in the real estate sector.
- Applications in investment, development, asset management, and project analysis.
- Difference between general use and professional use of artificial intelligence in real estate.
- Types of questions and business problems that artificial intelligence can support.
- Limits of relying on artificial intelligence outputs in real estate decisions.
- The role of data quality in improving result accuracy.
- Preparing effective prompts for real estate opportunity analysis.
- Practical exercise on converting a real estate project description into initial analysis points.

Day 2: Investment Analysis and Real Estate Market Research.

- Steps for real estate investment analysis using artificial intelligence.
- Studying location, target segments, demand, supply, and competition.
- Analyzing market trends and their impact on investment opportunities.
- Using artificial intelligence to summarize market reports and real estate information.
- Converting market data into comparable indicators.
- Assessing project suitability against market needs.
- Preparing a market summary to support project assessment.
- Practical application on analyzing an investment opportunity from a market perspective.

Day 3: Project Evaluation and Feasibility Studies.

- Using artificial intelligence for real estate project evaluation.
- Analyzing project concepts in terms of location, use, cost, return, and timeline.
- Building an initial structure for a real estate feasibility study.
- Identifying key assumptions that affect project feasibility.
- Comparing different project scenarios.
- Preparing an executive summary of evaluation results.
- Reviewing output accuracy and identifying information that requires verification.
- Workshop on evaluating a real estate project and preparing an initial recommendation.

Day 4: Risk Analysis and Real Estate Portfolio Insights.

- Identifying key risk types in real estate investment and development.
- Analyzing market, financial, operational, and regulatory risks.
- Using artificial intelligence to build risk checklists.
- Assessing the impact of risks on investment decisions.
- Analyzing real estate portfolio data to extract overall indicators.
- Identifying high-performing assets and assets requiring improvement.
- Linking portfolio insights to development or repositioning decisions.
- Practical application on analyzing a simplified real estate portfolio and setting decision priorities.



Day 5: Proposal Generation and Real Estate Research Automation.

- Using artificial intelligence to prepare professional real estate proposals.
- Organizing proposal content from concept to recommendation.
- Automating real estate research, information collection, and summarization.
- Converting analysis results into a report or presentation.
- Preparing ready-to-use prompt templates for market analysis, project evaluation, and risk analysis.
- Improving language and presentation quality without losing accuracy.
- Reviewing outputs for consistency, logic, and reliability.
- Final application on preparing a brief real estate project proposal supported by analysis.

Why Attend this Course: Wins & Losses!

- Gain practical understanding of how to use generative artificial intelligence in real estate investment.
- Improve the ability to analyze real estate projects faster and in a more structured way.
- Support feasibility studies through clear analysis frameworks.
- Develop real estate market analysis skills using digital tools.
- Improve risk assessment for projects and investment opportunities.
- Extract useful insights from real estate portfolio data.
- Prepare clearer and better-organized real estate proposals.
- Reduce time spent on research, information collection, and summarization.
- Support development and investment decisions with reviewable outputs.
- Improve team productivity in report and presentation preparation.
- Build a more data-driven and analysis-based work approach.
- Improve the quality of comparison between investment alternatives and real estate projects.

Conclusion

This course provides a practical framework for using generative artificial intelligence in real estate development and investment, with a clear focus on investment analysis, development planning, project evaluation, risk analysis, and extracting insights from real estate portfolios.

The course connects artificial intelligence with the daily tasks required by real estate and investment teams, including market analysis, feasibility studies, alternative comparison, proposal writing, and real estate research automation. It also explains how artificial intelligence can improve work speed and output quality while maintaining professional review and verification of results.

Through practical applications, participants will practice preparing a complete analysis of a real estate opportunity, evaluating a project from multiple angles, identifying risks, and developing recommendations that can be presented to management or development teams. The course also focuses on preparing practical templates that can later be used for project analysis, market research, proposal generation, and productivity improvement.

By the end of the course, participants will have a clear understanding of how to use artificial intelligence to support real estate investment and development decisions, and how to turn data and information into practical insights that improve decision quality and accelerate real estate business tasks.

