BLACKBIRD FOR TRAINING

Digital Twins for Real Estate Investment, Development, and Asset Management

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Lyon (France)

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Introduction

Advanced digital twins have become a strategic tool for improving real estate decisions. Their value is no longer limited to representing buildings or monitoring asset operations. They now serve as integrated platforms that connect operational data, financial analysis, risk assessment, scenario simulation, and real estate asset lifecycle management.

This course focuses on the advanced use of digital twins in the real estate sector. It explains how to connect asset models with financial, operational, and technical data, analyze real estate portfolio performance, simulate investment and development decisions, and evaluate the impact of maintenance, energy, occupancy, and operating costs on long-term asset value.

The course is structured over one week in a connected and progressive sequence. It begins with the strategic framework of digital twins in real estate, then moves into advanced data architecture and modeling. It then focuses on real estate asset and portfolio management, followed by the use of digital twins in real estate investment and development, before concluding with governance and an institutional implementation roadmap. The content is aligned with the provided topic: Digital Twins for Real Estate.

Course Objectives

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

- Analyze the strategic role of digital twins in real estate asset management, investment, and development.
- Design an advanced digital twin concept that connects asset data, operations, finance, risk, and value.
- Assess the readiness of real estate assets and portfolios for digital twin implementation.
- Build advanced performance indicators for operations, returns, occupancy, risk, and sustainability.
- Use digital twins to analyze the asset lifecycle from planning to operation and redevelopment.
- Apply scenario simulation to support real estate investment and development decisions.
- Analyze the impact of operations, maintenance, energy, and space utilization on long-term asset value.
- Connect digital twins with acquisition assessment, asset enhancement, and space repurposing decisions.
- Support real estate development project monitoring through accurate and updated data.
- Define governance, data quality, integration, and security requirements for digital twin implementation.
- Manage implementation challenges across management, investment, development, operations, and technology teams.
- Prepare an advanced roadmap for digital twin adoption within a real estate organization.



Course Outlines

Day 1: Strategic Framework of Digital Twins in Real Estate

- The evolution of digital twins from operational tools to real estate decision-support platforms.
- The role of digital twins in connecting asset management with investment and development.
- Using digital twins to assess real estate asset and portfolio performance.
- The relationship between operational data and the investment value of real estate assets.
- Analyzing the impact of digital twins on maintenance, occupancy, energy, and cost decisions.
- Practical discussion on selecting suitable assets for digital twin implementation.

Day 2: Advanced Data Architecture and Digital Twin Modeling

- Identifying the data layers required to build an advanced real estate digital twin.
- Connecting technical, operational, and financial data in one analytical model.
- Organizing data related to spaces, occupancy, maintenance, energy, contracts, and costs.
- Building a performance indicator structure that links asset performance with returns and risks.
- Addressing data quality issues and standardizing real estate information sources.
- Practical application of designing an advanced data model for a real estate asset or portfolio.

Day 3: Digital Twins in Real Estate Asset and Portfolio Management

- Using digital twins to evaluate real estate asset efficiency.
- Analyzing occupancy, operating cost, service quality, and space efficiency indicators.
- Connecting preventive and predictive maintenance with asset availability and cost reduction.
- Analyzing portfolio asset performance and identifying opportunities for improvement or repurposing.
- Using digital twins to improve tenant and user experience.
- Practical application on analyzing a real estate asset and identifying value-improvement decisions.

Day 4: Digital Twins in Real Estate Investment and Development

- Using digital twins to evaluate real estate investment and acquisition opportunities.
- Analyzing return, cost, occupancy, risk, and redevelopment scenarios.
- Supporting development decisions through design, construction, and future operation simulations.
- Monitoring real estate development progress and linking it with budget, schedules, and risks.
- Evaluating the impact of design and operating options on future asset value.
- Practical application of assessing a real estate development opportunity using a digital twin model.



Day 5: Governance, Enterprise Implementation, and Roadmap

- Defining the appropriate governance model for digital twin implementation in a real estate organization.
- Distributing roles across management, investment, development, operations, finance, and technology teams.
- Establishing indicators to measure the impact of digital twins on performance, returns, and risks.
- Managing integration between asset management, facilities, finance, and project systems.
- Addressing implementation challenges related to cost, data quality, organizational change, and scalability.
- Integrated application for preparing an advanced roadmap for digital twin adoption in a real estate organization.

Why Attend this Course: Wins & Losses!

- Gain advanced understanding of digital twins in real estate investment, development, and asset management.
- Improve the ability to connect operational data with the investment value of assets.
- Support investment and acquisition decisions through more accurate scenarios and analysis.
- Improve portfolio management through measurable performance indicators.
- Reduce operating costs through maintenance, energy, and space utilization analysis.
- Improve development project monitoring by linking progress with risks, budgets, and schedules.
- Strengthen the organization's ability to identify redevelopment and asset enhancement opportunities.
- Improve the quality of real estate reports presented to management and decision-makers.
- Build a clearer model for measuring return, risk, and long-term asset value.
- Support stronger integration between management, operations, investment, and development teams.
- Reduce reliance on general assumptions in asset and project decisions.
- Prepare a practical roadmap for digital twin implementation at the enterprise level.

Conclusion

The Advanced Digital Twins for Real Estate Investment, Development, and Asset Management course provides an advanced practical framework for helping real estate organizations move from traditional asset management to data-driven management supported by modeling and analysis. The course covers the relationship between operations, investment, development, financial performance, risk, and asset quality within one digital model that can be updated and analyzed.

The program follows a clear sequence. It begins with the strategic role of digital twins in real estate, then moves into advanced data architecture that supports analysis and decision-making. It then focuses on asset and portfolio management before addressing the use of digital twins in investment opportunity evaluation, development planning, and scenario simulation. The final day covers governance and the enterprise implementation roadmap.



By the end of the course, participants will have an advanced practical understanding of how digital twins can improve asset value, support investment decisions, monitor development, reduce risk, and increase operational efficiency. The course helps real estate organizations build stronger capabilities for moving from operational property management toward a more integrated model that combines asset management, investment, and real estate development through a measurable digital vision.

