MERCURY

AI-Driven Real Estate Investment & Leasing

13 – 17 September 2027
Johannesburg (South Africa)



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Ref: 16212_1069343 **Date:** 13 – 17 September 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction:

The AI-Driven Real Estate Investment and Leasing training course explores how artificial intelligence is transforming decision-making, valuation, leasing strategies, and portfolio management in modern real estate. It blends cutting-edge data science applications with industry-specific insights to drive higher investment returns and operational efficiency.

Participants will develop the ability to analyze property performance, automate leasing processes, and identify emerging market trends using AI-powered tools. The AI-Driven Real Estate Investment and Leasing course provides hands-on frameworks for applying predictive analytics, machine learning algorithms, and intelligent automation to property management and real estate finance.

This AI-Driven Real Estate Investment and Leasing program is for professionals who integrate digital transformation into their property investment and leasing strategies. Learners will lead AI-driven initiatives across residential, commercial, and industrial property segments. They will evolve the landscape of real estate through technical fluency and strategic implementation.

Targeted Groups:

This AI-Driven Real Estate Investment and Leasing training targets professionals seeking specialized knowledge and skills:

- Real estate investors are aiming to improve data-driven decision-making.
- Property developers are interested in forecasting demand and pricing.
- Leasing agents are seeking automation and AI-enhanced client targeting.
- Portfolio managers manage multi-property investments.
- Commercial real estate brokers are exploring smart leasing technologies.
- Real estate technology PropTech professionals.
- Asset managers are optimizing performance through intelligent systems.
- Business analysts focus on real estate analytics.
- Financial advisors work with real estate clients.
- Urban planners are integrating AI in housing and development projects.

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Course Objectives:

Participants will achieve the following objectives by the AI-Driven Real Estate Investment and Leasing course:

- Understand AI's role in transforming real estate markets.
- Analyze market trends using real-time AI-powered tools.
- Evaluate property value through predictive modeling.
- Apply intelligent data to optimize lease agreements.
- Interpret large datasets to support strategic investment decisions.
- Automate workflows in leasing and property marketing.
- Assess the ROI of AI-based tools for real estate operations.
- Design strategies using machine learning for tenant profiling.
- Integrate smart contracts and blockchain into leasing models.
- Formulate AI-powered risk mitigation approaches.
- Measure and refine leasing campaigns using performance metrics.
- Develop implementation plans for AI-driven investment strategies.
- Collaborate effectively with data science teams.
- Lead organizational change toward AI adoption in real estate.
- Present data-backed investment cases with visual storytelling.

Targeted Competencies:

Participants will gain the following competencies during the AI-Driven Real Estate Investment and Leasing program:

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- Strategic thinking for AI-based real estate solutions.
- Analytical interpretation of property and market data.
- AI-enhanced financial modeling and forecasting.
- Lease structuring based on tenant behavior analytics.
- Automated property performance assessment.
- Efficient portfolio segmentation and clustering.
- Intelligent risk evaluation for investments.
- Communication of data-driven insights.
- Operational agility using AI systems.
- Innovation in leasing technologies.

Course Content:

Unit 1: Foundations of AI in Real Estate Investment:

- Introduction to AI and its applications in real estate.
- Understanding the digital transformation of real estate assets.
- Key technologies: machine learning, NLP, and computer vision.
- Benefits of AI in property valuation and leasing.
- Data sources in real estate: structured and unstructured.
- Role of AI in enhancing decision-making efficiency.
- Case studies on AI adoption in global property markets.
- Legal and ethical considerations in AI real estate deployment.
- Overview of AI tools in PropTech platforms.

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Unit 2: Predictive Analytics & Property Valuation:

- Fundamentals of predictive analytics in property investment.
- Building AI models for real estate market forecasting.
- Using historical data to predict price appreciation.
- Real-time valuation using AI-based comparables.
- Tenant behavior modeling to predict lease renewals.
- Forecasting rental income with machine learning.
- Automating net operating income NOI calculations.
- Scenario modeling and stress testing using AI tools.
- Evaluation of neighborhood dynamics with spatial analytics.

Unit 3: AI-Enhanced Leasing & Client Management:

- AI for lease lifecycle management.
- Chatbots and virtual assistants in tenant communication.
- Intelligent CRM systems for leasing agents.
- Predictive tenant scoring and lead conversion.
- Automating leasing documentation and workflows.
- Sentiment analysis for tenant feedback optimization.
- Personalizing leasing offers using AI segmentation.
- Using AI to reduce vacancy and turnover rates.
- Integration of AI with smart building systems for leasing.

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Unit 4: Intelligent Investment Strategies & Portfolio Management:

- Portfolio optimization with AI-driven analytics.
- Risk assessment models in AI-based investment planning.
- Asset clustering using unsupervised learning techniques.
- Geographic Information Systems GIS and spatial modeling.
- AI for diversification and allocation strategies.
- Real-time portfolio health dashboards.
- Automated reporting systems for investors and stakeholders.
- Blockchain applications for investment transparency.
- Using AI to identify high-growth market segments.

Unit 5: Implementation Frameworks and Real-World Applications:

- Designing AI integration strategies for real estate firms.
- Talent and tech infrastructure are needed for transformation.
- KPIs for tracking AI impact on leasing and investment.
- Challenges and pitfalls in AI project deployment.
- Building cross-functional teams for AI initiatives.
- Change management in digital real estate transformation.
- Legal compliance in AI-driven investment practices.
- Comparing traditional vs. AI-enhanced business models.
- Capstone project: Creating an AI-powered investment roadmap.

Final Insights & Key Takeaways:

The AI-Driven Real Estate Investment and Leasing course equips participants to lead innovation in property markets through intelligent tools and data strategies. By mastering AI applications in valuation, leasing, and portfolio analysis, learners become strategic assets in the future of real estate. It builds a strong bridge between property knowledge and technological fluency. It empowers professionals to drive better returns, smarter decisions, and sustainable growth.