

Assignment: Artificial Intelligence in the Global Real Estate Industry

The real estate industry involves complex processes and generates vast amounts of data. This assignment encourages you to explore the industry's current practices and envision how Artificial Intelligence (AI) could transform it for efficiency and growth.

● Documentation

Format: Create a .pdf document (no more than 2 pages). Include a title page with your name, course information, and date.

Submission Guidelines

Deadline: 05-03-2024 Tuesday 11:59 pm

Submission Method:

File Naming: Firstname_LastName_RealEstateAI.pdf] e.g.

Muhammad_Haris_RealEstateAI.pdf

Submission Portal: Click [here](#) to submit the Assignment

Instructions

● Research:

ERP in Real Estate: Investigate how Enterprise Resource Planning (ERP) systems are currently used by real estate companies. Focus on:

1. Key ERP functions (e.g., customer management, property management, accounting)
2. Benefits and limitations of existing ERP solutions in the industry.

Market Placement: Analyze strategies for finding and securing target audiences in the global real estate market. Pay attention to:

1. Traditional vs. evolving marketing techniques
2. Challenges of targeting real estate buyers and sellers across diverse geographic areas

AI Integration Analysis:

Brainstorm: Think critically about the areas you researched. Where could AI potentially streamline, improve, or create new possibilities within those processes?

Select Focus Areas: Choose 2-3 specific areas with the most significant potential for AI integration. Explain why AI would be beneficial in each area.

Consider Impacts: Briefly discuss potential positive and negative impacts of your chosen AI applications on the real estate industry overall.