**Real Estate Manager Launches AI Pulse, An Agent to Empower Real Estate with Real-Time Intelligence**  
*From data chasing to decision clarity, Pulse An AI Agent brings your team together around what matters most.*

REM announced the launch of **Pulse**, a smart AI Agent that redefines how real estate professionals manage their portfolios. Built for portfolio directors, managers and analysts, Pulse delivers instant access to live data from REM, responding to natural language queries with clear, actionable insights. It helps teams stay aligned, informed, and in control without reports, delays, or guesswork.

Managing a real estate portfolio is complex, time-consuming, and increasingly difficult to scale. Teams often operate reactively chasing updates, searching through fragmented systems, and struggling to stay aligned. Without smart tools to prioritize and collaborate, critical lease deadlines and high-value opportunities are missing. These challenges intensify as portfolios grow, leading to operational inefficiencies and financial risk.

Some of the key problems user face are as follows

* No prioritization or guidance on which leases require urgent attention, such as those with high rent value or approaching expiration.
* Limited access for non-REM users (e.g., finance, legal), leading to information silos and delayed collaboration.
* Poor scalability of manual processes when managing thousands of leases, resulting in user fatigue and workflow breakdowns.
* Lack of real-time visibility for the team, slowing down decision-making and increasing operational risk.

Pulse is an AI-powered insights agent that helps real estate teams move faster, stay aligned, and focus on what matters most. It understands natural language queries, and delivers critical insights in real time. Instead of sorting through reports or chasing updates, users simply ask Pulse for the information they need. Pulse surfaces ranked results, highlights urgent contracts, and enables smooth collaboration, even for stakeholders without access to Real Estate Manager.

Pulse solves key challenges faced by real estate teams:

* Lack of prioritization - Pulse automatically ranks leases based on rent value, urgency. This helps users focus on the most critical contracts without manual sorting.
* Access limitations - Pulse ensure stakeholders outside of the core system, such as finance or legal, receive the lease insights they need without waiting for others to share data.
* Manual processes that don’t scale - Pulse automates the tracking of thousands of leases, managing deadlines, exceptions, and task updates across large portfolios with minimal effort.
* Lack of real-time visibility -Pulse delivers current, relevant insights so all team members are working on the same up-to-date information. This improves alignment, reduces risk, and accelerates decision-making.

“We believe managing a property portfolio should feel calm, confident, and collaborative and not chaotic,” said Ian Dunlop, CEO of REM. “That’s why we built Pulse, an AI agent that helps teams prioritize what matters, stay in sync, and act faster. It doesn’t just respond, it reshapes how real estate teams work together whether in real estate, finance, or legal. Pulse isn’t just a new feature. It’s the future of portfolio management.”

To start using Pulse, customers simply connect it to their existing Real Estate Manager (REM) environment. There’s no need for complex setup or training—users can begin by typing natural language questions like, “Which leases are expiring next quarter?” or “Show me high-value contracts with upcoming deadlines.” Pulse instantly responds with prioritized, actionable insights pulled directly from live REM data. It also improves collaboration. Pulse shares key lease insights with stakeholders across finance, legal, or operations even if they don’t use REM ensuring everyone stays informed and aligned.

“Before Pulse, our team spent hours every week pulling reports and emailing updates just to figure out what needed attention. As our portfolio grew, it became nearly impossible to keep everyone aligned, especially legal and finance, who don’t use REM. Now, we just ask Pulse a question and get exactly what we need. It flags our highest-value leases, surfaces what’s urgent, and even shares it with the right people. We’ve gone from reactive to strategic and for the first time, the whole team is working from the same playbook.” Maya Chen, Director of Real Estate Strategy, Northbridge Partners

To learn more, go to https://docs-realestatemanager.zendesk.com/hc/en-us

**FAQs**

1. **Who is your customer?**Our customers are real estate professionals responsible for managing complex portfolios across multiple regions. This includes portfolio directors, asset managers, analysts, operations teams, and third-party service providers supporting corporate real estate functions. Whether in-house or outsourced, these users deal with large volumes of lease data, contracts, and compliance requirements often under pressure to deliver fast, accurate insights with minimal manual effort.
2. **How will this make your customer’s life significantly better? Solve their pain point?**

Pulse eliminates the friction of traditional portfolio management. Instead of chasing updates, digging through spreadsheets, or waiting on reports, users get:

* Instant answers to lease-related questions via natural language.
* Prioritized insights that highlight what’s urgent or high-value.
* Seamless collaboration with finance, legal, and other teams even if they don’t use REM.
* This means less time spent on manual tasks, fewer missed deadlines, and more confident, strategic decision-making.

1. **Why is this a problem that needs to be solved right now?**

Real estate teams are under pressure to do more with less—faster insights, tighter controls, and leaner operations. Traditional tools can’t keep up. With AI adoption accelerating and platforms like Microsoft Teams becoming central to daily workflows, now is the time to embed intelligent assistance directly where decisions are made. Pulse meets this moment by transforming how teams access and act on critical lease data.

1. **What might disappoint the customer?**

* The initial version supports interaction related to critical dates.
* Visual dashboards are not included in the MVP.
* Performance depends on data quality and integration with existing REM systems.

We’re actively working to expand our capabilities in future releases.

1. **How will the customer discover or find our product?**Pulse is surfaced through in-app announcements in Real Estate Manager.

Additional discovery channels include:

* Internal product launches and email campaigns
* Embedded onboarding guides
* Use-case-driven demos from customer success teams

Early adopters will also be invited via targeted outreach to existing REM users managing large portfolios.

1. **How will you measure success?**

Success is measured by:

* Higher task completion rates for lease deadlines and compliance items.
* Increased user engagement through queries and shared insights.
* Positive feedback on reduced workload and improved team alignment.

1. **How does this integrate with existing product features?**

Pulse integrates seamlessly with the Real Estate Manager ecosystem, using existing data. It enhances current reports by enabling conversational, on-demand access to insights. Pulse also supports automated message drafting and reminders, helping teams act without switching tools.

1. **What is your rollout plan beyond the home market?**

We will expand Pulse globally by integrating with tools like Lease Accounting Manager to deliver more complete, cross-functional insights. We’ll also engage international real estate firms to understand regional needs and train the agent accordingly. Our focus will be on localization, regulatory alignment, and deeper ecosystem integration to ensure Pulse is valuable across global portfolios.

1. **What is the most contentious aspect of your product? (What sparks the most   
   intense debate?)**

The most debated topic is how much autonomy Pulse should have, especially when routing sensitive data or triggering actions. Striking the right balance between autonomy, user control, and transparency is essential to building trust and ensuring responsible AI use**.**

1. **What are the key milestones in your roadmap:**

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| --- | --- | --- | --- |
|  | **Milestone/Feature Description** | **Priority** | **Size Guess**  **(S, M, L, XL)** |
| **1** | Launch AI Agent with Natural Language Query Support for Critical Dates (Current Release) | High | L |
| **2** | Enable real-time lease and sharing insight with team members (Current Release) | High | L |
| **3** | Ability to create recurring reports based on users’ queries (Current Release) | High | L |
| **4** | Integration with the Lease Accounting Manager for better synergy with an accounting team (Future Enhancement) | High | L |
| **5** | Collaborate with top firms to tailor Pulse’s intelligence to  -Deliver advanced summaries and alerts highlighting financial exposure, compliance risks, and missed savings.  -Detect outlier leases by benchmarking data across similar assets and portfolios. | High | XL |