

The background of the slide is a light gray architectural drawing. It features a large, stylized triangle in the center, composed of several smaller triangles and rectangles. The drawing includes various lines, angles, and geometric shapes, suggesting a technical or design theme. The overall aesthetic is clean and professional.

Navigating the Next Real Estate Cycle: An Analyst's Journey Through the U.S. Real Estate Services Industry

Devin Ergul

An Industry Report & Personal Strategic Plan | AI in Economics



Why focus on an industry that seems frozen in time?



The U.S. Real Estate Services industry presents a paradox. It's a mature, massive sector defined by long-standing norms and cyclical patterns. Yet, beneath the surface, it's facing two immense forces of change: a structural shock to its business model and a technological revolution.

This presentation is my analysis of that intersection and the opportunity it creates.

Mapping the Terrain: What is the U.S. Real Estate Services Industry?

Establishments engaged in renting, buying, selling, managing, or appraising real estate *for others*. They are service-oriented intermediaries, not asset owners.



Explicitly Excluded

- ✗ Property Developers, Homebuilders
- ✗ REITs, and Direct Property Owners (Lessors)

Discovery #1: A Mature Behemoth Operating at Massive Scale

\$240 Billion

Annual Brokerage Market

215,000+

U.S. Firms

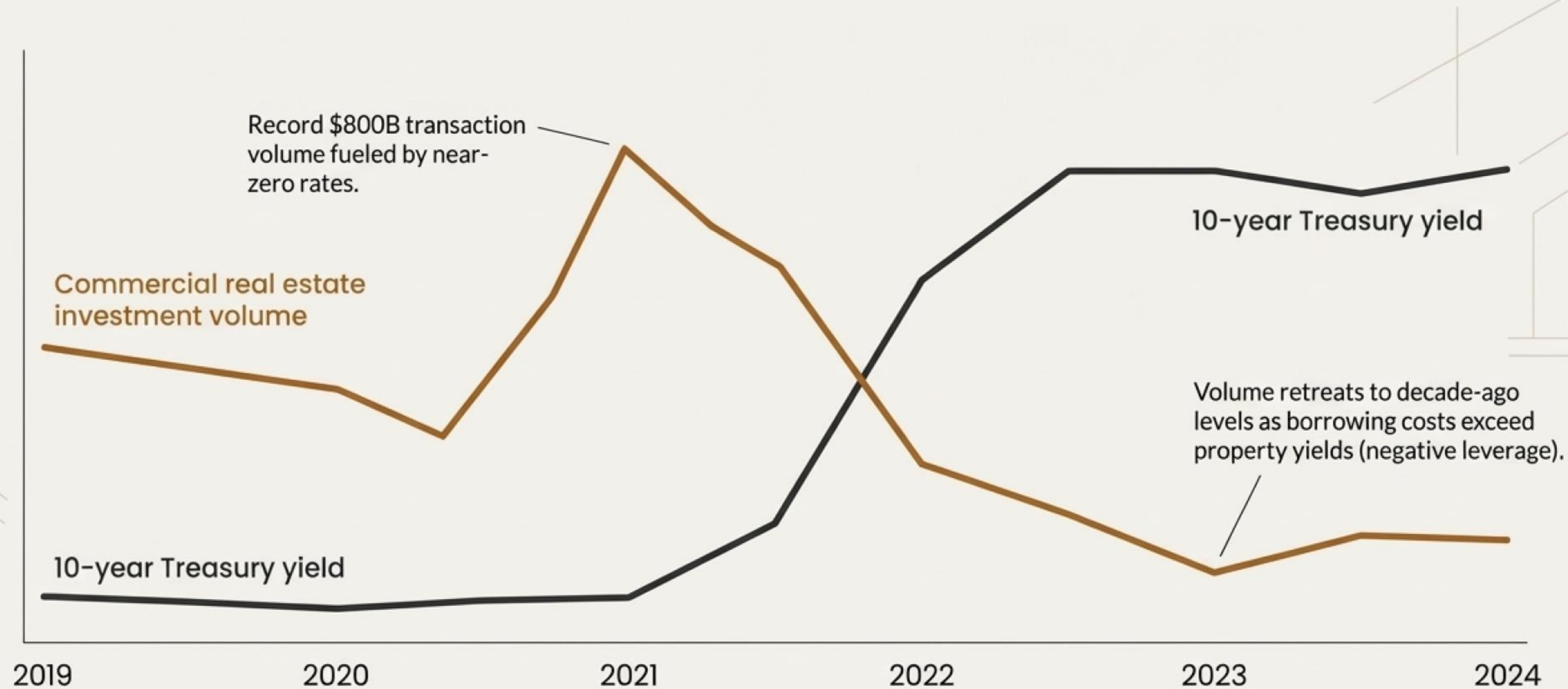
3 Million+

People Employed

~1%

Slow, steady annual growth that tracks
GDP. A classic marker of maturity.

Discovery #2: A Sector Held Prisoner by Capital Market Cycles



The 2021 boom and the 2022-2023 correction were driven almost entirely by interest rates, not property fundamentals.

Discovery #3: Two Tectonic Shifts Are Reshaping the Foundation

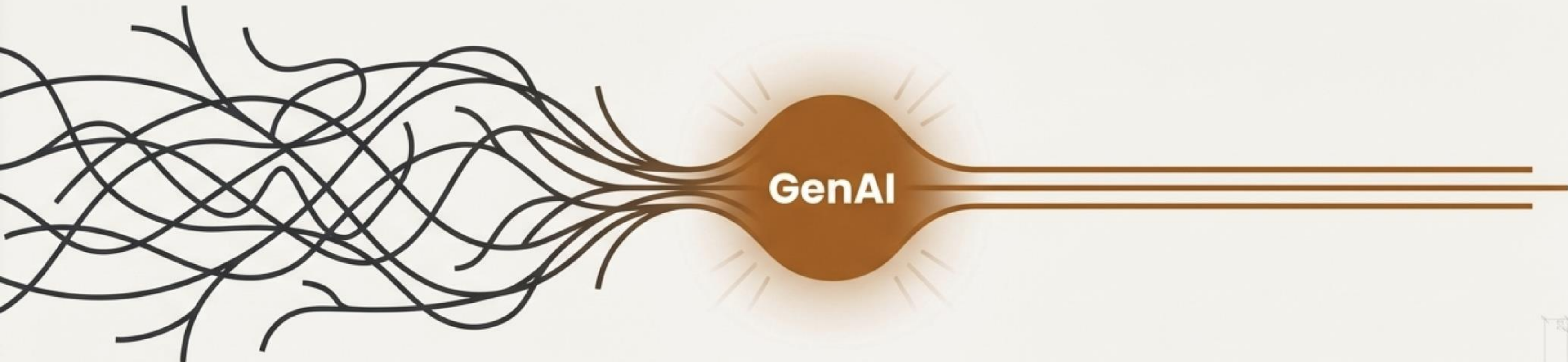


Regulatory Shock

The End of the Cooperative Commission Model

Recent antitrust litigation has dismantled the long-standing rule requiring sellers to pay buyer-agent commissions.

This directly attacks the industry's core revenue model, creating downward pressure on rates and forcing agents to prove their value.



The Catalyst: GenAI Addresses the Industry's Core Pressures

In a market with high interest rates and low transaction volume, firms can no longer rely on cheap capital for returns. Value creation now depends on:

- ✓ Faster, more accurate analysis.
- ✓ Better risk identification.
- ✓ Leaner, more efficient operations.

Thesis Statement: GenAI directly enhances all three, raising the standard of performance for survival and success.

From Labor-Intensive Days to AI-Augmented Minutes

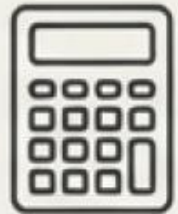
MANUAL UNDERWRITING



Manual data collection



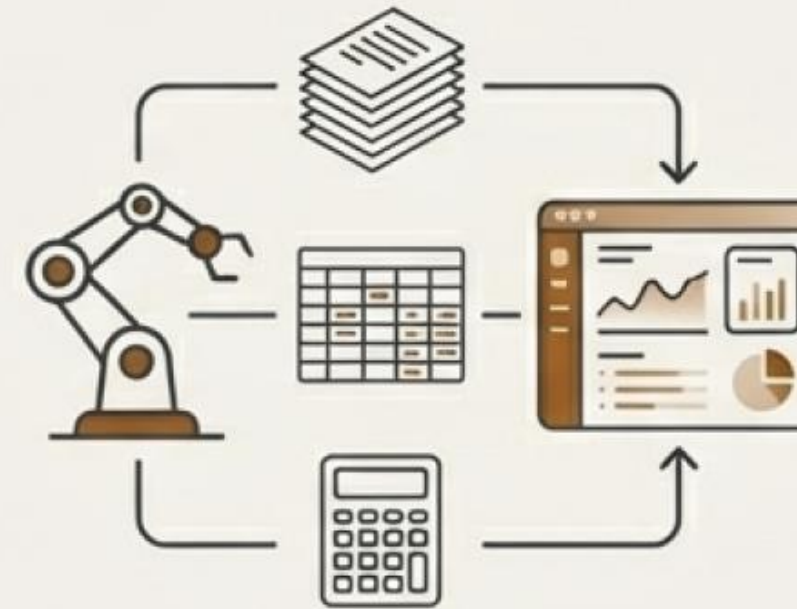
Gathering market comps



Building pro forma models

Time Cost: Multi-day process for one asset.

GENAI-POWERED UNDERWRITING



Automated extraction of rent roll data

Instant identification of comps & demographic profiles

AI-assisted model construction

Time Cost: Time reduced by more than half.

The Anatomy of a Deal

Underwriting a \$5M Multifamily Asset in Boston






Establishing the Ground Truth: Key Underwriting Assumptions

Property & Income Assumptions	
Purchase Price:	\$5,000,000
Total Units:	20
Average Rent / Unit:	\$2,200 / month
Assumed Vacancy:	5%
Other Annual Income:	\$18,000

Operating Expense Assumptions	
Property Taxes:	\$68,000
Insurance:	\$22,000
Repairs & Maintenance:	\$40,000
Utilities:	\$36,000
Miscellaneous:	\$10,000
Property Management:	5% of EGI

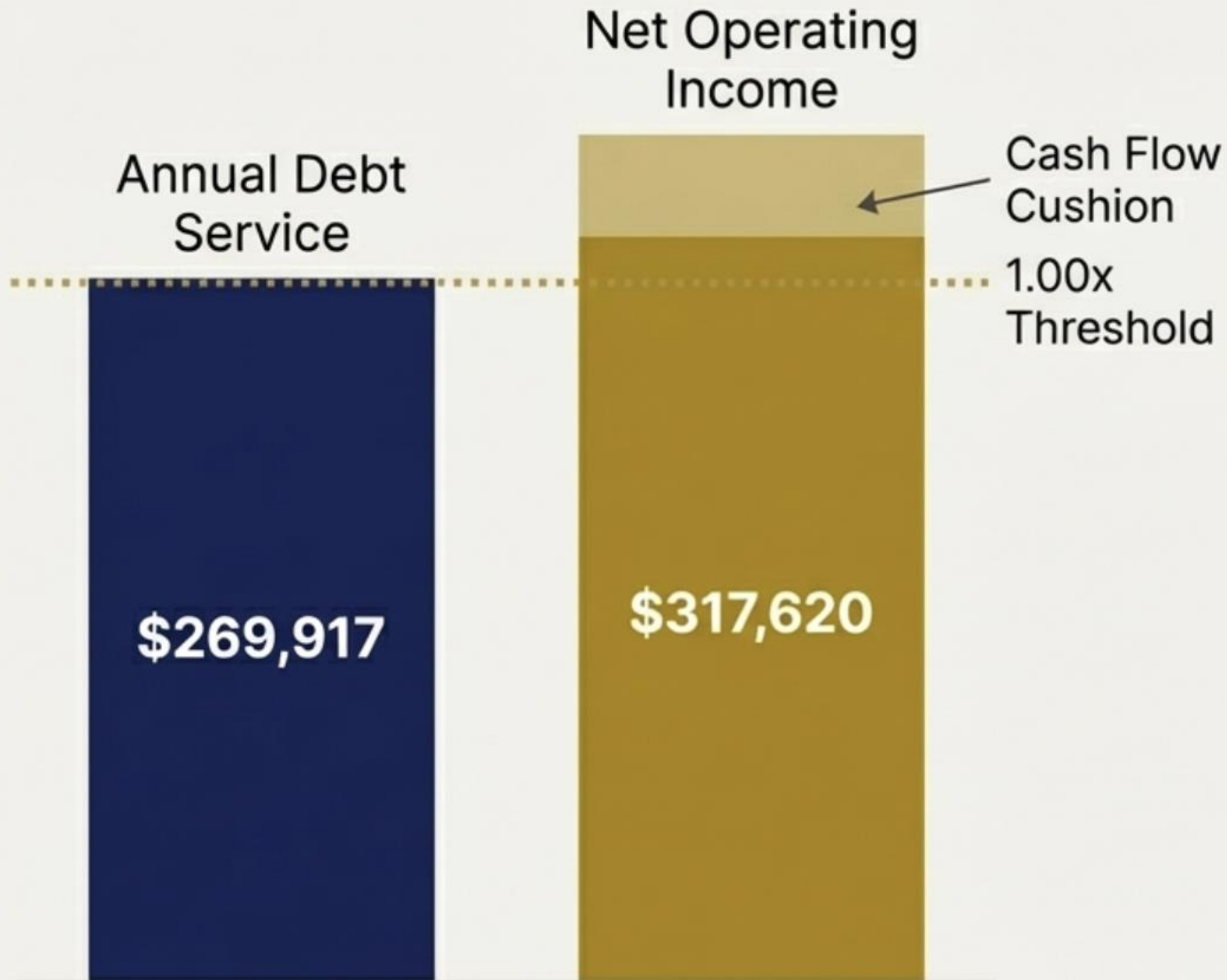
Proposed Loan & Lender Terms	
Loan Amount:	\$3,750,000
Interest Rate:	6.00%
Amortization:	30 Years
<hr/>	
Lender Minimums:	
DSCR:	1.20x
Debt Yield:	7.0%
Max LTV:	75.0%

The Moment of Truth: The Lender's Scorecard

Metric	Lender Requirement	Calculated Result	Verdict
Loan-to-Value (LTV)	Max 75.0%	75.0%	 PASS
Debt Yield	Min 7.0%	8.47%	 PASS
DSCR	Min 1.20x	1.18x	 FAIL

****The deal does not qualify. While LTV and Debt Yield are acceptable, the Debt Service Coverage Ratio (DSCR) falls below the lender's minimum threshold.****

Unpacking the Failure: The DSCR Cushion is Too Thin



Calculation Breakdown

$$\text{DSCR} = \frac{\text{Net Operating Income}}{\text{Annual Debt Service}}$$

$$\text{DSCR} = \frac{\$317,620}{\$269,917} = 1.18x$$

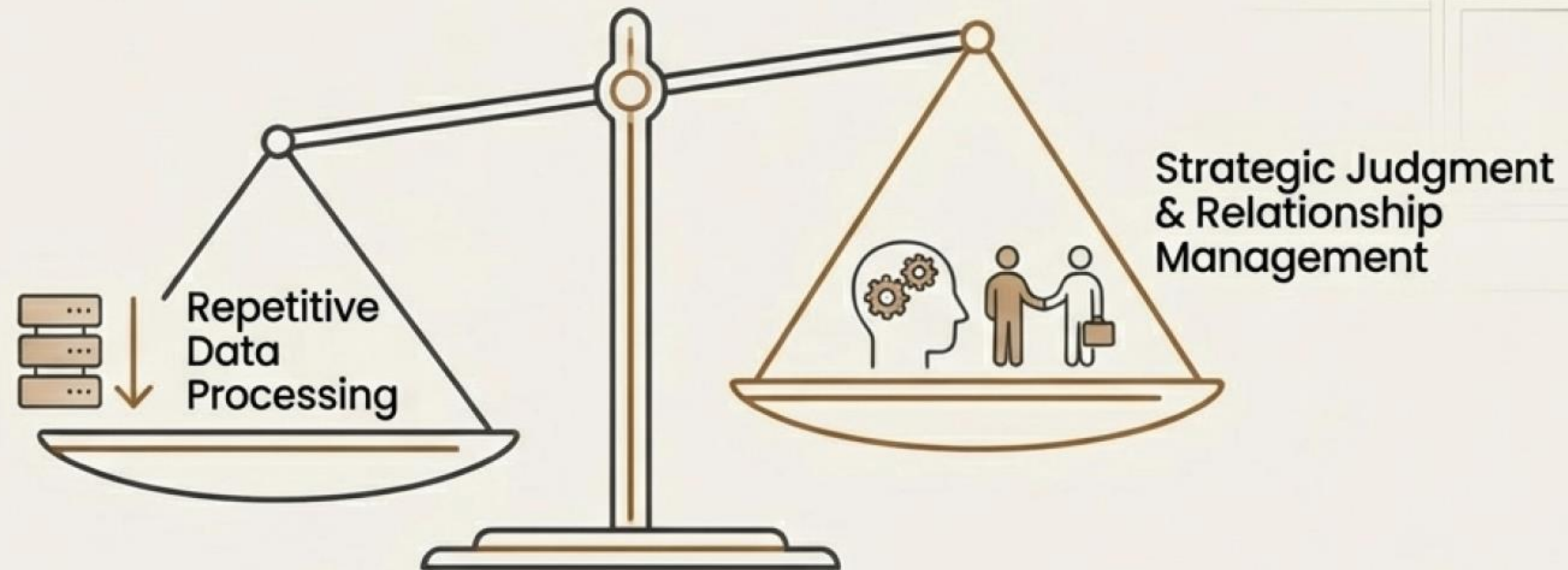
The lender requires the property's income to be at least 1.20 times its debt payment. At 1.18x, this property lacks the required cash flow buffer to protect against unforeseen vacancies or expense increases.

Stress-Testing the Deal: How Sensitive is DSCR to Market Shifts?

The DSCR is highly sensitive to changes in interest rates and vacancy. The green zone represents a passing DSCR ($\geq 1.20x$), while the red zone indicates failure. Our base case falls just inside the danger zone.

		Interest Rate			
		5.5%	6.0%	6.5%	7.0%
Vacancy	3%	1.28x	1.21x	1.15x	1.09x
	5%	1.24x	1.18x	1.12x	1.06x
	7%	1.20x	1.14x	1.08x	1.03x
	10%	1.15x	1.08x	1.03x	0.98x

The New Competitive Advantage: Shifting from Data Processing to Strategic Judgment



GenAI automates the “what” (data extraction, market summaries), freeing up professionals to focus on the **“so what”** and **“what next.”**

Value is Moving Towards:

- ✓ Interpreting complex insights
- ✓ Capital strategy and allocation

- ✓ Negotiation and relationship management
- ✓ Human oversight to mitigate AI risks (e.g., hallucinations, context-specific nuances).

The Opportunity: A Demand for New Professionals

My analysis shows that the real estate services industry is at a critical juncture. Success is no longer about who has the information, but who can analyze it fastest and apply the most insightful judgment. The greatest opportunity is for professionals who can bridge the gap between traditional real estate fundamentals and the power of emerging AI tools.



My Path Forward



Pillar 1: Deepen Core Fundamentals

Action: Advanced understanding of real estate finance and market analysis.

Goal: Master the principles that AI cannot replicate—capital strategy, risk assessment, and local market nuances.



Pillar 2: Build on "AI-Augmented" Technical Stock

Action: Develop proficiency in data analysis tools and prompt engineering for real estate applications.

Goal: Learn to effectively direct and verify AI outputs to run foster, more evidence-driven processes.

Reflection: Seeing “AI inEconomics” in the Real World

Concept 1: Reducing Information Asymmetry

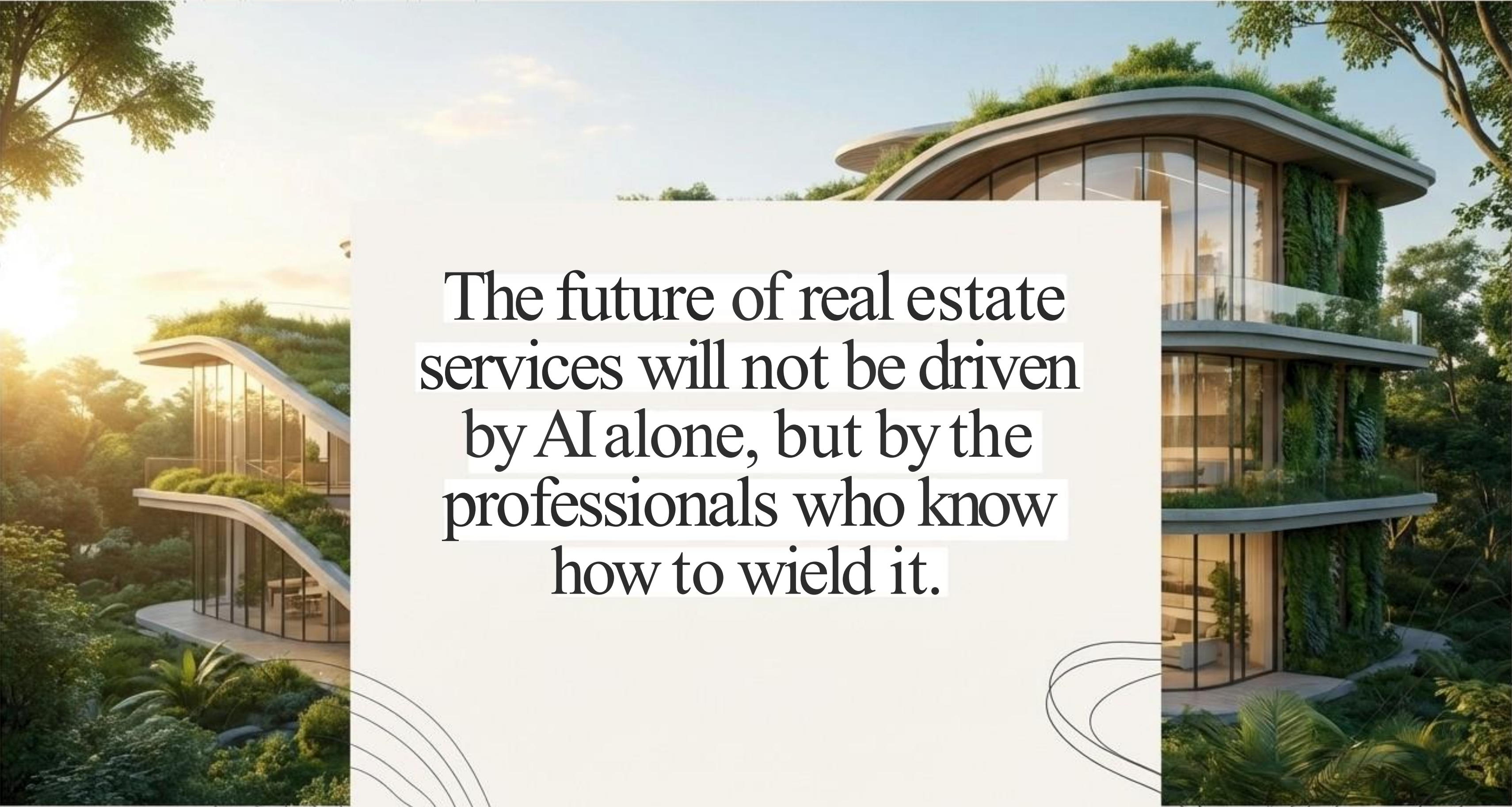
GenAI tools are leveling the playing field by making complex market data and underwriting models more accessible, shifting competitive advantage from data access to data interpretation.

Concept 2: Driving Productivity Gains

The transformation of underwriting and market research is a textbook case of technology automating labor-intensive tasks, leading to significant productivity gains and margin pressure on inefficient firms.

Concept 3: Market Structure Transformation

The combination of regulatory shocks (commission lawsuits) and new technology is altering the industry's competitive structure, potentially leading to consolidation and new business models based on efficiency.



The future of real estate services will not be driven by AI alone, but by the professionals who know how to wield it.