



---

# AI for Commercial Real Estate

A no hype starter guide for CRE professionals ready to operationalize AI

---

*What actually works, what does not, and how to deploy AI across your CRE operation without wasting time or money on the wrong tools.*

**Kevin Krone**

Founder, Real Estate AI Studio

Former Portfolio Manager, Related Companies (\$1.5B AUM)

MBA, The University of Texas at Austin

April 2026

## Cutting Through the Noise

Every conference, every LinkedIn post, every vendor pitch says AI is going to transform commercial real estate. Most of it is noise. This guide skips the hype and focuses on what is actually working in CRE operations today: the specific workflows, the realistic time savings, and the practical deployment path.

*The goal is not to convince you that AI matters. You already know it does. The goal is to show you exactly where to start and what to expect.*

## What AI Actually Does Well in CRE

AI excels at tasks that are repetitive, data heavy, language intensive, and follow identifiable patterns. In CRE, that covers a surprising amount of the daily workflow.

### High confidence applications:

- **Market research and comp analysis:** Pulling data from multiple sources, standardizing formats, and organizing into structured reports
- **Email and communication drafting:** Generating personalized outreach, investor updates, tenant responses, and marketing copy
- **Document creation:** OMs, property descriptions, lease abstracts, RFP responses, and presentation materials
- **Data organization:** File management, CRM updates, deal pipeline tracking, and calendar coordination
- **Content marketing:** Blog posts, social media, market commentary, and thought leadership

## What AI Does Not Do Well (Yet)

Being honest about limitations is as important as understanding capabilities. AI is not a replacement for judgment, relationships, or market intuition.

### Lower confidence applications:

- **Underwriting and financial modeling:** AI can assist with data entry and formatting, but the assumptions and judgment calls are still human territory
- **Negotiation strategy:** AI can draft proposals and counteroffers, but reading a room and managing deal dynamics requires experience
- **Relationship management:** AI can remind you to follow up and draft the message, but the relationship itself is yours
- **Legal review:** AI can flag standard clauses and organize documents, but legal decisions require qualified counsel

## The Practical Starting Point

The biggest mistake CRE firms make with AI is trying to do everything at once. The right approach is to pick one or two high volume workflows, deploy AI there, prove the time savings, and expand.

### Recommended starting order:

- **Week 1: Email and communication.** Set up AI drafted responses, outreach templates, and follow up automation. This is the fastest win because every professional sends dozens of emails daily
- **Week 2: Research and comps.** Connect your data sources and create templates for the analyses your team runs most often
- **Week 3: Content and marketing.** Start publishing consistently with AI drafted content in your voice
- **Week 4: Operations and file management.** Automate deal file creation, CRM updates, and document organization

By the end of month one, your team should be saving 10 to 15 hours per week with measurable output to prove it.

## Build vs. Buy vs. Manage

CRE firms generally have three options for deploying AI:

### Option 1: Do it yourself

Your team evaluates tools, configures workflows, and manages ongoing optimization. Works if you have someone technical on staff who has bandwidth. Most firms do not.

### Option 2: Buy a platform

Purchase a CRE specific AI platform. The upside is a polished interface. The downside is you are locked into their workflow design, their update schedule, and their pricing model.

### Option 3: Managed AI services

Hire an AI services firm on a monthly retainer to handle the full integration. They audit your workflows, build the automations, maintain them, and optimize as your needs evolve. You get a custom AI department without the headcount. This is the model Real Estate AI Studio operates.

## What to Expect: Realistic Outcomes

Based on deployments across brokerage, asset management, and development firms, here are the realistic outcomes in the first 90 days:

- **Month 1:** 8 to 12 hours per week saved on email, research, and content. Team members start trusting AI drafted outputs
- **Month 2:** Workflows expand to operations and file management. Prospecting volume increases 3 to 5x without adding headcount
- **Month 3:** AI becomes embedded in daily operations. Team members cannot imagine going back to the manual process. New use cases emerge organically

*The compounding effect is real. Once your team builds the habit of using AI for routine tasks, they start identifying new applications on their own.*

## Getting Started

The simplest way to evaluate whether AI is worth it for your operation is a 15 minute conversation. Not a demo, not a pitch deck. Just a conversation about your current workflows and where the time goes. If there is a fit, we scope it. If there is not, you walk away with a better understanding of what is possible.



## Ready to Operationalize AI for Your Team?

Real Estate AI Studio is a managed AI services firm. We handle the full AI integration for real estate teams on a monthly retainer so you get institutional grade automation without hiring engineers or figuring it out yourself.

Book a complimentary 15 minute discovery call to scope your workflow.

---

[realestateaistudio.com](https://realestateaistudio.com) | [kevin@realestateaistudio.com](mailto:kevin@realestateaistudio.com)

---