

AI+ Real Estate™

Duration: 08 hours

Course Overview

This course introduces real estate professionals to Artificial Intelligence (AI), Machine Learning (ML), and Deep Learning (DL) without requiring any programming knowledge. Participants will explore AI's impact on property valuation, marketing, fraud detection, smart homes, compliance, and business decision-making. Through hands-on activities, case studies, and real-world applications, learners will gain practical knowledge to leverage AI in real estate.

Course Prerequisites

- Basic real estate knowledge (valuation, marketing, property management)
- Familiarity with digital tools (no coding required)
- Open mindset to adopting AI in real estate operations

Course Agenda

Module 1: Introduction to AI & Machine Learning in Real Estate

- Introduction to AI
- Types of Machine Learning (ML) in Real Estate
- Challenges & Limitations of AI
- Use Cases
- Case Study
- Hands-on

Module 2: AI in Property Valuation & Price Prediction

- How AI Estimates Property Values
- Comparative Market Analysis (CMA) with AI
- AI for Future Market Trend Forecasting
- Use Cases
- Case Study
- Hands-on

Module 3: AI in Marketing & Lead Generation

- AI for Real Estate Marketing & Personalization
- AI Chatbots & Virtual Assistants
- AI in Social Media & SEO
- Use Cases
- Case Study

- Hands-on

Module 4: AI for Fraud Detection & Risk Management

- AI for Detecting Real Estate Fraud
- AI for Loan & Mortgage Risk Assessment
- AI for Anti-Money Laundering (AML) in Real Estate
- Use Cases
- Case Study
- Hands-on

Module 5: AI in Smart Homes & Property Automation

- AI-Powered Smart Homes & IoT
- AI for Energy Efficiency & Sustainability
- AI-Enhanced Security & Surveillance
- Use Cases
- Case Study
- Hands-on

Module 6: AI in Compliance & Ethics

- AI's Role in Fair Lending & Bias Detection
- AI-Powered Legal Document Verification
- Regulatory Challenges & Ethical Concerns
- Use Cases
- Case Study
- Hands-on

Module 7: AI for Business Strategy & Decision-Making

- AI in Real Estate Investment & Site Selection
- AI-Driven Risk Management & Predictive Maintenance
- AI in Real Estate Portfolio Optimization
- Use Cases
- Case Study
- Hands-on

Module 8: AI Strategy & Capstone Project

- Real-World Case Study: "End-to-End AI Implementation in Real Estate"
- Final Project: AI Strategy Implementation