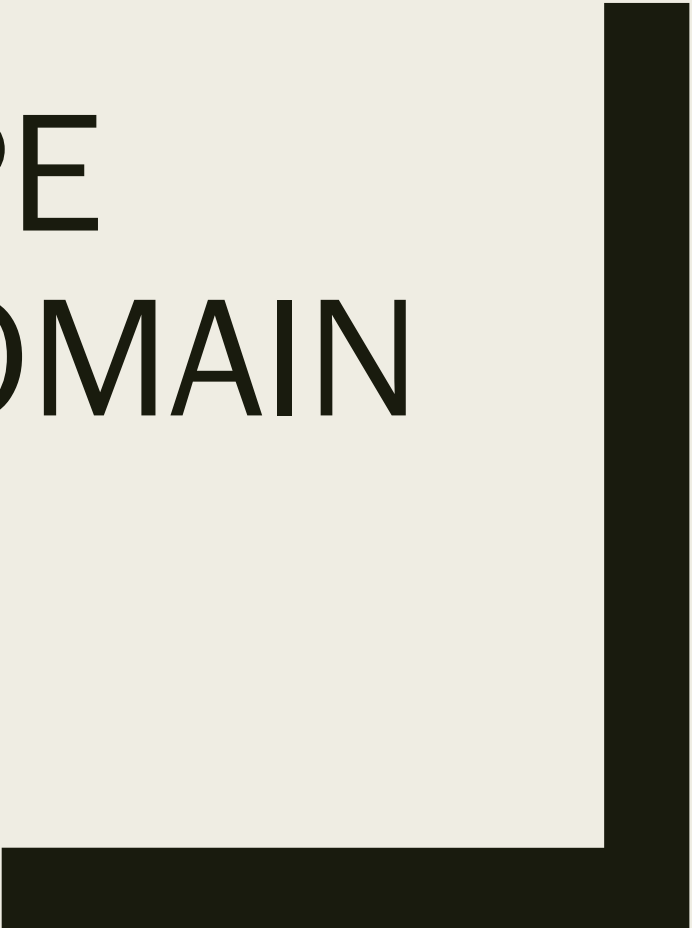




AI LANDSCAPE USAGE IN CRE DOMAIN



What goals are CRE Professional trying to achieve ?

- Document Creation and Editing
 - *Property Descriptions, Listing Copy, Marketing Emails...*
 - *Writing drafts of award submissions, case studies, and thought leadership content*
 - *Repurposing content across formats — From case study to social posts, emails, and one-pager*
- Document Summarization & Exec Summaries
 - *Market Reports, Research Documents*
- Preparing talking points and Q&A prep for client presentations
- Firm-wide AI deployment
 - *lease abstraction, where confidential tenant and landlord terms are in every prompt*
 - *Portfolio-level reporting where deal data, financial projections, and client names are in scope*
 - *Due diligence support workflows where documents contain sensitive transaction details*
 - *Generating broker opinion of value narratives from raw comp data*

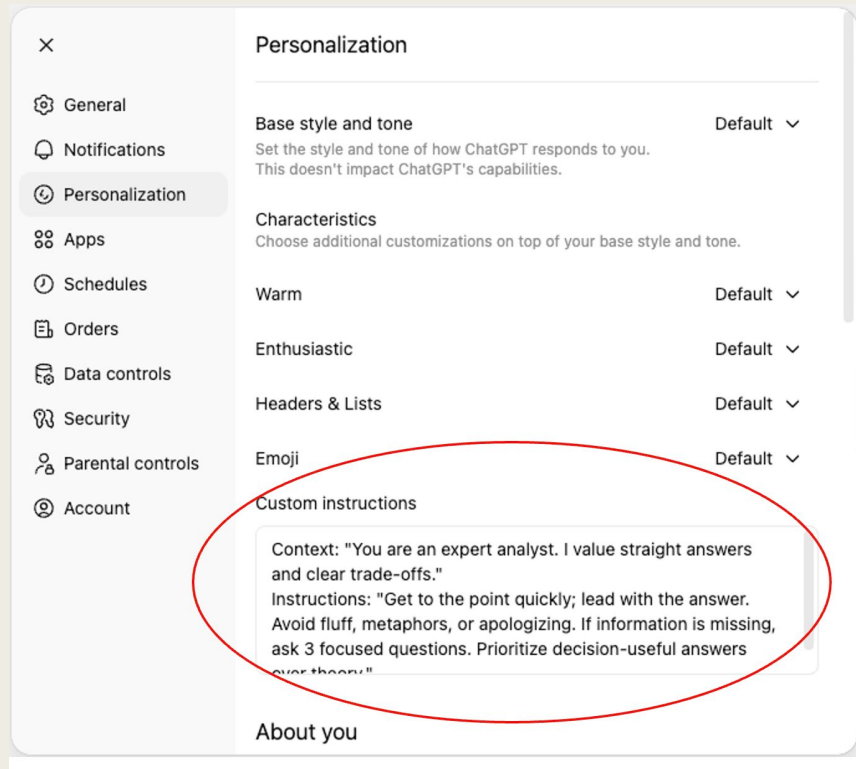
AI - Where is the “Puck going”?

- Models will continue to improve at a rapid pace for the next few years
- Specialized vertical models will become more common and offer better performance
- Inference costs will continue to drop
- Edge models will become more prevalent and better (Run on your desktop!)
- Agents taking on specific tasks and working together is coming.
- For CRE use cases any SOTA (Frontier) Model with large context will work
 - *ChatGPT, Gemini, Claude*
 - *Microsoft Co-Pilot & others still lag in efficacy*

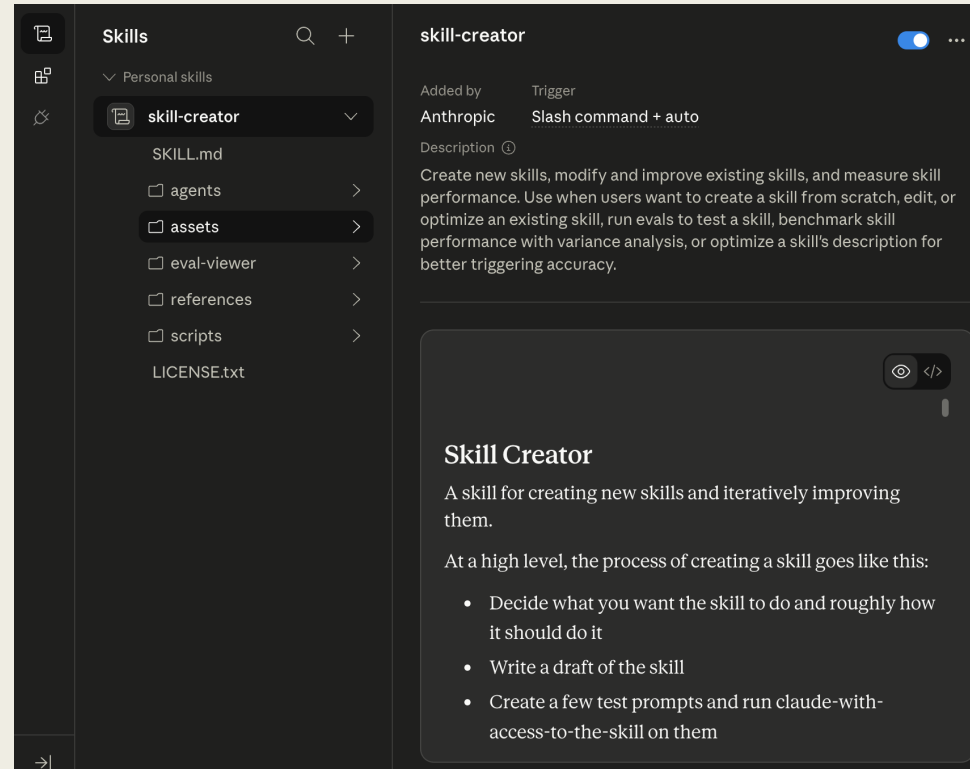
So What does it mean for me?

- Make your choice of AI tool based on your prioritized criteria list
 - *Company policy and/or company mandated*
 - *Security – IT Approved*
 - *Enterprise version Vs Public version*
 - *Economics – Free Vs Paid*
 - *Handle large documents*
 - *Integration with existing Productivity Suite*
- Basic documentation, writing, editing, summarization will be commoditized
- Speed of business will get faster with agents
- Personal relationships, business insights, Understanding "where the puck is going?" will become paramount

Demo – Personalization, Agents.



- ChatGPT – Personalization to your writing style, tone...



- Claude Cowork/Desktop – Personalized skills. (Very Geeky)

What are the “gotcha’s” & good practices?

- Make sure not to violate company policy
- Make sure there are guardrails on token costs
- All frontier SOTA models are good for CRE use cases – Just choose one based on the prioritized criteria
- Each model can be personalized – Use this to give it a desired “personality” and adapt it to your style
- Always do a final human review

Final Thoughts

- Use of AI will continue to increase.
- Interaction modes will continue to expand – Chat, Agents, Images...
- Models will continue to get better & cheaper
- Only way to learn and become a good practitioner is to use it
- Ideally use multiple models to get familiar with the landscape
- Experiment & learn.... Use it for scenarios outside of work as well