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AI the right way: Crush listings, score deals, and make an impact

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Understanding
practical AI in CRE

This whitepaper isn't about replacing your hard-earned skills; it's about equipping you with the ultimate secret weapon: Artificial intelligence. Succeeding in the dynamic world of commercial real estate requires staying ahead and constantly evolving. AI is being viewed less as a threat but as a powerful amplifier designed to streamline your workflow, magnify your existing expertise, and ultimately help you dominate the commercial real estate market with unprecedented efficiency and insight.

Our whitepaper should serve as your practical playbook guiding you through the integration of AI into your daily operations, the right way. It promises to transform how you approach every deal, cementing your status as a market leader by providing actionable strategies you can implement TODAY. Beyond cutting-edge insights into AI's redefinition of CRE, we aim to arm you with direct tactics and proven tools, including our top ten vetted AI prompts, to leverage for immediate gains across your prospecting, marketing, and client management efforts.

Strategic AI: Real results, **not buzzwords** for brokers

Two things are true: Nothing changes faster than technology and commercial real estate. Slight exaggeration but here at Buildout, we certainly want to equip you to stay at the forefront. We want to ensure you do not miss out on growth and ultimately, the competitive edge. AI isn't just a fad; it's the secret weapon that's separating the top brokers from the pack. In fact, **92% of companies plan to increase their investment in AI** over the next three years, according to McKinsey & Company.

When you integrate AI into your daily routine, you gain a powerful edge, streamlining your work and positioning yourself as a leader in the market. **Sixty-four percent of those same business owners believe that it will improve business productivity, while 42% think it will also streamline job processes**. Think of AI as your new, super-efficient assistant, ready to tackle time-consuming tasks so you can stay laser-focused on what truly matters: **building solid relationships and closing deals.**

BOTTOM LINE

AI goes beyond a buzzword; it's a real way to boost your productivity and profits. It can help you with all sorts of content, from social media posts and property descriptions to even the first drafts of offering memorandums. Plus, it's a huge advantage for finding new leads, helping you pinpoint potential clients, personalize your emails, and organize your contacts, something **Showcase**, **Rethink CRM** and **Prospect By Buildout** tools know something about. While your personal touch is still key to closing deals, tech handles the heavy lifting, so get ready to embrace AI while cashing in on its benefits.

Listings that **go viral** (Written by your **personal robot**)

Creating great listing descriptions can feel like a never-ending chore, eating up your time and slowing down how quickly your properties get seen. But with AI, you can easily craft marketing copy that truly grabs attention and generates more interest. This means you'll spend less time writing, get your listings to market much faster, and watch them practically write themselves, reaching a wider audience with incredible ease.

The shift towards AI-powered content creation is already well underway. A significant portion of brokers, in fact, 47% from our **DNA of #CRE report**, are already leveraging AI to draft compelling marketing materials. This isn't just about achieving speed; it's fundamentally about maximizing impact.

> ### 💡 **PRO TIP**
>
> Imagine your listings practically writing themselves and achieving viral status. With Buildout **Showcase**, this becomes a reality. Its integrated AI acts like your brilliant new robot intern, freeing you from tedious writing and dramatically speeding up your time to market, allowing you to nail in achieving strategic initiatives.

Level up your listings

Curious to see how easily you can generate show-stopping listing descriptions? We've meticulously put together some proven AI prompts specifically designed for maximum listing impact.

Consider these prompts your guide to AI that is engineered to deliver real, measurable results, and deliver them fast.

GET PROMPT GUIDE

Level up your game with AI (no more rookie mistakes)

Smarter prospecting,
bigger paydays

If you're tired of spending hours on old-school lead generation that often brings in low-quality prospects, your answer could be AI. It completely changes how you find new leads by quickly identifying and qualifying prospects that perfectly match what you're looking for. Imagine freeing up your valuable time and energy, so you can have those important conversations that lead to more opportunities and, ultimately, bigger paydays. A recent study from McKinsey & Company indicates workers **saved an average of 2.2 hours** per week by using AI. Technology tools powered by AI help you find potential leads based on your exact needs, making your prospecting much more effective. You can reduce unproductive searches and connect directly with promising opportunities by letting AI handle your initial search for leads.

For example, imagine you're searching for off-market multi-family deals in a fast-paced metro like Dallas. Instead of manually sifting through outdated public records or cold-calling countless property owners, AI enables you to identify off-market owners with specific characteristics, such as long-term holds, maturing debt, or zoning potential. You can feed your AI platform precise criteria, such as '50+ unit apartment complexes, built before 1990, no recorded sales in the last 15 years, and potential absentee ownership.' Your AI assistant then quickly scans through vast datasets, flagging properties that match your exact investment thesis and even providing probable owner contact information, allowing you to automatically generate personalized outreach tied to real-time market signals like infrastructure projects or buyer trends.

AI helps customize messages to each owner's likely goals (disposition, JV, recap), prioritize promising leads based on their behavior (opens, clicks, engagement), and continuously reveal new targets based on zoning, leasing, and transaction data. This focused approach turns cold outreach into a strategic, data-driven growth engine, ensuring less time is spent on unproductive searches and more time on those crucial conversations with owners genuinely ready to discuss a disposition. It's truly about working smarter, not harder, and securing those listings that might otherwise slip through the cracks.

💡 PRO TIP

With **Prospect by Buildout**, the heavy lifting of lead generation is handled by AI. It efficiently identifies qualified prospects, allowing you to use your valuable time on high-value interactions that have been proven to lead to bigger paydays and successful deals.

Craft emails that
get noticed

Are you ready to send emails that practically jump out of the inbox and demand a reply? We've carefully curated subject line prompts specifically designed for emails that actually get opened (and, more importantly, replied to!).

GET GUIDE

SAY GOODBYE TO WRITER'S BLOCK

Effortless outreach that converts

Ever stared at a blank email, feeling your brain turn to mush trying to craft the perfect outreach? It's a drain—and a creativity killer. That's where AI steps in as your personal wordsmith, turning personalized prospecting into a fast, repeatable, high-converting part of your day.

AI-driven tools can analyze your CRM data to identify who's most likely to engage, say, a 1031 buyer who's closed on Walgreens or CVS deals, or a family office that favors STNL assets with long-term leases. Then, using natural language generation (NLG), you can instantly generate custom emails tailored to that exact persona. Instead of a one-size-fits-none blast, AI serves up content that practically winks at your recipient:

▶ *"Saw you've transacted on CVS deals—this NNN Walgreens could be a perfect fit: credit tenant, 6.5% cap, zero landlord headaches."*

It's not just faster—it performs better. AI-generated **email content has been shown to boost conversion rates by up to 41%**, and that's just the first send. Smart AI workflows also help you follow up without the guesswork. If a lead clicks the OM but doesn't reply, AI can automatically queue up something like:

▶ *"Noticed you checked out the lease summary—wanted to highlight the 10% rent bump in year 6. Let me know if you want a full underwriting deck."*

AI is incredible at writing scalable, relevant outreach—but let's be clear: you are still the closer. Brokers win deals by building relationships, so don't forget your charm. Use AI to save hours and boost relevance, but always add your voice when it matters.

THE EFFICIENCY PLAY

AI makes it easier to save time and improve efficiency. For example, it can automatically generate market reports and property performance summaries, giving you instant access to key data whenever you need it. Brokers are increasingly using AI to handle repetitive tasks like scheduling meetings and managing follow-ups. According to Northspyre, **AI can automate up to 80% of administrative work**, allowing you to focus on more important priorities.

AI doesn't just save time—it helps you make smarter decisions. By analyzing property and market data, identifying trends, and delivering accurate valuations, AI empowers brokers with reliable insights to make informed choices and improve overall performance.

THE TECH STACK

The impact of AI is undeniable, with **73% of executives believing AI will have a significant impact on their businesses in the next three years**, according to Deloitte. These advanced tools can make a real impact on your business.

ZERO IN ON WHAT REALLY PAYS

Automate the grind, maximize your time

Let's face it: all those repetitive admin and analytical tasks eat up a huge chunk of your day. They pull you away from the really important stuff – the activities that actually make you money. But here's the good news: AI can automate these routine tasks, which means you're free to concentrate on the one activity that our **#DNA of CRE survey** found was the most important driver of new business and critical to a broker's success, building relationships.

Unlock market insights like a pro

Staying current on emerging market trends and deriving deep, data-backed insights often translates to time-consuming research that can be overwhelming, even for the most committed brokers. AI serves as your 24/7 market intelligence specialist, quickly delivering critical insights and uncovering trends to help you navigate your local market with precision and ease. With AI at your side, you're positioned as a highly knowledgeable and trusted advisor, armed with actionable insights that impress clients and deepen your credibility. You can confidently deliver key information that not only strengthens client relationships but also accelerates deal-making.

Example: Run comp set analysis on single-tenant net lease assets in tertiary markets with >7% cap rates, long-term credit tenants (S&P BBB- or higher), and minimal landlord responsibilities. Include recent 1031 exchange activity and verify lease escalations ≥2% annually.

Here's another option: Identify multi-tenant retail properties in suburban Atlanta (within 5 miles of new residential developments approved in the last 24 months) with current occupancy below 80%, average lease terms under 3 years, and a weighted average rent per square foot at least 15% below market comparables for comparable tenant mixes, then predict the highest-ROI redevelopment/re-tenanting strategies based on local demographic shifts and consumer spending analytics.

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Play it smart
with AI

Relationships still rule (tech just makes them **stronger**)

It's a common concern

Will leaning too much on technology weaken the human connections that drive success in commercial real estate? While AI brings amazing efficiency and powerful tools, this business is all about relationships, but don't just take our word for it. Property Week and Hubspot's survey respondents said that seventy-six percent of property professionals believe that networking is crucial to their success, and 95% believe that face-to-face meetings are essential for long-term business relationships. Technology should always boost those genuine human connections, never replace them. When you feed your unique human insights and rich details into AI, your client relationships will actually get stronger. And those AI-driven efforts? They'll be more accurate and impactful than ever because they're built on the foundation of your human touch.

Here's the key

AI is only as good as what you feed it. The real magic happens when you give it all the juicy details about your market, your clients, and your properties. The more specific and nuanced your input is, the smarter your AI becomes. So, don't hold back! Pour in those rich, specific details, and watch your AI become your secret weapon for success.

Responsible AI: **Play fair, win big**

While generative AI and predictive analytics tools are redefining deal velocity, prospect targeting, and underwriting workflows, brokers can't afford to get lazy or blindly trust the output. Yes, AI can crank out a first draft of a BOV, identify off-market 1031 exchange candidates, or spit out cap rate comps for NNN assets in secondary markets, but if that data is based on unverified sources or biased models, you're not just risking a bad pitch—you're risking your business.

Behind the scenes, AI and LLMs can hallucinate lease terms, botch NOI estimates, or gloss over escalation clauses, especially in complex net lease structures or mixed-use assets with co-tenancy provisions. And when those errors slip into proposals or OMs without review?

Let's be real: AI isn't your assistant, it's your intern—it might be fast, but it still needs your eyes. Ethical use isn't optional. Brokers need to lead with transparency about what tools are being used, ensure data privacy is protected, and be crystal clear when AI is helping shape financial analysis or client communications. Otherwise, you're not just inviting operational inefficiencies—you're opening the door to reputational fallout, margin erosion, and violations of fiduciary duty.

Bottom line? AI can supercharge your day—but only if you keep the guardrails on and treat every output as a draft, not gospel.

Navigating **ethical AI usage**

AI can make you super efficient, but its real power — and your long-term success — comes down to using it the right way. Things like keeping data private, being fair, and staying transparent aren't just fancy terms; they're the backbone of trust in commercial real estate.

Want to make sure your AI game boosts your reputation, instead of hurting it?

Discover the top tips for using AI responsibly. Check out our full blog post on Ethical AI in CRE now!

READ BLOG POST

Discover the **AI power within Buildout**

Curious how AI can transform your CRE business? Buildout integrates powerful AI features directly into the tools you already use, helping you work smarter, not harder.

JUMP TO PRODUCT

01
AI IN BUILDOUT SHOWCASE

02
SMART PROSPECTING WITH PROSPECT BY BUILDOUT

03
RETHINK THE CRM, REIMAGINED FOR CRE

AI in Buildout Showcase

Buildout Showcase, our best-in-class marketing tool now comes with AI built right in, offering two big advantages:

EFFORTLESS DESCRIPTIONS

Say goodbye to writer's block! Our AI can automatically create compelling property and location descriptions using the details you've already added to your property forms. This saves you tons of time and gets your listings looking sharp, fast.

YOUR VOICE, AMPLIFIED

You can set your preferred tone and writing style directly in your Buildout profile. This means the AI-generated content will sound just like you, making all your marketing materials feel genuine and authentic.

SHOWCASE AI CHATBOT

This smart chatbot is specifically designed to answer questions using the exact property data you've entered into Showcase (think address, price, location details, features). It's like having an always-on assistant for property inquiries.

LEARN MORE

Prospect by Buildout: **Smart prospecting**

Our advanced Prospect by Buildout platform uses AI to revolutionize how you find new opportunities.

INTELLIGENT PROPERTY IDENTIFICATION

AI sifts through a massive database of over 130 million properties and 9 million data points. It uses smart algorithms to pinpoint properties most likely to sell within a specific timeframe, based on things like location, property type, and transaction history.

HIGHLY TARGETED LISTS

This powerful capability enables you to create highly targeted lists of potential prospects, perfectly matched to your specific investment criteria or property needs. Plus, you can even find contact info for those identified property owners, making your outreach smoother than ever.
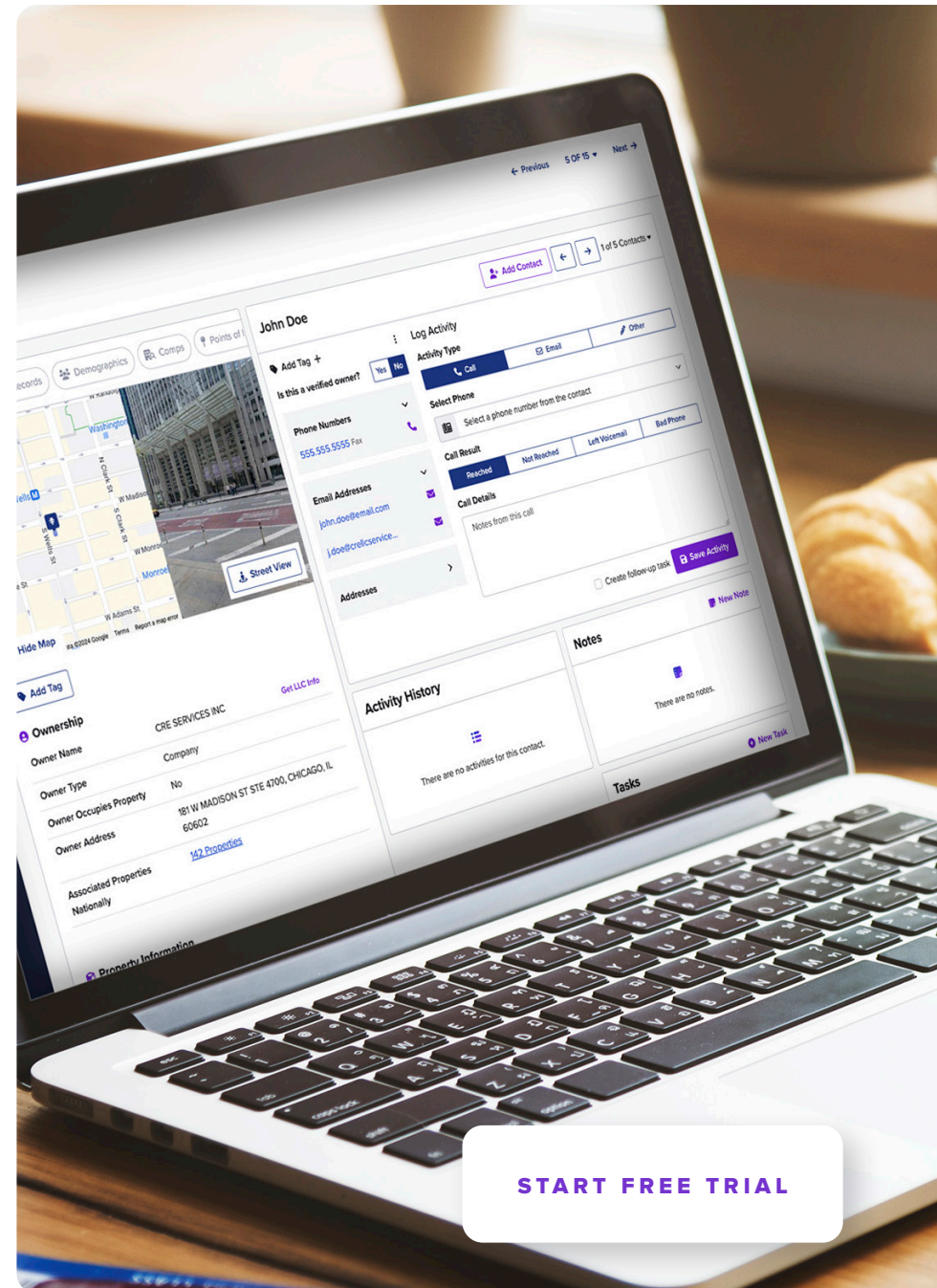
START FREE TRIAL

Rethink: Your CRM, **reimagined for CRE**

Rethink is a CRM built just for commercial real estate – no more trying to force a generic system to fit your unique business. It's an essential part of your tech toolkit. And we know that here at Buildout, so the following are some sneak peeks we're sharing with you to get excited for the upcoming AI in Rethink:

AI-GENERATED DEAL SUMMARIES

Rethink will soon deliver daily AI summaries for each active deal—who you last contacted, what's next, and what's overdue—without needing to dig through CRM notes.

Why it matters:

▶ Saves time by giving instant deal context

▶ Simplifies handoffs between brokers and admins

▶ Keeps teams aligned on next steps

"MY DAY" AI FOCUS DASHBOARD

We're building a smart "My Day" dashboard that shows brokers what to prioritize: key tasks, stale deals, and hot leads—all surfaced by AI.

Why it matters:

▶ Helps brokers act fast without sorting through data

▶ Nudges follow-ups on neglected deals

▶ Reduces mental load and manual tracking

▶ Think of it as an AI assistant that curates your day around what drives deals.

LEARN MORE

Your **fast track** to AI integration

Many of us in CRE think AI is too complicated, like we need to be tech wizards just to get started. Good news: you absolutely don't! Forget becoming a coding expert. Instead, zero in on the everyday hassles in your work. What tasks eat up your time or cause headaches?

Once you pinpoint those pain points, start playing around with easy-to-use AI tools that directly fix them. You'll quickly see real benefits, make your work smoother, and quickly grasp what they can do and how they fit into your business.

And the best part? No steep learning curve to dread.

✓ THE CHEAT CODE

AI can even assist in generating compelling blog post ideas related to current market trends, further helping you establish yourself as a thought leader.

Keep on winning: The future's loaded

Brokers who hesitate to adopt AI risk falling significantly behind their savvier competitors right now. They'll miss out on crucial opportunities for enhanced service delivery, more precise market insights, and, ultimately, true market leadership in an industry where technology is rapidly becoming the ultimate differentiator.

The writing is on the wall: A Collier's report powerfully illustrates this shift, revealing that **33% of CRE leaders are planning to implement AI systems within the next two years**, with 59% looking to get started even sooner. This isn't a trend; it's a fundamental transformation.

Embracing AI is no longer an optional choice; it is now the definitive key to outperforming competitors, significantly enhancing your service offerings, and securing your undeniable position as a leading broker. By leveraging AI to automate routine tasks, uncover deeper insights, and personalize client interactions, you'll not only streamline your operations but also free up invaluable time for the high-impact, relationship-driven activities that truly differentiate you. This means gaining a profound competitive advantage, elevating your professional role from simply transactional to deeply strategic, and perfectly positioning yourself to cash in on the lucrative, tech-forward future of commercial real estate.

BOOK A DEMO TODAY