



EBOOK

AI for the modern CRE marketer: **Your secret weapon for broker support**





Chances are, you've seen Buildout's [“AI the Right Way” white paper](#), which delves deep into how artificial intelligence is redefining the commercial real estate industry. After all, JLL's “Future of AI in CRE” found that [89% of leaders believe AI will help them solve major CRE problems](#). But let's be real: while the brokers are out there closing deals, who's behind the scenes supporting the message and brand? That's you, the marketer, the admin, the support— ultimately, the unsung hero of consistent branding and flawless execution.

This piece isn't about grand, theoretical AI concepts. It's about getting down to brass tacks, offering practical and actionable ways AI can become your new best friend, your co-pilot, and your secret weapon in supporting your broker teams. And yes, we'll even dip our toes into the exciting (and slightly uncharted) waters of AI in visual media assets.



PART 01

From robotic to relatable:

Content in their
true voice



AI to the rescue with **large language models**

Every broker has their own unique flair. Broker Bob might be all about “unparalleled investment opportunities,” while Broker Alice prefers “vibrant community hubs.” Mimicking that distinct tone across every email, social post, and listing description can feel like a full-time job in itself.

Large Language Models (LLMs) like ChatGPT or Gemini are exceptionally good at learning patterns. Feed your AI a collection of a broker’s past communications, such as emails, previous listing descriptions, or even their LinkedIn posts. The AI can then analyze their preferred vocabulary, sentence structure, level of formality, and even their unique quirks. For example, if you need to draft a social media post for Broker Bob’s new industrial listing, instead of starting from scratch or trying to channel your inner Bob, you tell the AI: “Draft a LinkedIn post for 123 Main Street, industrial flex, 50,000 sq ft, using Broker Bob’s tone.” The AI, having ‘studied’ Bob, might suggest phrases like “robust infrastructure,” “strategic logistics hub,” and “unrivaled connectivity,” perfectly echoing his style—no more generic fluff; just pure, unadulterated Bob.

PRO TIP

Effortless property descriptions

Effortlessly crafting captivating property descriptions that truly speak to your broker’s unique style is not just a dream. With Buildout Showcase, it’s your new reality. Our integrated AI acts as your brilliant content sidekick, intelligently generating compelling descriptions without you lifting a finger, freeing you from tedious writing and dramatically speeding up your time to market, so you can focus on nailing those strategic initiatives.

The **automation advantage**: Freeing you from the routine

Let’s face it, some administrative assignments are... less than thrilling. Copying and pasting property details, scheduling social posts across multiple platforms, or generating routine reports can take up valuable time that could be spent on your other important responsibilities.

The good news? AI excels at repetitive, rule-based work, acting as a super-efficient digital assistant. It can take over the mundane tasks so you can focus on what actually requires your creativity.

Consider a new property listing. Instead of manually entering details into your CRM, website, and half a dozen listing portals, an AI-powered system can pull data from a single source (like a PDF or spreadsheet). It can then automatically populate all relevant fields across your connected platforms. AI can even draft a preliminary “new listing” email to your internal team or a template for an external announcement. Think of the hours saved—hours you can now dedicate to, say, brainstorming a killer open house event or perfecting that property brochure.



Your AI back office expert: **Beyond** the **Buzzwords**

Ever find yourself staring at a blank screen, having been tasked with finding obscure market data to bolster a broker's presentation? AI can be your back-office expert and research partner. It thrives in environments where data volume, repetition, and speed drive success. Here are some areas where AI consistently proves its value:

▶ MARKET ANALYSIS & INSIGHTS

AI's ability to process massive datasets in seconds makes it a powerful partner for market research. It can help you identify trends in cap rates, absorption, vacancy rates, and other key metrics, delivering actionable insights that inform smarter site selection and investment strategies.

▶ LEAD GENERATION & PROSPECTING

Stop wasting time sorting through endless spreadsheets. AI tools can sift through databases to identify highly targeted prospects based on specific criteria like buying behavior, preferences, or geographic trends. This type of automation saves hours, allowing your team to focus on building relationships.

▶ DUE DILIGENCE & DOCUMENT

Review legal documents, leases and financial statements—AI can scan and analyze these quickly, flagging key clauses or potential issues with unparalleled accuracy. It's the ultimate timesaver, ensuring you don't miss critical details while expediting the review process.

The ethical compass: Keeping AI on the straight and narrow

With great power comes great responsibility, right? AI is a tool, and like any tool, it needs to be wielded thoughtfully and ethically. This includes a steadfast commitment to data security. Protecting sensitive information is required for any organization that collects and handles data.

Continually review and fact-check any content generated or enhanced by AI. If the AI suggests a phrasing that sounds too good to be true, or if an AI-enhanced photo looks too perfect, trust your instincts. Transparency is key: if an image has been significantly altered (e.g., colorized), consider a small disclaimer. AI should augment your capabilities, not replace your critical thinking or your commitment to accuracy and authenticity. Your human judgment is the ultimate safeguard.

ADDITIONAL INSIGHTS

Navigating **ethical** AI usage

For more on using AI responsibly, read our full blog post on Ethical AI in CRE.

▶ [READ FULL BLOG POST](#)



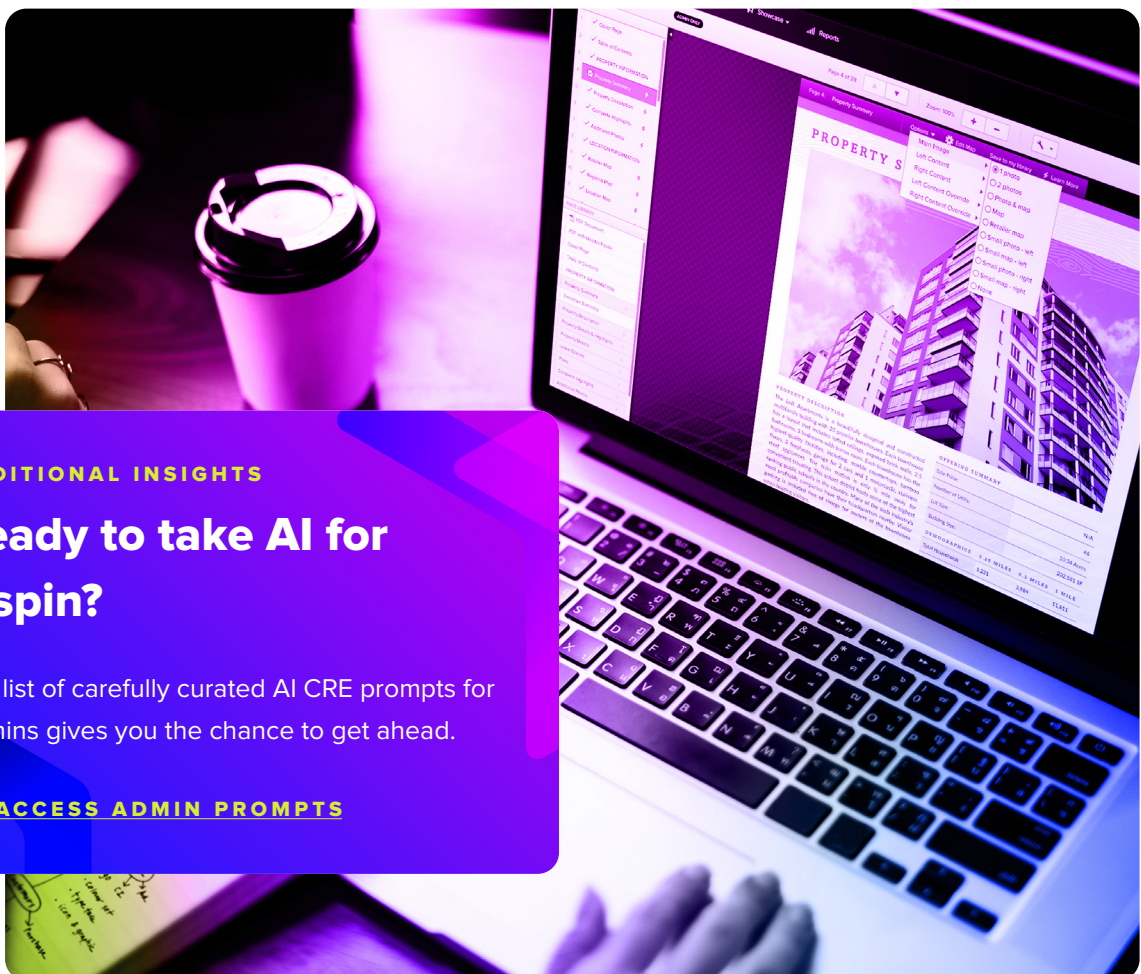
Bringing it to life: **AI in action**

AI should amplify your expertise, not complicate it. Buildout Showcase now integrates AI to transform how you market properties. Say goodbye to tedious manual assignments and hello to lightning-fast, high-quality content creation.

Showcase's AI assistant, AL, automatically generates compelling property and location descriptions from your existing forms, drastically cutting down writing time. AL learns your preferred tone and writing style, ensuring consistent brand voice across all marketing materials. Plus, you can chat directly with AL within Showcase.

Imagine a broker needs a quick market overview for a new retail listing in a specific submarket. Instead of manually pulling data from various sources, you could tell an AI: "Generate a summary of retail vacancy rates and average lease rates for Class A strip centers in the North Hills submarket of Raleigh, NC, for the past two quarters, including any notable new construction or major tenant movements." In seconds, the AI compiles a concise report, complete with relevant data points and insights, ready for the broker's presentation.

Or consider drafting a pitch deck for a multi-family development. AI can ingest previous successful proposals and market data, then suggest compelling language and even generate initial projections based on current absorption rates and demographic shifts in the target area. Ultimately, it means less time on manual data compilation and more time refining the strategic narrative to win the deal.



ADDITIONAL INSIGHTS

Ready to take AI for a spin?

Our list of carefully curated AI CRE prompts for Admins gives you the chance to get ahead.

▶ [ACCESS ADMIN PROMPTS](#)



PART 02

Buildout & AI:
**A powerful
combination**



AI across the **Buildout ecosystem**

Our commitment to AI extends throughout the Buildout platform, ensuring every part of your workflow is optimized.

01 PROSPECT BY BUILDOUT

Smart lead generation

This advanced platform leverages AI to revolutionize how you find new opportunities. It intelligently sifts through a massive database (over 130 million properties and 9 million data points) to pinpoint properties most likely to sell within a specific timeframe, based on criteria like location, property type, and transaction history. This means highly targeted prospect lists and even contact information for property owners, streamlining your outreach and leading to more qualified conversations.



02 RETHINK CRM

Your AI-enhanced relationship hub

Rethink, our CRM built specifically for commercial real estate, is a critical part of any tech suite, and we have new features coming to the platform.

☰ AI-GENERATED DEAL SUMMARIES

Soon, Rethink will deliver daily AI summaries for each active deal, showing you who was last contacted, what's next, and what's overdue—all without needing to dig through notes. This saves valuable time, simplifies team handoffs, and keeps everyone aligned.

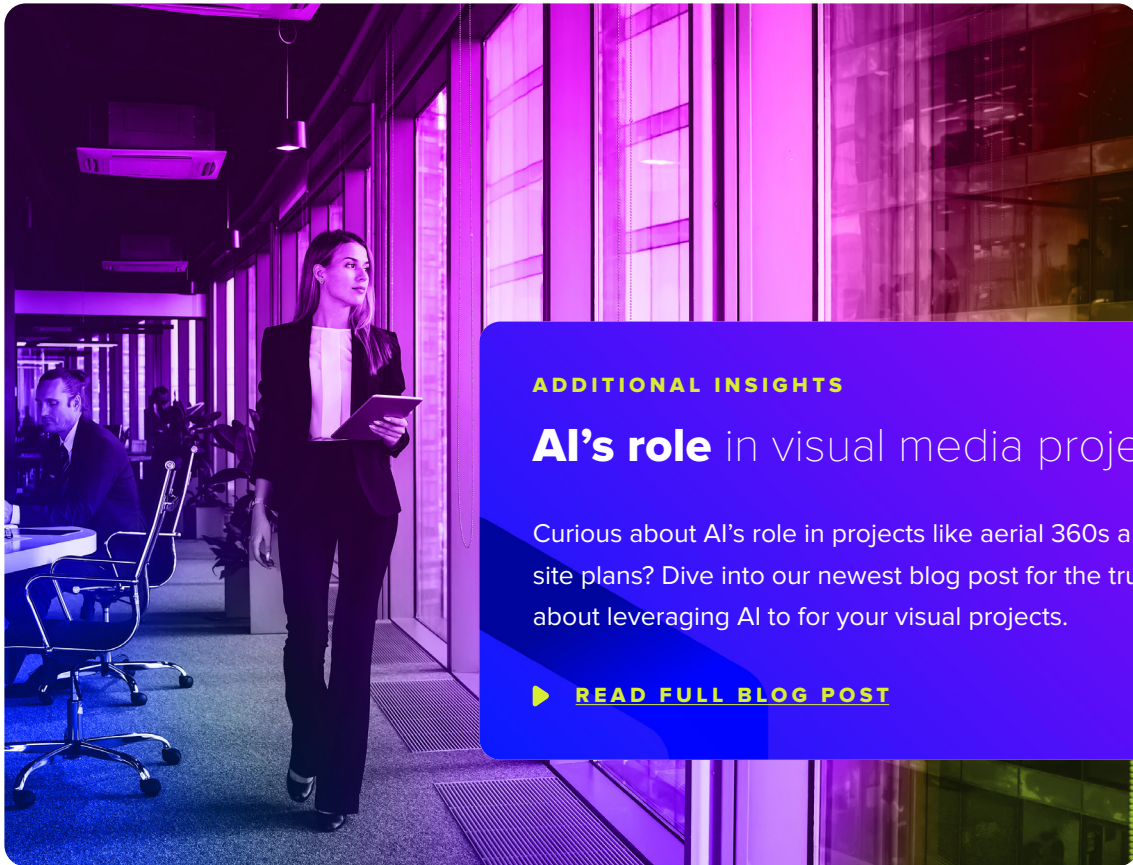
📅 "MY DAY" AI FOCUS DASHBOARD

We're building a smart dashboard that shows brokers what to prioritize: key tasks, stale deals, and hot leads—all surfaced by AI. This helps you act fast on critical items, nudges follow-ups on neglected opportunities and reduces the mental load of manual tracking.

03 BUILDOUT MEDIA

Captivating visuals, streamlined processes

AI is revolutionizing how we create and manage visual content. Our approach focuses on using AI and automation for mundane tasks, which multiplies our team's bandwidth and allows us to give more human-centric focus to the things that truly matter. This means we leverage AI to lower turnaround time and reduce rework waiting periods, getting you quality-controlled-by-a-human media faster. Ultimately, we strategically use AI to enhance our services while ensuring your projects get the custom treatments they deserve.

**ADDITIONAL INSIGHTS****AI's role** in visual media projects

Curious about AI's role in projects like aerial 360s and site plans? Dive into our newest blog post for the truth about leveraging AI to for your visual projects.

▶ [READ FULL BLOG POST](#)

You, powered by AI – The untouchable support system

You, the modern marketing admin, are no longer just a cog in the machine; you're becoming an untouchable support system, powered by AI. While the buzz often focuses on brokers closing deals, AI offers unparalleled opportunities for you by streamlining operations and systems. This isn't about replacing your valuable skills, but rather enhancing them. AI empowers you to produce higher-quality content, provide smarter, more efficient support to your firm, and make an immediate, tangible impact on your brokerage's success.

Think of AI as your assistant, taking over the mundane and repetitive work that used to consume your day. This frees you to focus on strategy, creative problem-solving, and building crucial relationships. From drafting property descriptions in a broker's unique voice to generating real-time market insights and automating lead nurturing, AI transforms you into a more powerful, productive, and indispensable asset. Using AI allows you to elevate your role from tactical execution to directly contributing to your firm's competitive edge in the dynamic commercial real estate landscape.

Unlock your full potential with AI

Ready to transform your daily tasks and become a true strategic partner? Explore how Buildout's integrated AI solutions can empower you to create exceptional marketing content and provide unparalleled broker support. [Let's connect for a demo.](#)