



# Practical guide to AI in CRE

# Table of contents

---

## Three places to find AI's impact 04

---

Introduction

---

Tenant experience

---

Sustainability

---

Portfolio management

---

## Five top AI tips 08

---

Define what AI means for your business

---

Get teamwide support

---

Use your data sources effectively

---

Start small, then grow

---

Position your people for success

---

## Conclusion 10

---



# Three places to find AI's impact

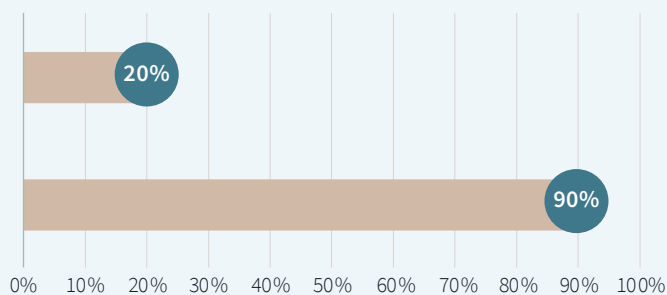
## Introduction – From challenge to opportunity

Imagine it's Monday morning. You've just arrived at your office to a flood of tenant complaints about temperature problems, a notice about a major heating system failure that could have been prevented, and an email reminding you that 15 lease renewals are coming up—all needing detailed analysis and custom proposals. Meanwhile, your finance team wants updated projections on your sustainability projects, and you're wondering how your team will handle everything.

This situation is all too familiar for property owners and managers. But what if there was a fundamentally better approach? What if your building systems had predicted that system failure last week? What if your leasing team already had computer-generated renewal recommendations with competitive rates? What if your sustainability efforts were automatically fine-tuned in real-time, creating both business value and positive environmental impact?

This isn't wishful thinking – it's the practical reality of Artificial Intelligence (AI) in commercial real estate today. And by embracing this innovation, you're not just improving operations – you're helping shape the future of real estate for a better world.

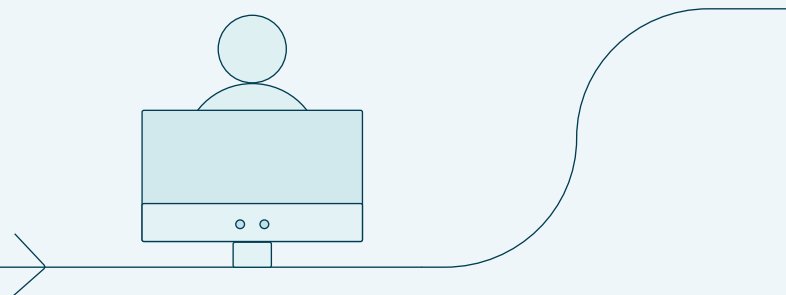
### Revealing possibilities



While 90% of organisations plan to increase their AI investments over the next five years, only 20% of property managers are currently using AI in their building operations, according to JLL research. This represents both a challenge and a remarkable opportunity for forward-thinking leaders who see potential where others see complexity.

**The opportunity is clear:** Those who thoughtfully use AI today will unlock new levels of efficiency, create exceptional tenant experiences, and make smarter property decisions while contributing to a more sustainable built environment. This positive vision is achievable right now with the right approach.

Let's explore three key areas where AI is creating breakthrough opportunities and how you can use these innovations to generate meaningful impact.



# 1 Tenant experience

Creating exceptional tenant experiences remains a top priority for property owners and managers. It's also rated as the most time-consuming aspect of building operations. Here's how AI is opening new possibilities:



## Predict building demand

In some spaces, you can use external data such as local weather, traffic, and event info to predict foot traffic or office attendance. You can also track typical badge swipe data for certain situations, allowing you to best deploy resources for a specific time period. This forward-thinking approach allows for better staff scheduling, proactive temperature control adjustments and smarter resource planning, creating spaces that truly respond to people's needs while reducing wasted effort.



## Better communicate with tenants

Tenant communication can be a challenge when you have multiple different systems to work through and channels to monitor. AI can help create tailored communications about building updates and events, make customised space recommendations, and act as a virtual concierge. This integration ensures tenant concerns are addressed quickly and thoughtfully, strengthening relationships and building community.



## Proactively track maintenance needs

The recent Building Engines report “The state of commercial property management, 2025” found that preventive maintenance was the area where the most respondents felt AI could make an impact.

By continuously monitoring building systems and utility use, AI can detect subtle patterns that might signal future issues—transforming maintenance from reactive to preventive and stopping disruptive emergency repairs before they happen.

Document intelligence – used in platforms like Prism – can allow you to best capture and utilise this key data. Ensuring that your software tools are able to both capture and synthesise data from across your properties can bring the power of AI to your property management today.



# 2 Sustainability

Sustainability initiatives have evolved from optional considerations to an essential component for a responsible real estate strategy. And there is a major opportunity to do more with the right data – laying the groundwork for effective implementation of AI. **JLL research** found that current AI capabilities can optimise 65% of sustainable asset improvement-related tasks.

Here’s how AI is revolutionising how properties contribute to a better world:



## Smart building upgrades

As **JLL Insights** pointed out, AI can intelligently prioritise building improvements based on potential energy savings and costs. These insights allow property owners to make high-impact upgrades that significantly reduce environmental impact while enhancing property value. By creating more accurate energy projections and improving on-site efficiency during the upgrade process, AI doesn’t just improve buildings—it helps transform them into forward-looking, environmentally responsible assets.

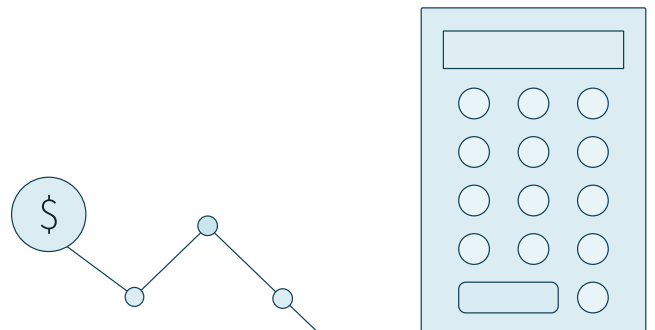


## Smart energy management

Hank, an AI-powered HVAC optimization solution, shows how smart technology can drive meaningful environmental impact. By tracking HVAC data and making real-time adjustments to equipment, Hank uses machine learning, energy modeling, and outside data to make real-time adjustments to HVAC equipment, cutting energy costs by up to 40%.

**JLAM, for example, saw a 30% year-over-year reduction in electric costs since implementing Hank in 2024.**

These kinds of improvements represent not just cost savings, but significant progress toward a more sustainable built environment.



# 3

## Portfolio management

In today's changing market, property portfolio decisions from CapEx projects to buying and selling properties require clear insights and foresight. AI provides the clarity needed for truly smart strategy:



### Prepare for lease renewals

Commercial leases are constantly up for renewal. Preparing for those decisions, both as a property manager and as a building owner, is critical to keeping income streams consistent. AI can help analyse financial and operational data to provide real-time views of lease data so you can make effective decisions. This helps property managers and owners maintain steady income while creating tailored experiences that keep tenants engaged and committed to your properties.



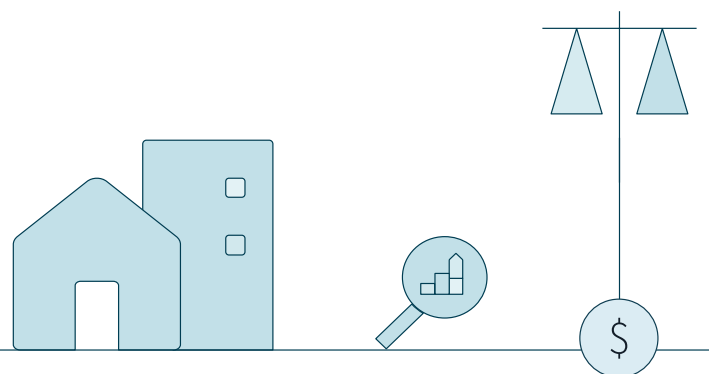
### Smarter CapEx and building investment

AI systems can transform capital spending planning from a reactive necessity to a strategic advantage. By automatically tracking maintenance timelines and intelligently prioritising investments, these tools free up valuable time while ensuring resources are directed where they'll create the most value. This forward-thinking approach treats buildings not as static assets but as evolving spaces with untapped potential.



### Clearer financial planning

AI can simplify complex financial projections, making them accessible and actionable. This clarity helps property owners determine how to reinvest in their properties most effectively, whether through targeted improvements, repositioning or other innovative initiatives that enhance both financial performance and the experience of people using these spaces.



# Making AI useful in action - five top tips

So, with these three focus areas in mind, how can you bring AI to the forefront of your property management strategies? What can you do to turn AI's hype into real impact as soon as possible? Here are five tips informed by JLL's best practices:



## Define what AI means for your business

Think about which aspects of AI can help with your biggest challenges:

Could automatic data processing help with routine tasks?	Do you need better insights from your existing information?
Would your tenant interactions improve with AI-enhanced communication?	Are there operational inefficiencies that predictive tools could address?

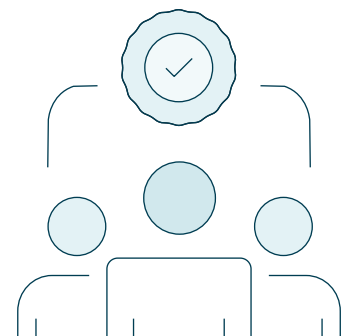
Start by understanding where AI can make real progress and show success. Focus on areas where you can demonstrate early wins to build momentum.



## Get teamwide support

AI adoption needs support across your organisation. Start with a clear explanation that highlights specific problems AI will solve and expected outcomes.

As **Sharon Hunt, VP of Product at JLL and Chief Product Officer of Building Engines**, noted, "Tech adoption takes time, but it's obviously having early benefits. People are seeing that this is where the world and the industry are going. If they want to stay competitive, they're going to have to invest in this area."



## Use your data sources effectively

**Data quality and availability** is seen as the biggest barrier to AI adoption in commercial real estate. However, the right AI solutions can be the biggest way to unlock this challenge, with the ability to rework data processes and obtain high-quality data.

Focus on processes with abundant information—such as heating and cooling operations, which generate valuable data about temperature control and energy costs that can inform optimisation strategies.

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The best real estate-specific AI solutions are designed to be user-friendly and easy to set up, work seamlessly with existing systems, and can handle imperfect data while offering ways to generate better information.

**Yuehan Wang**  
*Global Research Associate, JLL*

## Position your people for success

AI won't serve as a replacement for your people. Instead, it will allow them to work more effectively. “The key in property management engineering is the people, so how do we layer on services to support them?” said James Hollins, Executive Vice President and Group Manager for JLL.

AI gives your team access to expanded information and insights, resulting in better decision-making. Thompson adds, “It's giving you the ability to operate with much more information at your disposal.”

## Start small, then grow

Don't make using AI the end goal. Instead, focus on solving specific business challenges.

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AI isn't a category, or a specific tool to bring on board. It's something that's integrated into your work that makes things easier.

**Jeff Thompson**  
*Vice President of Product Management*  
*JLL Technologies*

Starting with one focused application—whether it's predicting building usage, optimising heating and cooling systems or improving lease renewal processes—will help demonstrate clear value and build momentum for wider adoption.



# The time to act is now

As AI adoption accelerates in commercial real estate, the window for gaining a competitive advantage is closing quickly. Those who embrace effective AI solutions today will create operational efficiencies, enhance tenant experiences, and make more profitable property decisions while others struggle to catch up.

The most successful AI implementations start with clear business objectives, focus on high-impact applications, and empower people to work more effectively. By taking this practical approach, you can move beyond just talking about AI and put it to work for your real estate business today.

Want to see how Prism's AI-powered solutions can transform your property management? Schedule a demo today to explore what's possible.

**Schedule a demo**

