



# Workforce Reinvention **Blueprint**

## Real Estate Industry

How AI and Automation will Transform the Workforce Based on Reejig's Proprietary Work Ontology™ Intelligence

### How AI is Reinventing the Real Estate Industry

The real estate industry is a colossal force in the global economy, valued at \$10.5 trillion in 2023, with a projected CAGR of 5.1% through 2028.

### Top 3 Concerns Facing Real Estate CEOs in 2025

1. Technological Transformation and PropTech Adoption
2. Sustainability and ESG Compliance
3. Workforce Evolution and AI Integration

## Focus Area 1: Workforce Shifts

### Projected Workforce Shifts in 2025 and Beyond

Where AI and Automation Will Drive Operational Effectiveness

1

#### Automating Property Management

AI and automation are streamlining property management tasks such as tenant management, predictive maintenance, and rent collection.

Automation improves efficiency by 30-40%, enabling property managers to oversee up to 40% more properties while reducing operational costs by 25%.

2

#### Enhancing Market Intelligence with AI

AI is reshaping market analysis through tools that automate market assessments, valuation modeling, and trend predictions.

Efficiency gains of 50-60% are realized, resulting in faster decision-making and a 20% increase in deal closure rates, translating into \$2 billion in added transaction value across major players.

3

#### Digitizing Construction Supervision

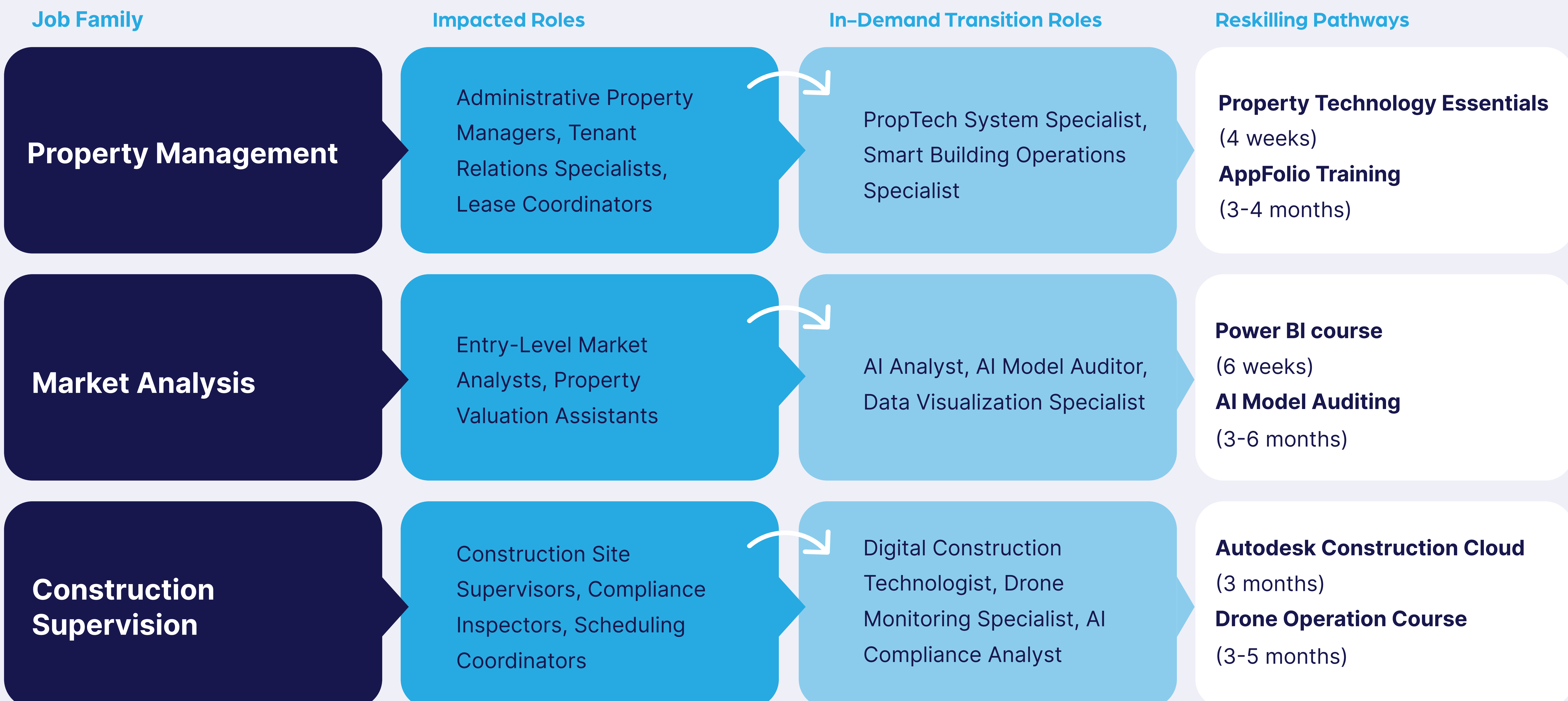
AI technologies such as automated scheduling, drone monitoring, and compliance tracking are transforming construction supervision.

This shift will result in efficiency increasing by 20-30%, with project timelines shortened by 10-15%, leading to savings of up to \$1.5 million per large-scale project.

## Focus Area 2: Roles Impacted by AI

### Key Roles Impacted and Reskilling Pathways for 2025

How Impacted Roles Can Transition to In-Demand Roles



## Focus Area 3: Driving Operational Effectiveness

### 2025 AI Strategies to Boost Operational Effectiveness

Prioritized Roles for AI Transformation based on AI Potential Index, Operational Efficiency Index & Time to Benefit Realization

1

#### Market Analyst

This role leverages AI for automating property trend analysis, valuation modeling, and data visualization. It significantly reduces manual workload, saving 50% in time and 30% in costs while improving decision-making accuracy and speed.

**With an AIPI of 2.4 and an OEI of 96%, this role is a top priority for investment because it delivers the highest efficiency gains and ROI with quick deployment.**

#### AI Potential Index (AIPI) Score: 2.4

Breakdown: Potential Automation Proportion: 80%, AI Maturity/Risk Adjustment: 0.90, Current Automation Proportion: 30%

#### Operational Efficiency Index (OEI) Score: 96%

Breakdown: Time Savings: 50%, Cost Savings: 30%, Process Improvement Factor: 1.2

#### Time to Benefit Realization: Short-Term (3-6 months)

Solutions are largely pre-integrated, enabling rapid implementation and immediate benefits.

2

#### Property Manager

This role involves automating tenant communication, rent collection, and maintenance scheduling. Automation reduces costs by 20% and time spent on tasks by 30%, while improving error rates and tenant satisfaction.

**With an AIPI of 2.38 and an OEI of 60%, this role is a high priority for investment because it provides immediate scalability and operational benefits with minimal implementation hurdles.**

#### AI Potential Index (AIPI) Score: 2.38

Breakdown: Potential Automation Proportion: 70%, AI Maturity/Risk Adjustment: 0.85, Current Automation Proportion: 25%

#### Operational Efficiency Index (OEI) Score: 60%

Breakdown: Time Savings: 30%, Cost Savings: 20%, Process Improvement Factor: 1.2

#### Time to Benefit Realization: Short-Term (6-12 months)

Tools are readily deployable, making this transformation highly achievable in a short timeframe.