1-Day Workshop Plan on "AI Applications in Real Estate" — clear, practical, and ready to use for training, consulting, or academic programs.

Audience

Real estate professionals, brokers, developers, consultants, property managers, investors, architects, and students.

Workshop Objectives

By the end of the workshop, participants will be able to:

- Understand the role of AI in sales, marketing, valuation, and property management.
- Use AI tools for property pricing, customer targeting, and decision-making.
- Apply predictive analytics for investment and risk assessment.
- Automate workflows using AI assistants and chatbot systems.

Workshop Agenda

09:00 – 09:30 | Session 1: Introduction to AI in Real Estate

- What is AI? (ML, NLP, Computer Vision, Automation)
- Global trends: PropTech evolution
- Why AI is transforming real estate
  (pricing, demand forecasting, lead generation, design automation)

09:30 – 10:30 | Session 2: AI Applications in Property Valuation & Pricing

Topics:

- Automated Valuation Models (AVM)
- Price prediction using ML (regression models)
- Location intelligence (GIS + AI)
- AI tools for valuation:
  Zillow Zestimate, HouseCanary, Reonomy, Local India tools

Hands-on:

- Build a simple **AI price prediction model** using sample data (Excel + Colab)

10:30 – 11:15 | Session 3: AI for Real Estate Sales & Marketing

Topics:

- Customer segmentation using AI
- Predictive lead scoring
- Chatbots for enquiry handling
- AI-driven ad creative generation
  (Meta Ads, Google Ads automation)

Tools:

- ChatGPT
- Hubspot AI
- Canva AI for property listing posters
- Zoho CRM AI (Zia)

11:15 – 11:30 | Break

11:30 – 12:30 | Session 4: AI in Property Search & Smart Recommendations

Topics:

- Recommendation engines like 99acres / MagicBricks
- Computer vision for property image quality checks
- NLP for extracting information from property listings
- AI-powered virtual tours (Matterport, LIDAR, AR/VR)

Demo:

- Use AI to extract features from property photos
- Create a simple search assistant

12:30 – 01:15 | Session 5: AI in Real Estate Investment & Risk Assessment

Topics:

- Predicting ROI using ML
- Rental yield forecasting
- Market trend prediction
- Sentiment analysis of reviews & locality info
- Fraud detection using anomaly detection

Tools:

- Python/Colab
- Kaggle real estate datasets
- Power BI with AI visuals

01:15 – 02:00 | Lunch Break

02:00 – 03:00 | Session 6: AI in Construction & Property Management

Topics:

- AI for Project Scheduling (CPM + ML)
- Energy efficiency prediction (smart buildings)
- Facility management automation
- Predictive maintenance (IoT + AI)

Demo:

- Use AI to create a maintenance prediction workflow

03:00 – 04:00 | Session 7: AI Tools for Real Estate Documentation & Automation

- Automated legal document review (NLP)
- Real estate agreement drafting with AI
- Title deed extraction & verification
- Automating property listing workflows

Tools:

- GPT workflow automation
- Document AI (Google)
- DocuSign AI
- Microsoft 365 Copilot

04:00 – 04:30 | Session 8: Building Your Own Real Estate AI Workflow

Participants build a complete workflow:

1. Upload property data
2. Predict price
3. Auto-generate marketing content
4. Create poster
5. Generate a customer pitch
6. Generate risk report

04:30 – 05:00 | Q&A + Closing + Certification

Instructor: Mr Suresh Tripathi is a founder of Geosun Pty Ltd an Australian company registered in year 2000 to provide AI corporate training, data center solutions and data pipeline end-to-end cloud platform. He has nearly 25+ years of work experience in digital data analytics integrated with AI and tech platforms. His education qualifications include master degree in Statistics from India, master degree in Geostatistics from Australia and master degree in Geoscience from Australia. He completed his AI certificate courses from Stanford Business School from California and High Impact Leadership from Cambridge University, UK. He has worked in Australia and US focusing his career on data strategy, tech platforms, and developing in-house training. He has worked with range of industries in Australia and US that include Deloitte, Flybuys, Ambulance Victoria, CFA (Emergencies Services), Avexa, Covance, Avance Clinical (Pharmaceuticals), Intelligen, Commonwealth Bank, Hackett Group (US), Health and Safety Sphera Solutions(US), Vic Government (Environment, water and energy), Waste Management (US), Outfront Media (US), Adani Mining (Australia) and Fura Gems Industries (Dubai).

Fee: Rs 25,000 per participant plus GST payable to GeosunAI Tech Cloud Pvt Ltd. RTGS/Cheque/ PhonePe via below link form.

Bank: Punjab National Bank

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