

# Crafting AI for Luxury Real Estate

May 2026





Luxury real estate will not split into  
“**AI brands**” and “**non-AI brands**”

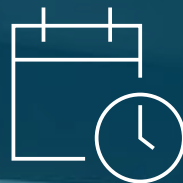


It will split into brands that **protect trust**  
and brands that **break it**



# Trust

is the product



# Time

is the dividend



# Humans

are the differentiator

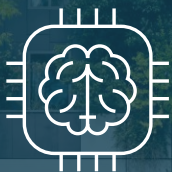
The question isn't adoption in real estate.  
It's trusted execution, at scale, without brand dilution.



# Five beliefs on AI for luxury real estate

1.

AI will become the default productivity layer for top producers



2.

Do not bet on one model or one app; build a flexible stack



3.

The winning tools will be the ones embedded in workflow, not the flashiest demos



4.

Owning the client relationship matters more as portals and answer engines mediate discovery



5.

Trust, approvals, and brand-safe execution will matter more than raw automation

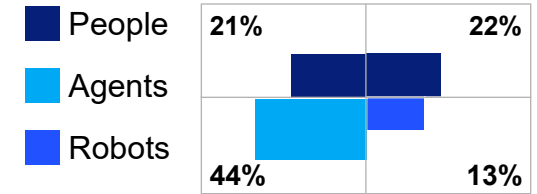


# 1. People, agents, and robots all play significant roles in the real estate workforce of the future

Sector: Real Estate and Construction

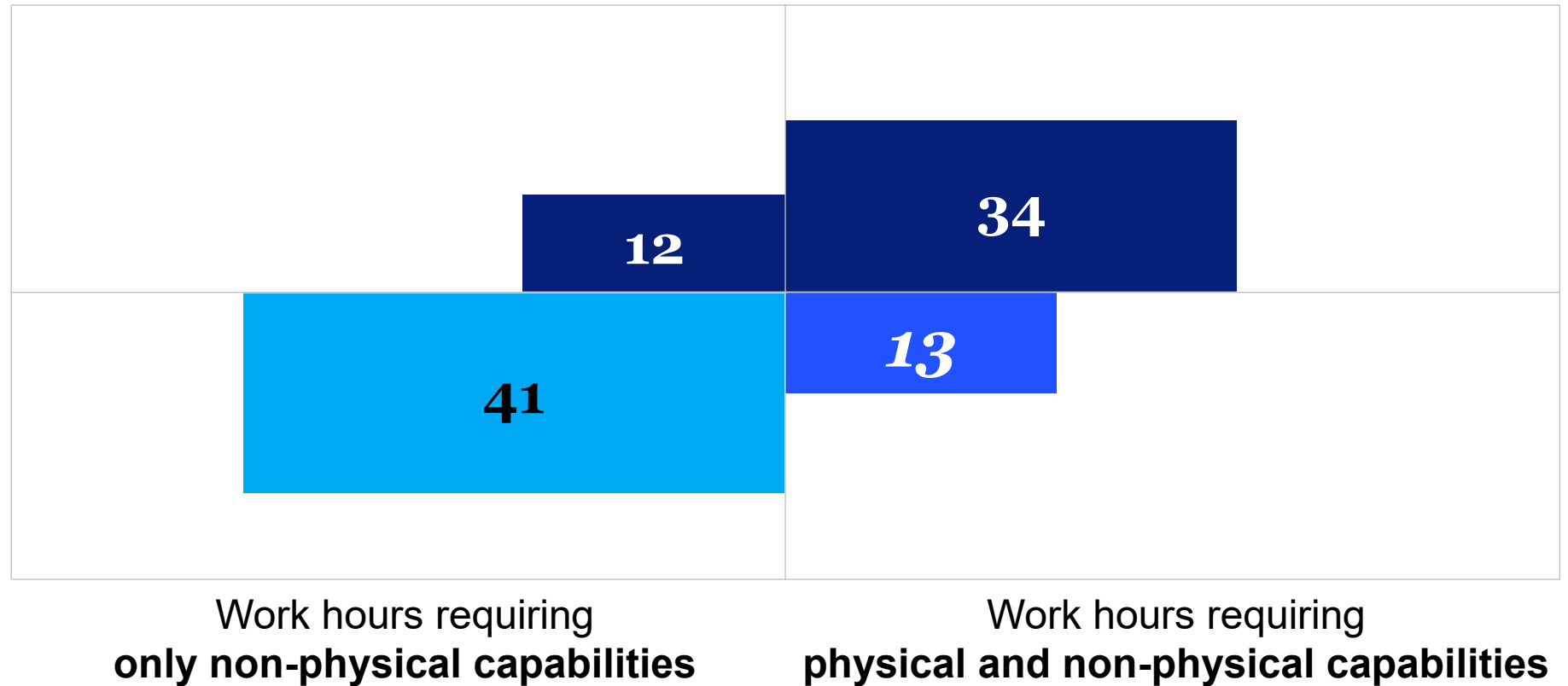
## Technical automation potential of US construction and real estate workforce, 2024 work hours<sup>1</sup>, %

Overall US economy



Work hours that are **not automatable**

Work hours that are **automatable**


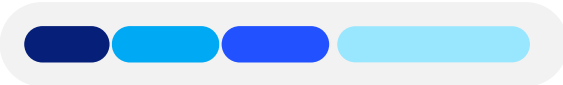
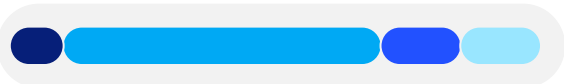
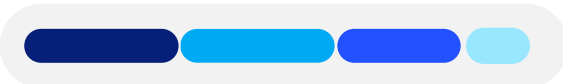
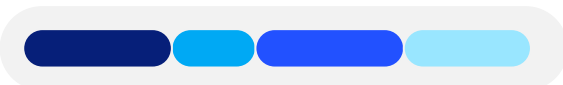

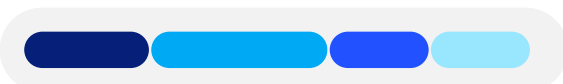


1. Automation potential is based on current capabilities of technology to perform human work. The automation potential shown is the late scenario of expert estimates. The early scenario of global automation potential ranges from 60 to 70% of current work hours

# 1. Across functions and roles, there will be a significant shift in the relative mix of skills needed in an agentic org

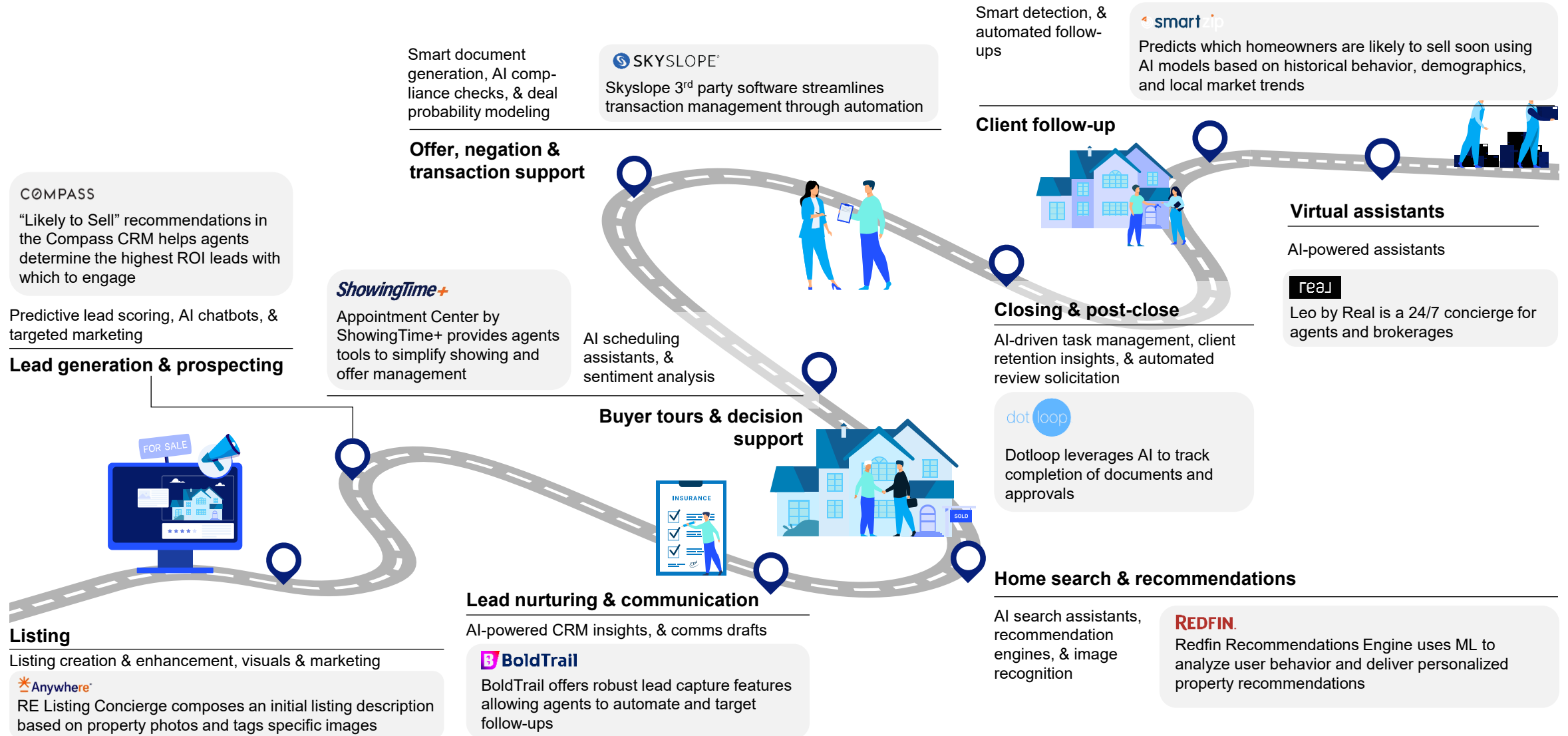
Illustrative

Skill requirements  AI/Agentic literacy  Subject matter expertise  Integrative problem-solving  Socio-emotional & cognitive

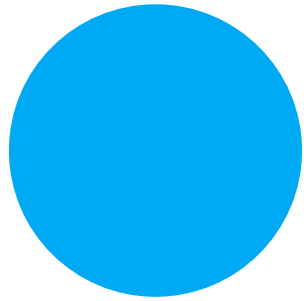
Role category	Today, primary skill mix	Tomorrow, evolving skill mix	Example AI impact
Operations & Frontline (contact centers, plant ops, retail, claims processing)			AI copilots take over repetitive tasks; humans focus on exception handling & customer care
Sales & Customer-Facing (B2B sales, relationship managers, advisors)			AI generates pitches; humans build trust & strategic relationships
Technical & Engineering (IT, product dev, data, network)			Engineers + AI agents co-create solutions; stronger need for cross-domain integration
Leadership & Management (managers to execs)			AI provides insight & foresight; leaders focus on mobilization, trust, and risk governance
Support Functions (HR, Finance, Legal, Procurement)			AI agents handle payroll / contracts; humans focus on advisory & transformation roles

# 2. AI is already touching the full consumer experience across real estate, and will continue to evolve

Illustrative Non-exhaustive



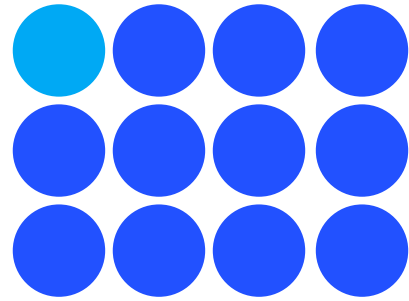
### 3. We are at the AI “Goldilocks moment”: Use cases are too small. Enterprise programs are too big. Domains are “just right”



#### Entire enterprise - too big, too shallow

Too many domains, data sets, and stakeholders to be able to get to meaningful impact quickly

“How do we best leverage AI agents to improve topline and profitability for the **company**?”

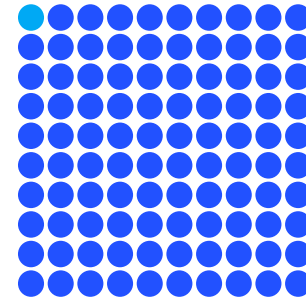


#### Transforming a domain - just right

Balance of end-to-end impact, leadership excitement, and achievable results in 6-12-month window

**VIP Clienteling:** “How can we use Agentic AI to plan outreach, prepare for showings, and log feedback each day?”

**Service recovery:** “How can we use Agentic AI to detect issues, propose remedies, secure approvals, and close the loop in minutes?”



#### Use case – too small

Too niche to demonstrate material impact on an end-to-end domain

Within **Marketing:** “Draft campaign copy”; “generate home story variants”

Within **Clienteling:** “Draft a first version of outreach for approval”

Within **Operations:** “Auto-tag inbound requests and draft responses”

#### Benefits of a domain approach

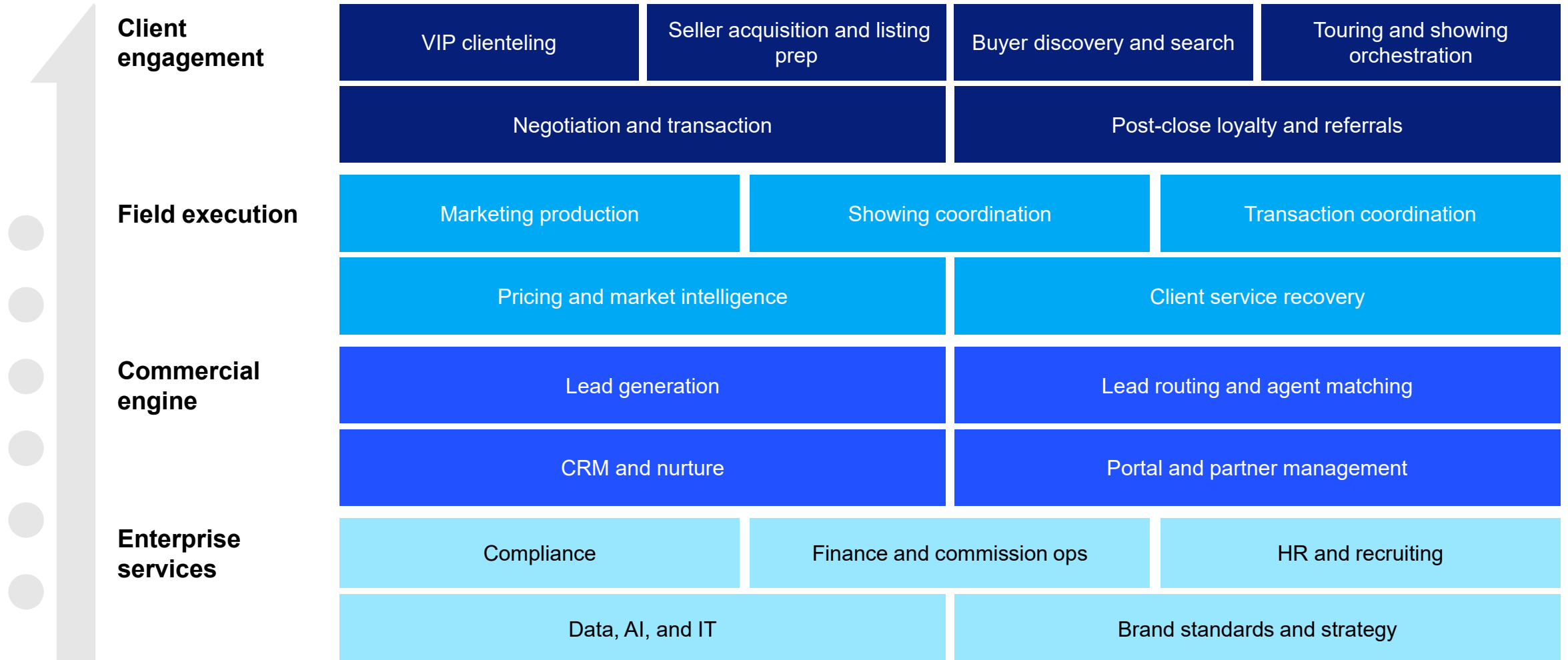
Moves whole-system metrics, not isolated demos

Creates accountable ownership and manageable scope

Enables integrated data and workflow wiring

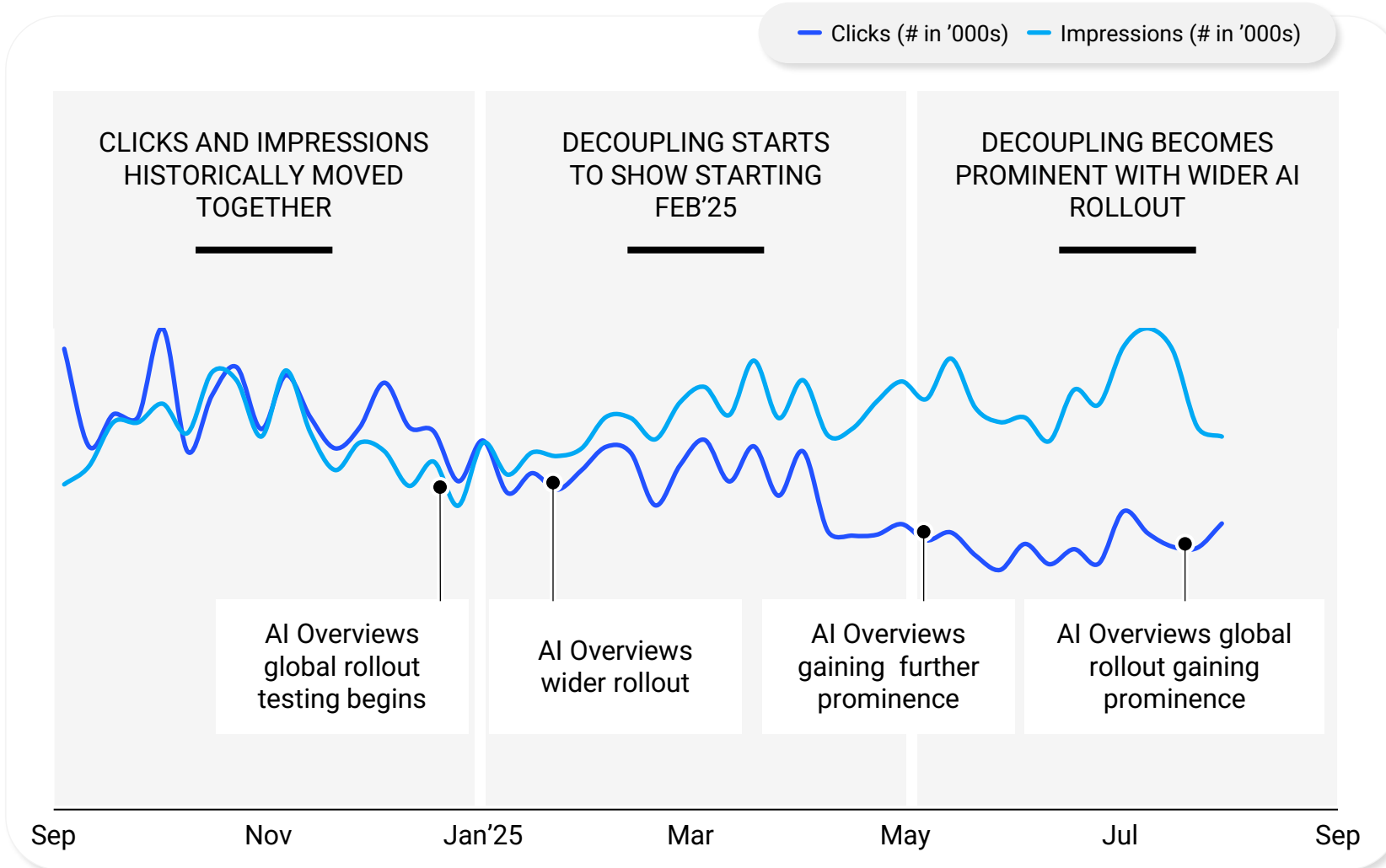
### 3. Sample Domains Across Luxury Real Estate

Non-exhaustive – for discussion





# 4. Example: Impressions and clicks are decoupling as AI overview rolls out



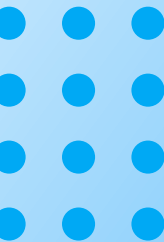
## Analysis of 300,000 searched keywords shows

35%

Drop in Position 1 CTR in presence of AI overviews

~65%

Drop in CTR for organic results within one year

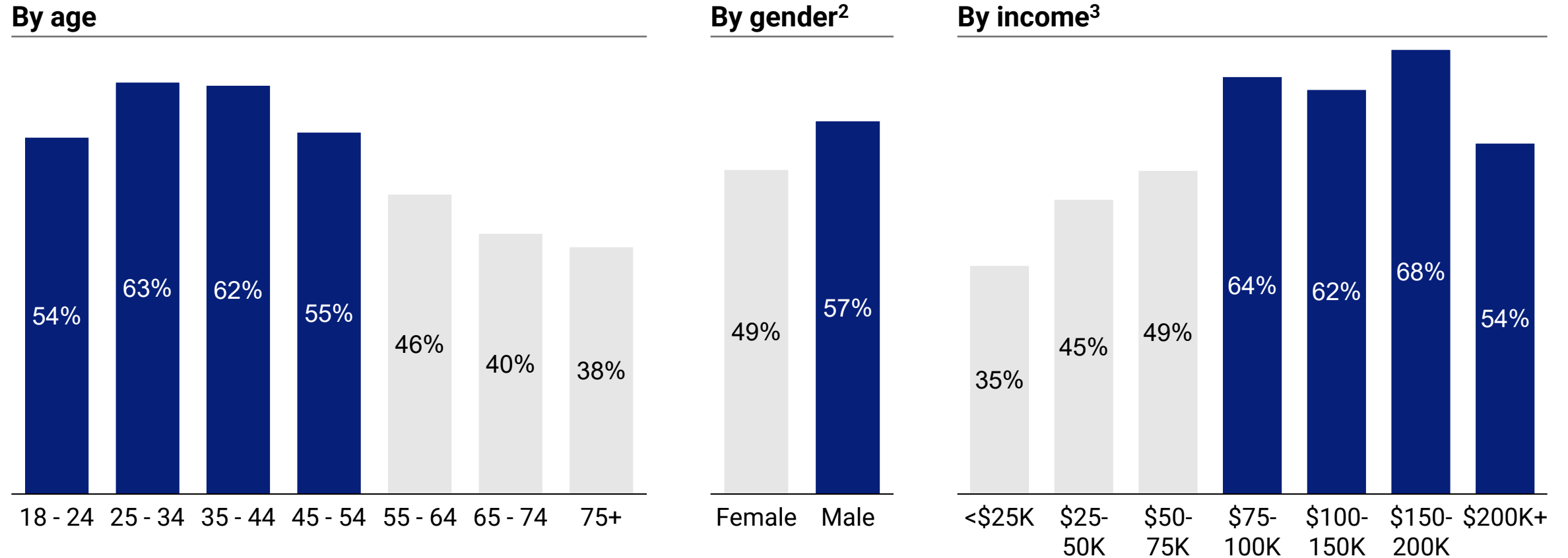


Source: Gartner, SEM Rush, Google, OpenAI, FirstPageSage, Botify, DemandSphere, Press Search

# 4. AI-based search usage is high across demographic groups, but skews slightly younger, male, and higher income

■ >50%

AI-based search usage for product/service decisions<sup>1</sup>, % of respondents<sup>4</sup>



1. QUSAGE. For which of the following use cases have you used a GenAI search engine (e.g., ChatGPT, Google AI Overview, Gemini, Perplexity, or Microsoft Copilot) in the past 3 months?
2. SGEND Which of the following best describes your gender identity? 3. QINCOME. What is your total household income (annual, before tax)? 4. Respondents who have used AI search in the past 3 months

# 5. Choice architecture with AI is the luxury interface



## Passion Adopters

**Want:** speed + novelty + control

**Design:** AI-first, self-serve, fast iterations

**Never:** slow handoffs / forced human gating



## Quality & Convenience Buyers

**Want:** confidence + ease

**Design:** AI-assisted, human-available, pre-approved options

**Never:** too many questions / “chatty” friction

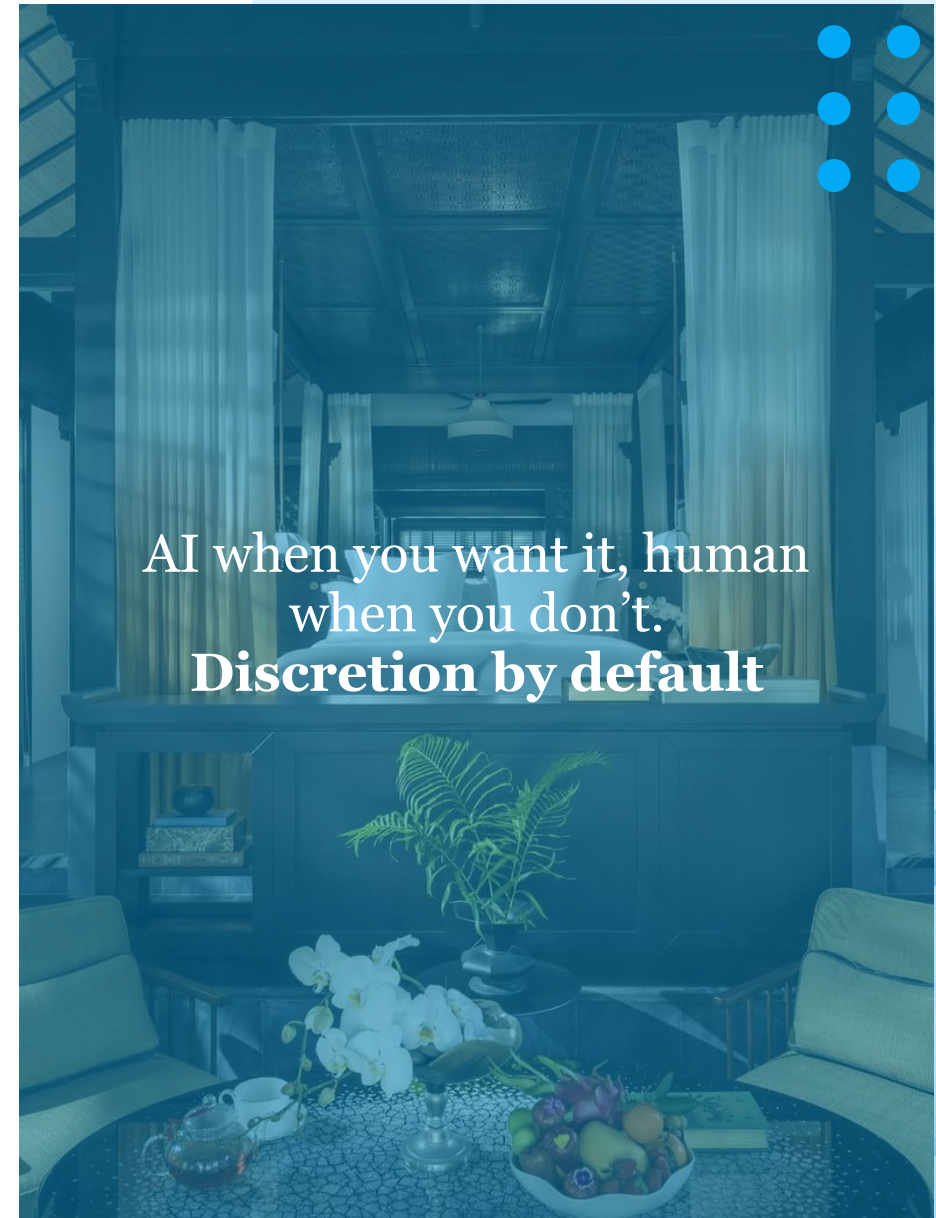


## Traditionalists

**Want:** discretion + relationship

**Design:** Human-first, AI behind-the-scenes (prep + follow-through)

**Never:** obvious automation / “bot vibe”



AI when you want it, human  
when you don't.  
**Discretion by default**

# 5 .Trust is the foundation when the system can act on behalf of the client or brand

Permissioned actions, verified facts, and auditability are the new requirements for luxury execution

## What Trust Means In Luxury



**Discretion by default** (privacy, minimal exposure)

**Provenance & authenticity**  
(verified product truth)

**Correctness under pressure**  
(exceptions, VIP moments)

## How To Design: Tiered Autonomy



### Tier 1 — Automate

Low-risk updates (status, scheduling, FAQs)

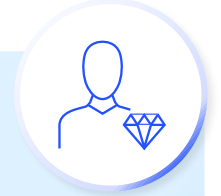
### Tier 2 — Act within guardrails

Drafts, coordination, recommendations (policy + thresholds)

### Tier 3 — Require approval

Money, exceptions, VIP gestures, sensitive data changes

## Examples



### Clienteling

Agent drafts outreach; **recommendations must use approved preferences + brand policy**

### Service recovery

Agent proposes remedies; **gestures/spend escalate at manager threshold**

### Documents for closing

Agent manages status + comms; **identity or substance changes require verified authorization**

Guardrails across all domains: permissions • approvals • audit trail

# How you move from pilots to outcomes without breaking the magic

30 days



## Choose and map

Pick **one domain + one KPI**

Map **steps vs. thoughts** and the “moments that matter”

Define **guardrails** (what needs approval vs. can run)

60 days



## Wire and measure

Connect to **systems of record**

Implement **maker-checker** where risk is real

Instrument weekly: time saved + CX + conversion/retention

90 days



## Scale what's safe

Expand coverage across the domains

Standardize AI “agent blocks” (intake, prep, execute, follow-up)

Remove approvals where performance proves reliability

Protect **trust**. Give back **time**. Keep **humans** at the center.