



crews

Where you belong

TRAINING

AI & Real Estate

LEARNING OBJECTIVES

- Understand the challenges and applications of artificial intelligence in the real estate sector
- Master AI tools for property analysis, prospecting, valuation and management
- Optimise business processes through intelligent automation
- Anticipate regulatory, ethical and competitive impacts related to the use of AI

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Real estate agents, brokers, developers, property managers, and professionals in property management, innovation, marketing or data teams within the real estate sector

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to AI in real estate
 - Overview of use cases and key technologies
 - Difference between generative AI, predictive AI and automation
 - Positioning AI in the real estate value chain
- Property valuation and pricing
 - Predictive pricing models (AVM, data enrichment)
 - Using AI to refine evaluation criteria
 - Tools and platforms for dynamic pricing
- Prospecting automation and customer relations
 - Lead scoring and smart targeting
 - Conversational AI, chatbots, automated emails
 - AI-powered customer follow-up and reminders
- Market analysis and investment support
 - Dynamic mapping and socio-economic data integration
 - Identifying high-potential areas using AI
 - Rental or operational yield simulation
- Generative AI and content creation
 - Automatic generation of property descriptions
 - Enhanced listings, visuals, titles, and calls-to-action
 - AI-assisted writing for newsletters, video scripts or social media posts
- Smart rental and property management
 - Automatic anomaly detection, damage prediction
 - AI chatbots for rental management
 - Monitoring tools for works, schedules, delays and automatic reminders
- Practical workshop
 - Analysis of real estate data using an AI tool
 - Creating a listing or automated prospecting strategy
 - Designing a mini AI project adapted to a real estate business

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate artificial intelligence into their commercial and operational practices, improve efficiency in prospecting, analysis or customer relations, and position themselves as innovative players in the real estate market.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
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- By email: contact@crews-education.com

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