

4 steps on how to position property investments using artificial intelligence

Blog

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AI has a remarkable transformative capability to take industry after industry by storm, helping companies automate operations and increase business efficiency. Digitalisation and evolving technologies have massively changed in the last few years, one such technology developed is how AI applications can be interlinked with almost all other applications and will become indispensable in everyday life. It is already being utilised in many investment sectors, which has seen significant progress for use of artificial intelligence.

Research [reported by the Royal Institution of Chartered Surveyors \(RICS\)](#), explored the ‘impact of using artificial intelligence (AI)’ and have urged professionals from all kinds of industries to come to terms with AI as it is very likely to depend far more on innovative, ground-breaking technology.

It makes perfect sense to explore what AI technology can do for your property investment business and how it can position your company in the market. It is also a perfect fit for those on-the-go Generation-Z who are about to come of age and enter the property investment market. They will be the type checking their investment figures in the early hours of the morning when most people are asleep.

Some property investment companies such as “TAB” has already taken steps to implement AI for their clients to optimise the user’s investment portfolio. Analysis of functions such as valuation, cash flow, and data are essential in property investment to ensure good results for everyone involved in the process. Their AI chatbot responds to people on a mix of questions and as it learns more it will display the top five questions to users of the platform, which then improves their website offering.

Read the full article here:

<https://aijourn.com/4-steps-on-how-to-position-property-investments-using-artificial-intelligence/>

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