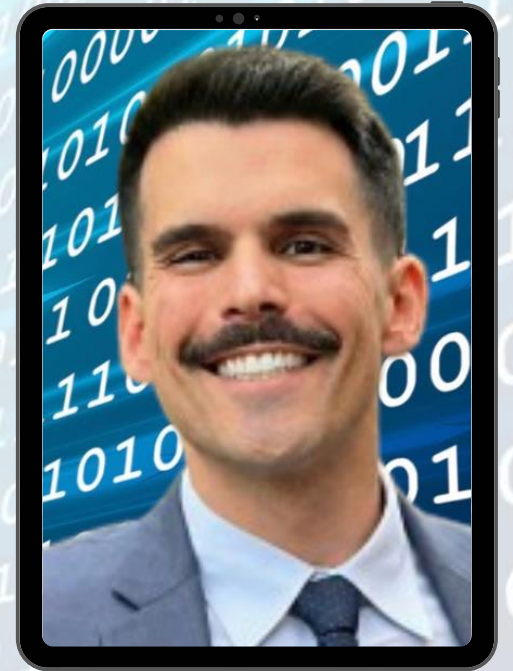


THE FUTURE OF COMMERCIAL REAL ESTATE

CARW All-Member Meeting



Data, Technology, and AI:
What will define the next
generation of CRE success?



Wednesday, May 13th | 11:30 am - 1:30 pm

Renaissance Hotel Wauwatosa

Topher Stephenson
Co-founder of CRE AI Studio



CARW

COMMERCIAL ASSOCIATION OF REALTORS®

2026 ANNUAL SPONSORS

PARTNER



DIAMOND & MADISON

DEAL OF THE YEAR &
NEXTGEN

DIAMOND &
ALL MEMBER MEETING



CARW GOLF OUTING

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DATA

COFFEE WITH
CARW

CONTINUING
EDUCATION

MOODY'S



Reinhart

HOME OF
CARW

NEXT GEN

SIGN

TWO-FIFTY

GARDNER



SPONSORED TABLES

CBRE



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WAKEFIELD

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BUILDING & BEYOND

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PROPERTY GROUPSM



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Landmark
CREDIT UNION

CARW All-Member Meeting

Travis Tiede
NEWMARK
CARW President 2026





CARW

COMMERCIAL ASSOCIATION OF REALTORS®



AI + COMMERCIAL REAL ESTATE

And how to
actually
use it.

Prepared for CARW

Who is This Guy?



CRE AI Studio

- Co-Founder of **CRE AI Studio** & Commercial Real Estate **Technology** Consultant
- Former **Managing Director** at The Boulos Company
- MBA in **Business Analytics**
- A decade+ in **CRE** in leasing, sales, marketing, ops, brokerage management roles

Staying Ahead of the **Curve** in Commercial Real Estate

What is AI? (Pre-ChatGPT Era)

The Short Answer: Models, text, code.



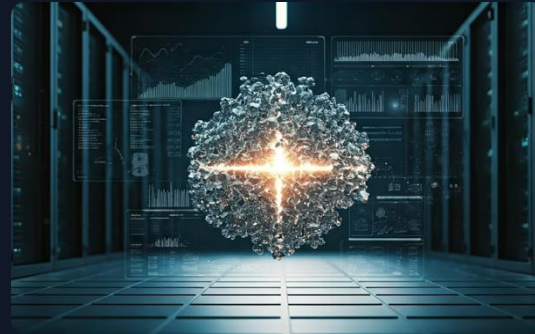
Decision Trees

Logic Systems

Rule-based models

Credit scores

Automated loan approvals



Predictive Analytics

Multiple Models

Forecasting:

Demand

Pricing

Predictive Market Data



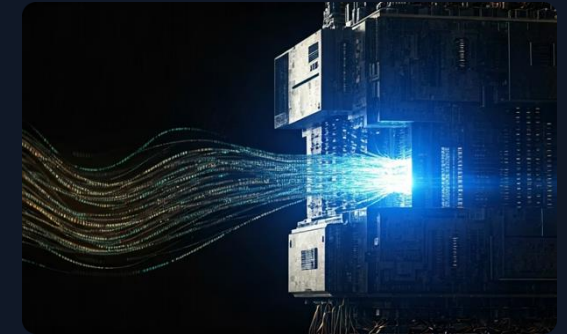
Neural Networks

Pattern Recognition

Image recognition

Speech-to-text

Time-series analyses



Early Large Language Models

Auto complete

Basic chat bots

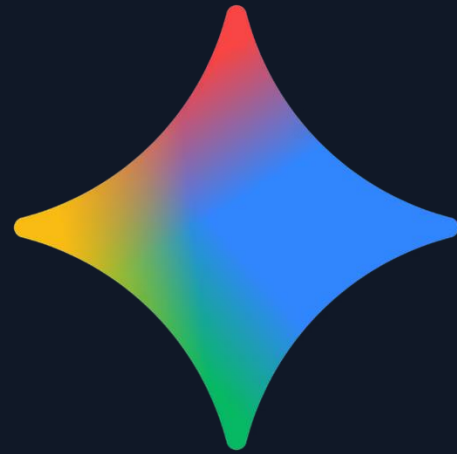
Sentiment analyses

What is AI Today:



ChatGPT (OpenAI)

- Pioneered mainstream conversational AI.
- Versatile for many tasks.
- Broad public accessibility.



Gemini (Google)

- Native multimodal capabilities.
- Integrates deeply with Google services.
- Scalable across various sizes.



Claude (Anthropic)

- Emphasis on safety and ethics ("Constitutional AI").
- Known for longer context windows.
- Focus on responsible AI development.



Copilot (Microsoft)

- Microsoft's enterprise AI assistant
- Deeply embedded in their productivity suite
- Powered by OpenAI's GPT models

How Use of LLMs have Evolved in Commercial Real Estate

The accessibility of these LLM's has spawned rapid development of using this technology across industries and use-cases, including commercial real estate.



Correspondence & Personal Productivity

- Drafting emails and reports
- Summarizing long documents
- Generating meeting minutes
- Personalized communication



Marketing, Content, Image & Video Generation

- Creating property descriptions
- Generating social media posts
- Producing virtual tour scripts
- Developing marketing copy



Market Analyses

- Identifying market trends
- Analyzing demographic shifts
- Summarizing economic reports
- Competitive benchmarking



Prospecting & Deal Sourcing

- Generating qualified leads
- Identifying off-market properties
- Matching investors to opportunities
- Automating outreach messages



Due Diligence & Underwriting

- Summarizing legal documents
- Assessing property risks
- Assisting with financial modeling
- Flagging discrepancies in reports

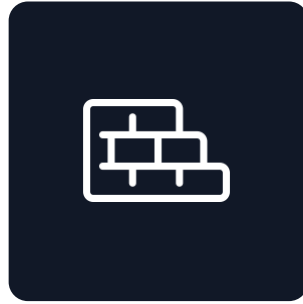


Operations & Property Management

- Automating tenant communications
- Managing maintenance requests
- Optimizing lease agreements
- Streamlining property workflows



AI & CRE: Why Should We Care?



Barriers to Entry
Are going **DOWN**



Expectations
Are going **UP**



It's Already Here
AI's impact is already
rippling through
industries, it's happening
FAST.

How do you stay ahead with AI moving so fast?

It's Already Here: AI Search

What are typical price per square foot rents for industrial real estate in Atlanta, Georgia in 2025?

Perplexity Images Sources · 9 Steps

partnersrealestate
Atlanta Industrial | Q1 2025
- Partners Real Estate

partners real estate
Atlanta Industrial | Q1 2025 |
Quarterly Market Report

commercialcafe
U.S. National Industrial
Report May 2025 |...

matthews real estate in...
Q225 | Industrial Market
Report | NW Atlanta, GA

Typical price per square foot rents for industrial real estate in Atlanta, Georgia in 2025 are as follows:

- **Overall Average Rent:** The average asking rent for industrial space in Atlanta in 2025 is approximately \$9.30 per square foot NNN (triple net lease) ¹ ². This average reflects a moderate decrease (about 1.7%) from the previous quarter due to rising vacancies and a general market slowdown ².
- **Warehouse/Distribution Space:** The average for warehouse/distribution properties is \$8.57 per square foot NNN ¹ ².
- **Flex Space:** Flex space, which is more versatile and often higher-finish, averages \$15.08 per square foot NNN ¹ ².
- **Manufacturing Space:** Manufacturing facilities average about \$6.70 per square foot NNN, reflecting lower build-out requirements and demand ¹ ².

Perplexity.AI

Advanced AI-Powered Internet Search

Use of Perplexity.AI has grown over 658% in the past year alone

Perplexity.AI for Market Research

Where knowledge begins


Ask anything...





☰ Focus ⊕ Attach

Pro



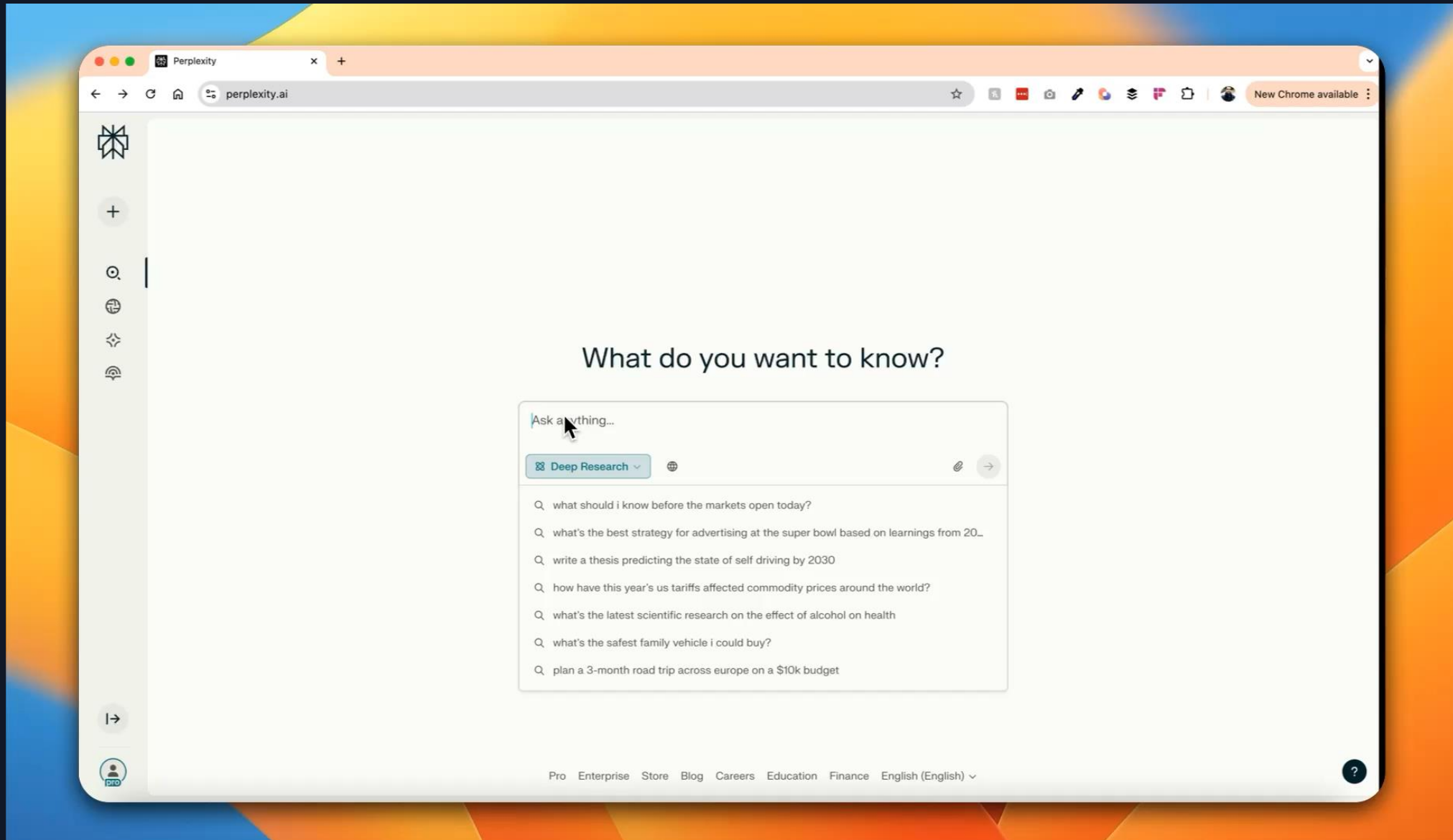
 Health benefits of dark chocolate

 Can I fly with my pet?

 Healthiest cooking oils

 Mental health apps 2024

Deep Research: Finding Opportunities, Gauging Demand



Deep Use-Cases

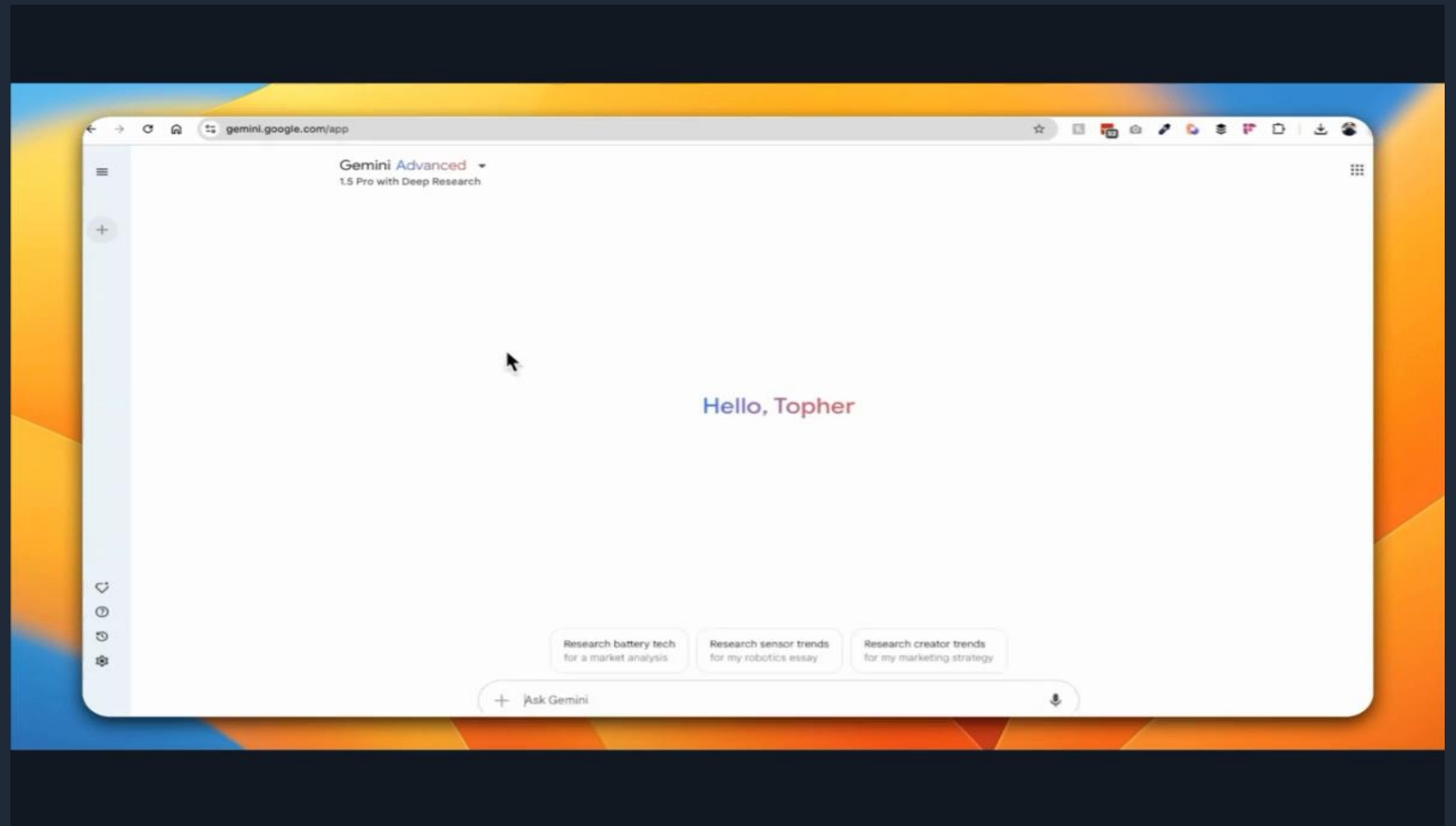
Not a **Tool**: A **Feature** Across Major AI Platforms.

Prospecting

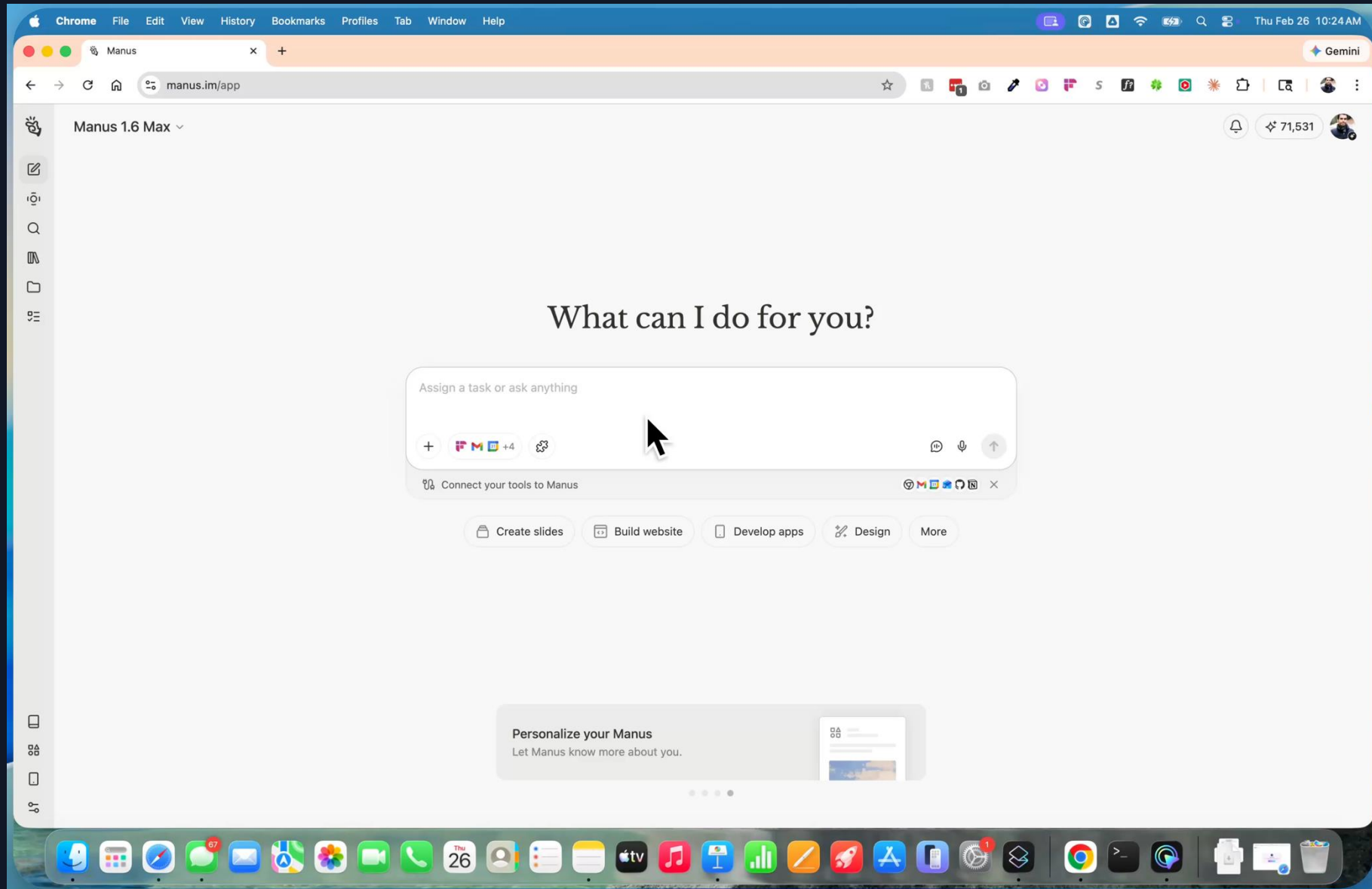
Due Diligence Reports: YES, appraisers are using this.

Market Intel

Off-Market Deal Sourcing



Agentic AI for CRE Leads



It's Already Here: AI Search

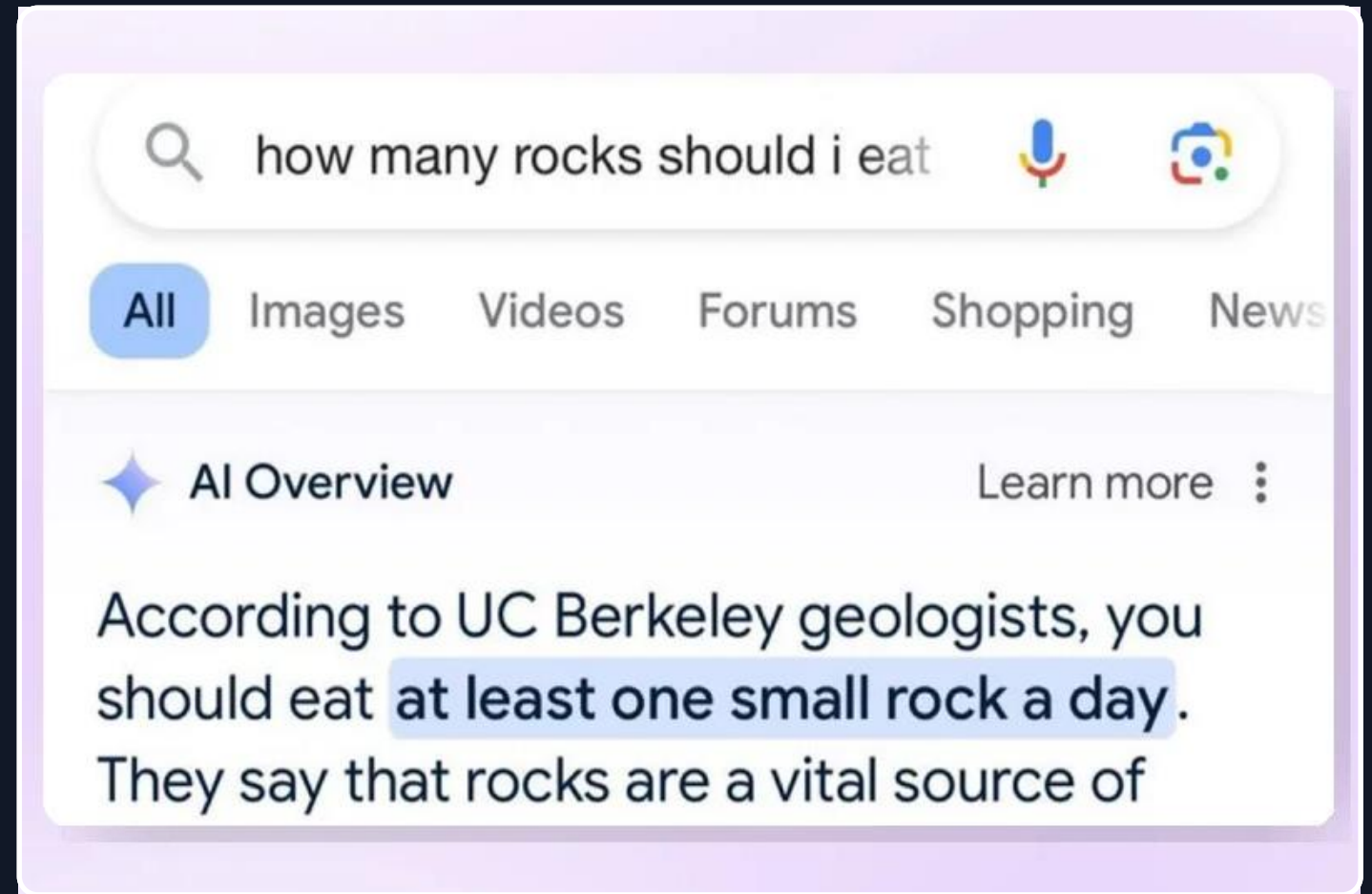
Google AI Search

Google has rolled out AI into their search results

Nearly 20% of Google searches now contain AI generated results

Some estimates suggest that AI Overviews could reduce visits by as much as 25%

This will impact how people find information, how people market information, advertising



AI Videos & Imagery Aren't Just About Properties: It's Marketing YOU

CRE Decision Makers are On Social Media

88%

Decision-Makers Engaged

Senior CRE executives actively using social media platforms

80%

Professional Usage

Leveraging social networks for business purposes and industry insights

78%

LinkedIn Presence

CRE leaders active on the premier professional networking platform

Over 40,000 people saw this post..
More traffic than many CRE firm websites see in a year.



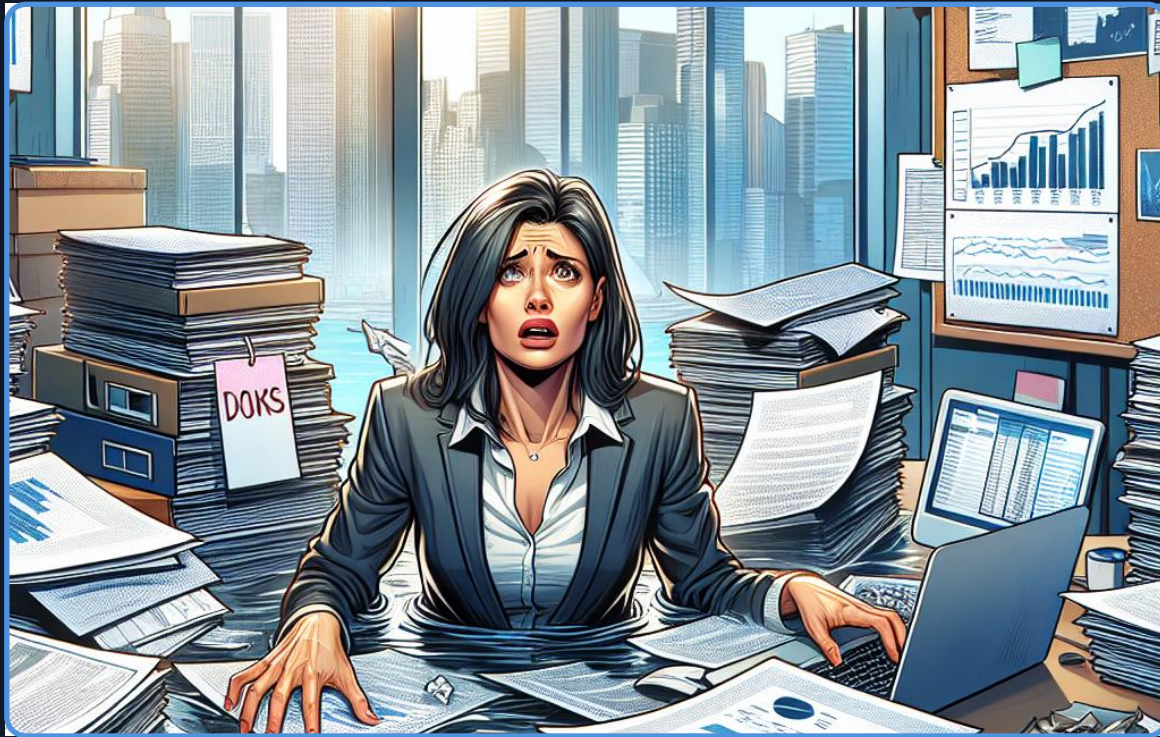
**How can you stay
ahead of the **curve**
when **AI** is moving so fast?**

Learn to Use It

Pick the handful of tools that are helpful to you

And put them to work.

CRE Pros: What Can AI **Actually Do** for ME?

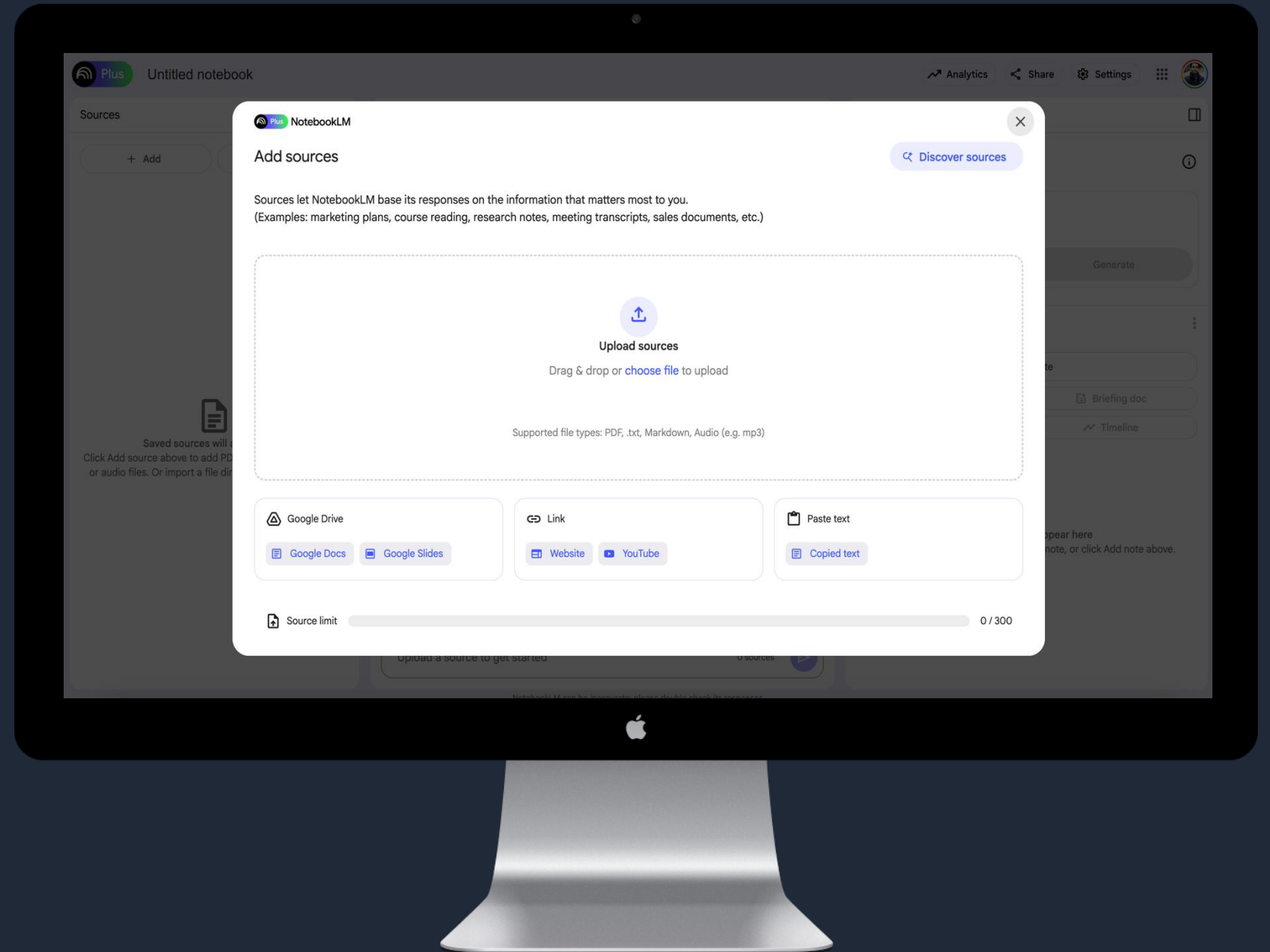


How AI can help **YOU** depends **WHO YOU ARE**

Notebook LM

Your CRE AI Powered
Research & Learning
Assistant:

AI Trained on
ONLY the Sources
YOU provide it.



AI Trained on YOUR Sources

NotebookLM for CRE

3 Levels of Success in AI

Test and Experiment

Identify potential AI tools that align with your team's needs.

- Bring interesting AI capabilities to your team discussions
- Evaluate how tools fit into your existing CRE strategy
- Create small pilot projects to demonstrate value

Customize Your AI

Find the sweet spot between basic AI usage and full automation with custom GPTs and Copilots tailored to commercial real estate workflows.

- Develop property analysis templates
- Create market-specific research prompts
- Build client communication frameworks

Implement Strategic Automation

This is where significant time savings happen, but it requires preparation first.

- Document your existing processes thoroughly
- Identify clear triggers and desired outcomes
- Establish consistent workflows for handling AI outputs

The CRE

Marketing

AI Trifecta



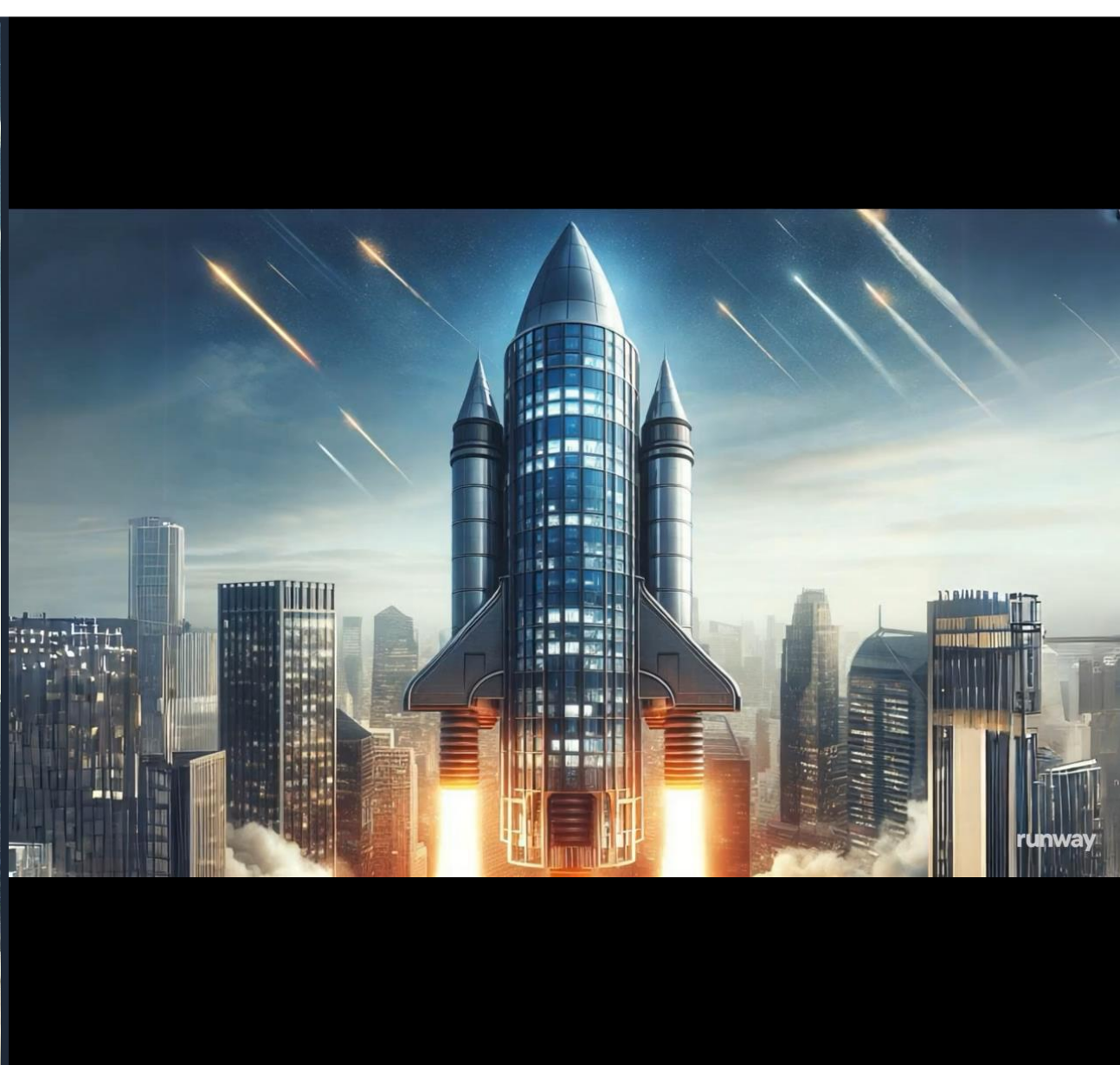


Image to **Video** with **Google Gemini**



Veo

Image to **Video** with **Google Gemini**



Image to **Video** with **Google Gemini**



Property Videos in **Minutes** Not Weeks

Gain the Competitive Advantage by **Doing MORE**



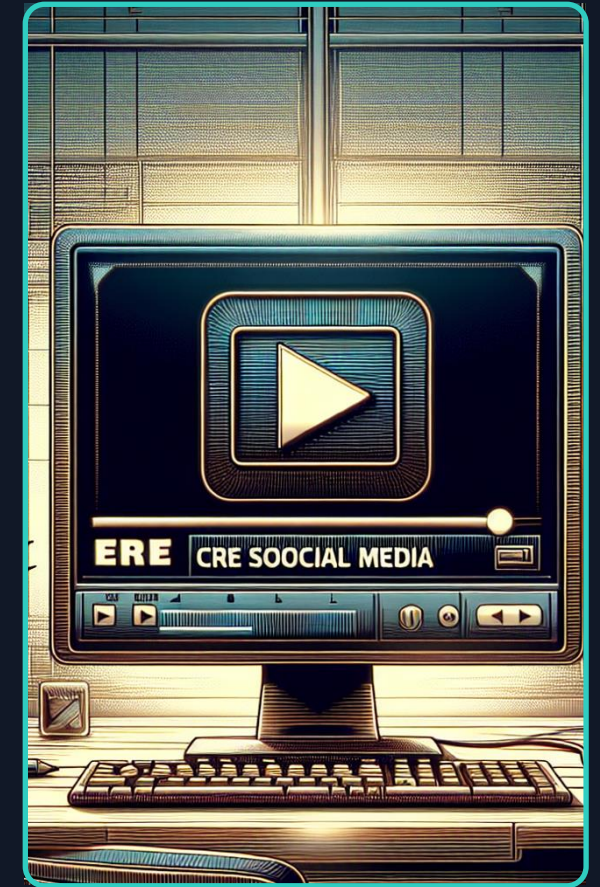
Tenant & Buyer Needs



Investment Criteria



Explaining Complex Topics to CRE Clients



Social Media Content

Real Estate Writer Pro



Your CRE AI
Copywriter



Real Estate Writer Pro

By Christopher Stephenson &

Creates top-tier real estate copy from photos, PDFs, and the internet.

Describe this
commercial
property.

Draft brochure
copy based on
this PDF template.

Create a full
brochure narrative
for this property.

Use details from
this photo to
enhance the...

Write Your Marketing Materials
with **Real Estate Writer Pro**
(ChatGPT)

Real Estate Writer Pro in Action

DESIGNING Marketing Materials

With AI



Gamma AI



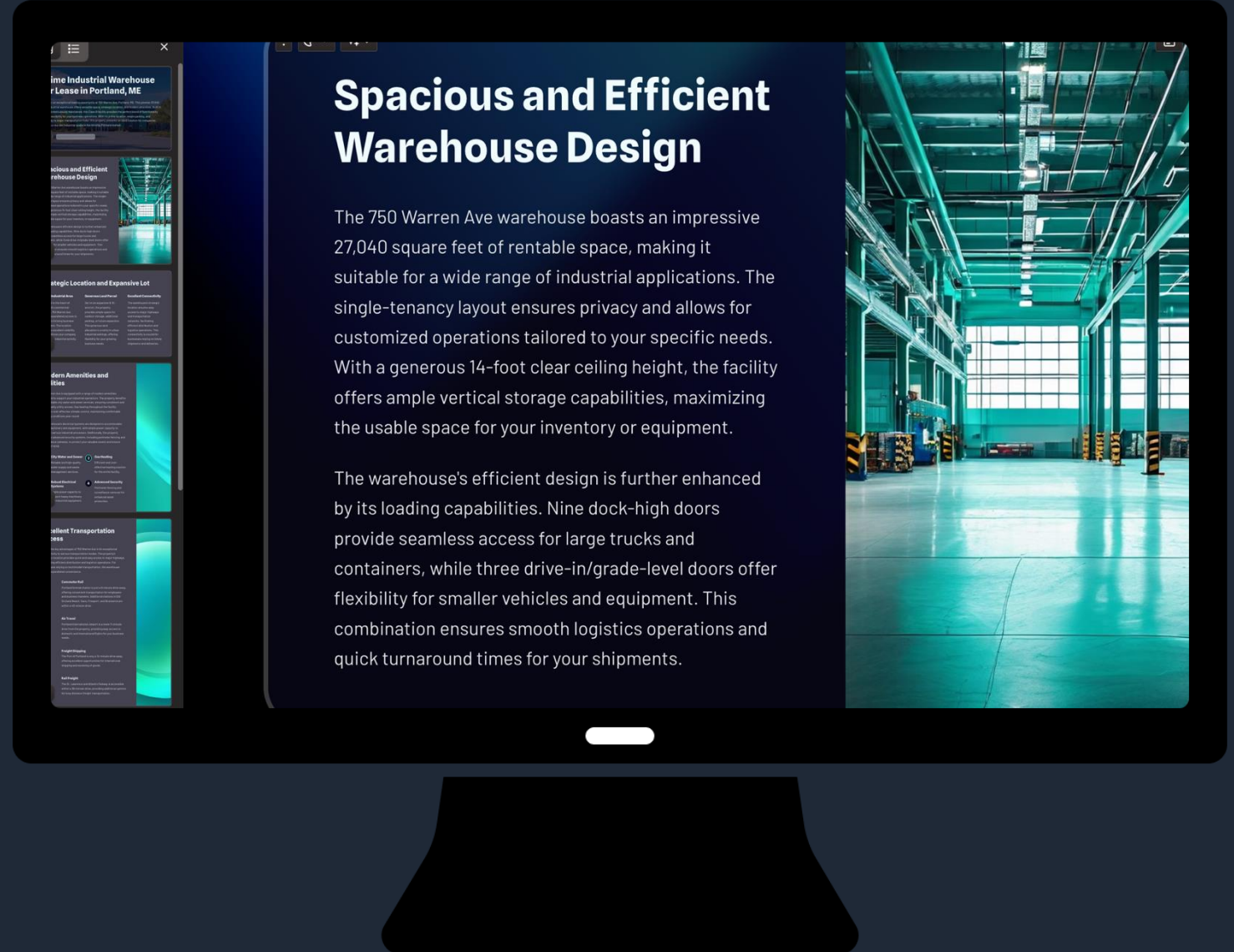
**Drop in your brochure copy
from Real Estate Writer Pro**

**Tell it to elaborate or
preserve your content**

Tell it how the format

Draft the document

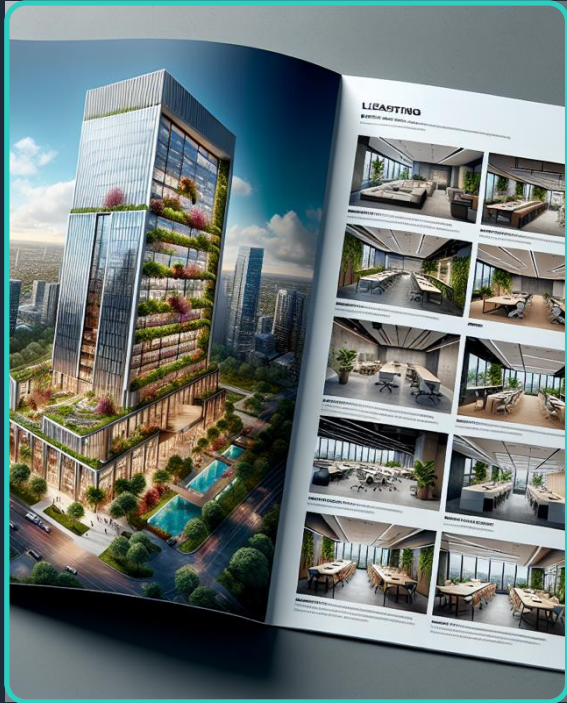
Edit to taste



Design Your Docs
with **Gamma**

Gamma In Action

Gamma Uses



Brochures



Comp Sets



BOV's



Tour Books

Gamma

In Action

Created by **Nina Steiner**
of **TenantRepLA**



Prime Office Space at Marina Towers: A Gateway to Success

Discover prime office space at Marina Towers, a prominent building located at the intersection of Admiralty Way and Mindanao Way in the heart of Marina Del Rey. This location offers a prestigious address in Los Angeles, with a vibrant marina, upscale dining, and easy beach access. Explore the benefits of this strategic location and discover how it can propel your business to new heights.

By Nina Steiner of <https://tenantrepla.com>

A Prestigious Address in Marina Del Rey

Prime Location

Marina Towers is located at 4640 Admiralty Way, at the crossroads of Admiralty Way and Mindanao Way, offering a prime location for businesses seeking a prestigious address in Los Angeles. This location provides easy access to major highways, public transportation, and nearby amenities, making it a convenient and attractive option for businesses of all sizes.

Vibrant Neighborhood

Marina Del Rey is known for its vibrant marina, upscale dining, and proximity to the beach, making it a desirable location for businesses. The area boasts a lively atmosphere, attracting a diverse range of professionals and residents. This energy and dynamism translate into a positive environment for businesses to thrive.

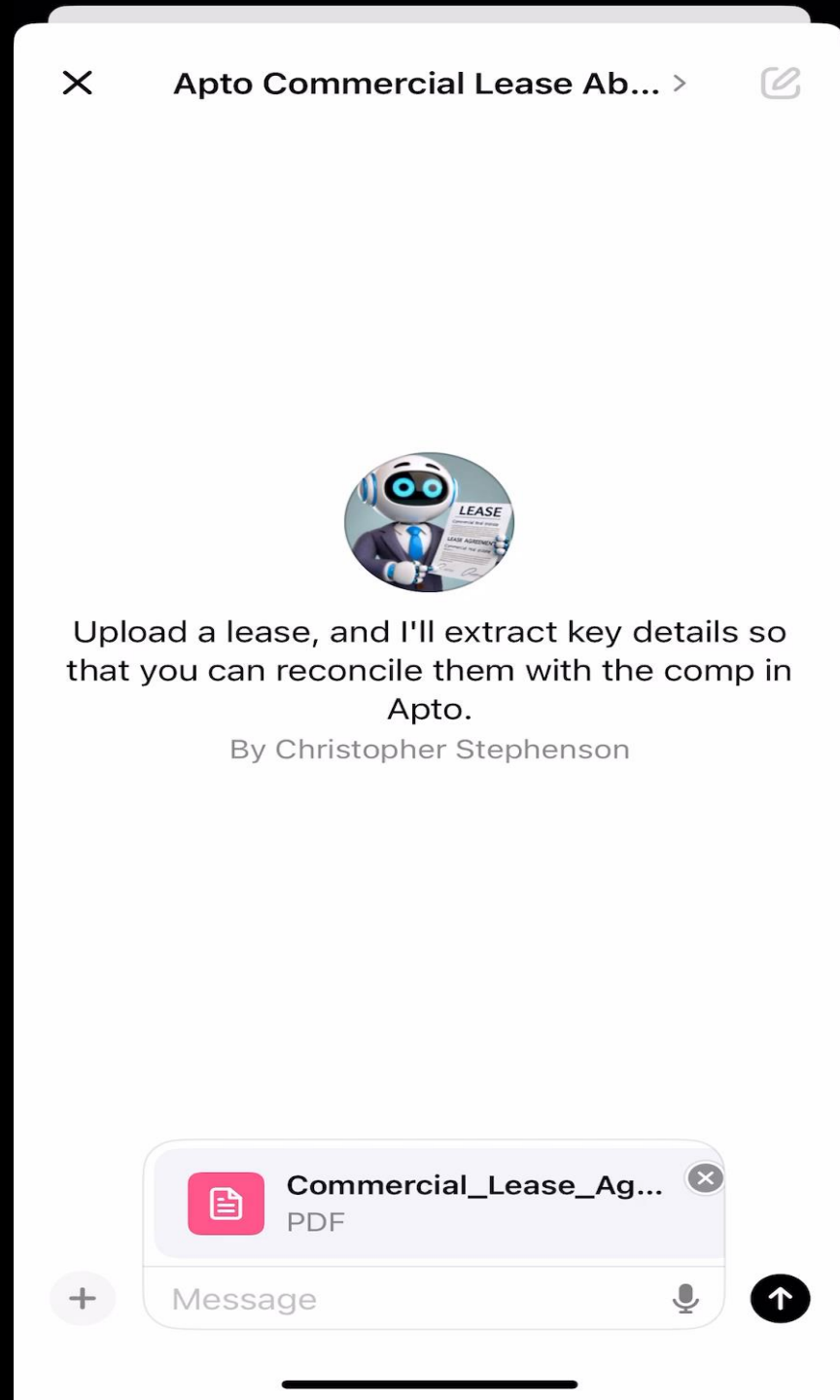
Custom GPT's & Projects: Your AI Assistant

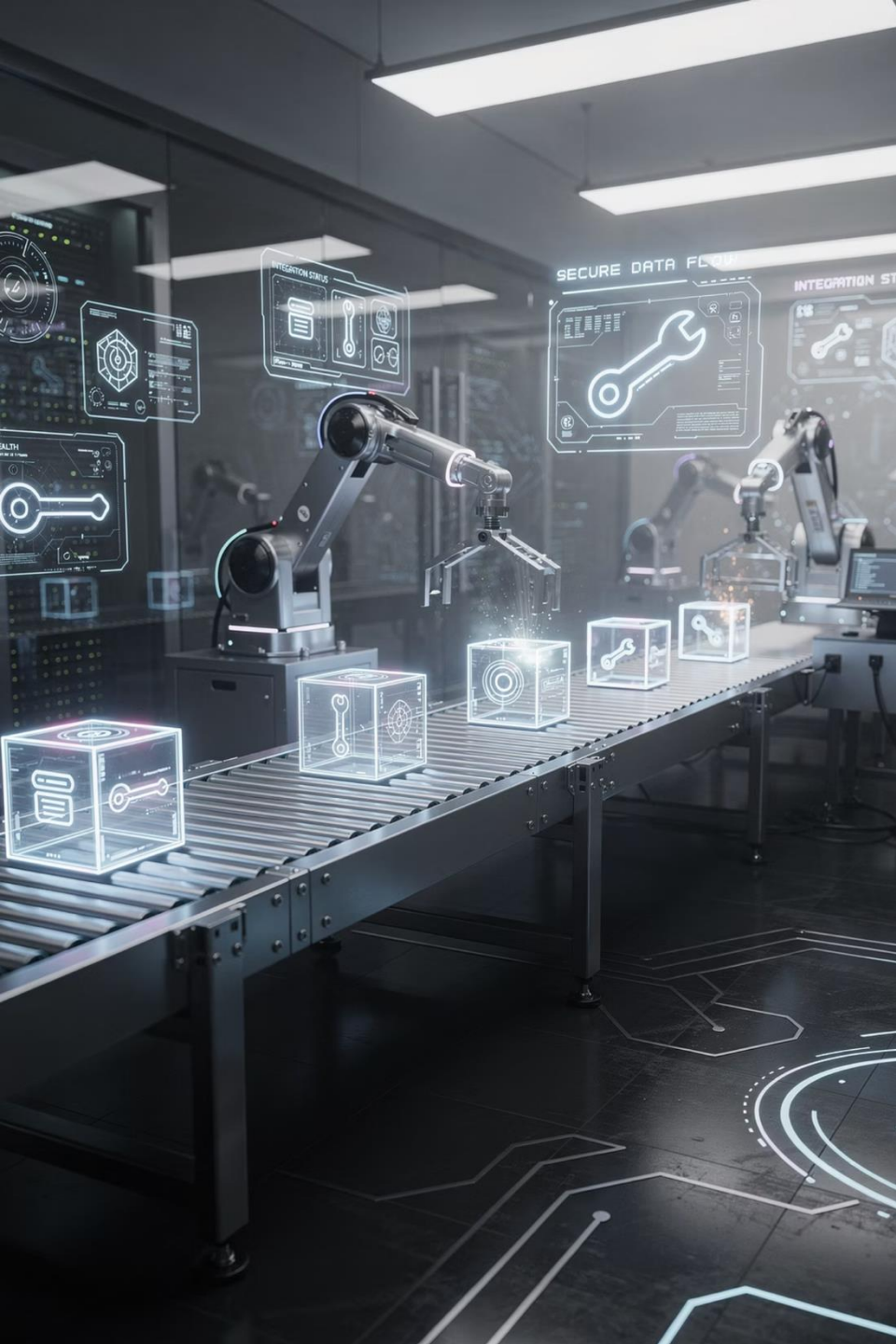


- All major LLMs have their own version
- Train GPT's to have ChatGPT perform specific tasks
- Focus them on key tasks
- Give them specific documentation to improve their knowledge

Companies are leveraging custom GPT's to create AI solutions tailored to their unique needs and data.

Commercial Lease Summarizer GPT





AI Skills

Custom GPT's = Specific Tasks

AI Skills = A Full Process (Or Most Of It..)

- **Understands When to Act**

Claude recognizes when your request needs more than just its internal knowledge. It identifies specific tasks that require an external "tool."

- **Picks the Best Tool**

From its available "toolbox" of integrations, Claude selects the most appropriate tool to fulfill your request, much like choosing the right app on your phone.

- **Available Across Most Major AI Tools**

Claude, ChatGPT, Copilot, Manus and Gemini

Custom GPT's: Specific Tasks



AI Skills: Multi-Step Processes



AI Underwriting with Claude Skills + Excel

The screenshot displays the Studio Lab AI interface. At the top, the title "Studio Lab" is centered. Below it is a large text input field containing the prompt "What would you like to work on in this project?". To the right of the input is a microphone icon. Below the input field, there are two dropdown menus: "Studio Lab" on the left and "Opus 4.6" on the right.

Below the input field is a section titled "Outputs" with a left and right arrow. It contains a grid of four document icons, each with a title and a "DOC" icon:

- Master prompt builder commercial real estate
- Mf underwriting from o m
- Phoenix portfolio optimization analysis
- Riverside commons und erwriting

Below the outputs is a section titled "Starred" containing three project cards, each with a Claude icon, a title, a description, and a date:

- Research retail ownership in Cohasset** ★ (4 days ago)
/ma-retail-ownership-research 130 King St, Cohasset, MA 02025
- Locate CVS pharmacy in South Portland** ★ (7 days ago)
just include the national tenants
Cvs 51 market st retailer map
- Build multifamily underwriting model** ★ (7 days ago)
Yes go ahead and package it
Multifamily underwriting

On the right side of the interface is a sidebar with three sections:

- Instructions**: Add tone, formatting, or rules to guide how Claude works.
- Scheduled**: Set up recurring tasks for this project.
- Context**: On your computer, Studio Lab; Memory.

Building Retailer Maps with Claude Skills

The screenshot displays the Studio Lab interface, which is a workspace for interacting with AI models. At the top, the title "Studio Lab" is visible along with a star icon and a menu icon. Below this is a large text input field with the placeholder text "What would you like to work on in this project?". To the left of the input field is a dropdown menu showing "Studio Lab" and a plus sign, and to the right is a dropdown menu showing "Opus 4.6" and a microphone icon.

Below the input field is an "Outputs" section containing three document icons with the following titles: "Cvs 51 market st retailer map", "Multifamily underwriting", and "Phoenix portfolio optimization analysis".

Below the outputs is a "Recents" section containing a list of recent interactions. The first item is "Locate CVS pharmacy in South Portland" with the subtext "just include the national tenants" and a timestamp of "16 minutes ago". It includes a document icon labeled "Cvs 51 market st retailer map". The second item is "Find QSR drive-thru sites in Framingham" with the subtext "Can you update my original prompt for me so that it will run in Charlotte, NC instead? Keep it otherwise exactly t..." and a timestamp of "27 minutes ago". The third item is "Build multifamily underwriting model" with the subtext "Yes go ahead and package it" and a timestamp of "23 minutes ago". It includes a document icon labeled "Multifamily underwriting". The fourth item is "Analyze Phoenix office portfolio performance" with the subtext "You are a commercial real estate portfolio analyst. Find the files for the 5-building office portfolio in Phoenix, Ariz..." and a timestamp of "1 hour ago".

On the right side of the interface, there are several panels: "Instructions" with the text "Add tone, formatting, or rules to guide Claude works.", "Scheduled" with the text "Set up recurring tasks for this project", "Context" with the text "On your computer" and a dropdown menu showing "Studio Lab", and "Memory" with a dropdown menu showing "Memory".

Automate AI to Take Action



- Extract info from deals & docs
- Analyze the info
- Map the data anywhere you want
- Automate research
- Draft emails
- Send calendar invites

Integrate the tools you use every day to automate tasks & trigger AI to take action. Process is **KEY**.

The Secret to AI Agents & Automations: **Process**



Document Everything

"You can't automate a process that doesn't exist" - clearly defined, written procedures are essential before any AI implementation.



Standardize Workflows

Overcome the "Mary, Joe, and Dean" problem by establishing unified methods that work for everyone.



Define Triggers & Outputs

Create clear starting points and destinations for automated information flow that integrate with existing systems.



Build Quality Control

Implement verification workflows for all AI outputs, especially client-facing materials requiring brand consistency.



The screenshot shows a workflow automation interface for a process named "Meeting Briefing". At the top, there are navigation icons for home, a folder, star, and volume, along with a "Sharing" button. Below the title, there are tabs for "Editor" and "Runs 6".

The workflow consists of the following steps:

- Triggers when conditions are met:**
 - 1. Event in `topher.step@gmail.co...` upcoming `Off`. A "Start a test run" button is visible next to this step.
- For each item in 1 > Guests run these steps:**
 - 3. End loop instance if `Email` contains "topher.s..."
 - 4. Search for LinkedIn Profile
 - 5. Extract LinkedIn URLs for Guests
 - 6. Search LinkedIn for profile
 - 7. Find emails
 - 8. Write Dossier for Each Attendee
9. Generate Meeting Notification
10. Send email to `Topher Stephenson`

A blue circular logo is visible in the bottom-left corner of the interface.

Automated Meeting Briefing

AI Automation Platforms: Bridging AI and Workflow



These platforms elevate AI's utility by integrating it directly into your operational ecosystem, moving beyond standalone tools to create intelligent, automated workflows.

Beyond Standalone AI Tools

- **Seamless App Integration:** Connect hundreds of disparate applications you use every day, from CRMs to communication tools.
- **Event-Driven Automation:** Trigger AI tasks automatically based on real-world events, such as a new document in a folder, an incoming email, or a specific activity within an app.
- **Automated AI Execution:** Deploy AI to perform complex tasks autonomously once a trigger event occurs, streamlining operations and reducing manual effort.

The screenshot shows a workflow automation interface. At the top, the title bar reads "Copy of CRE AI Studio Market Update Master" with navigation icons for home, star, and volume. On the right, there are icons for notifications, user profile, and sharing. Below the title bar are two tabs: "Editor" (active) and "Runs".

The main workflow area contains a "Scheduled trigger" block with a "Start a test run" button. The trigger is set to "Every Friday" and is currently turned "Off". Below the trigger are three action steps:

1. Find Local Transactions with Gemini Deep Research
2. Compile Weekly CRE Transaction Digest
3. Send Me The Report

A plus sign (+) is located below the third step, indicating where to add more actions. A blue circular logo with a white star is visible in the bottom-left corner of the interface.

Automated **Market Update** Master

run.relay.app/workflows/cmho2mbyo05u80om2frw14iu8/edit

OM Analyses Databaser

Editor Runs 4

This workflow has pending changes. Revert Publish

Trigger will check every 15 minutes Start a test run

- 1 Label OM added to thread Off
- 2 Extract Lease & Property Info
- 3 Find Latitude & Longitude
- 4 Create item in Active OM Database
- 5 Email OM summary to myself

Your Automated OM Database

Bringing It All Together: **The AI Ecosystem**

Understanding how various AI components work together is key to leveraging their full potential within your workflows.



AI Chatbots/LLMs

Ask questions, get answers from models like ChatGPT or Claude.

AI Agents

LLMs + Context + Tools + Reasoning: Provide a goal, get an outcome, AI makes decisions.

Custom GPTs & Projects

Customized LLMs with specific instructions and file access for repetitive tasks and organized information access.

AI Skills

Full AI-powered processes. GPTs and Projects can access specific skills.

Automations

Interconnects daily tools to trigger AI actions based on events. AI isn't deciding, but providing flexibility and consistency.



Key Takeaways: Your AI Journey in CRE



Test & Experiment

Explore AI tools already at your disposal. Share discoveries with your team and create small pilot projects that demonstrate tangible value in your CRE workflows.



Customize Your AI

Develop CRE-specific templates, research prompts, and communication frameworks. Tailor AI to understand your unique needs, significantly reducing repetitive instruction time.



Automate Processes

Create consistent human workflows first, then add automation. Define clear triggers, desired outcomes, and quality control measures to maximize time savings.

Remember: **The more consistent your team's processes are, the more effectively AI can support your role in commercial real estate.**

Find the Tutorials:



[CREAISTUDIO.COM](https://creaistudio.com)

TOPHER@CREAISTUDIO.COM