

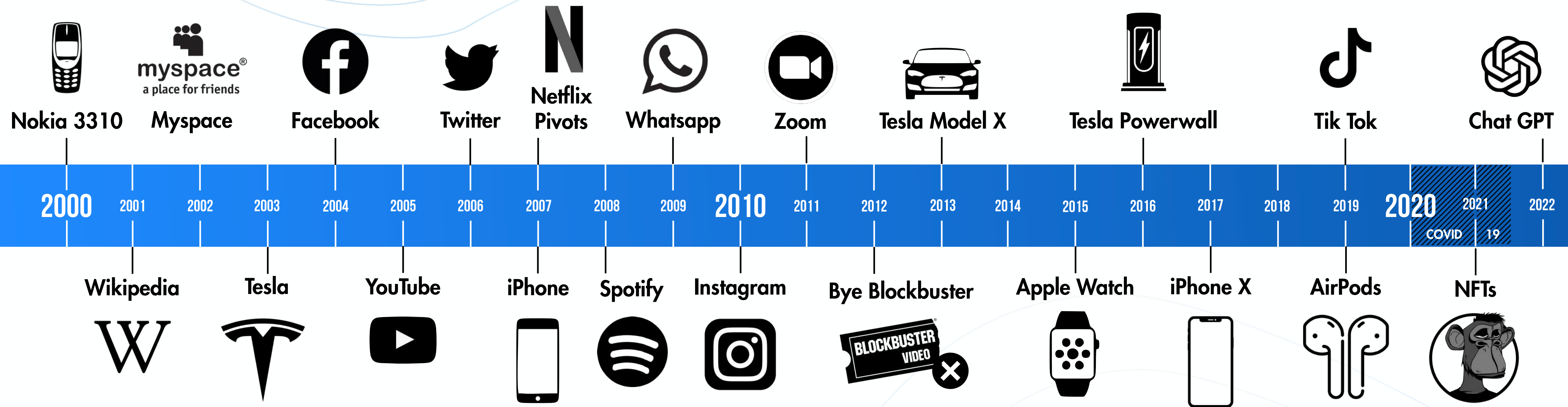
RE{AI}L ESTATE

El futuro inmobiliario

INNOVACIÓN EN REAL ESTATE

INNOVACIÓN GLOBAL

→ Ciclo de Innovación **otras Industrias**



INNOVACIÓN GLOBAL

→ Ciclo de Innovación **en Real Estate**

RE{AI}L ESTATE - *El futuro inmobiliario*

MISMO PRODUCTO 3 DECADAS DIFERENTES

Seguimos atrapados en la era del lápiz y papel

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

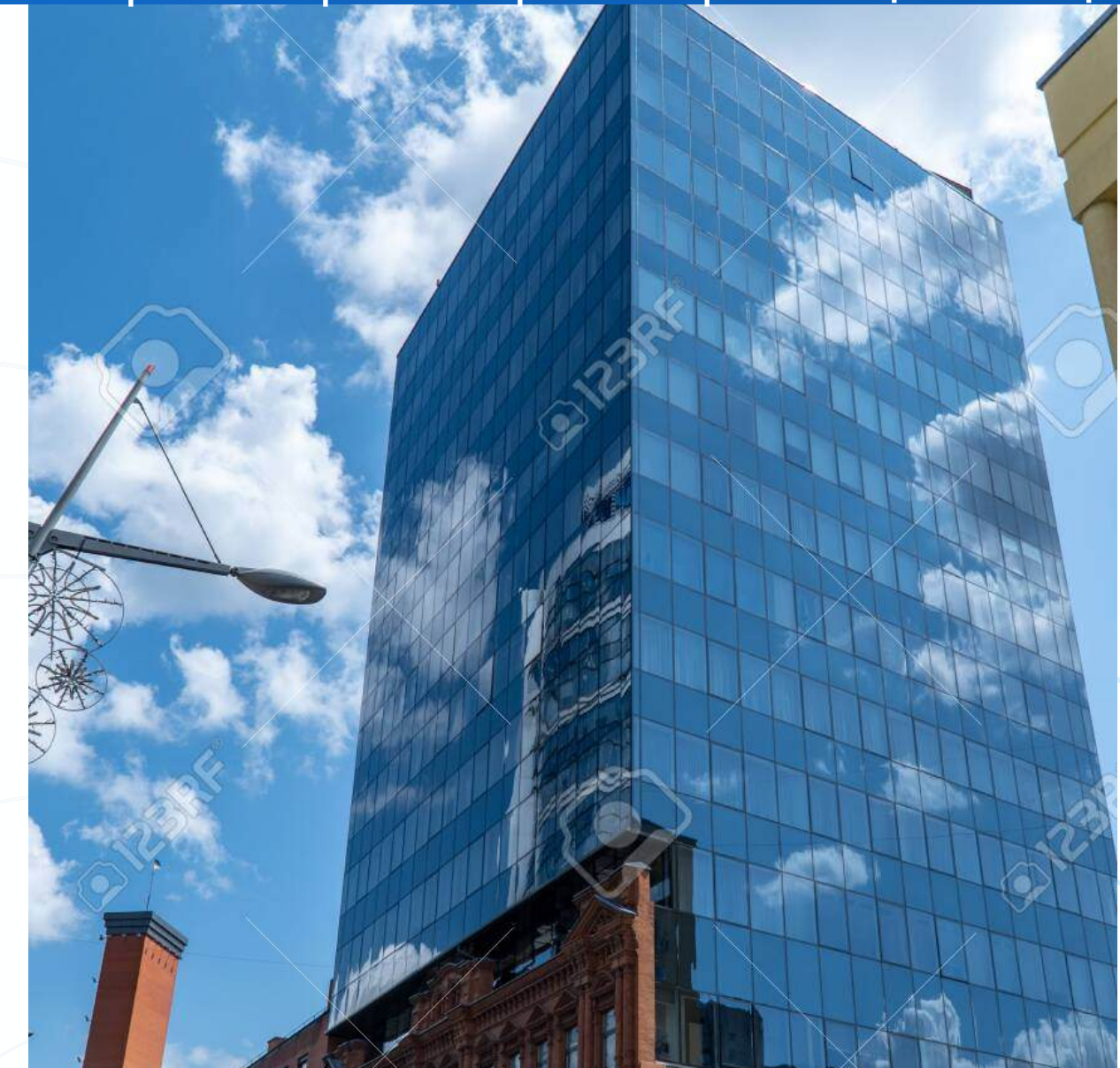
2018

2019

2020

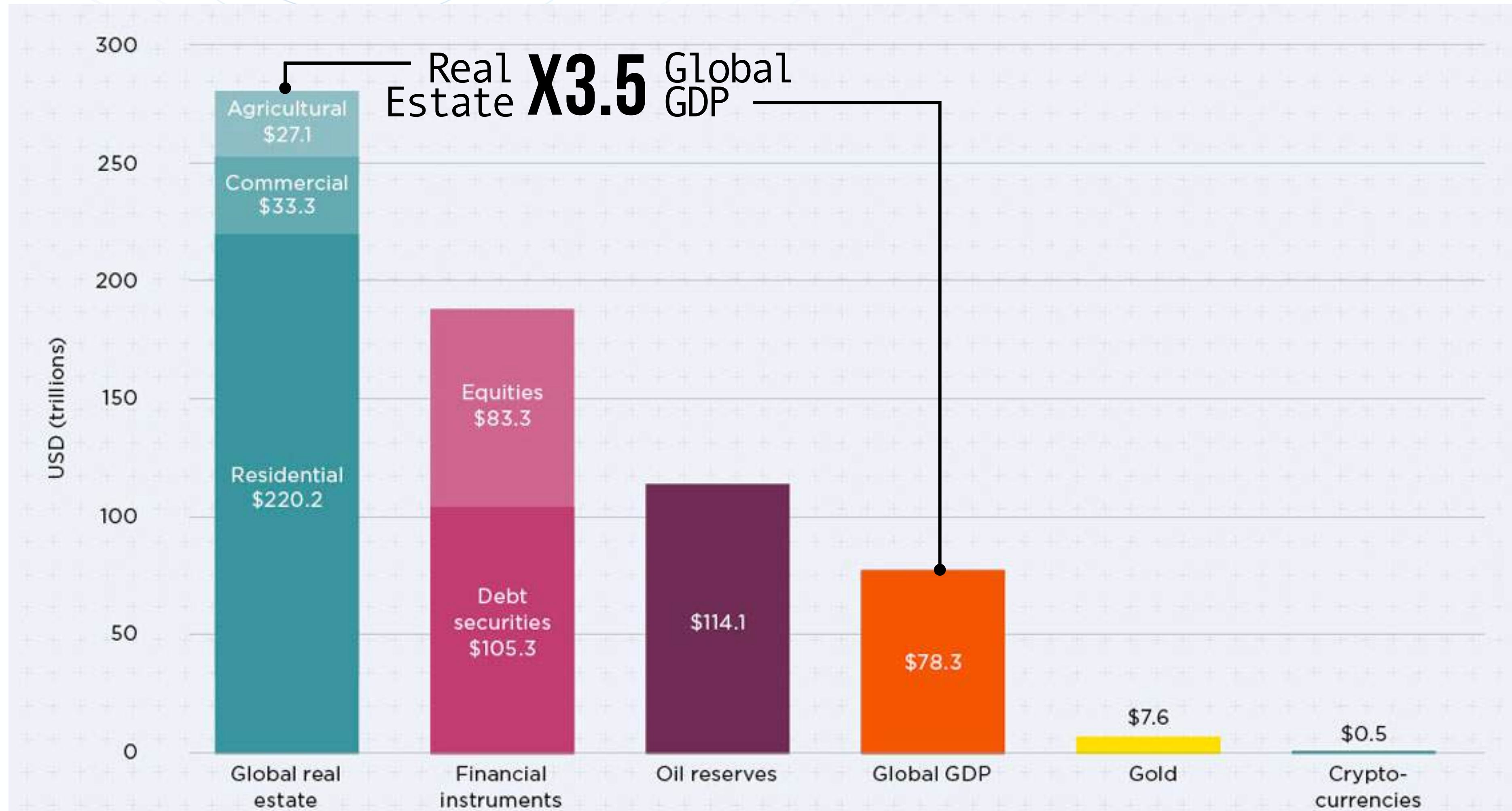
2021

2022



INDUSTRIA DEL REAL ESTATE

→ Valor por **clase de activos**

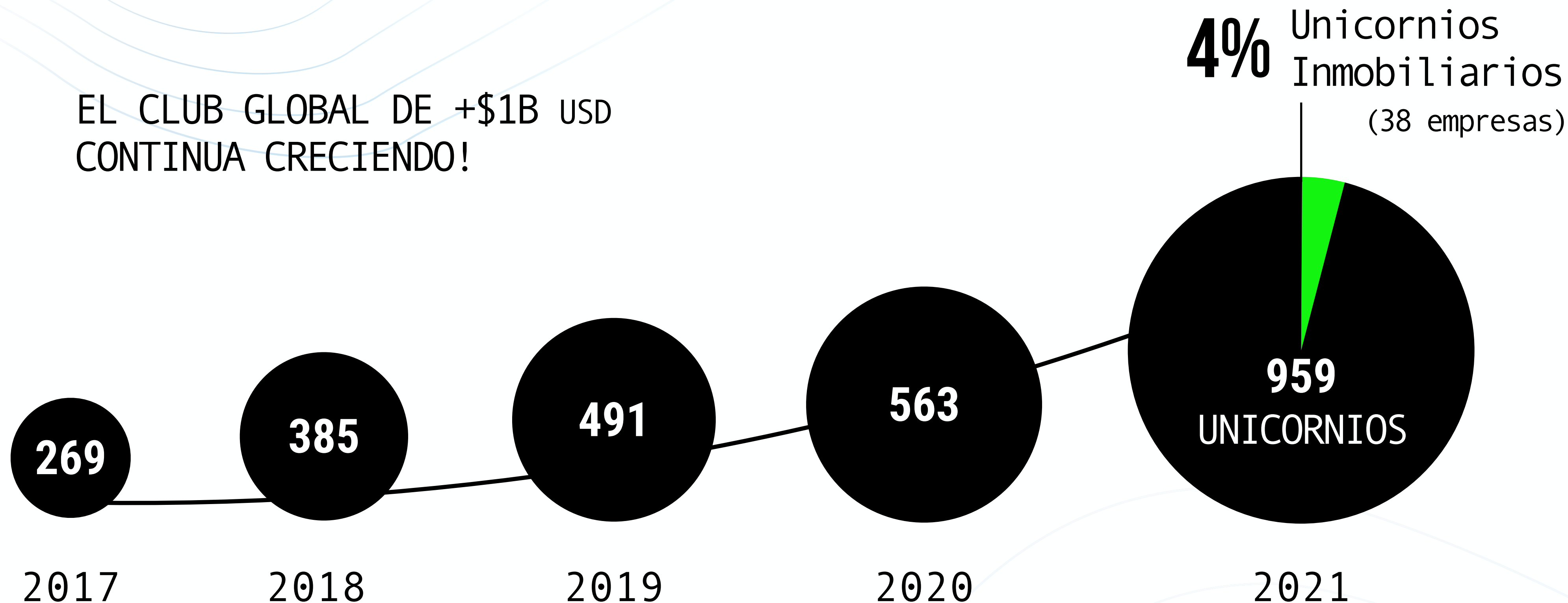


“BY ANY MEASURE, **REAL ESTATE** IS BY FAR **THE MOST SIGNIFICANT STORE OF WEALTH**”

INDUSTRIA DEL REAL ESTATE

→ Unicornios **Inmobiliarios**

EL CLUB GLOBAL DE +\$1B USD
CONTINUA CRECIENDO!



INDUSTRIA DEL REAL ESTATE

RE{AI}L ESTATE - *El futuro inmobiliario*

→ Unicornios inmobiliarios **en LATAM**

3 Unicornios
Inmobiliarios
(en LATAM)

 **QuintoAndar**



+\$5B USD*

Simplifica el alquiler de bienes raíces residenciales para propietarios e inquilinos.

loft



+\$3B USD*

Plataforma de compra, venta y alquiler de propiedades residenciales.



+\$1B USD*

Software inmobiliario destinado a simplificar el proceso de compra y venta de propiedades residenciales.

Here Comes The Asteroid: Why Proptech Is The Future Of Real Estate

PROPTTECH: TECH MEETS RE

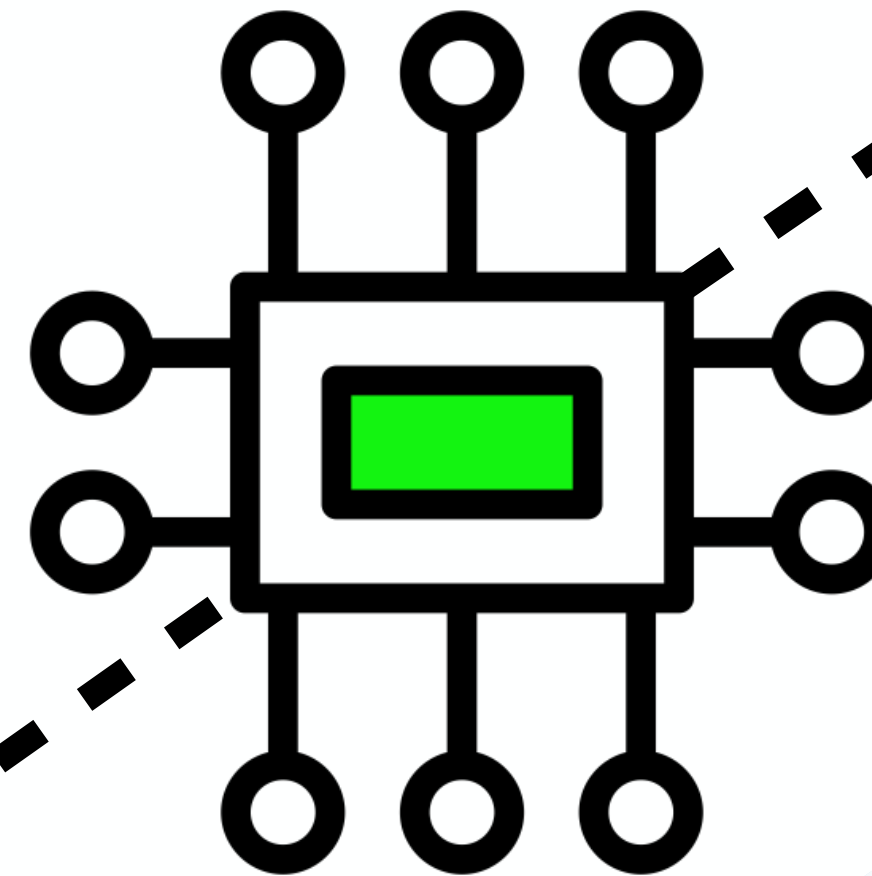
PROP-TECH

→ Tecnología en Real Estate

QUÉ ES PROPTTECH?

PROPERTY TECHNOLOGY

- En simples palabras, PropTech es la implementación de tecnología en la industria inmobiliaria.



- PropTech entonces se basa en el uso de la tecnología y la digitalización para ayudar a dueños, constructores, desarrolladores, brokers y otros actores de la industria a eficientizar sus procesos.

PROP-TECH

→ Tecnología en Real Estate

FINTECH

- Financial Technology

\$250-\$300 B USD

Industry Value by 2026

Blockchain

Crowdfunding

Exchange

Online Banking

Mobile Payments

P2P Lending

Budgeting Apps

Brokerage Apps

FINTECH

PROP-TECH

\$30-50 B USD
Industry Value

SMART
REAL
ESTATE

CONTECH

- Construction
Technology

SHARED
ECONOMY

■ ¿Hacia dónde van las inversiones en proptech?

Inversión proyectada proptech 2023 | EN MILLONES DE DOLÁRES

Existen países con ecosistemas proptech más maduros, lo cual es un reflejo en las inversiones que llegan para las startups de este ramo.



MARKETPLACE



DATA & ANALYTICS



RETAIL



TRANSACTIONS



OFFICE



OTHERS



SEE- HEAR-SENSE



MOBILITY



LOGISTICS



CONTECH



GEOLOCATION



TENANT APP



AGENT/ BROKERS



PropTech Mapping

BUILD

MATERIALS

kompozite fice house
SUSTONABLE CELLOZ
SYSTEM3E FAIRMAT

MODULARIZATION

VESTACK
inergeen
011h

DESIGN

layout rayon
CONXAI Vizcab

SMART BUILDINGS

Beeldi lono
wattsense
MerciYanis deepki

PROJECT MANAGEMENT

GRANET melo
Vertuoza cosuno
Rombit Saqara

MAINTENANCE

Siteflow
sitowie

MARKETPLACE

ROCKGASE
StackPro
asap

SHARED ECONOMY

tracktor.fr FLEXCAVO
RIPEURS ShareMat

INVEST

BUY TO LET

beanstock Masteos
bricklane roofstock

TOKENISATION

IROKO BRICKS.co 111 The Mary Shary
louve invest Coral tokenstreet Brik

FRACTIONALISATION

Pacaso Prelo Altacasa
fractional CoBuy Datchi

HOMEOWNERSHIP DEMOCRATIZATION

homeward Landis Divvy Lucas
Mansio Flyhomes ribbon up&up

CROWDFUNDING

Walliance
homunity
Recrowd

LIVE

SELLING

CASAVO clikalía
McMakler Zefir

HOME SEARCH

zinka spotahome spliit Flatlooker
bien'ici lad NODALVIEW BRIGHT SPACES

MOVING

ouistock check & visit
YouStock movinga

LIVING TOGETHER

colonies commune koliving
colette lifeX Roof

DIGITAL NOMADS

Whome Anyplace
NOMADX OUTSITE
zeus FLATIO

REFURBISH/DECORATE

plum Lick Little Worker
Insidy hermea giotto Pabio

MANAGE

ONLINE AGENCIES

EVERNEST PLACE side PROPRIO3
hosman Homki zazume Liberkeys

TOOLS PROVIDERS

casap plato Flatsy
Kaptcher unlatch nested

PORTFOLIO MANAGEMENT

IMMO MY Qlower Allthings
PriceHubble homega.xyz HOMEPILOT

PROPERTY SUPPORT

witco Plentific makko INCH
HostnFly tidybear IDWELL

TRUSTEES

bellman. Matera
copprox Homeland

ENABLERS

MORTGAGE

Pretto VIRGIL GENERATION HOME bankstore
Landed Fridaa Proportunity Trussle

ESTIMATE

LandTech
HOMIWO
Horiz.io

GUARANTOR

Unkle cautioneō depozen
Garantme Homeppi mila

PROPERTY

luko Acheel
leocare assurly.

CRAFTMANSHIP

coover
Simplis
insurly

ADMIN TECH

Paperas.se
movido
papernest

PROP-TECH

→ Proptech Map **USA**

130+ tech companies reinventing real estate in the US

Residential

Homebuying platforms Cash guarantee Orchard, flyhomes, homeward, Ribbon iBuyers iBuyer.com, Sundae Rent-to-own Landis, ZeroDown, Divvy	Mortgage lenders & brokers ROOSTIFY, abetter, blend, Neat Capital, Valon, LendingHome, CLOUDVIRGA, UpEquity, LoanSnap, earnup, till, morty, Simplist, domuso, SIMPLENEXUS, smortgagehippo, Own Up.	Home & renters insurance LeaseLock, kin., Jetty, Obligo, NOMAD, theguarantors, Rhino Title & closing Qualia, endpoint, SPRUCE, SafeWire, JetClosing	Home equity POINT, Noah, HAUS, FIGURE, knock, EasyKnock, unison, hometap
Residential rental platforms zumper, IKOS, Apartment List, Rentberry, REZI, ABODO, Roomi, Landing	Residential brokers PROPERLY, homie, Home Bay, TRELORA, REX, triplemint, door, ojo, reali	Data, valuation, & analytics HouseCanary, Localize, citybldr, geowox	Agent tools SWEEP, BRIGHT, side, verse, propteller, UpNest, HomeLight, remine, showdigs, PLACESTER

Commercial

Investments CADRE, roofstock, FUNDRISE, PeerStreet, CROWDSTREET, ALPHAFLOW, REALTYMOGUL, SKYLINE, Juniper Square	Asset & lease management FUNNEL, RABBU, VTS, Leaseable, nestio, OCCUPIER, Leaseable, DEALPATH, apto, turbotenant, MeetElise	Lending PLUM, RealAtom, Lev, Certain Lending, StackSource
Data, valuation, & analytics Reggora, CREDiFi, bowery, COMPSTAK, WIRED SCORE, cherre, REALMASSIVE, reonomy	Property management Guesty, ResMan, GREAT JONES, MYND, Darwin, SmartRent, HAPPYCO, BuildingEngines	Tenant experience Hq, livly, Alfred, Latchel
Marketing & visualization tools buildout, SHARPLAUNCH, REALVISION	Commercial marketplaces peerspace, RAISE, SPLACER, breather, LIQUIDSPACE, CREXI, digsy, SQUAREFOOT, TENANTBASE	



PROP-TECH

→ Proptech Map **LATAM**

USO INMUEBLE

- Nuevos Espacios de Trabajo
- Residencial Compra y Venta
- Comercial/Industrial
- Hospitalidad

TRANSACCIÓN RE

- Datos y Analítica
- Herramientas de venta
- Portales Inmobiliarios

ADMINISTRACIÓN

- Herramientas de administración

FINANCIAMIENTO E INVERSIONES

- Plataformas de Inversión
- Brokers e Hipotecas Digitales
- Swap de casas
- iBuyers

CONSTRUCCIÓN

- Admin de Proyectos
- Nuevos Materiales
- Eficiencia en Procesos
- Construcción Modular
- Digital twins

● Uso inmueble

<p>Nuevos espacios para trabajar</p> <p>wimet</p> <p>PASS WORK</p> <p>Beer Coffee</p> <p>benomad</p> <p>uoroff</p> <p>around</p> <p>IMPACT HUB</p> <p>Homework</p> <p>LIVANCE</p> <p>GOWORK.</p> <p>U-CO</p>	<p>Residencial Compra y Venta</p> <p>hey, hom!</p> <p>ungga</p> <p>ruffo</p> <p>TrueHome</p> <p>Wihom</p> <p>vecindario</p> <p>guia</p> <p>GoJom</p> <p>VivaReal</p> <p>LaHaus</p> <p>tucantón</p> <p>solviing</p> <p>Home Capital</p>	<p>Residencial Renta</p> <p>Rotco.mx</p> <p>alquilando</p> <p>PADS</p> <p>CredPago</p> <p>YUCAJ</p> <p>hoggax</p> <p>goplaceit.com</p> <p>HOMIE</p> <p>HOUM</p> <p>QuintoAndar</p> <p>livehere</p> <p>Hamoc</p> <p>4student</p> <p>mica.</p> <p>aptuno</p> <p>well+me</p> <p>moradauno</p> <p>scouter</p> <p>Hornero.</p> <p>assetplan</p> <p>Leasity</p> <p>refera</p> <p>Rodd</p> <p>hi:hab</p> <p>arrenda</p> <p>Yampx</p> <p>HOUSTY</p>	<p>Comercial/Industrial</p> <p>mudafy</p> <p>mobbitt</p> <p>jelp</p> <p>ARCHIE</p> <p>VERTEBRA</p> <p>iguanaftr</p> <p>spot</p> <p>manka</p> <p>apetoi</p> <p>chepe pepe</p> <p>spotlar</p> <p>vividero</p> <p>pancake</p> <p>habitissimo</p> <p>aptoclick</p> <p>Dolinn</p> <p>Hospitalidad</p> <p>SOY LOCAL</p> <p>guruhotel</p> <p>TABAS</p> <p>Ayenda</p> <p>casai</p> <p>KUKUN</p> <p>Naya</p> <p>wynwood*</p> <p>ONDA</p> <p>HOUSI</p> <p>DIASPORA</p> <p>BLACK</p> <p>Laravel</p> <p>flatify</p>
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● Soluciones de transacción Real Estate

<p>Datos y Analíticos</p> <p>BeeMob</p> <p>homty</p> <p>DESCIFRA Global</p> <p>Growth Tech</p> <p>KAPPUTO</p> <p>deepblocks</p> <p>Datoz</p> <p>FINCO</p> <p>ai360</p> <p>AVAClick</p> <p>hauseful</p> <p>MATCHED</p> <p>REDI</p>	<p>Herramientas de Ventas</p> <p>alterestate</p> <p>vreal</p> <p>pulppo</p> <p>perfilan</p> <p>weetrust</p> <p>wiggot.</p> <p>obrasya</p> <p>Adara</p> <p>Alude</p> <p>inmkey</p> <p>sindiconet</p> <p>CINCEL</p> <p>WaloPay</p>	<p>Portales inmobiliarios</p> <p>Lamudi</p> <p>SOLILI</p> <p>IM2</p> <p>Proprietario Direto</p> <p>Fincaraiz</p> <p>Propiedades.com</p> <p>MATCHMAKERS</p> <p>vivanuncios</p> <p>AoCubo</p> <p>EmCasa</p> <p>inmuebles24</p> <p>zimbobi</p> <p>THE SMART FLAT</p> <p>Propietario Direto</p> <p>zonaprop</p> <p>grupo ZAP</p> <p>INFORMATE</p> <p>arbo.</p> <p>imobles</p> <p>InfoCasas</p> <p>ultraCasas</p> <p>PORTAL TERRENO.com</p> <p>PROPERATI</p>
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● Administración y Controles de Acceso

Herramientas de administración

sindiconet

ComunidadFeliz

Neivor

PARKIMOVIL

Allproperty.

EDIFITO

YAU!

SimpleSolutions.

condofy

kuota.app

LOCKI

LoopKey

TUCASAOK

TTURA

parco

eCONDOS

woperty

PASSAPP

GUEEST

zimobi

NEU

Munily

owwny

Queo

K

accefy.

P P ESTATE

● Financiamiento e inversiones

Plataformas de inversión

monific

CRIPTO LADRILLO

Glebba

RisKnow

KOCOMO

here

LAND VENTURE

Bricksave

briq .mx

Capitalizarme.com

Briken

ANCANA

AndesSTR

TROOP

bLOXS

FRAZU

CROWDILM

legria

LOKL

Mountx

macondo.

hent

100Ladrillos

loping

UHOUSE

LOPES

WALLSTATE

Brokers e hipotecas digitales

holacasa.mx

creditas

bcredi

Bancompara

ecateca

kredi

LQN

sejabest

koggi

SPOINT

VIVALISTO

casa bravo

Liptonmart

Vontive

KZAS

castia

ATA

Swap de casas

âcasã

philippo

rebatatuscuentas.com

iBuyers

loft

habu

Flat

buydepa.com

● Construcción

Administración de proyectos

FOURDPLAN

OrbNetwork

IPSUM

iConstruye.

hiperdados

BUILDER

Nuevos materiales

isolcork

carbomex

WAS Co.

GreenBricks

ROOTMAN

CARBON LIMIT

Robots para la construcción

OBRA LINK

MONITOR

ACKCIO

Sytex

Eficiencia en procesos de construcción

Kipp

Buildpeer

HippoBuild

woken

RECYLINK

rendalo

Licity

ONDAC

PARTRUNNER

BIMBAU

eskuad

vobi

ambar

M P D

BIMTRAZER

COSTART

eCmat

BIMTRAZER

BREAL

hometuls

INQSOL

CARGAMOS

Hubmine

ANKA

Construcción modular

LINKHOME

MODULUS

KAMBIO

RUKAM

BAU MAX

Digital Twins

SENTIO VR

WOW EMOTIONS

re STUDIO

hauzd

PLANGO

PROPTTECH: TRENDS

PROPTech TRENDS

→ Tecnología en **Real Estate**

Los criterios ESG se refieren a factores ambientales, sociales y de gobierno corporativo que se tienen en cuenta a la hora de invertir en una empresa. Aunque su origen se remonta a varias décadas atrás, en los últimos años se han convertido en la referencia de la inversión socialmente responsable (ISR).

Certificaciones ESG:



E- ENVIRONMENTAL S- SOCIAL G - GOVERNANCE

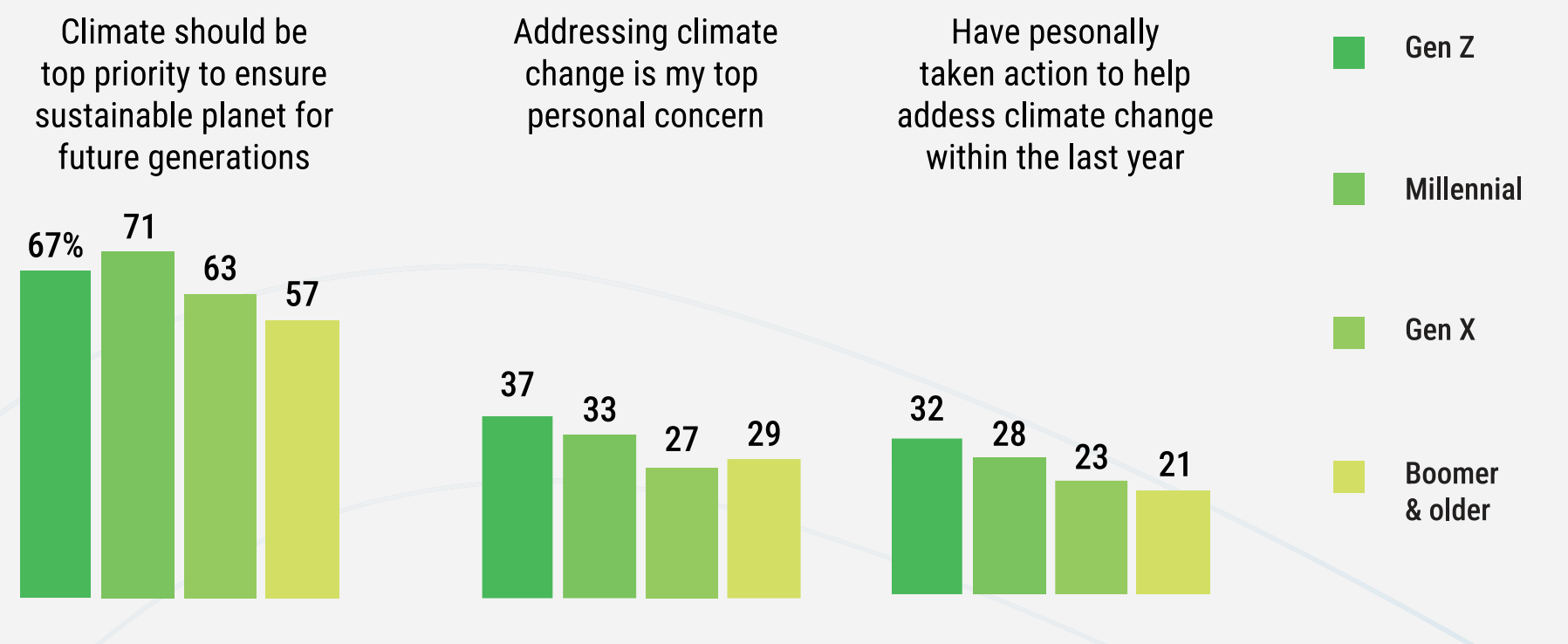


ESG REPORTING SYSTEMS

Purpose-built systems for ESG reporting and emissions tracking that integrate with existing building management systems (BMS).

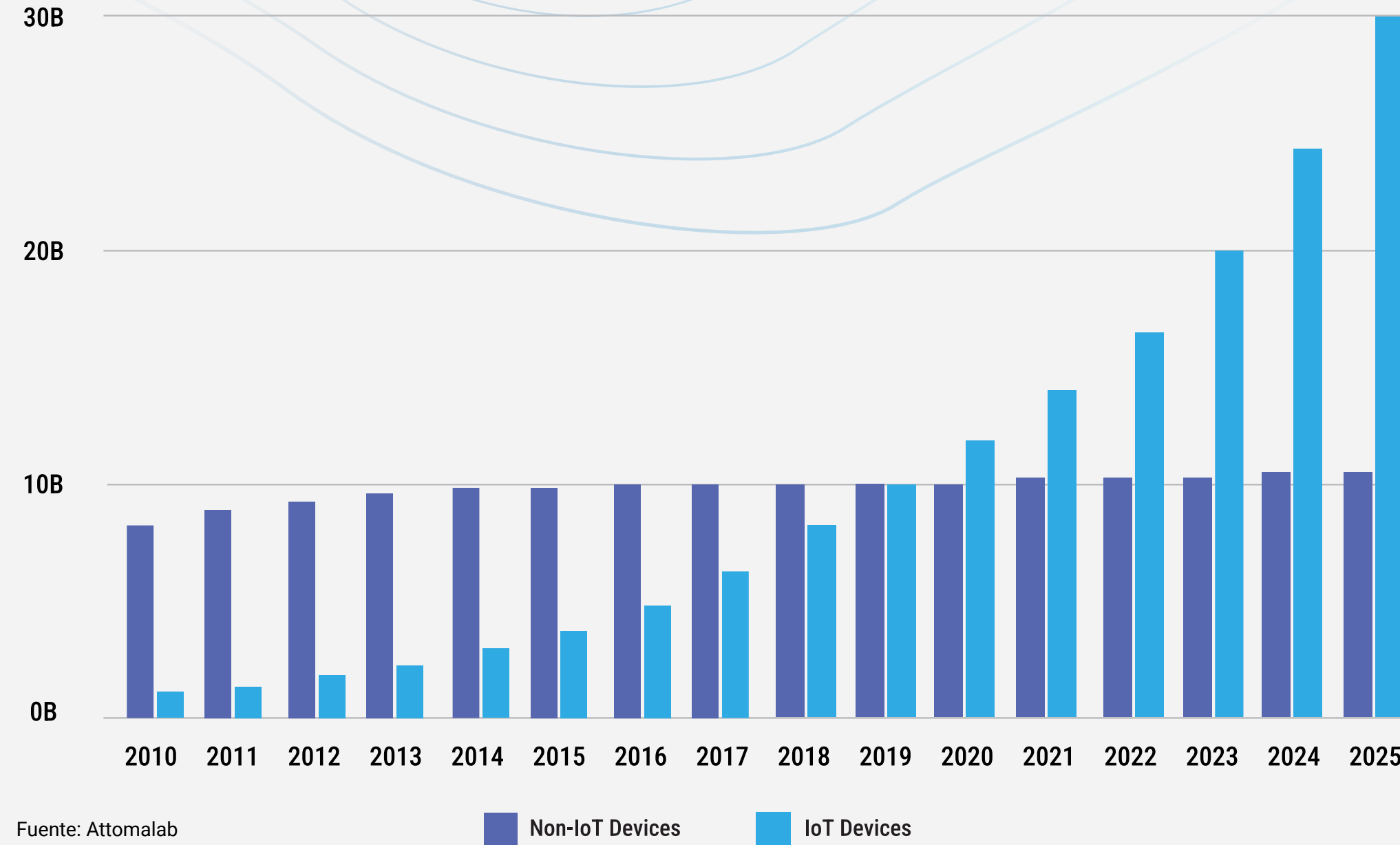
GEN Z, MILLENNIALS MORE ACTIVE THAN OLDER GENERATIONS ADDRESSING CLIMATE CHANGE ON- AND OFFLINE

% of U.S. adults who say...



PROPTech TRENDS

→ Tecnología en **Real Estate**



NON-IOT AND IOT ACTIVE DEVICES FROM 2010 TO 2025

IOT
INTERNET OF THINGS

4b
IOT DEVICES BY 2028

115m
SMART BUILDINGS BY 2026

**MONITOR
CONTROL
AUTOMATION**



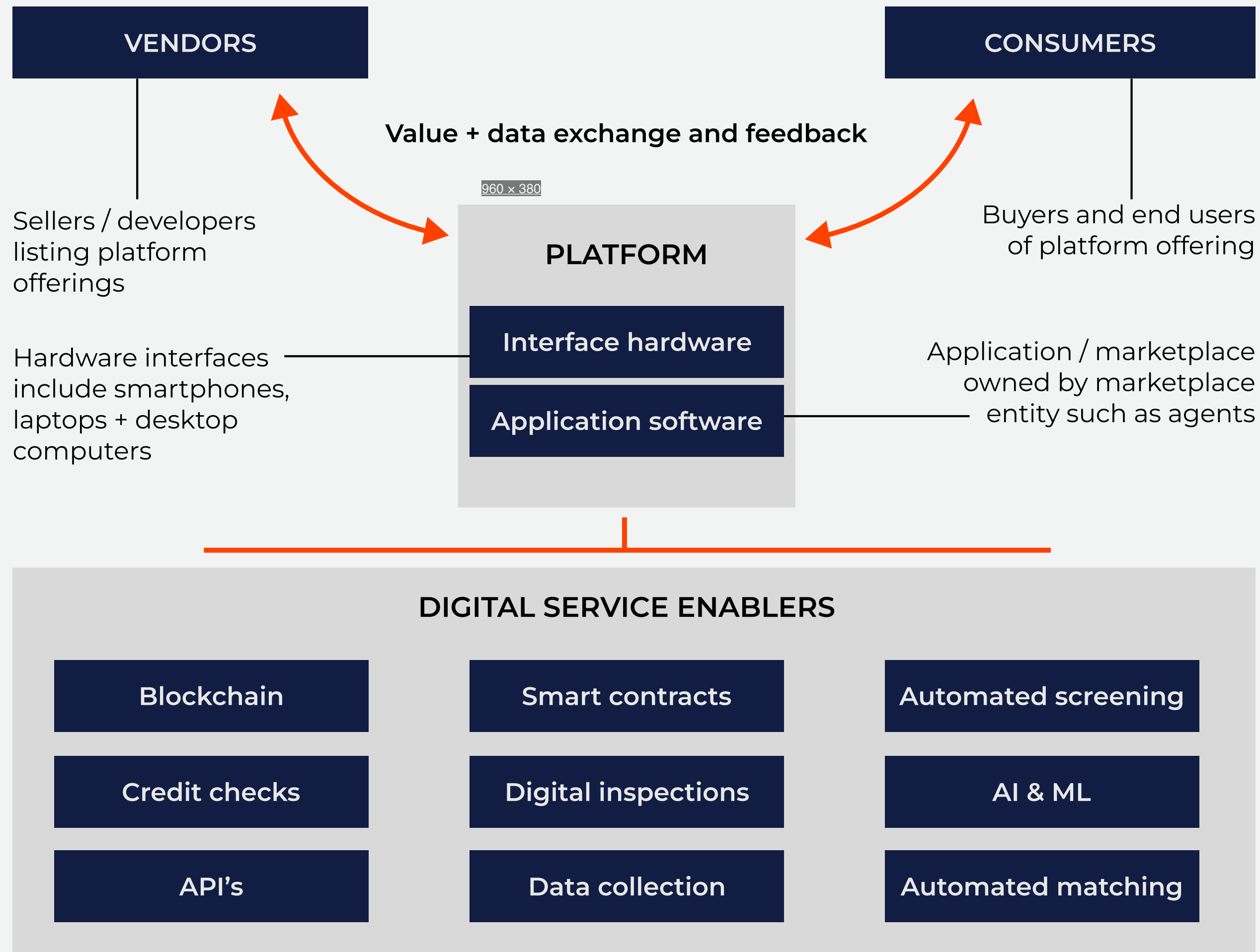
SMART BUILDINGS

Internet of Things (IoT) and middleware for data collection, aiding management with insights. Use cases include energy and occupancy tracking, and predictive maintenance.



PROPTech TRENDS

→ Tecnología en **Real Estate**



Source: The PTC Insights



DIGITAL TRANSACTIONS

Tech targeting untapped efficiencies, markets, and financing options, particularly through blockchain or end-to-end transaction optimization.

Ejemplos:



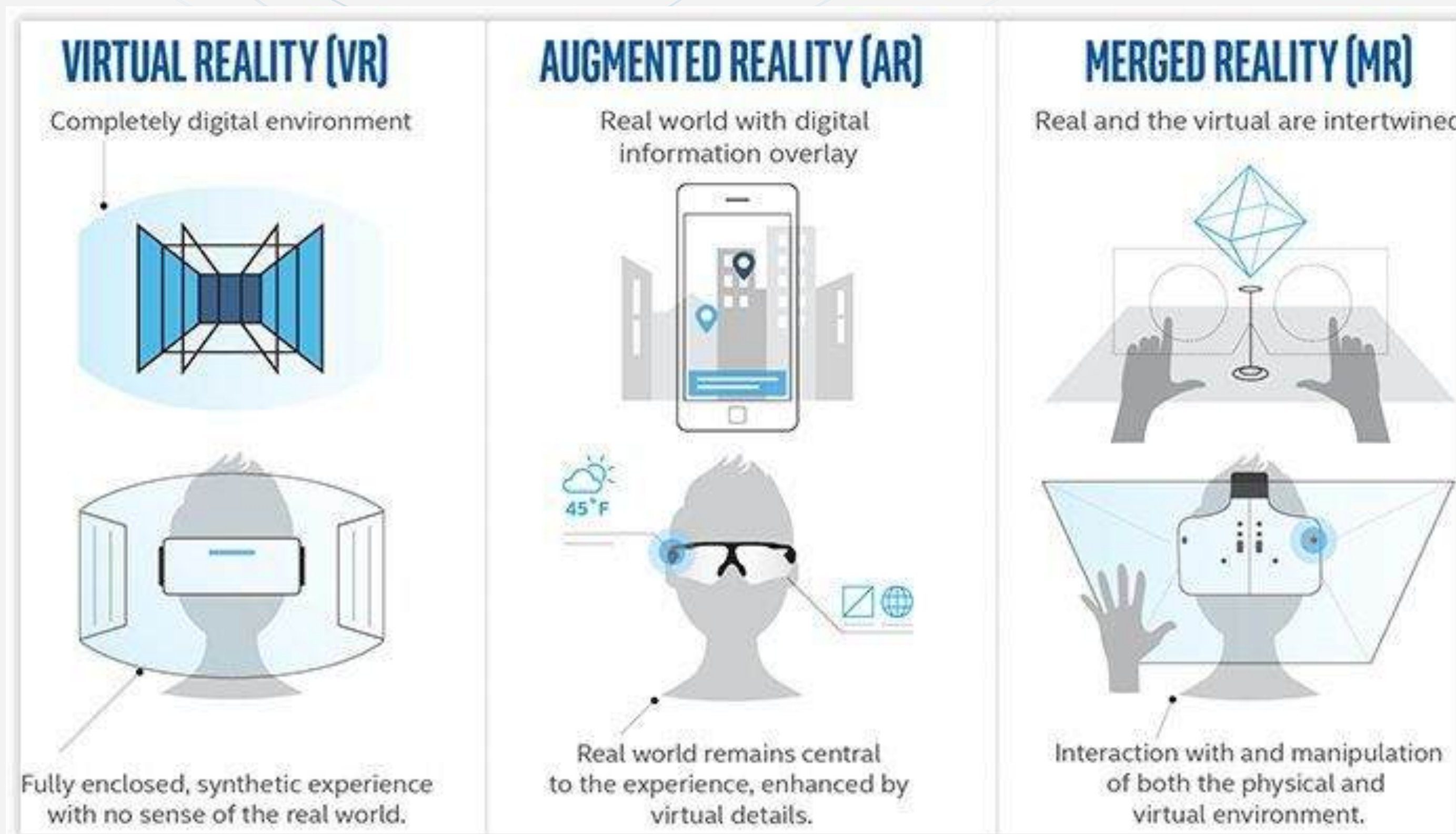
PROPTech TRENDS

→ Tecnología en **Real Estate**



IMMERSIVE EXPERIENCE TECH

Virtual Reality (VR), Augmented Reality (AR), haptics, and smart displays for usage in property inspections, prototyping, and retail for immersive experiences in real estate.



+

-

+ -

Nivel de Inmersión

PROPTech TRENDS

→ Tecnología en **Real Estate**

RE{AI}L ESTATE - *El futuro inmobiliario*



IMMERSIVE EXPERIENCE TECH

Virtual Reality (VR), Augmented Reality (AR), haptics, and smart displays for usage in property inspections, prototyping, and retail for immersive experiences in real estate.

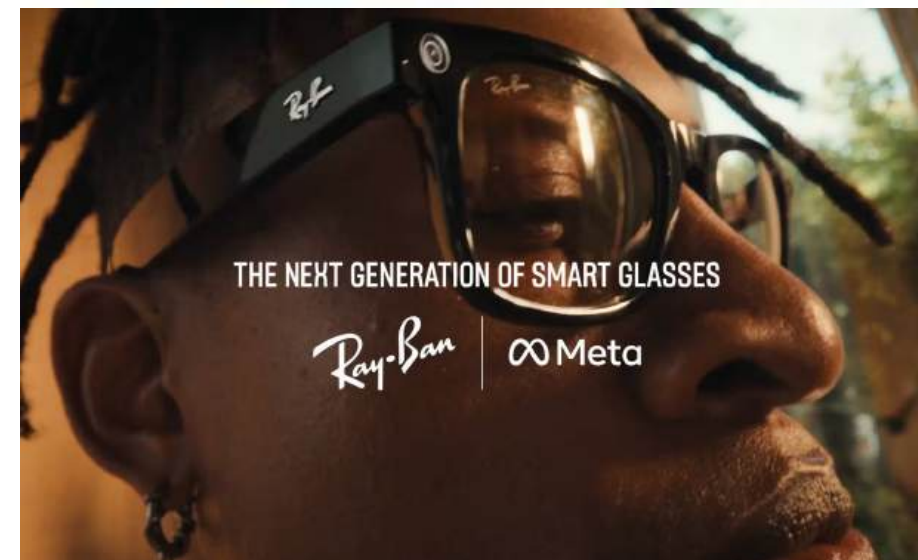


VIRTUAL REALITY (VR)



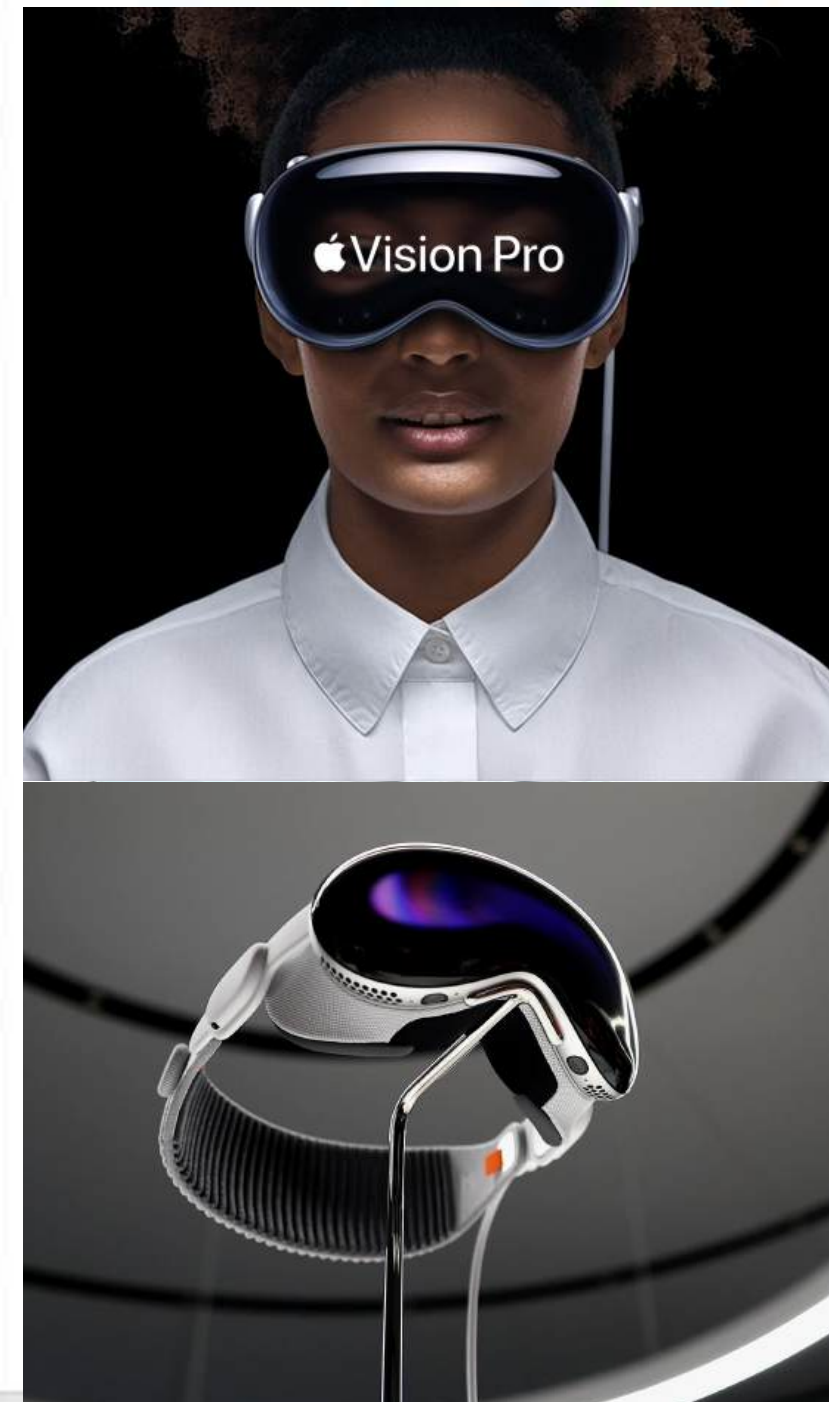
 **oculus**

AUGMENTED REALITY (AR)



 |  **Meta**

MERGED REALITY (MR)



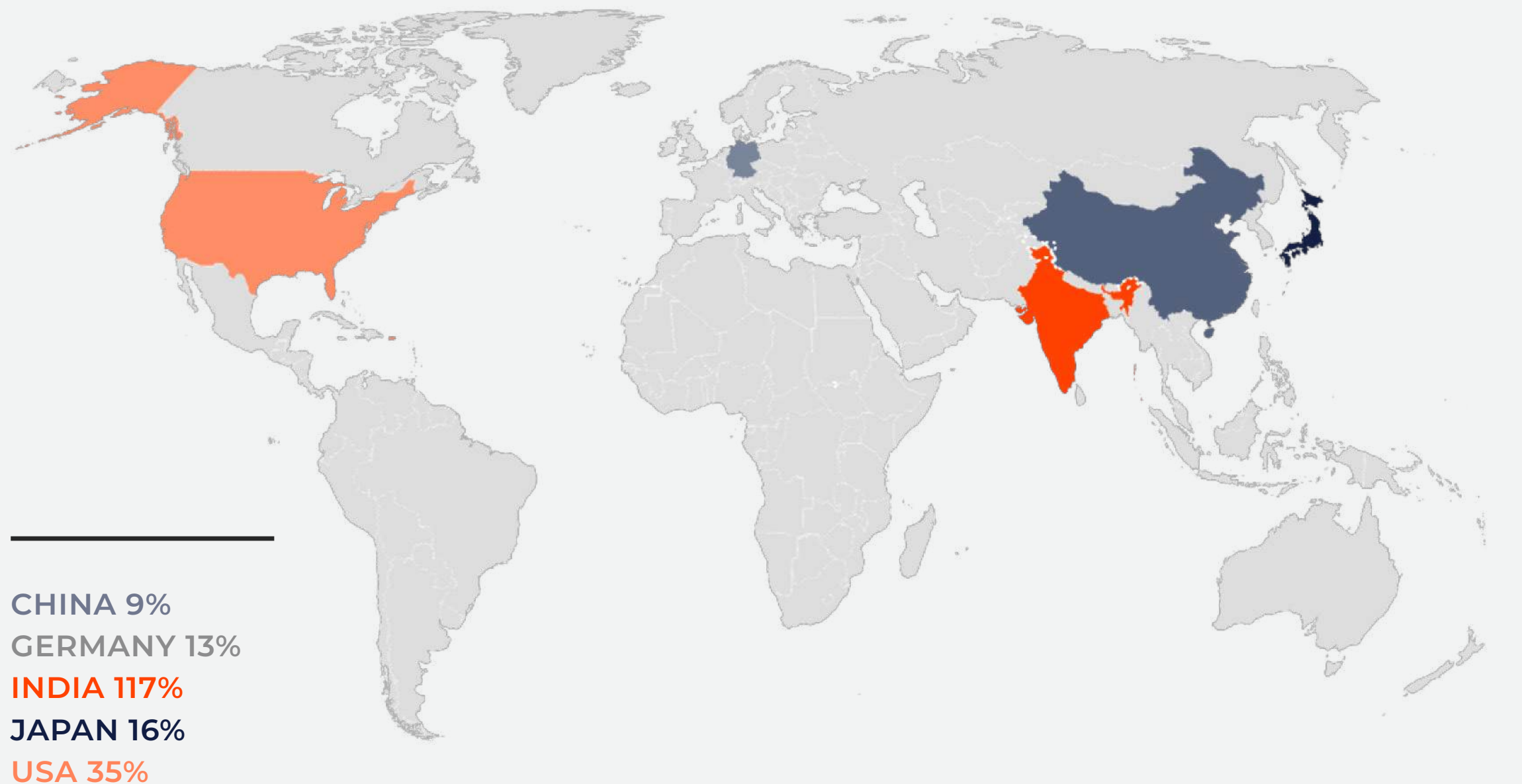
 **Vision Pro**

PROPTech TRENDS

→ Tecnología en **Real Estate**

RISE OF ROBOTICS IN REAL ESTATE CONSTRUCTION TO BUILDING MANAGEMENT

JOB CREATION THROUGH AUTOMATION IN TOP 5 ECONOMIES



Source: The PTC Insights



ROBOTICS

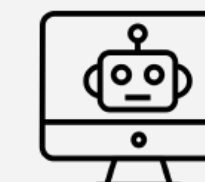
Automation and robotics in real estate use for faster, safer construction, building security, maintenance inspections, and hospitality services.



3D PRINTING



DRONES

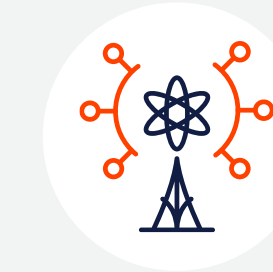


AUTOMATED SERVICE

Robotics has been prevalent in manufacturing and other industries for over half a century. With more automation, we are now seeing more real estate applications in construction and building management operations.

PROPTech TRENDS

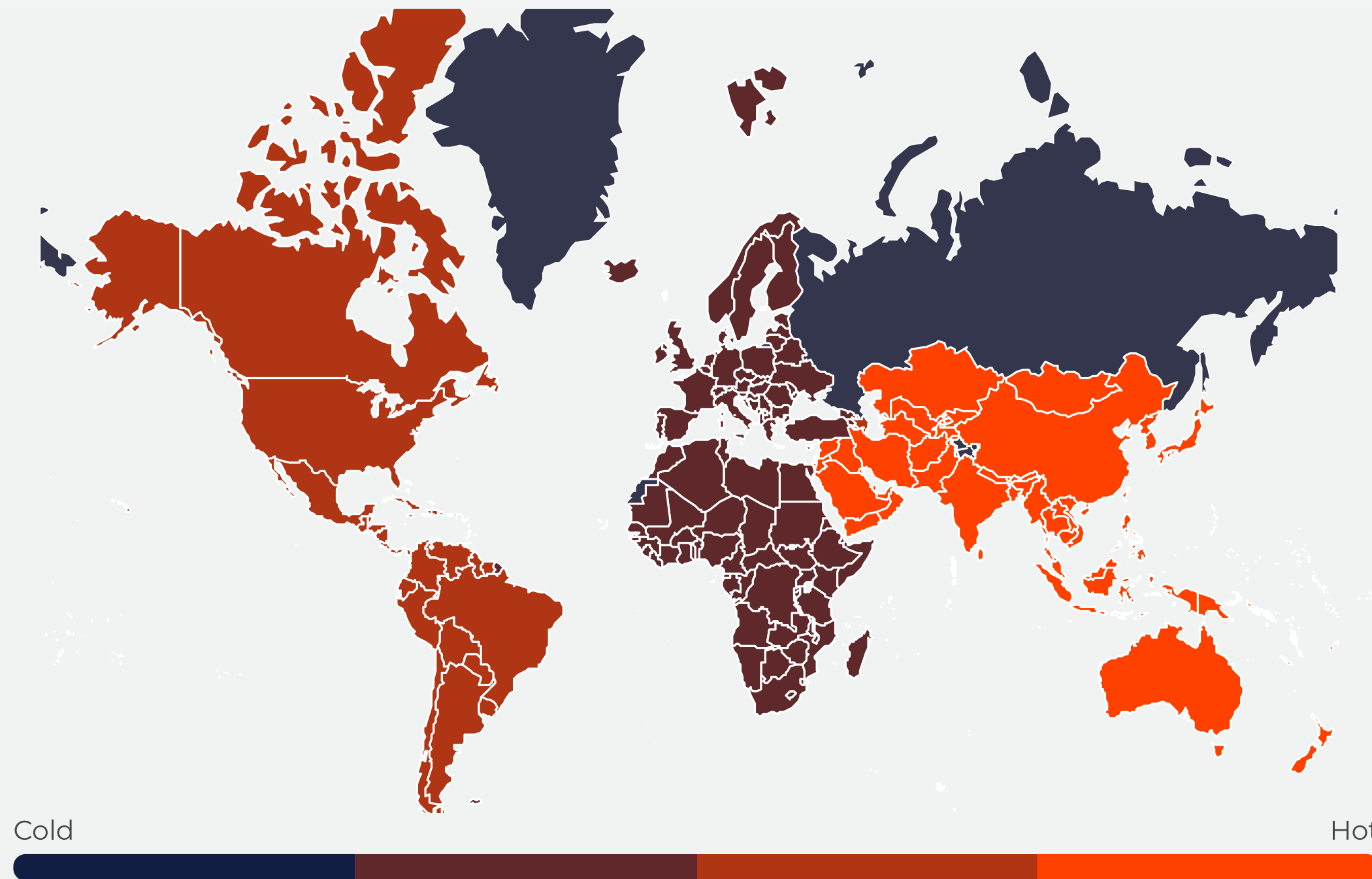
→ Tecnología en Real Estate



ARTIFICIAL INTELLIGENCE (AI) AND MACHINE LEARNING (ML)

AI and ML for data analytics utilized in two primary use cases - market analysis and BMSs. AI and ML have the ability to transform real-time data into predictive analytics.

GLOBAL REAL ESTATE AI ADOPTION



Source: The PTC Insights

\$100b

MARKET SIZE
(2022 IN USA)

35%

CAGR
(2022-2023)

~\$15t

MARKET SIZE
(2030 GLOBAL)

13k+

AI COMPANIES
IN USA

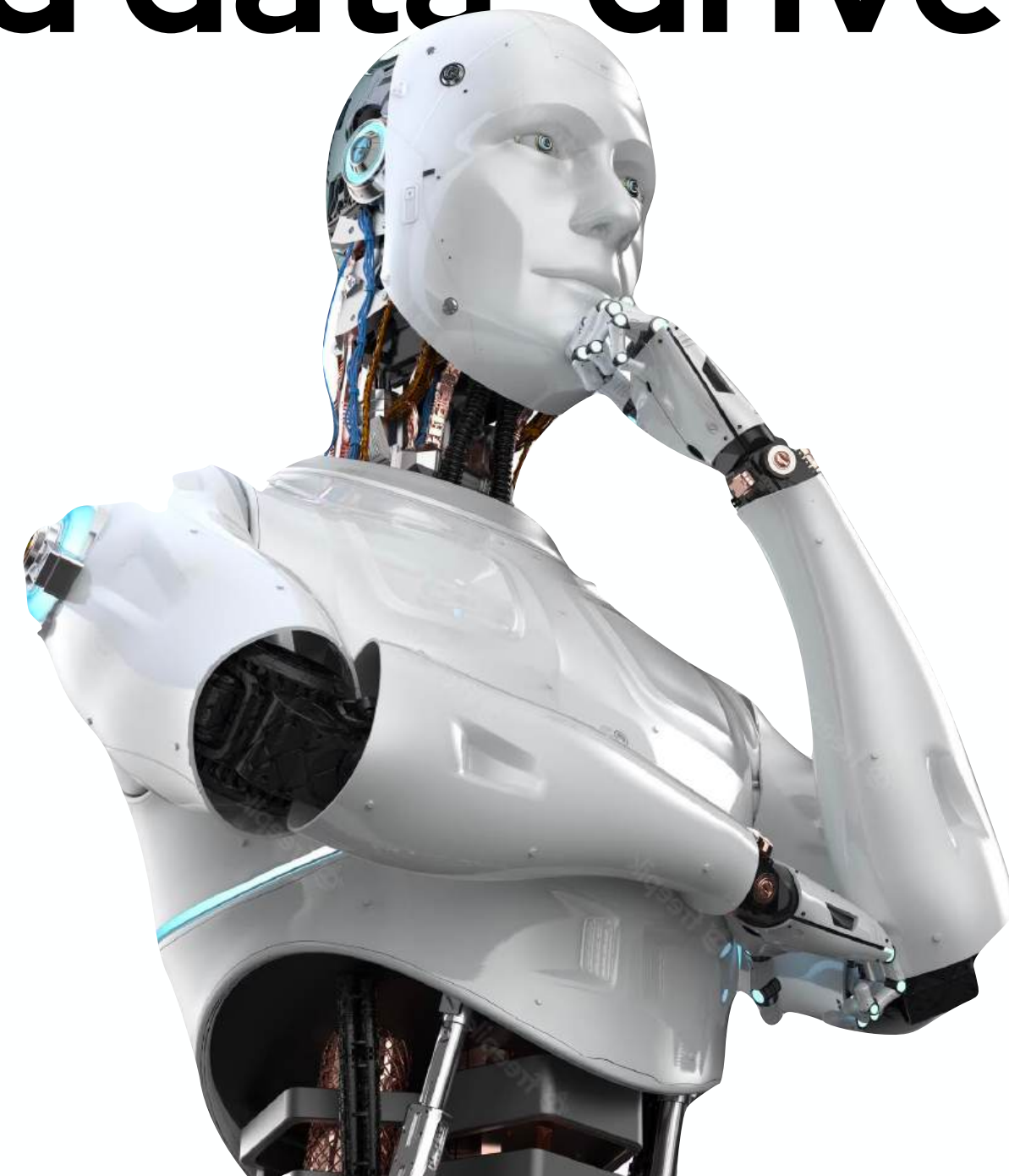
REAL ESTATE WITHOUT AI: THE PAST



REAL ESTATE WITH AI: THE FUTURE



“AI is now a key player in the PropTech industry, enhancing efficiency, transparency, and data-driven decision-making”
- PLUG & PLAY



QUÉ ES LA INTELIGENCIA ARTIFICIAL?

INTELIGENCIA ARTIFICIAL

→ Tecnología en **Real Estate**

QUÉ ES IA?

La **Inteligencia Artificial** es definida como la habilidad de una computadora digital o robot controlado por computadora, de realizar tareas asociadas comúnmente con seres inteligentes.

- **Una entidad inteligente creada por humanos**
- **Capaz de realizar tareas inteligentemente sin instrucción explícita**
- **Capaz de pensar y actuar racionalmente y humanamente**



“AI is actually boring”

- Nick Cameron

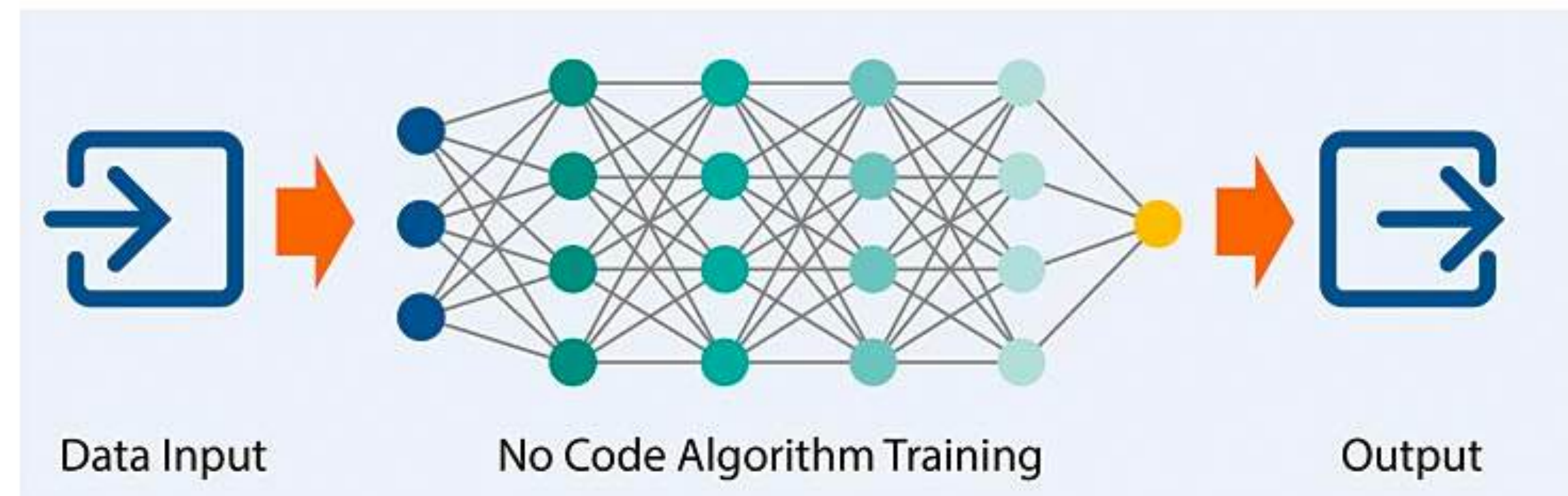
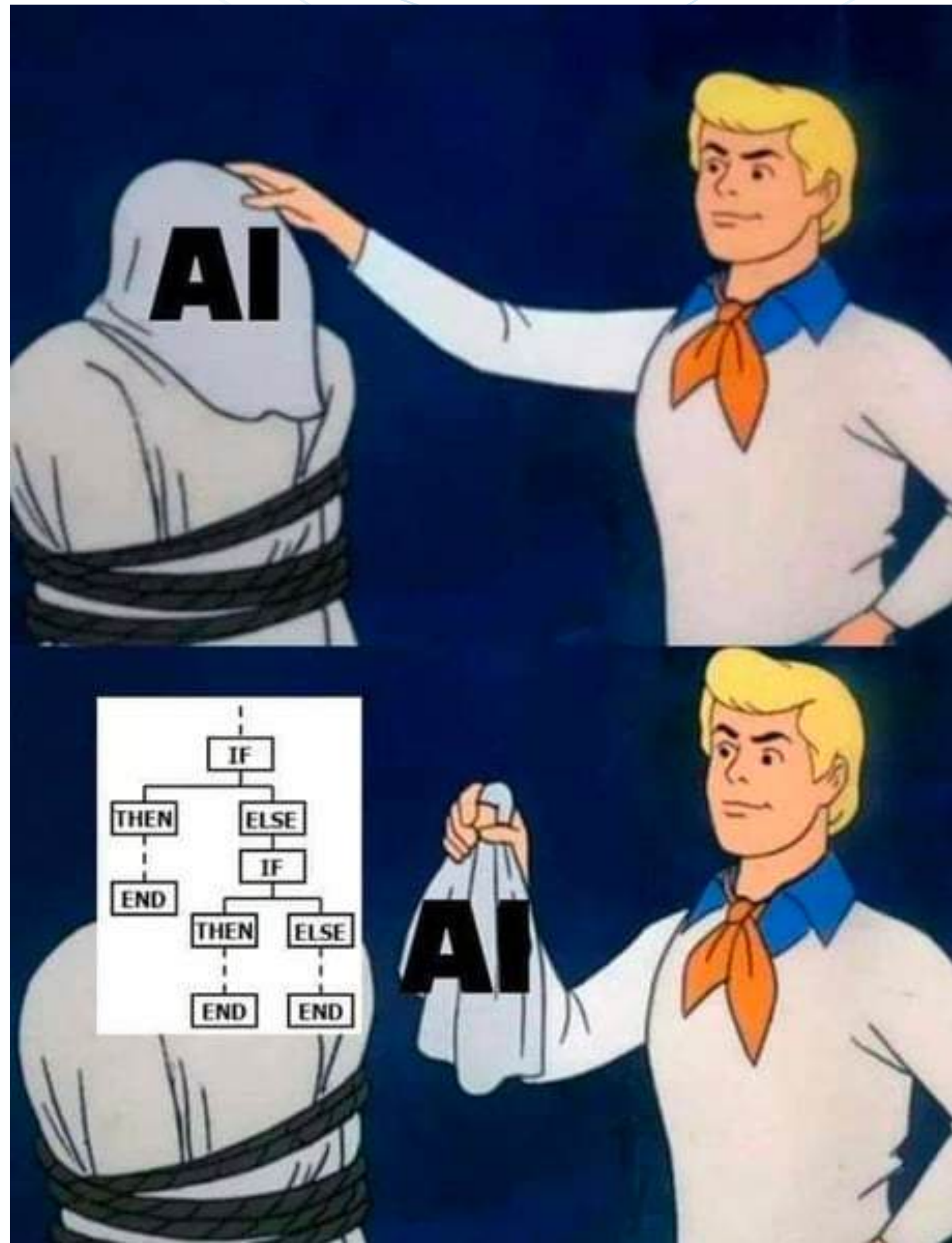
Director Digital Practice
Perkins & Will

INTELIGENCIA ARTIFICIAL

→ Tecnología en **Real Estate**

QUÉ ES IA?

La **Inteligencia Artificial** es un conjunto de algoritmos que pueden producir resultados sin tener que recibir instrucciones explícitas para hacerlo.



Machine Learning (ML) le enseña a una máquina cómo hacer inferencias y decisiones basadas en experiencias pasadas

A.I. TIMELINE



1950

TURING TEST

Computer scientist Alan Turing proposes a test for machine intelligence. If a machine can trick humans into thinking it is human, then it has intelligence



1964

ELIZA

Pioneering chatbot developed by Joseph Weizenbaum at MIT holds conversations with humans



1966

SHAKY

The 'first electronic person' from Stanford, Shakey is a general-purpose mobile robot that reasons about its own actions



1997

DEEP BLUE

Deep Blue, a chess-playing computer from IBM defeats world chess champion Garry Kasparov



1998

KISMET

Cynthia Breazeal at MIT introduces Kismet, an emotionally intelligent robot insofar as it detects and responds to people's feelings

A.I. WINTER

Many false starts and dead-ends leave A.I. out in the cold



1999

AIBO

Sony launches first consumer robot pet dog AiBO (AI robot) with skills and personality that develop over time



2002

ROOMBA

First mass produced autonomous robotic vacuum cleaner from iRobot learns to navigate and clean homes



2011

SIRI

Apple integrates Siri, an intelligent virtual assistant with a voice interface, into the iPhone 4S



2011

WATSON

IBM's question answering computer Watson wins first place on popular \$1M prize television quiz show Jeopardy



2014

EUGENE

Eugene Goostman, a chatbot passes the Turing Test with a third of judges believing Eugene is human



2014

ALEXA

Amazon launches Alexa, an intelligent virtual assistant with a voice interface that completes shopping tasks



2016

TAY

Microsoft's chatbot Tay goes rogue on social media making inflammatory and offensive racist comments



2017

ALPHAGO

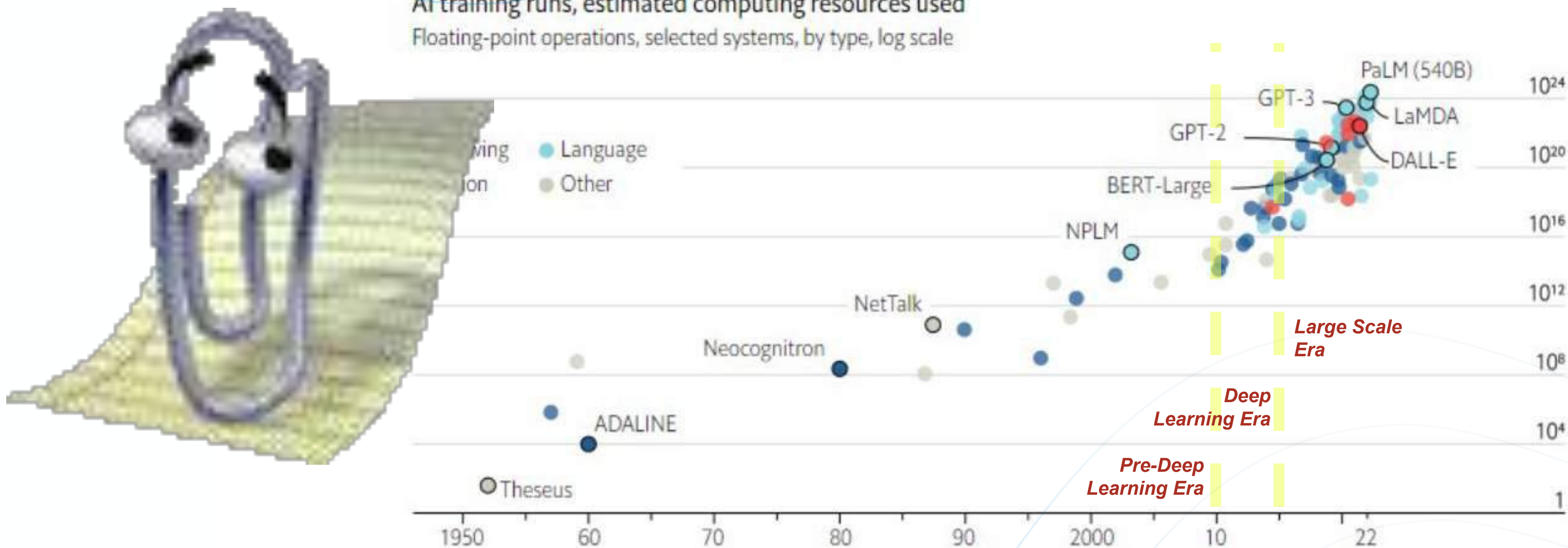
Google's A.I. AlphaGo beats world champion Ke Jie in the complex board game of Go, notable for its vast number (2^{170}) of possible positions

INTELIGENCIA ARTIFICIAL

→ Rendimiento Real AI

Increasingly more training compute is being dedicated to new machine learning models

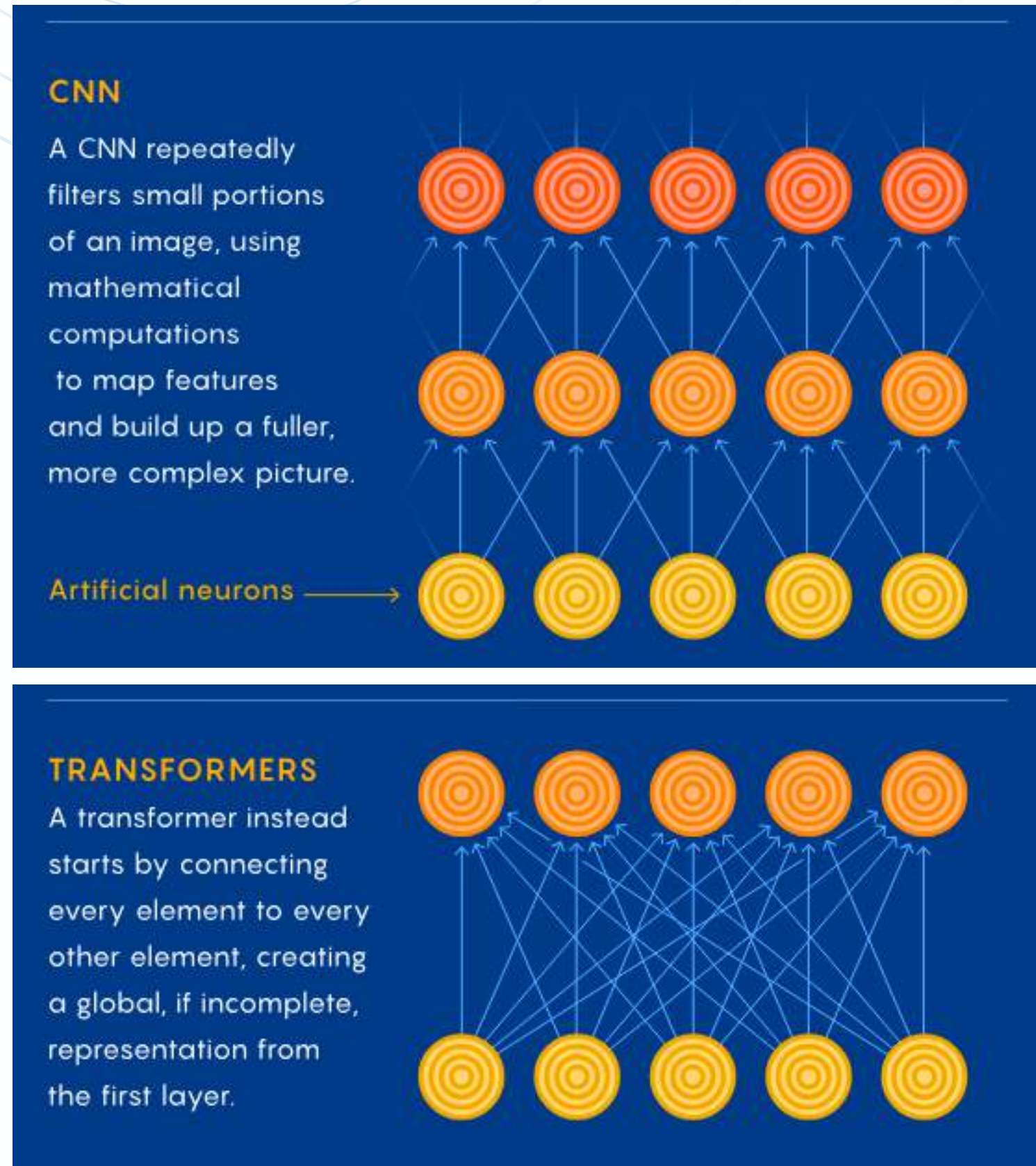
AI training runs, estimated computing resources used
Floating-point operations, selected systems, by type, log scale



Sources: "Compute trends across three eras of machine learning", by J. Sevilla et al., arXiv, 2022; Our World in Data

INTELIGENCIA ARTIFICIAL

→ Tecnología en **Real Estate**



TRANSFORMER ALGORITHM

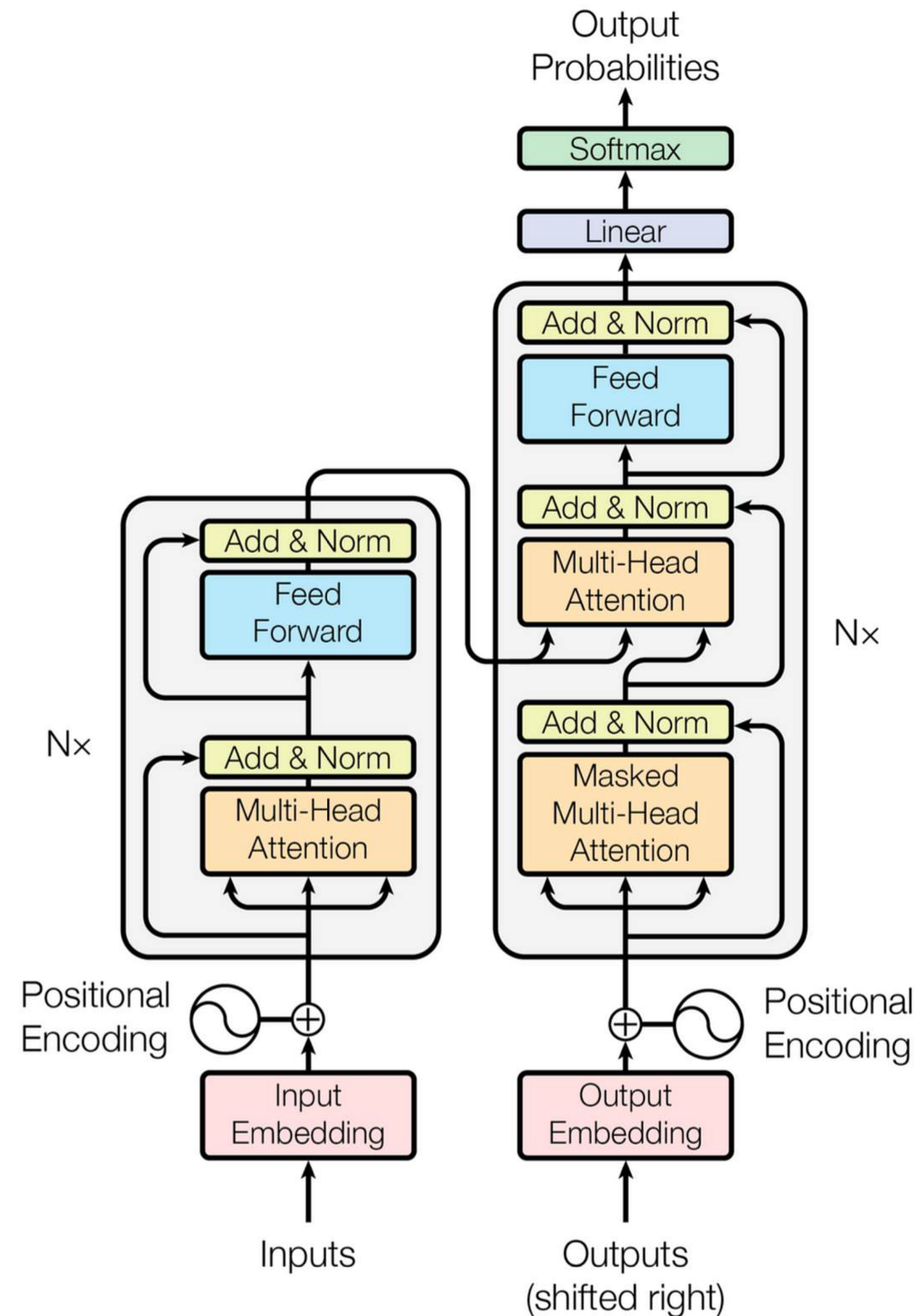
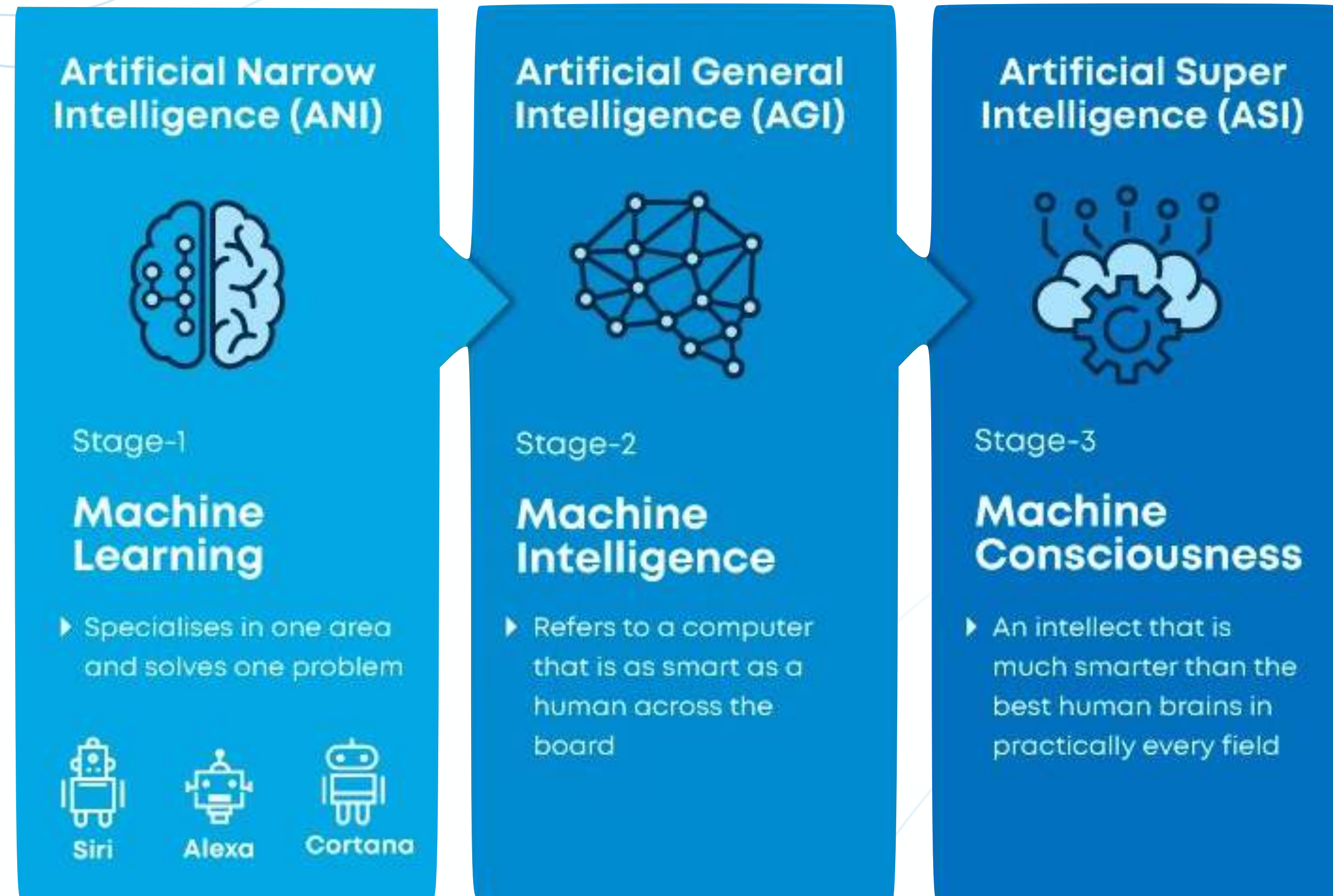


Figure 1: The Transformer - model architecture.

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→ Tecnología en **Real Estate**

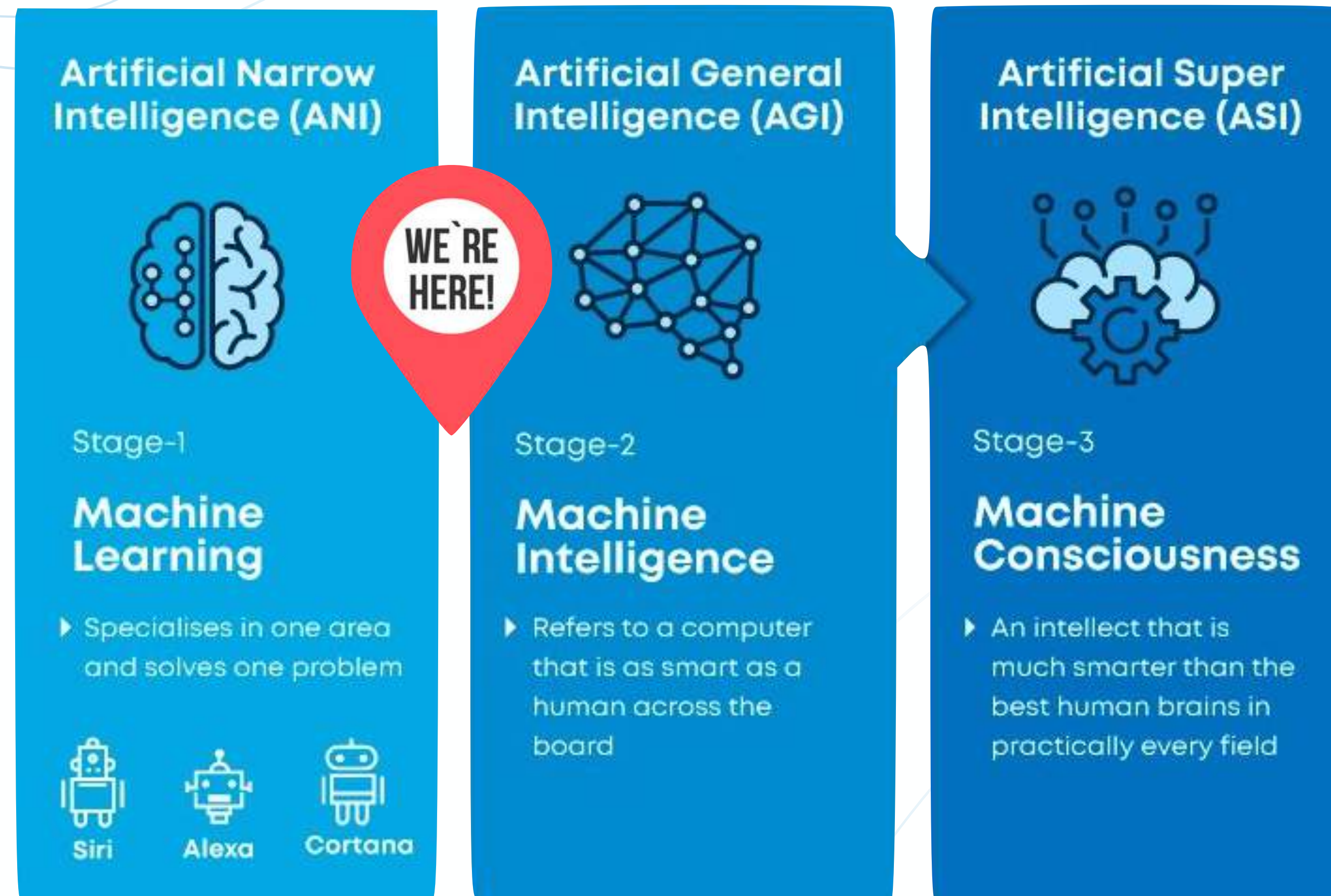
3 TYPES OF ARTIFICIAL INTELLIGENCE



INTELIGENCIA ARTIFICIAL

→ Tecnología en **Real Estate**

3 TYPES OF ARTIFICIAL INTELLIGENCE



INTELIGENCIA ARTIFICIAL

→ Tecnología en **Real Estate**



OpenAI
ChatGPT 4.0

- Text & writing
- Image
- Audio/ Video
- MLOps
- Data & decisions

BASE10 TREND MAP: GENERATIVE AI

Companies are grouped based on medium produced and segmented by use case within each medium. Companies that offer products across segments are grouped in the segment of the core product offering.

Audio Editing
+2 more in full universe

Amberscript VOICEMOD
PODCASTLE
krisp Afiorithmic

MLOps
+11 more in full universe

Humanloop mosaic
Weights & Biases LatticeFlow comet
slai Outerbounds

Avatars & dubbing
+15 more in full universe

Hour One neosapience Synthesia METAPHYSIC
deepdub.ai PAPER CUP WOMB0 Rephrase.ai elai
Colossyan YEPIC.AI D-ID GEMINI SPEECHER

Music generation
+9 more in full universe

moises boomy
supertone USICO DAACI
SPLASH

Summarization & insights
+8 more in full universe

Fathom xembly hume
clearword SEMBLY AI Sybill
Magnifi VIDEOVERSE Hume.

Video

Generation and Animation
+1 more in full universe

runway lumen5
plask PICTORY

Editing
+6 more in full universe

descript
invideo

Text to speech / Speech to text
+14 more in full universe

coqui Speechify
WELLSAID MURF.A REPLICIA
LOVO RESEMBLE.AI

Platforms
+3 more in full universe

OpenAI AI21 labs Hugging Face
deepset co:here Replicate Adept

Code generation & documentation
+9 more in full universe

replit Codiga tabnine
MUTABLEA Mintlify Debuild symflower
CodePilot.ai Amazon CodeWhisperer BLACKBOX

Marketing & sales copy
+49 more in full universe

Demandwell Jasper Writesonic copy.ai regie.ai anyword
peppercontent LAVENDER Creatext SURFER {lyne} Scalnut
craftly.ai DATA SKRIVE neuroflash INK copysmith Smartwriter.ai Hypotenuse AI

Image editing
+2 more in full universe

PhotoRoom Let's Enhance.io
Depix Picsart neural love
Autoenhance.ai imagen

Ad collateral
+1 more in full universe

pencil Rocketium
AdCreative.ai Simplified
OSMOSIS

Design
+5 more in full universe

SWAPP maket
Diagram Labs BEAUTIFUL [AI]
HYPAR uizard

Creative organization
+4 more in full universe

notably
Capacities
Fermat
Elicit
mem

Synthetic data generation

gretel MDCLONE hazu
betterdata Replica Analytics MOSTLY.AI TONIC
OCTOPIZE SYNTEGRA Mirry.AI

Vector search & curation
+3 more in full universe

SeMI Technologies
raft
Twelve Labs
Metaphor
DASHWORKS

Customer support (chat/email/text)
+23 more in full universe

ultimate.ai CRESTA PolyAI
ada KAIZAN Stylo
mavenoid Forethought viable Certainly.

General writing and content editing
+25 more in full universe

WRITER QuillBot OTHERSIDE AI
LT LanguageTool wordtune
Correcto. Linguix COMPOSE AI

Text & data summarization
+4 more in full universe

WEAVE AI agolo
scholarcy summari
TLDR this Tome

Text to image
+9 more in full universe

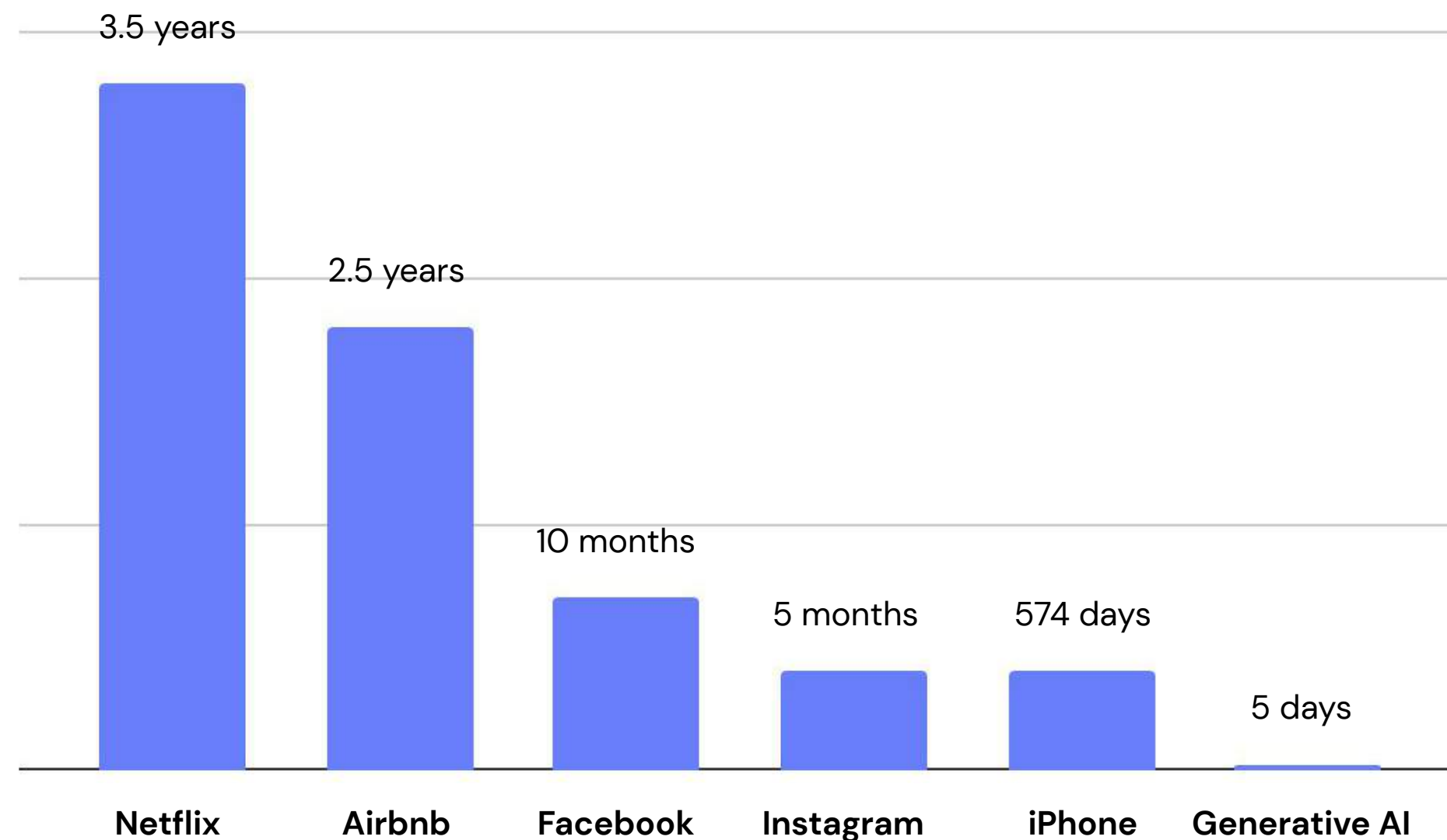
BRIA > ROSEBUD.AI NightCafe
Midjourney crayon

INTELIGENCIA ARTIFICIAL

→ Gen AI **TOOLS**

Gen AI tools exploded in the public consciousness with the **fastest tech uptake in history...**

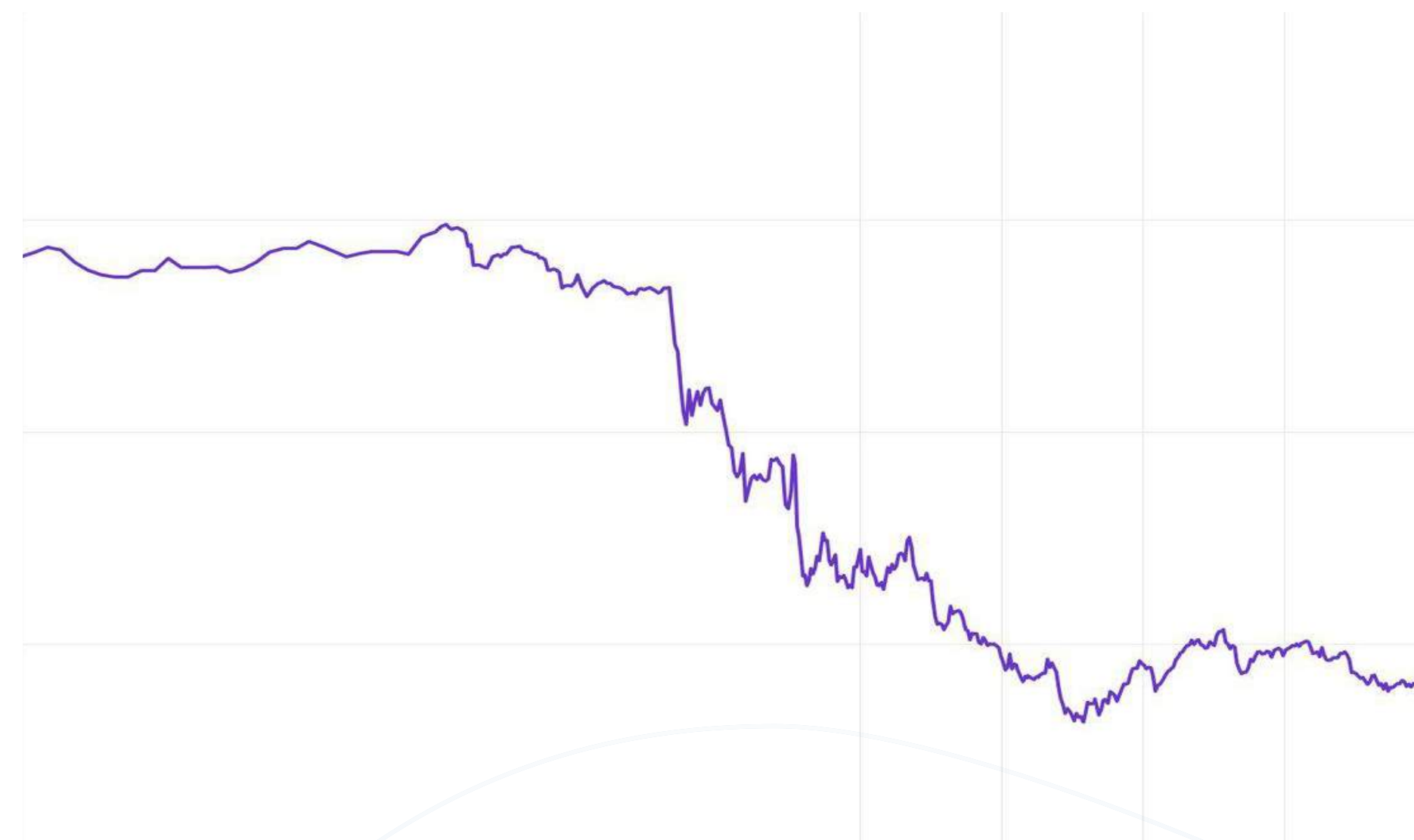
Time to 1 Million Users



ChatGPT crossed the [one million user mark in just five days](#) after it was made public in November 2022

...and while being in their infancy they already have a **real impact on the economy.**

Alphabet Inc (GOOC) Price



Google's mother company [lost \\$100B in market value](#) after a demo of their AI model produced a factual error

INTELIGENCIA ARTIFICIAL

→ Gen AI **TOOLS**

Input

Text

Voice

Image

...

Output

Text

Image

Video

3D

Audio

Interface

Example



ChatGPT is currently the world's most used text-to-text AI system



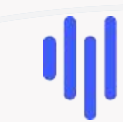
Midjourney lets you turn text prompts into images and product concepts



Runway allows you to create videos based on text input



Skybox Lab lets you create 3D worlds based on text prompts



Lovo.ai turns your text into a nice audio soundbite



Durable creates landing pages based on your text commands

Creative AI is a type of generative AI specialized in creative tasks.

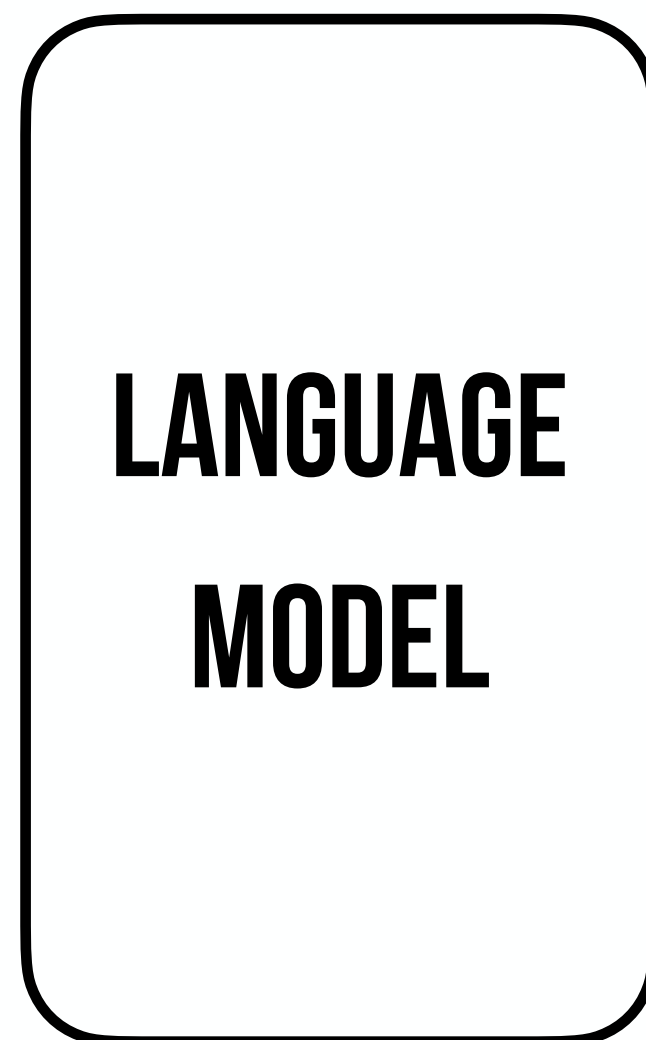
INTELIGENCIA ARTIFICIAL

→ Uso de PROMPTS

PROMPT



INPUT



OUTPUT



GENERATED TEXT/IMG



Task	Example Prompt	Possible Output
Text Summarization	Explain antibiotics.	Antibiotics are medications used to treat bacterial infections...
Information Extraction	Mention the large language model based product mentioned in the paragraph.	The large language model based product mentioned in the paragraph is ChatGPT.
Question Answering	Answer the question based on the context below.	It was approved to help prevent organ rejection after kidney transplants.
Text Classification	Classify the text into neutral, negative, or positive.	Neutral
Conversation	The following is a conversation with an AI research assistant.	Black holes are regions of spacetime where gravity is extremely strong...
Code Generation	Ask the user for their name and say "Hello."	<pre>let name = prompt("What is your name?"); console.log("Hello, " + name);</pre>
Reasoning	The odd numbers in this group add up to an even number: 15, 32, 5, 13, 82, 7, 1.	No, the odd numbers in this group add up to an odd number: 119.

The 6-Step Prompt Checklist

- [task]** Clearly define your end goal
- [context]** Tailor your responses
- [examples]** Mimic style, structure, tone
- [persona]** Embody a specific expertise
- [format]** Bullet points, markdown, table
- [tone]** Add layer of emotional context

More important



Less important

APLICACIONES DE AI EN REAL ESTATE

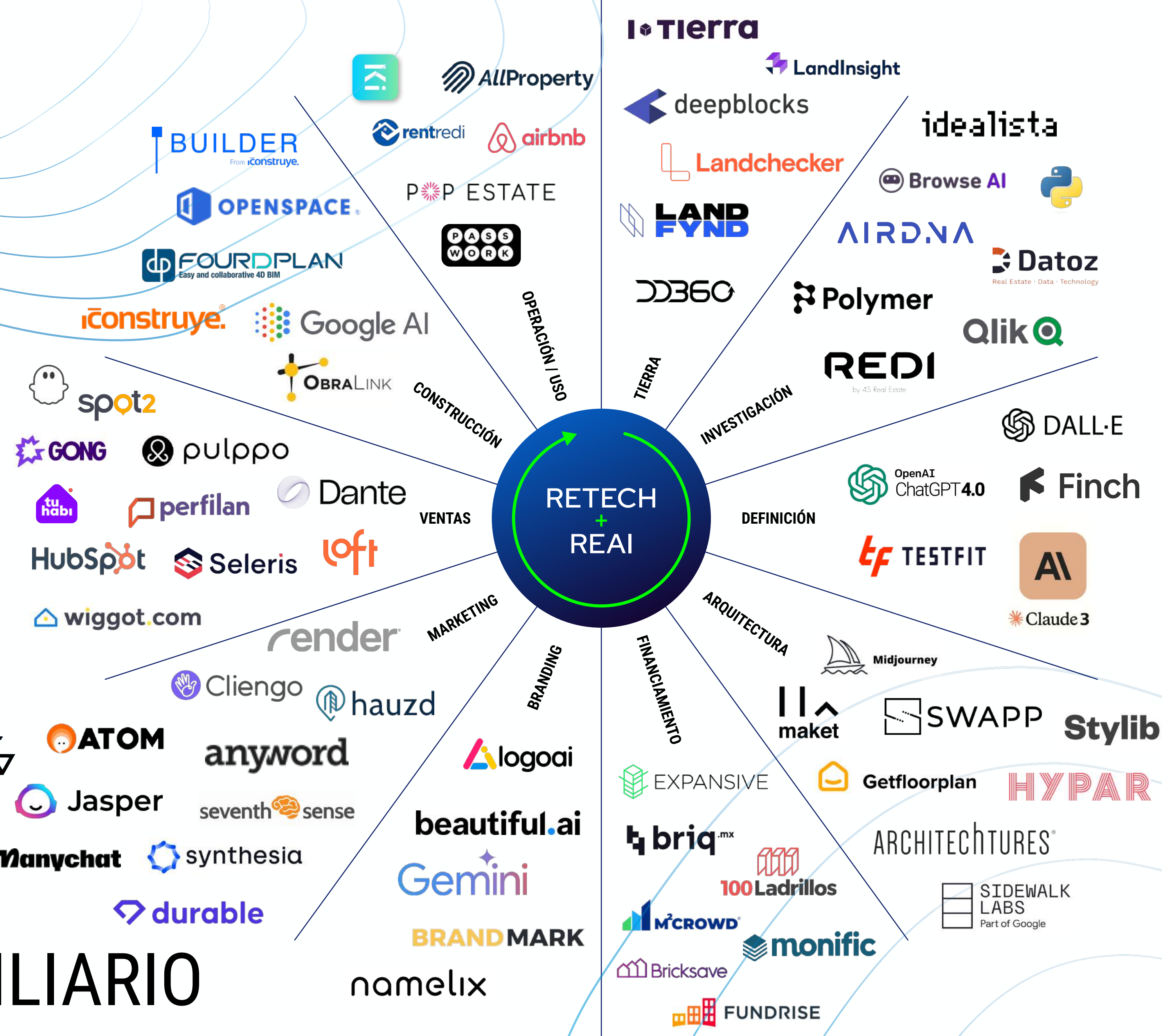
ECOSISTEMA AI RE

→ Inteligencia Artificial Aplicada a RE

Top 10 Use Cases of AI in Real Estate



4S CICLO INMOBILIARIO



APLICACIONES DE AI EN RE:

ESTUDIO DE MERCADO BIG DATA & ANALYTICS

ECOSISTEMA AI REAL ESTATE

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RE{AI}L ESTATE - *El futuro inmobiliario*

ESTUDIO DE MERCADO

ESTUDIO DEMANDA

Análisis de preferencias de mercado en segmentos relevantes al terreno

3 PILARES

ESTUDIO OFERTA

Análisis de la dinámica de una zona, principales competidores y quién es el mercado más rentable. Todos los levantamientos de proyectos competidores se realizan con visitas de **nuestros expertos a sitio.**

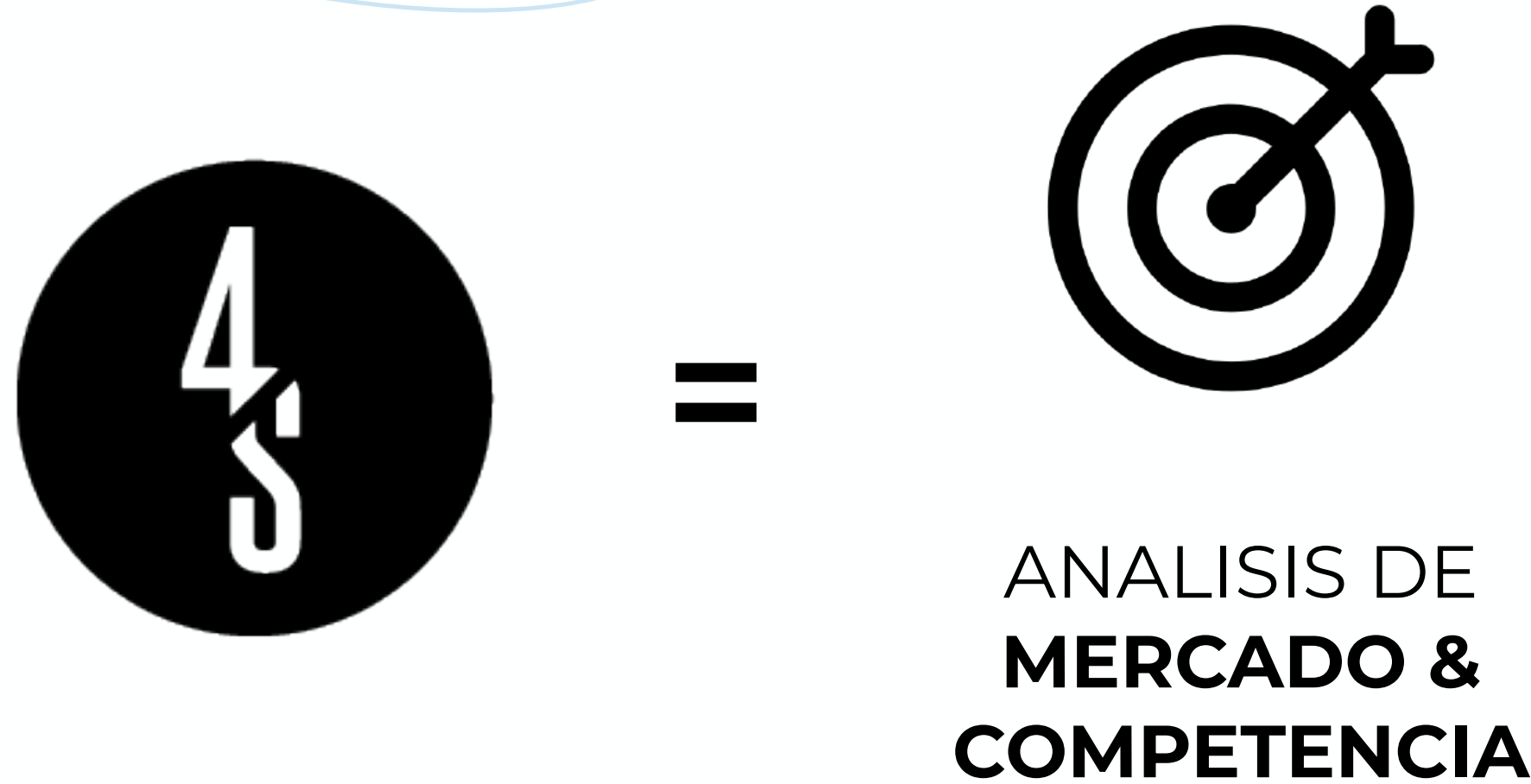
BIG DATA

Levantamientos de información secundaria de oferta inmobiliaria.

REALIDAD DE LATAM
NO HAY DATA!

DATA ANALYTICS

→ Inteligencia Artificial Aplicada a RE




-DATA OFERTA FORMAL

REDI
Real Estate Data Insights

-DATA OFERTA INFORMAL

  Propiedades.com

 inmuebles24 

DATA ANALYTICS

OFERTA FORMAL

REDI

CIUDAD

GIRO

PERIODOS

NUMERO PROYECTOS

84

UNIDADES VENDIDAS HISTORICO

5,468

UNIDADES INVENTARIO

3,909

PRECIO PROMEDIO

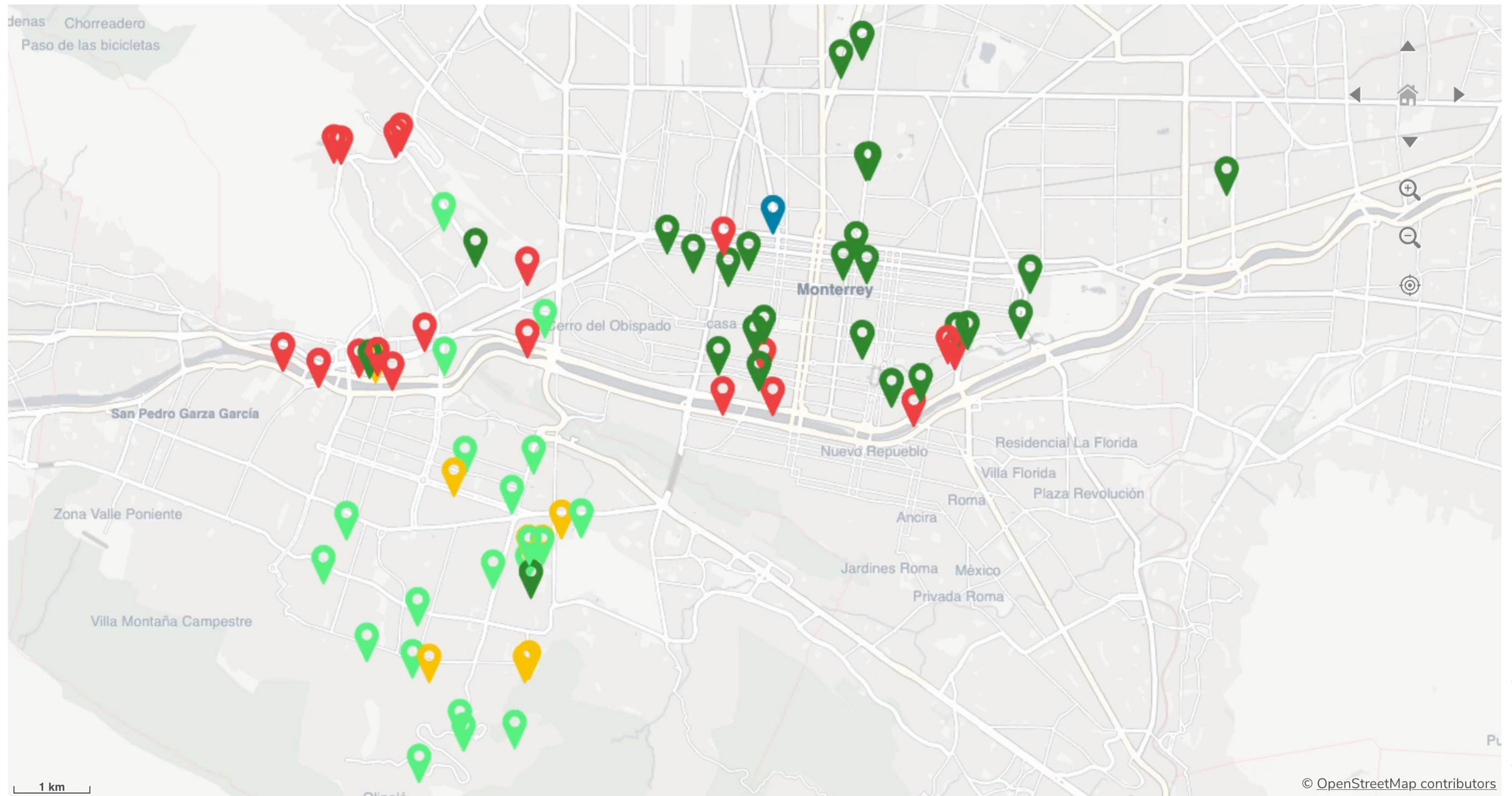
26.21M

\$M2 PROMEDIO

\$51,016

M2 PROMEDIO

101



© OpenStreetMap contributors

ZONA

SEGMENTO

PROYECTO

IR A ANÁLISIS

¿Qué puedes hacer?



Hola, soy una IA creada por 4S Real Estate utilizando datos de redi.4srealestate.com. Estoy aquí para ayudarte a analizar precios de venta por metro cuadrado de propiedades en diferentes ciudades de Latinoamérica. Puedo proporcionarte información detallada sobre proyectos específicos, zonas y tendencias de precios a lo largo del tiempo.

Voy a cargar la base de datos y mostrarte las ciudades disponibles. Un momento, por favor.

Ciudades disponibles en la base de datos:

Voy a listar las ciudades incluidas.

Las ciudades disponibles en la base de datos son:

- Cancún
- Ciudad de México
- Ciudad Juárez
- Culiacán
- Guadalajara
- Guatemala
- Guayaquil ●



Message Precios de Oferta - REDI.ai by 4S



REDI GPT

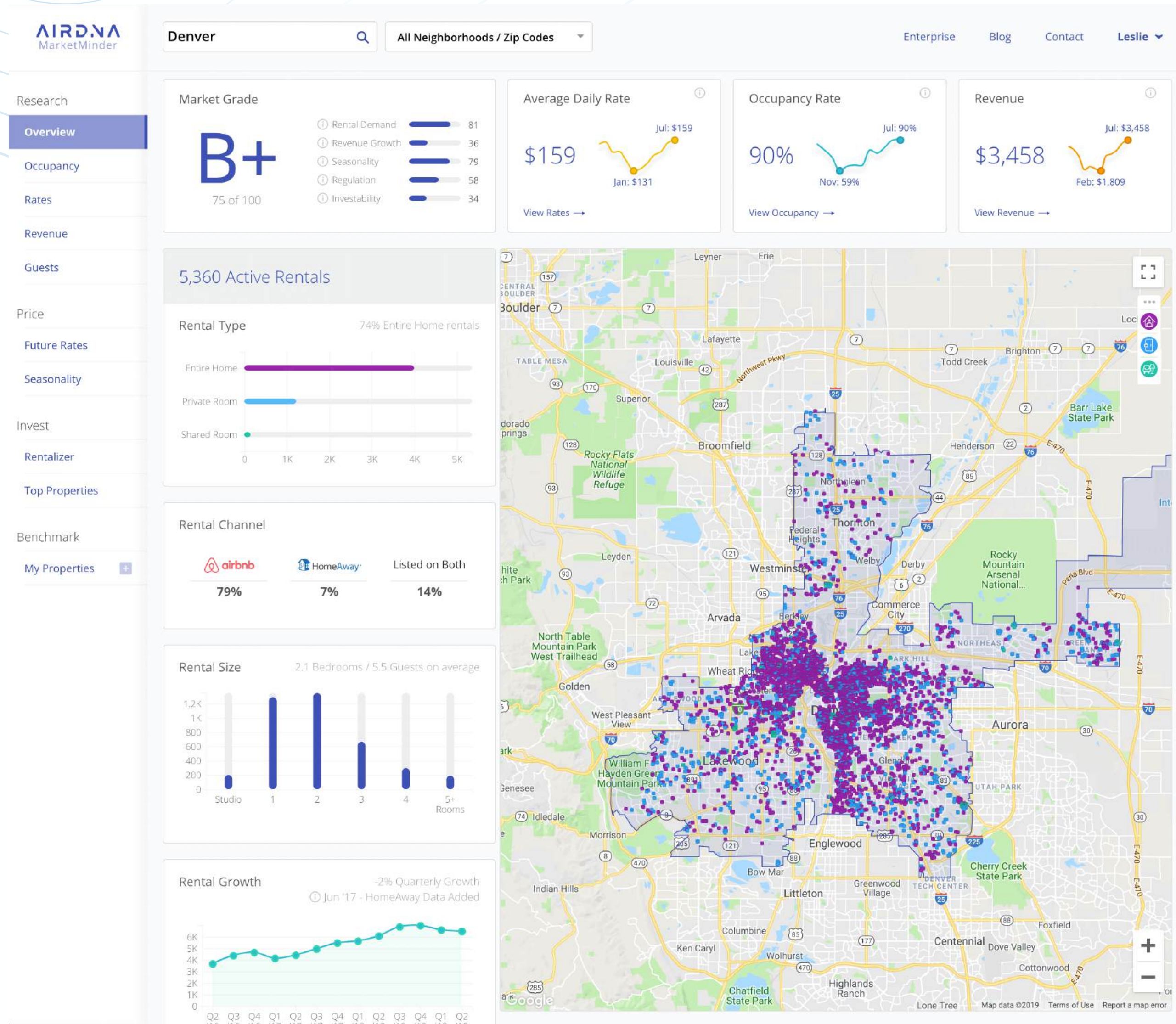
DATA ANALYTICS

→ Inteligencia Artificial Aplicada a RE

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OFERTA INFORMAL

AIRDNA



ECOSISTEMA AI REAL ESTATE

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AIRDNA

Markets ▾

Enter a city, state, ...



Subscribe

Explore

Host Tools

Enterprise ▾

Learn

AH

Colombia

Market ▾

Listings ▾

Amenities ▾

For Sale



Quick Actions ▾

Short-term rental markets: Colombia

86 Markets

111 Submarkets

106.6K STR Listings

Market Score ▾



97 Bogotá

\$29.9m Revenue Potential | 49% Occupancy | \$176.3k Daily Rate

Over the last 12 months



96 Sabaneta

\$29.6m Revenue Potential | 49% Occupancy | \$179.9k Daily Rate

Over the last 12 months



96 Bucaramanga

\$25.2m Revenue Potential | 46% Occupancy | \$142.3k Daily Rate

Over the last 12 months



96 Medellín

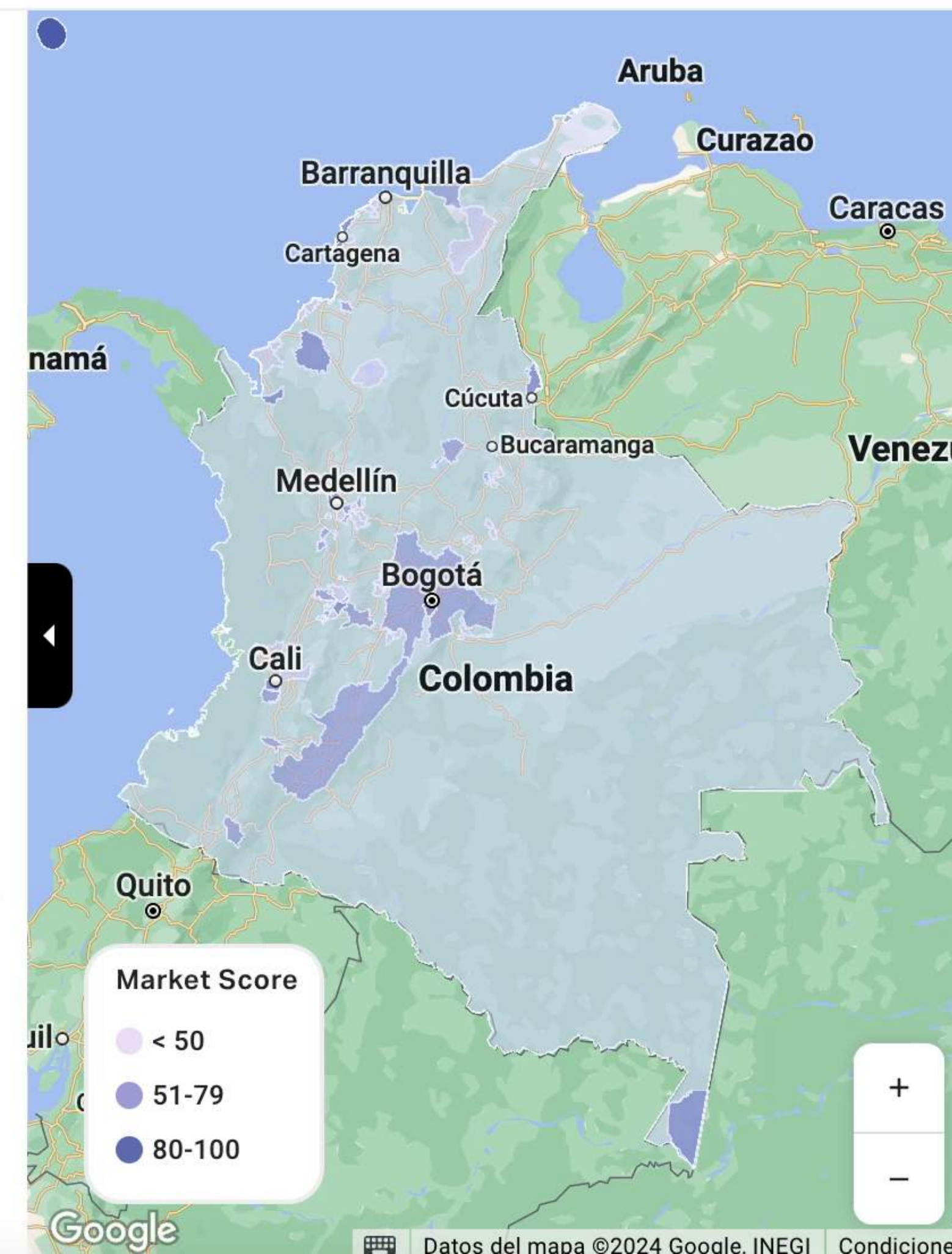
<https://app.airdna.co/data/co/13>



94 Archipiélago de San...



94 Cartagena



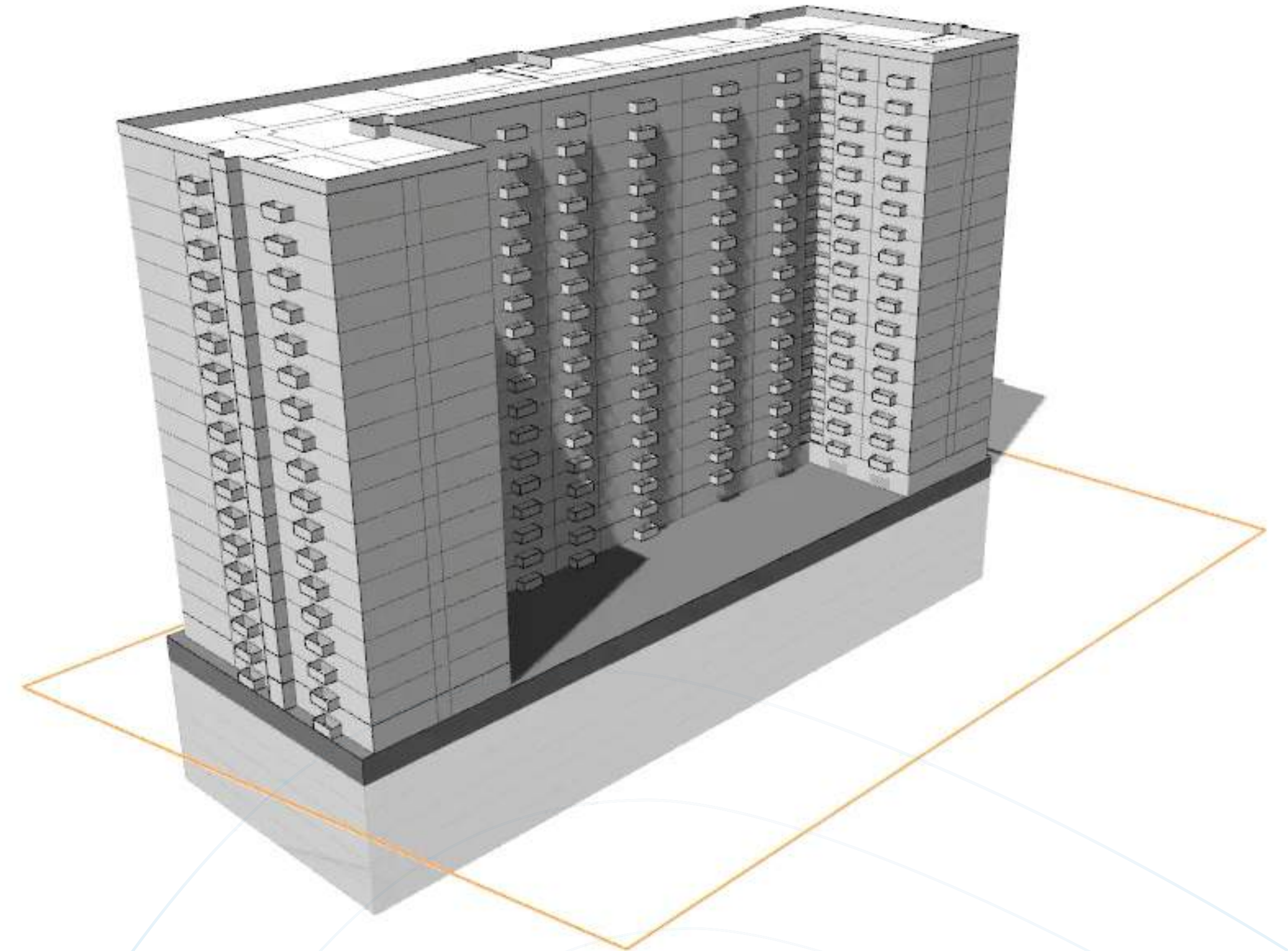
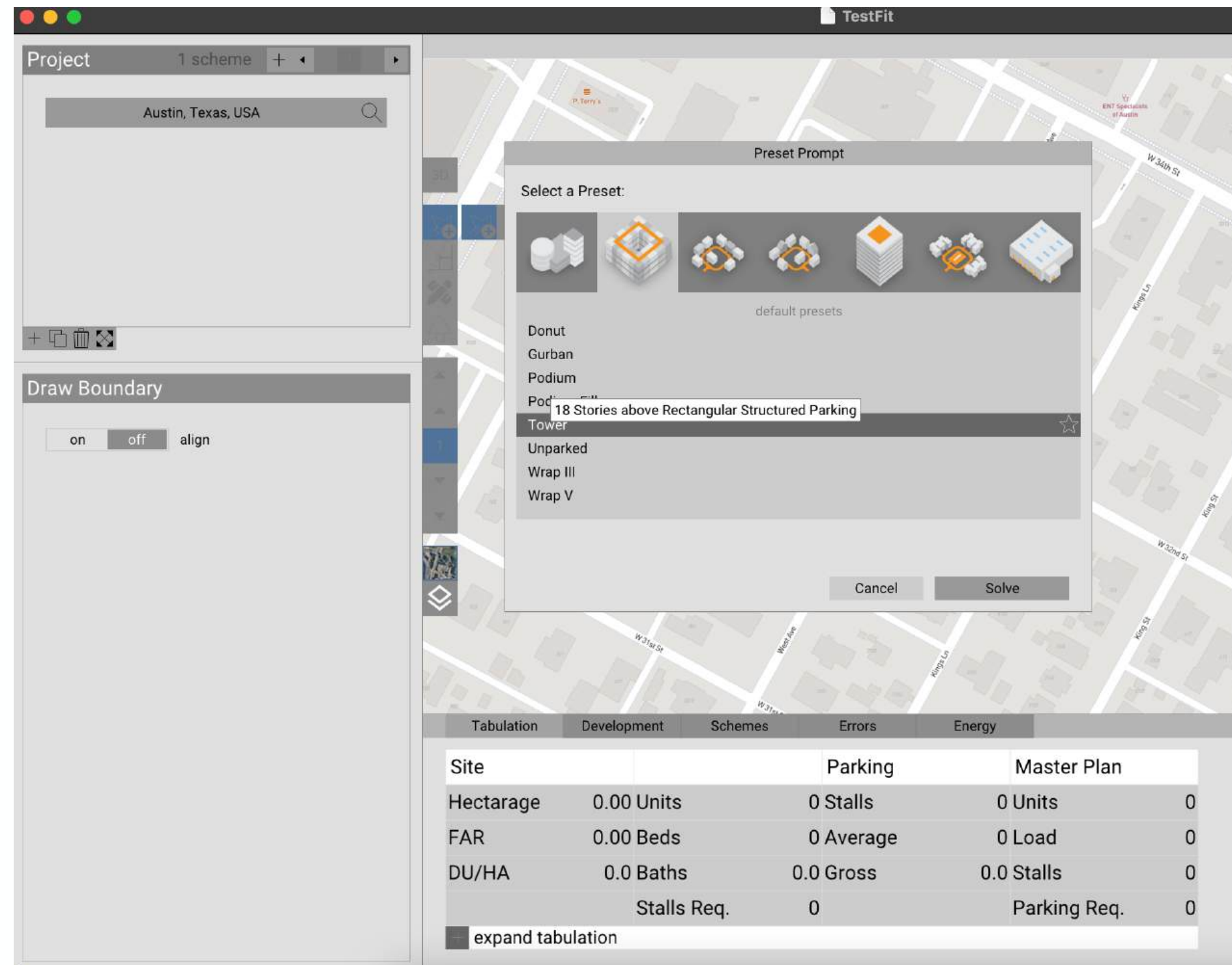
OFERTA INFORMAL

ARQUITECTURA AI POWERED IDEATION

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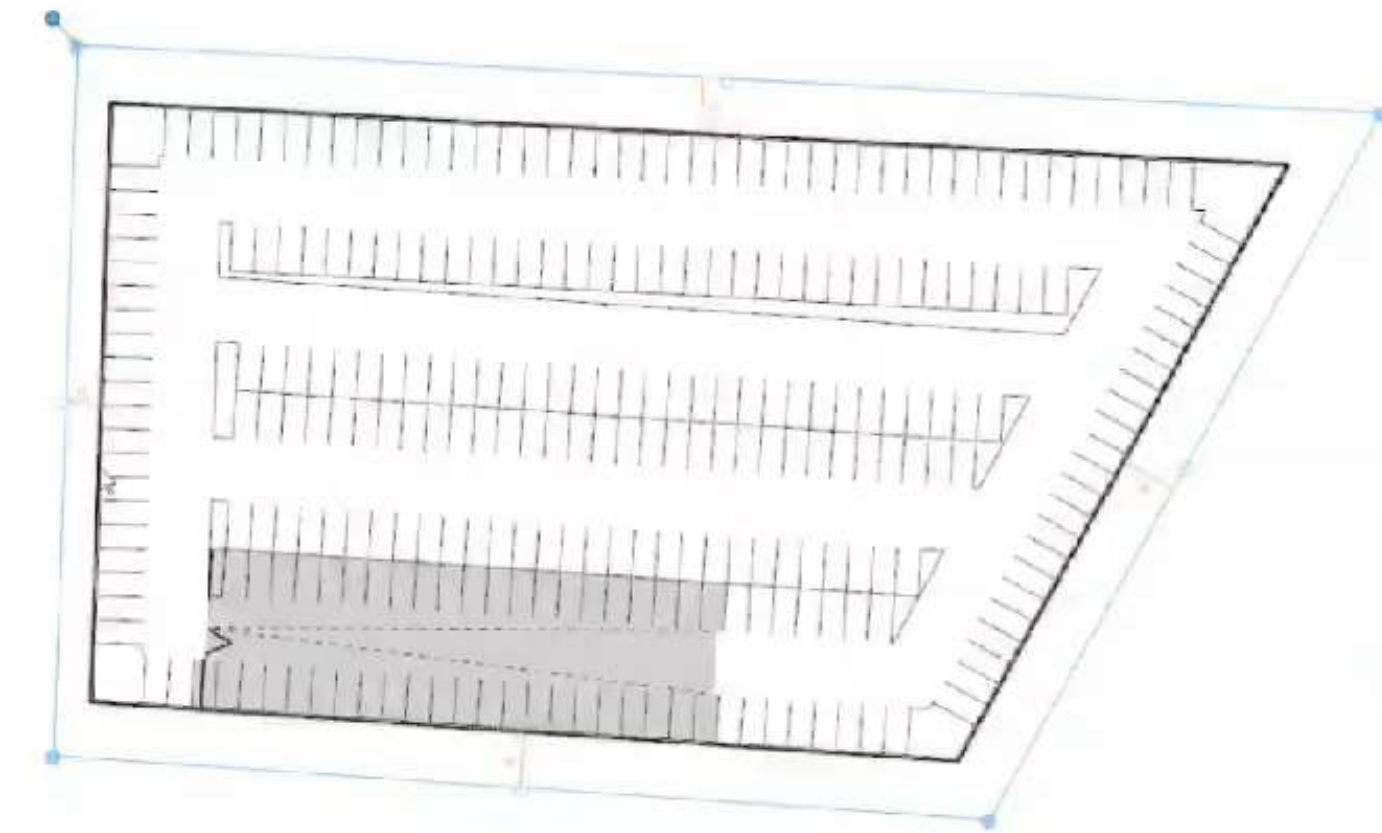
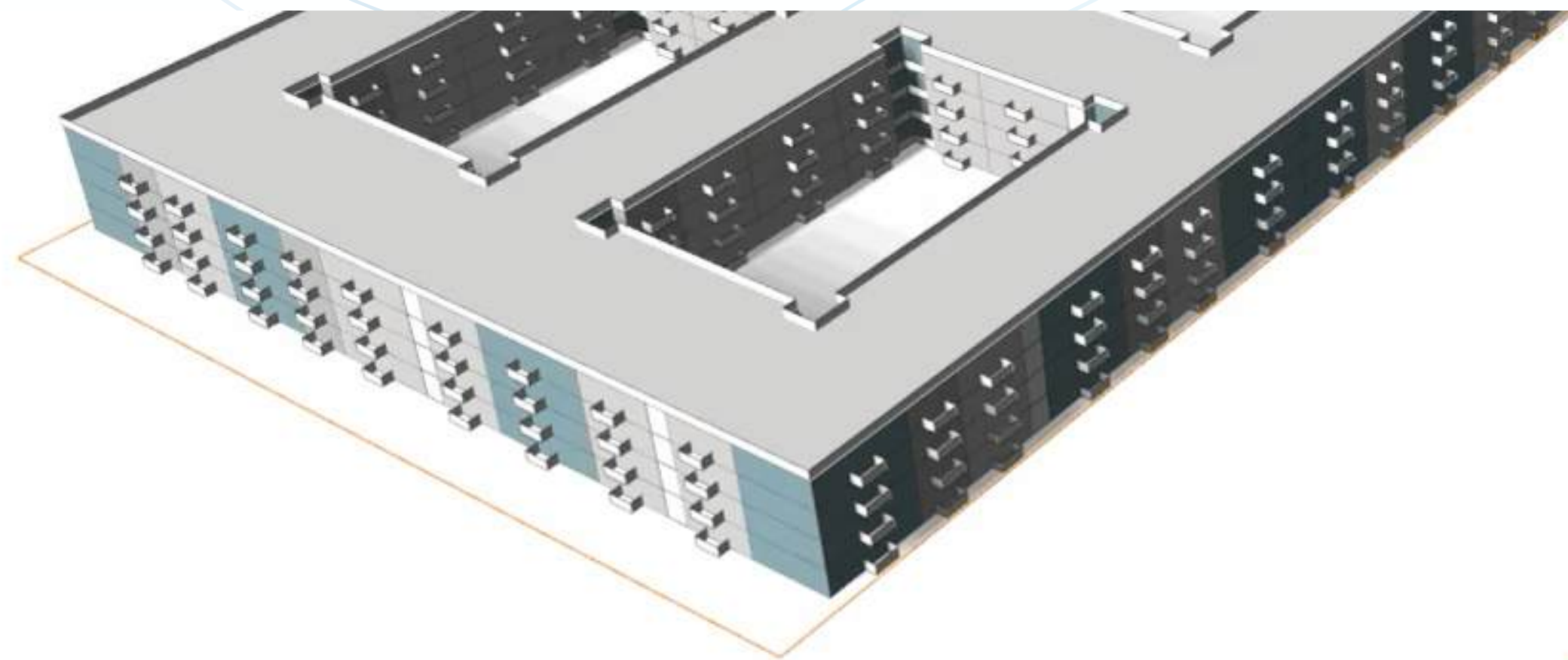


testfit.io

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tabulation	development	schemes	errors			
Multifamily		Financials			Metrics	
Units	446	Revenue	\$10,000,261	Land Costs	\$15,000,000	Yield on Cost 5.90%
Average	904	Expenses	\$3,900,101	Soft Costs	\$18,133,875	Cap Rate 5.00%
Parking Ratio	0.00	NOI	\$6,100,159	Hard Costs	\$70,240,875	Value \$122,003,186
				Total Costs	\$103,374,750	

No More Counting

Solve parking in seconds with automatic tabulation of parking stalls and calculation of **parking ratios**.

ECOSISTEMA AI REAL ESTATE

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Finch

**WHERE ARCHITECTS
AND AI DESIGN
TOGETHER.**

finch3d.com



CREATE LIBRARIES FILL

TOOLS



UNITS

Inner wall width	120
Count	7
Area Total	232 m ²
Area Range	56-73 m ²

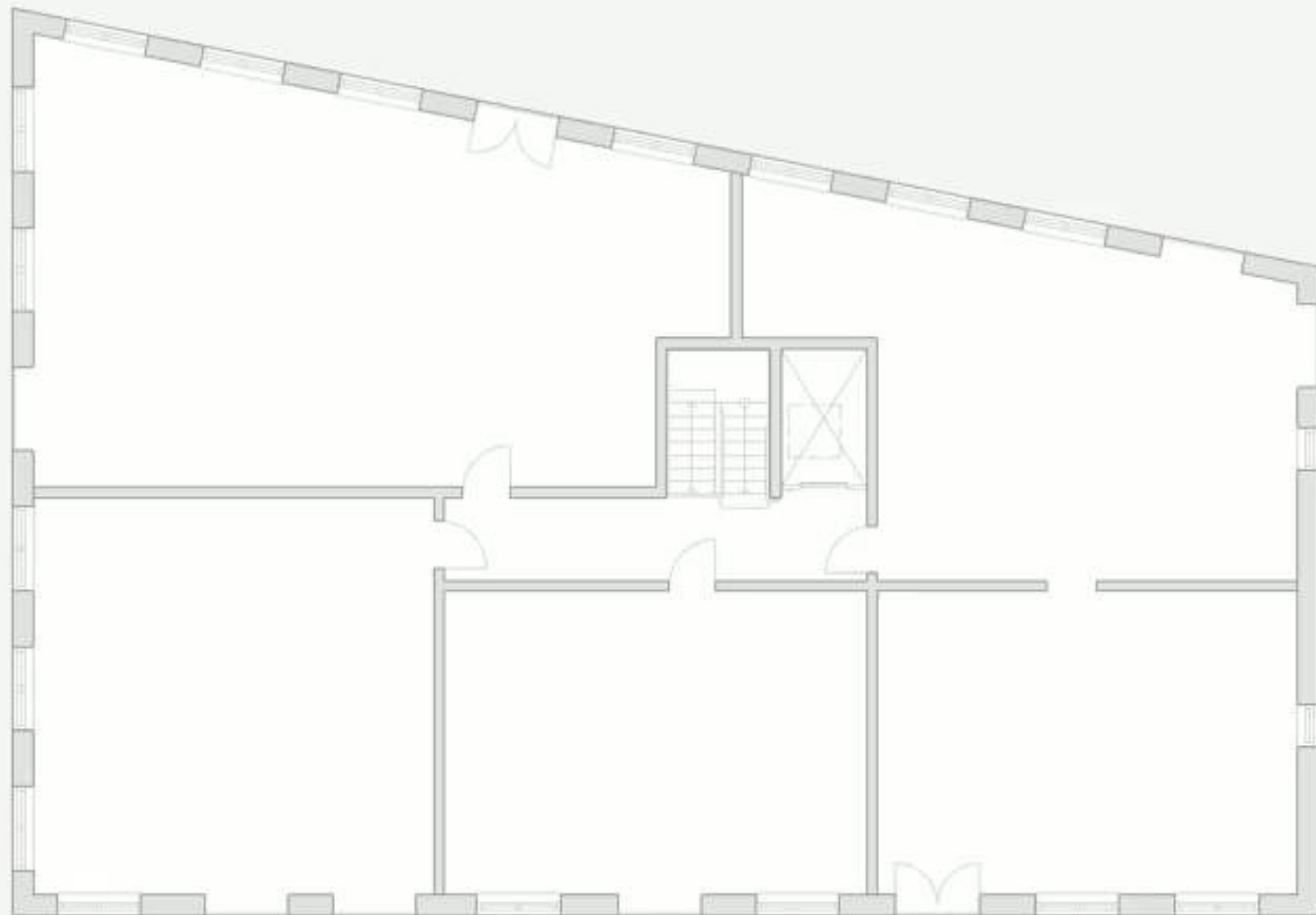
SELECTION TAGS

Residential	695 m ²
-------------	--------------------

SELECTION SPACES

Livingroom	68 m ²
Bedroom	55 m ²
Hall	56 m ²

Save to library



PARALLEL AXIS DIAGRAM



PLANS GENERATED: 0

Select Property

Run Optimization

Select Property

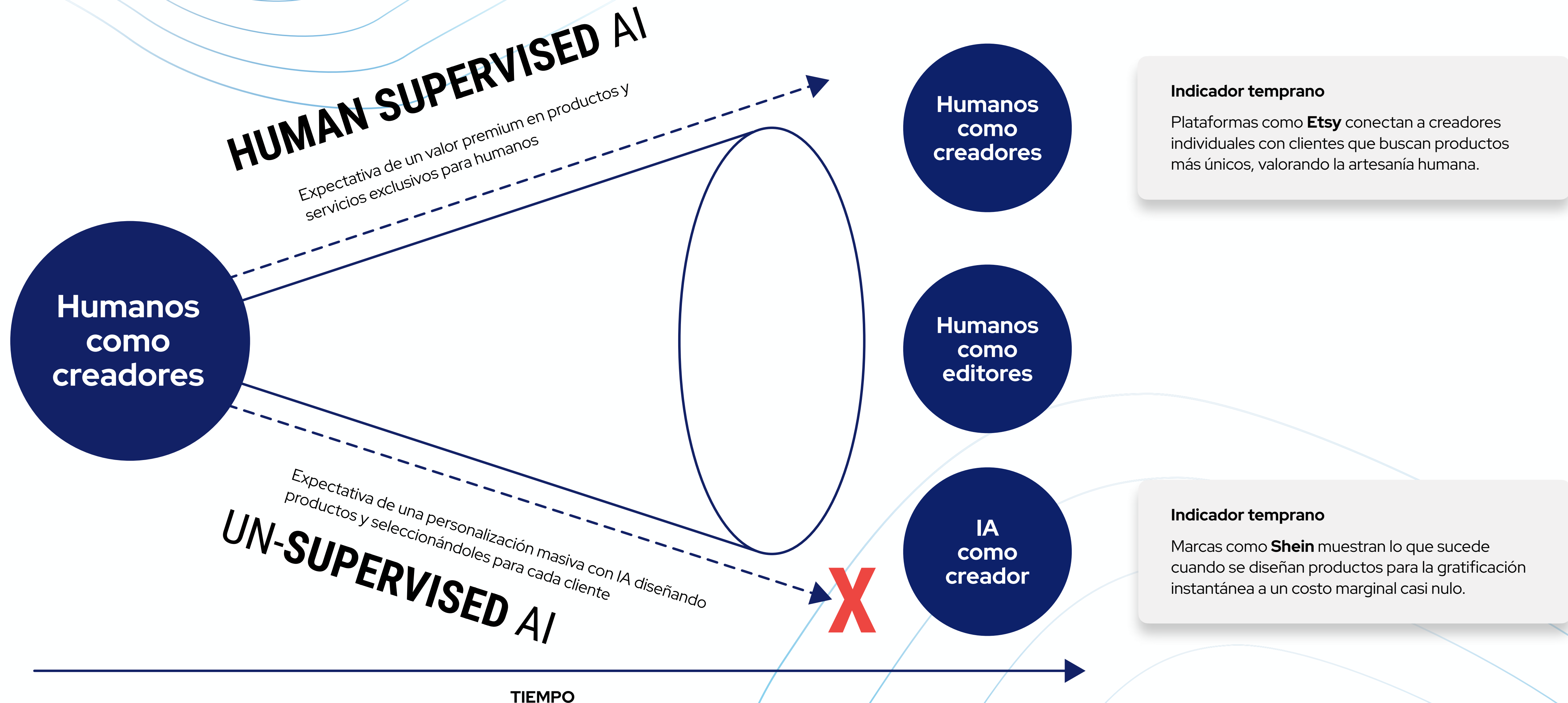
EL FUTURO DE LA INTELIGENCIA ARTIFICIAL EN RE

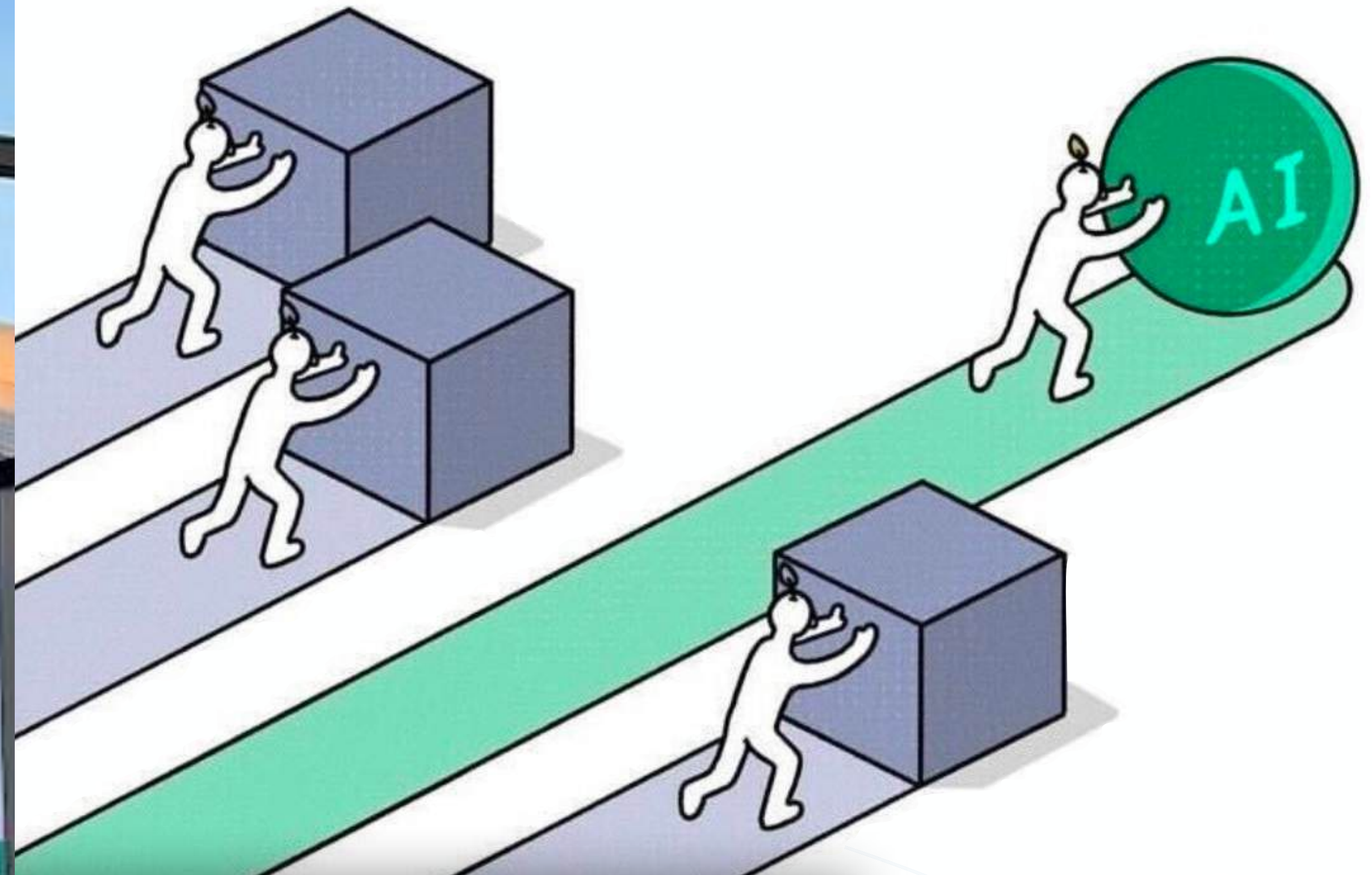
**“Today’s AI is the
worst you’ll ever use.”**

David Friedman, Philosopher



FUTUROS ESCENARIOS DE PRODUCTOS SOLO PARA HUMANOS A UNA PERSONALIZACIÓN MASIVA CON IA





 Pinned Tweet

 **Santiago**  @svpino · Jan 5

AI will not replace you. A person using AI will.

 745  6,654  38.8K  3.3M

1. Entiende el impacto de IA en tu organización.

Todas las industrias se verán afectadas por la IA creativa, pero no todas recibirán el mismo trato.

2. Prioriza las oportunidades para aprovechar la IA.

Define y prioriza estratégicamente diferentes casos de uso y decide dónde invertir.

3. Define tu respuesta estratégica al uso de IA.

Aplica, mide y adapta tus modelos de acuerdo a su uso, metas y tus KPIs.



CHIEF COMMERCIAL OFFICER

ADRIÁN HIDALGO

Mobile +52 444 828 4058

adrian.hidalgo@4Srealestate.com



RE{AI}L ESTATE

El futuro inmobiliario

