Priorities and challenges for the Spanish real estate sector

More than a third of real estate companies prioritize sustainability in their projects and operations, while nearly 3 in 10 have not yet actively adopted AI.

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A survey of 154 professionals attending the 11th Real Estate Meeting, organized by IESE Industry Meetings, suggests that sustainability and energy efficiency throughout operations

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and projects are top priorities for companies, ranked No. 1 by around 35% of respondents. The next priority (for 28% of respondents) was digitalization to improve operational efficiency, followed by adapting spaces to new forms of in-person and remote working, and personalizing customer experience through emerging technologies and innovative solutions (both at 13%).

According to the meeting's academic director, Carles Vergara, "The results show a trend toward digitalization and sustainability as strategic priorities, while personalization and adaptation to hybrid work are seen as important but less urgent."

Vergara also presented findings from new research that shows that house values rise an average of 1.3% for each improved rung on the ladder of greater energy efficiency.

The same survey also reveals the role AI is playing in transforming the industry. "Most commonly, it is being used for operational optimization, data-driven decision-making and service personalization," Vergara says. "There is still limited use in transforming the role of real estate agents. The fact that 28% of companies don't use AI at all suggests there's a lot of potential to increase adoption and take advantage of the opportunities AI offers."

https://www.youtube.com/embed/0RoFYW_h4BI?si=Xb2skM5iKOQToAhl

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