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Illuminations

The unexpected business advantages of AI-powered real estate

A C-suite imperative



SEE A BRIGHTER WAY

C-suite leaders are more than ever asking the critical question: “How can AI drive solid, tangible business outcomes? And how do we articulate this to stakeholders?”

While many boardroom agendas focus on using AI to transform core business functions, forward-thinking organizations are taking advantage of an opportunity often overlooked: **their real estate and facilities management data.**

[JLL's research on the future of AI](#) reveals that 90% of companies plan to integrate AI to support human experts in commercial real estate (CRE) over the next five years. However, many organizations lack a comprehensive strategy, risking missed opportunities to maximize AI's business impact.

Our advice: Don't get caught off guard. Instead, tap into this potential to fuel growth now.

This guide will show you how to leverage AI-powered real estate solutions to address your most pressing business challenges, from talent attraction and retention to cost efficiency and sustainability.



Actionable AI wins in real estate you could see today

Your workspaces and buildings are alive with a heartbeat fueled by data—from badge swipes and footsteps to electricity, plumbing, air conditioning, and ventilation.

Modern building management systems uncover millions of data points, but without analysis, this treasure remains untapped. AI turns this data into transformative insights that can generate quick-turn financial benefits.

Here's how we're using AI to help solve your most pressing business challenges:

1

Unlock hidden capital

AI can uncover inefficiencies in leases, utility payments, and operational systems, enabling you to renegotiate contracts, consolidate underutilized spaces, and optimize energy use.

Platforms like [HANK](#) use machine learning, energy modeling, and outside data to make real-time adjustments to HVAC equipment, cutting energy costs by up to 40% while advancing ESG goals.

Real estate is typically a top-three business expense. Are you exploring how AI can strengthen the return on your significant investment in offices, data centers, manufacturing facilities and other physical spaces?

2

Win the war for talent

The global talent shortage could reach 85 million people by 2030. With AI-powered sensors tracking occupancy and usage patterns, you can adapt layouts to suit your teams' evolving needs—so you can enhance productivity while attracting and retaining better talent.

“AI is not just about automation; it's about augmentation. By creating AI-enabled workplaces that enhance human capabilities, we can build environments that attract and retain top talent.”

Ram Srinivasan
Executive Managing Director, JLL

3

Make data-driven decisions at scale

AI helps you make smarter, faster decisions. From portfolio risk assessments to space forecasts, AI provides [the insights you need](#) to locate offices strategically, reduce overhead, and maximize ROI.

One global financial institution analyzed occupancy data across its office portfolio to reveal real-world demand and predict future space needs, [saving more than \\$120 million](#) by restructuring leases and rightsizing its footprint.

“Your offices and buildings have a heartbeat and a brain. The heartbeat is all the data it generates. And the brain is the AI systems that can control the different functions in your buildings.”

Yao Morin
Chief Technology Officer, JLL



Transform buildings from cost centers to strategic assets

[JLL's latest Future of Work survey shows](#) that while hybrid work remains dominant, there's growing momentum for increased time in the office. In fact, 44% of organizations want their people back in the office five days a week.

Why is that important? Because your real estate, talent and sustainability strategies are all interconnected. The moves you make across the buildings and spaces you lease and own will resonate for years to come. No pressure.

Here's how AI can maximize the business impact of your offices and other real estate:

1

Optimize spaces for efficiency

AI-powered systems can analyze data in real time to adapt spaces to better align with your business needs, optimizing the workplace to get the most out of your teams while also driving smarter real estate investment decisions. Here's how:



Predict demand

By processing patterns in scheduling, badge swipes, and occupancy via sensors and other tracking systems, AI can forecast how you use your workspace, helping you prepare for peak demand or downtime.



Personalize experiences

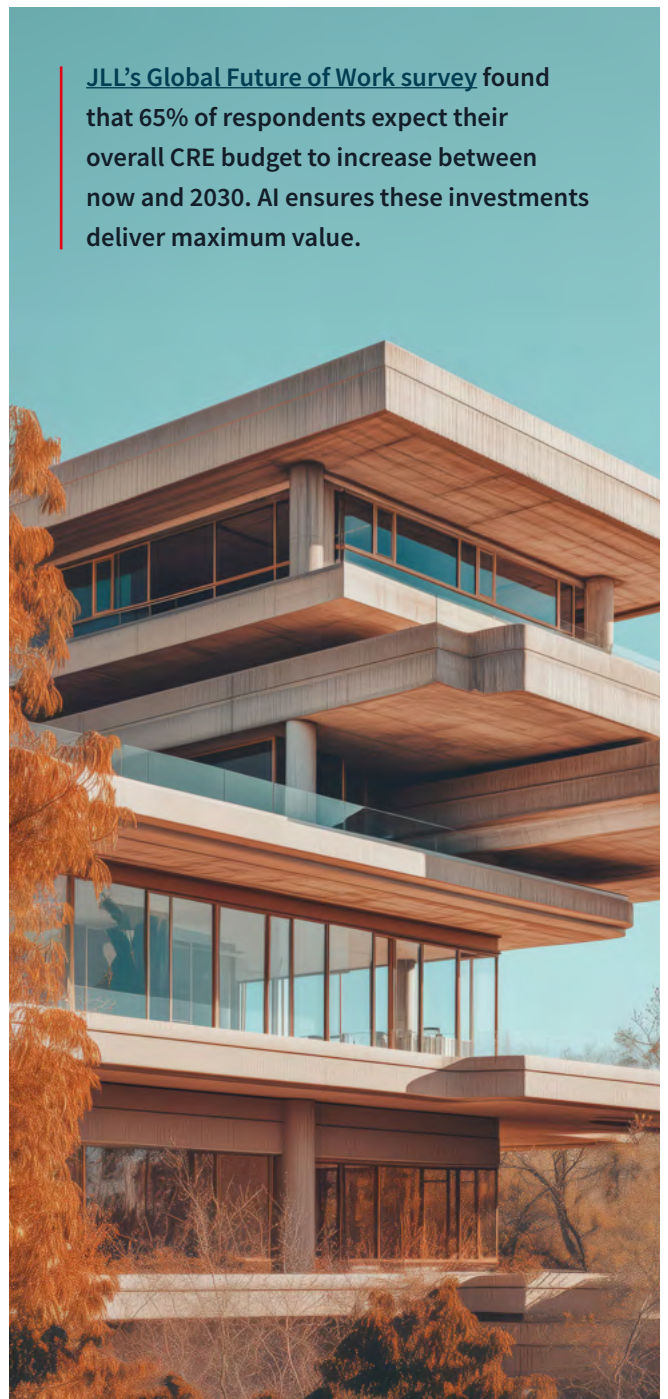
AI monitors individual or team preferences—like preferred temperatures or noise levels—and adjusts work zones accordingly to enhance productivity.



Power real estate investments

AI tools and assistants provide data and insights that empower your financial and real estate teams to be more strategic about “stay-or-go” scenarios, retrofits, and other financial decisions across your real estate portfolio.

JLL's Global Future of Work survey found that 65% of respondents expect their overall CRE budget to increase between now and 2030. AI ensures these investments deliver maximum value.



2

Lead in sustainability with smarter systems

Buildings are responsible for 40% of global carbon emissions. AI is changing the game by continuously monitoring and optimizing resources, which makes it easier to track emissions and meet sustainability goals.



Dynamic optimization

AI integrates data from sensors, weather forecasts, and occupancy rates to adjust HVAC, lighting, and energy use in real-time, reducing waste and cutting costs.



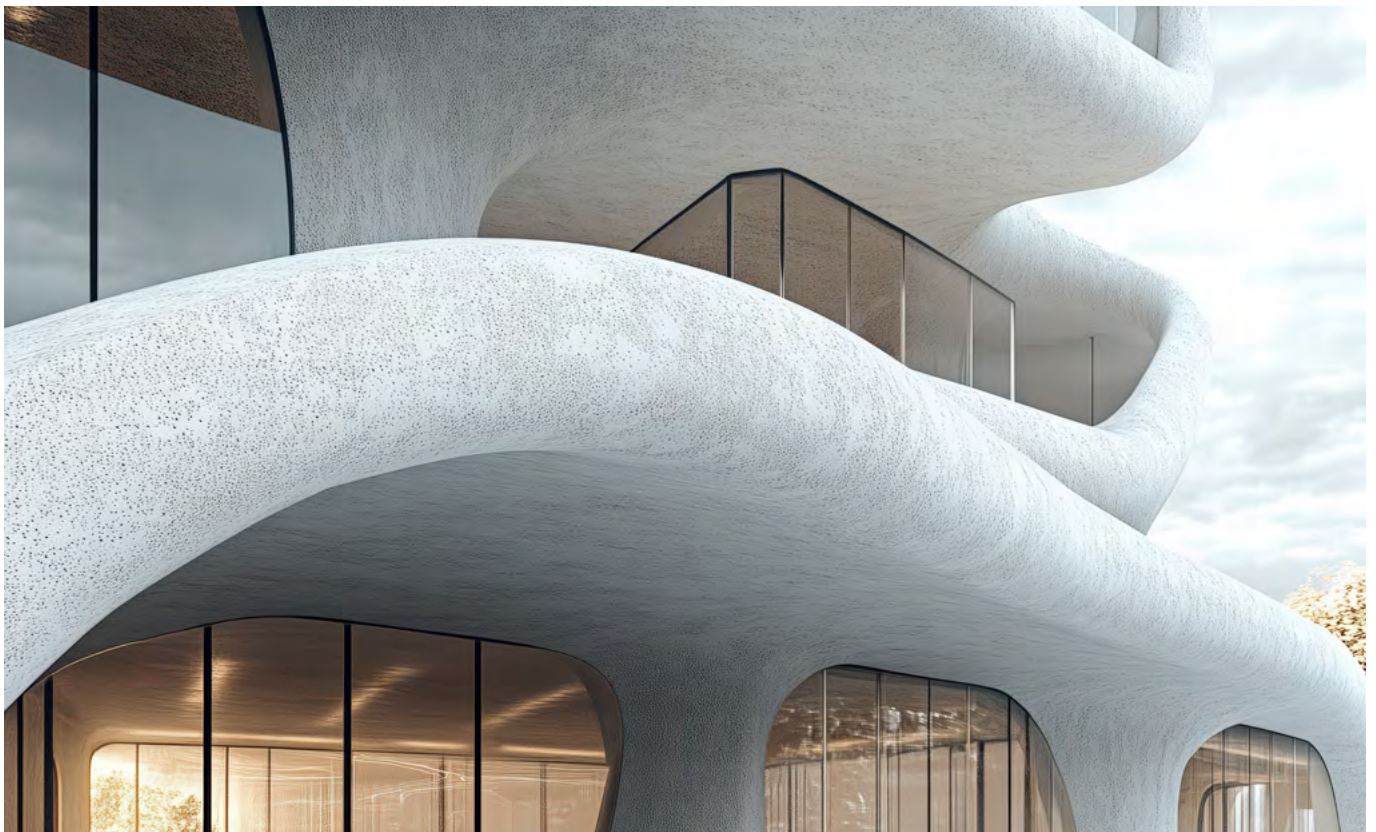
Renewable integration

AI systems incorporate renewable energy sources and optimize on-site storage, so buildings can self-sustain during high-demand periods and operate more efficiently.



Regulatory compliance

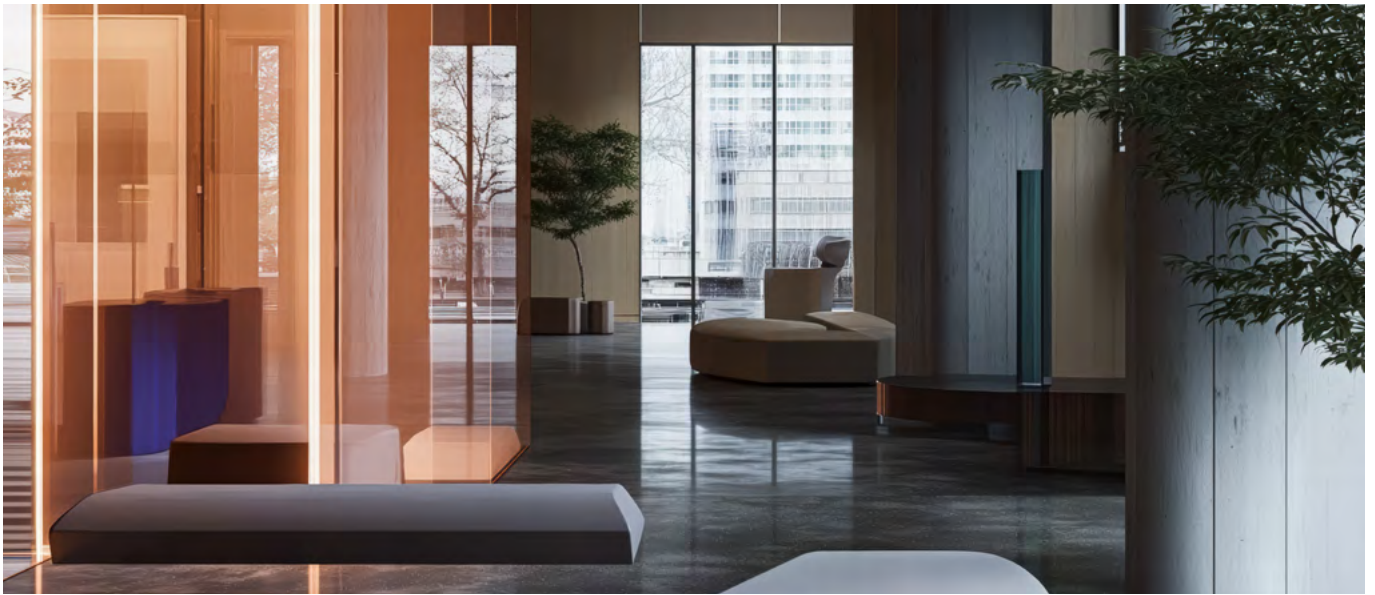
Using JLL's modeling tool [Carbon Pathfinder](#), a leading global bank prioritized key capital investments and incorporated sustainability into leasing decisions to meet global reporting requirements and its own internal targets.



3

Make better, faster financial decisions

From risk assessments to space forecasts, AI provides the insights you need to drive location decisions, reduce overhead, and maximize the ROI of your real estate.



Portfolio optimization

With [34% of commercial leases coming up for renewal](#) in the next two years, the next wave of investment decisions will impact the prices paid for commercial real estate for years to come. AI's ability to capture and analyze financial, operational and leasing data provides a real-time view of your leased and owned real estate so you can stay in tune with business needs.



Location planning

[AI-driven visualization tools](#) help real estate professionals bring architectural drawings to life via 3D space plans and virtual tours, transforming the months-long process of designing and test-fitting space into a minutes-long exercise.



Reinvestment strategies

AI can simplify complex cash-flow and P&L models to drive better real estate reinvestment strategies. One JLL client used modeling tools to balance the operational needs of its properties against each asset's potential value. The resulting plan [generated more than \\$250 million in capital](#) from property sales and leasebacks, which the company invested elsewhere in the business.

Real estate is your next big AI win

The integration of AI and real estate offers a powerful opportunity to align operational wins with ambitious growth goals. Success starts with your data—how it's captured, governed, and modeled to unlock its hidden value.

Partnering with experts in AI and real estate is key, as is strong C-suite leadership. [JLL's Global Real Estate Technology Survey](#) shows companies are three times more likely to succeed with CRE tech when leaders actively engage, rather than passively review results.

Senior-level support drives focus, ensures accountability, and harnesses investments in tools that deliver exponential benefits across the business, including for your greatest asset: your people.

“Leaders need to remember that the future workplace is not just about technology; it's about creating trust-centric environments where AI augments human potential,” says JLL's Ram Srinivasan.

“This requires a holistic approach that considers how technology, space design, and organizational culture come together to help great companies do great things.”

Your buildings and spaces can provide real business solutions and immediate financial rewards. With so many complementary factors converging in the worlds of work, technology, and sustainability, leading organizations are ready to make the most of this moment.

Are you?

The time to act is now.



By leading the charge to make AI-empowered real estate a board-level topic, you position your organization to:

1

Make smarter, data-driven decisions about your real estate portfolio

2

Create workplaces and buildings that attract and retain top talent and tenants

3

Significantly reduce operational costs and environmental impact

4

Gain a competitive edge through more agile and responsive work environments

5

Future-proof your business by adapting quickly to changing market conditions and human expectations

Illuminations, a new C-suite thought leadership series from JLL, shines a light on the innovative ways that buildings and the spaces around us can help solve our biggest business challenges.

Want to learn more about how AI can become a value-generating, cost-saving force for your business? Explore our AI for CRE page. →

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