AI CERTs®

AI+
Real Estate

Executive Summary

AI+ Real Estate certification introduces real estate professionals to Artificial Intelligence (AI), Machine Learning (ML), and Deep Learning (DL) without requiring any programming knowledge. Participants will explore AI's impact on property valuation, marketing, fraud detection, smart homes, compliance, and business decision-making. Through hands-on activities, case studies, and real-world applications, learners will gain practical knowledge to leverage AI in real estate.

Prerequisites

- **Basic real estate knowledge** (valuation, marketing, property management).

- **Familiarity with digital tools** (no coding required).

- **Open mindset** to adopting AI in real estate operations.

Exam Blueprint

Number of Questions

50

Passing Score

35/50 or 70%

Duration

90 Minutes

Format

Online via AI Proctoring platform

Question Type

Multiple Choice/Multiple Response

Exam Overview

Module	Weight
Introduction to AI & Machine Learning in Real Estate	9%
AI in Property Valuation & Price Prediction	13%
AI in Marketing & Lead Generation	13%
AI for Fraud Detection & Risk Management	13%
AI in Smart Homes & Property Automation	13%
AI in Compliance & Ethics	13%
AI for Business Strategy & Decision-Making	13%
AI Strategy & Capstone Project	13%
	100%

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AI⁺ Real Estate™

Certification Modules

Module 1

Introduction to AI & Machine Learning in Real Estate

1.1 Introduction to AI

1.2 Types of Machine Learning (ML) in Real Estate

1.3 Challenges & Limitations of AI

1.4 Use Cases

1.5 Case Study

1.6 Hands-on

Module 2

AI in Property Valuation & Price Prediction

2.1 How AI Estimates Property Values

2.2 Comparative Market Analysis (CMA) with AI

2.3 AI for Future Market Trend Forecasting

2.4 Use Cases

2.5 Case Study

2.6 Hands-on

AI in Marketing & Lead Generation

3.1 AI for Real Estate Marketing & Personalization

3.2 AI Chatbots & Virtual Assistants

3.3 AI in Social Media & SEO

3.4 Use Cases

3.5 Case Study

3.6 Hands-on

AI in Marketing & Lead Generation

4.1 AI for Detecting Real Estate Fraud

4.2 AI for Loan & Mortgage Risk Assessment

4.3 AI for Anti-Money Laundering (AML) in Real Estate

4.4 Use Cases

4.5 Case Study

4.6 Hands-on

Module 5

AI in Smart Homes & Property Automation

5.1 AI-Powered Smart Homes & IoT

5.2 AI for Energy Efficiency & Sustainability

5.3 AI-Enhanced Security & Surveillance

5.4 Use Cases

5.5 Case Study

5.6 Hands-on

Module 6

AI in Compliance & Ethics

6.1 AI's Role in Fair Lending & Bias Detection

6.2 AI-Powered Legal Document Verification

6.3 Regulatory Challenges & Ethical Concerns

6.4 Use Cases

6.5 Case Study

6.6 Hands-on

Module 7

AI for Business Strategy & Decision-Making

7.1 AI in Real Estate Investment & Site Selection

7.2 AI-Driven Risk Management & Predictive Maintenance

7.3 AI in Real Estate Portfolio Optimization

7.4 Use Cases

7.5 Case Study

7.6 Hands-on

Module 8

AI Strategy & Capstone Project

8.1 Real-World Case Study: "End-to-End AI Implementation in Real Estate"

8.2 Final Project: AI Strategy Implementation

Certification Outcome

Upon completing the AI+ Real Estate certification, participants will gain expertise in integrating AI and machine learning into software testing processes. They will be proficient in utilizing AI-driven tools for test automation, defect prediction, performance testing, and security analysis. Additionally, participants will understand the application of NLP techniques for bug triaging and test case generation. With hands-on experience in predictive analytics, continuous testing, and advanced QA practices, they will be equipped to enhance testing efficiency, accuracy, and scalability, ultimately contributing to higher-quality software development and faster delivery cycles.

Market Insight

AI adoption in real estate is growing rapidly, driven by the demand for data-driven insights, automation, and personalized customer experiences. From virtual property tours to predictive pricing, the sector is leveraging AI to transform operations. As firms seek to enhance agility and reduce costs, professionals skilled in AI applications are becoming highly valuable assets in property technology and real estate analytics.

Value Proposition

The AI+ Real Estate certification empowers professionals with practical skills in applying AI tools to real estate workflows. Participants gain proficiency in AI-driven market analysis, property valuation, and customer engagement through predictive models and NLP. This hands-on training ensures they can optimize decision-making, automate routine tasks, and drive innovation, giving them a competitive edge in an evolving industry.
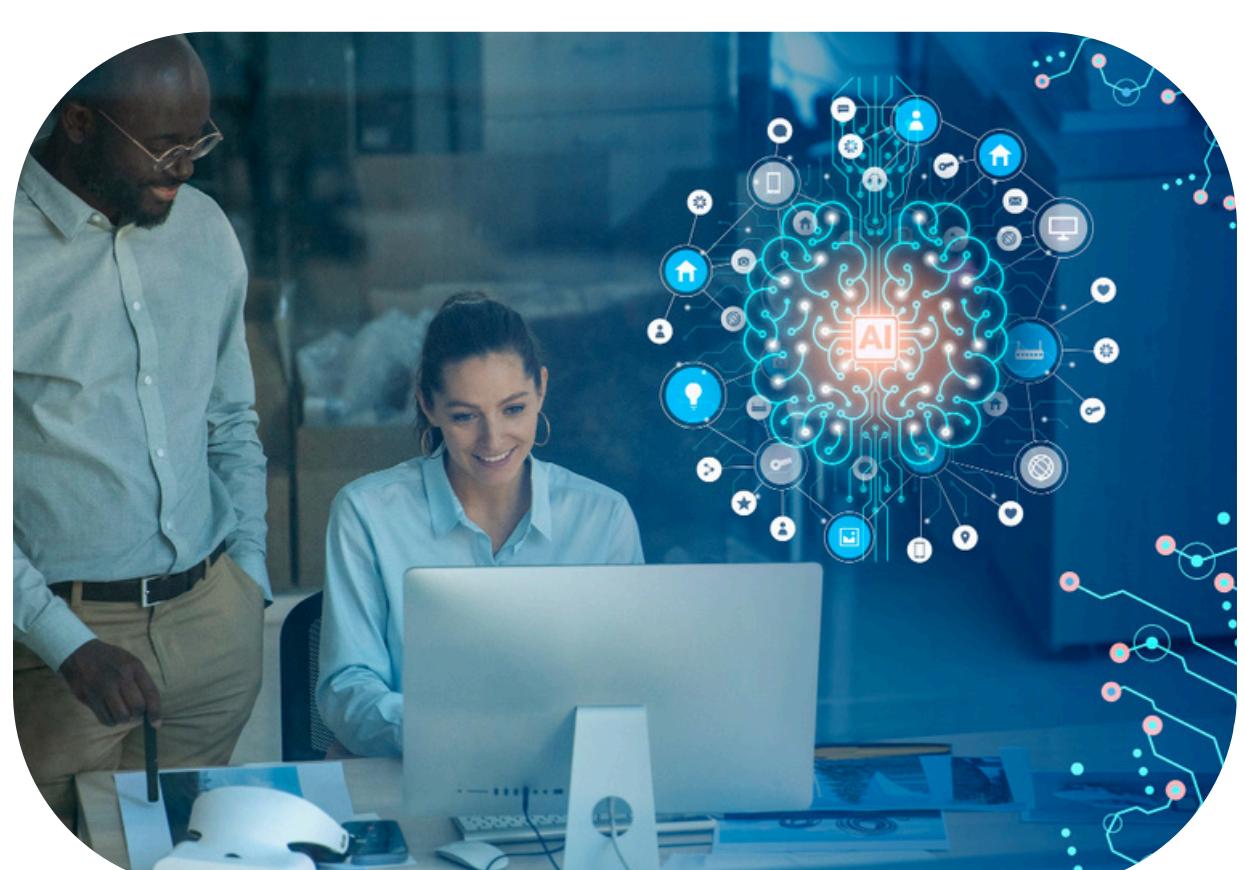
Additional Features

The course includes interactive discussions, hands-on activities, real-world case studies, and practical demonstrations to enhance learning. Participants will gain industry insights, explore AI tools, and engage in debates, ensuring a well-rounded understanding of AI's impact and applications across various sectors.

AI Experts
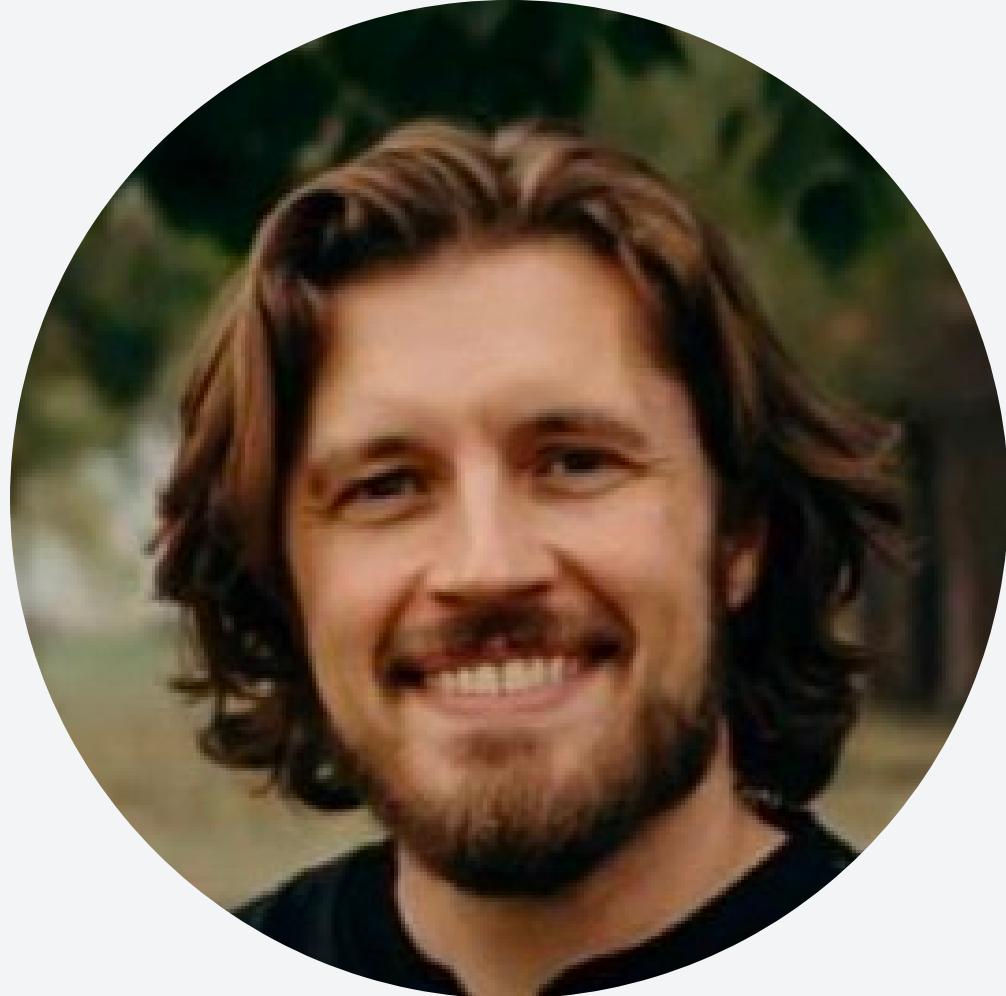
Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.

Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.

J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.

Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)

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