



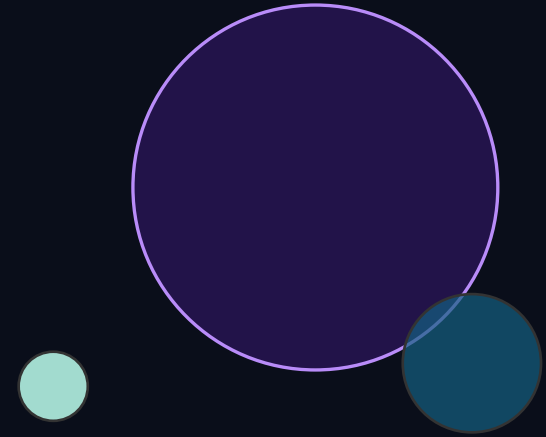
REAL ESTATE AI STUDIO · 2026 ANNUAL REVIEW

From Prompting to Robots

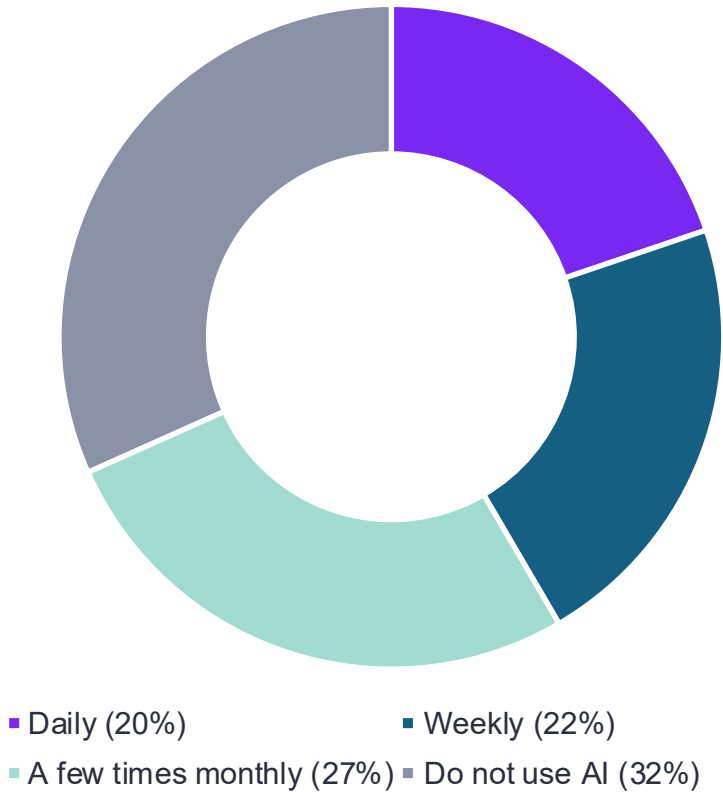
How AI in real estate went from a chat box to software that runs its own loop — the tools people actually use, how to set one up, and where it goes next.

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Start with where our industry actually is



Only 42% of REALTORS® use AI weekly or more.

Nearly a third have not adopted it at all — and of those who have, almost half report no noticeable impact.

46% report no noticeable impact from the AI they do use

46% use AI-generated content such as listing descriptions

82% of clients respond positively to technology in the transaction

32% have not started at all — the gap this deck is about

The tools people actually use

Four layers, and most firms only touch the first. Each layer down does more of the work for you — and requires more setup to get there.

- 1 General assistants**
ChatGPT · Gemini · Copilot
What 58% of REALTOR® AI users are on (Gemini 20%, Copilot 15%). You supply the loop, every time.
- 2 Vertical platforms**
EliseAI · AppFolio Realm-X
Bought, not built. Elise runs 1 in 6 U.S. apartments; Realm-X shipped leasing and maintenance agents inside the PMS in June 2025.
- 3 Build layer**
Claude · MCP
No real estate features out of the box — that is the point. Claude Opus 5 (July 2026) targets long-running agents; MCP connects them to your systems.
- 4 Physical layer**
Boston Dynamics Spot
Construction and development only, for now. Turner Construction reports cutting inspection time by over 95%.



Five stages — and we are on the third

The useful question at each stage is not what the model can do. It is who or what is running the loop.

01**Prompting***You are the loop*

One question, one answer.
You read it, judge it, and
ask again.

02**Looping***Code is the loop*

Calls chained, routed, and
critiqued by other calls on
fixed paths.

03**Agentic***The model is the loop*

It picks the steps, uses
tools, and writes back to
your systems.

YOU ARE HERE**04****Graph***The graph is the context*

Reasoning over connected
entities instead of isolated
text chunks.

05**Robots***The world is the input*

The loop leaves the screen
and walks the building.

Each stage keeps the one before it. Agents still prompt; graphs still loop. Nothing here replaces what you already learned.



Before agents: prompting, then looping

Anthropic draws the line here: a workflow runs on predefined code paths you wrote; an agent directs its own process. Almost everything working reliably in production today is still a workflow — and that is a feature, not a shortfall.

Prompt chaining

Break a task into fixed steps, each call feeding the next.

Draft the listing description, then a second pass rewrites it for fair-housing compliance.

Routing

Classify the input first, then send it to a specialist path.

Inbound email sorted into showing request, maintenance, or rent question — each handled differently.

Parallelization

Split the work, or run the same task several times and vote.

Three passes over a lease; only clauses all three flag get escalated.

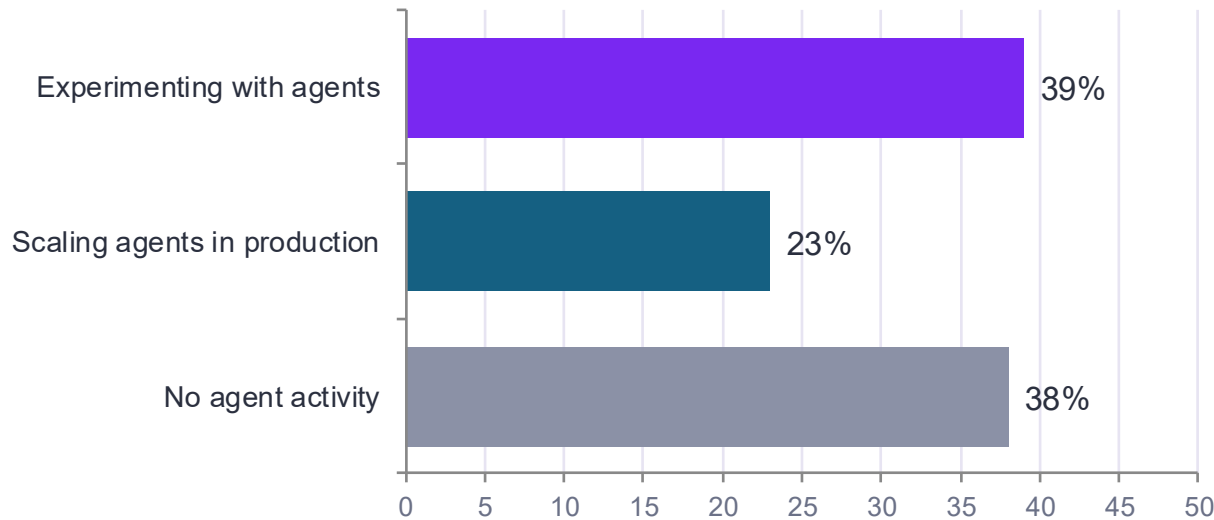
Evaluator–optimizer

One call generates, another critiques, loop until it passes.

Marketing copy drafted, scored against your brand rules, revised until it clears.

Reach for the simplest thing that works. Anthropic's own guidance is to find the simplest solution possible and add complexity only when it demonstrably improves the outcome.

Agentic: the model runs its own loop



How to tell an agent from a chatbot

- **It writes back.**

The result lands in your CRM or PMS, not in a window you copy from.

- **It runs unattended.**

On a schedule or an inbound trigger, not only when prompted.

- **It knows when to stop.**

Escalates the edge case to a named human instead of guessing.

Already shipping in real estate:

EliseAI answers prospect and resident calls, books tours, triages maintenance, chases delinquency and runs renewals — across roughly one in six U.S. apartments. AppFolio's Realm-X Leasing and Maintenance Performers do the equivalent inside the PMS, opening work orders from submitted photos. Neither asks you to run the loop.

How to actually set one up

Six steps, in order. Most failed AI projects skip straight to step four.

1 Pick a task with a finish line

One workflow with a clear start, a clear end, and a countable volume. Lease abstraction. Inquiry response.

2 Start from the augmented model

The building block is a model with retrieval, tools and memory attached — not a bare chat window.

3 Try the simplest pattern first

Single prompt, then a chain, then an agent. Escalate only when the simpler version demonstrably fails.

4 Design the tools like a UI

Document each tool, give examples and edge cases, and shape the arguments so a mistake is hard to make.

5 Connect the systems of record

Through MCP or native integration. If it cannot write back, you have built a chatbot with extra steps.

6 Put the human where it hurts

A checkpoint wherever an error is expensive — pricing, screening, anything a resident or client will see.

Three principles throughout: keep the design simple · show the model's planning steps · treat the agent-computer interface as seriously as you would a human one.



Graph knowledge: connecting the dots

Today's retrieval chops your documents into chunks and finds the ones that look similar to the question. That breaks on exactly the questions real estate asks.

Chunk retrieval

Microsoft Research names two failure modes: it cannot connect information spread across separate documents, and it cannot answer holistic questions about a whole collection. Ask it to summarise a corpus and it retrieves a few chunks that sound right.

“The text does not provide specific information.”

Graph retrieval

The model reads the whole corpus first and extracts entities and the relationships between them, then clusters that graph into communities and pre-summarises each one. At question time it reasons over structure, not similarity.

Reported to outperform baseline retrieval on comprehensiveness and diversity of viewpoints.

What this unlocks for a portfolio

“Which of my leases have a co-tenancy clause tied to an anchor that has since gone dark?” No chunk contains that answer. It is a traversal across property, tenant, lease, clause and owner — and it is the kind of question an asset manager actually asks.

Robots: the loop leaves the screen

Every stage so far moves text and records. The next one moves through physical space — and in real estate it has landed on construction and development first, not on stabilised assets.

1

Autonomous site documentation

Walks the same route on a schedule, capturing 360° images and video of progress.

2

Laser scanning into BIM

3D capture fed into digital twins to catch deviation early and cut rework.

3

Inspection of unsafe areas

Tunnels, confined spaces and active hazards surveyed without sending a person.

4

Unattended operation

Autonomous docking for charge and upload — the same mission repeats with no handler.

95%

Reduction in inspection time reported by Turner Construction using Spot for site capture. Also deployed by Brasfield & Gorrie, Acciona, Suffolk, Strabag and Rhomberg Sersa.

The honest caveat

For an operating brokerage or a stabilised portfolio this is a two-to-three year question, not a this-year budget line. Watch it; do not buy it yet.



Four moves, in this order

01 Find where you are still the loop

List the tasks where a person reads an AI output and retypes it somewhere. That list is your roadmap, in priority order.

02 Climb one stage, not three

If you are at stage one, a two-step chain will beat a half-built agent. Escalate only when the simpler version visibly fails.

03 Fix the data before the model

Agents write into your records and graphs are built from them. Stale, duplicated entities corrupt both — this is the prerequisite for stage four.

04 Put a human where it is expensive

Screening, pricing, anything a resident sees. Existing fair-housing law already governs automated decisions — the vendor's model is not a defence.

We build AI workflows into the tools you already run — then operate them for you.

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