



Real Estate.

AI for valuation, lead scoring
and market predictions.

Real estate becomes data-driven and intelligent

The global proptech market is growing to **€32 billion by 2026**. The real estate market — with its unique dynamics and regulation — offers enormous potential for AI applications. Real estate agencies and property companies deploying AI for property valuation, lead scoring and market predictions achieve **28% higher conversion** and significantly more accurate valuations.

€32B

Proptech Market

Expected global market size 2026 (JLL)

28%

Higher Conversion

AI-driven lead scoring vs. manual qualification

94%

Valuation Accuracy

AI models vs. 82% with traditional valuation

3.2x

Faster Sales

AI-optimized marketing channels and timing

“Tomorrow’s real estate agent doesn’t just sell properties — they deliver AI-driven market insights and personal guidance.”

The Real Estate AI Suite

Five AI components for intelligent real estate operations — from valuation to transaction.



- **Property Valuation AI**

Automated property valuation based on comparable transactions, location data, market trends and property characteristics.

- **Lead Scoring Engine**

AI-driven qualification of buyers and sellers based on online behavior, search patterns and intent signals.

- **Market Prediction**

Predictive market analysis forecasting price developments, supply and demand per region and segment.

- **Marketing Automation**

AI-personalized real estate marketing that shows the right property to the right buyer at the right moment.

- **Portfolio Analytics**

Real-time insight into portfolio performance, occupancy rates, rental income and valuation.

Cross-cutting: Valuation AI and Market Intelligence are integrated into all components for optimal real estate decisions.

From expertise-dependent to data-driven valuation

How AI transforms property valuation from subjective to accurate and scalable.

1 Automated Valuation Models

AI combines comparable transactions, location data, neighborhood statistics and property characteristics for valuations with 94% accuracy. From residential to commercial real estate — scalable and consistent. Valuation in minutes, not days.

2 Market Pulse Analytics

Real-time monitoring of market transactions, supply, search behavior and economic indicators per postal code area. AI signals market changes weeks earlier than traditional analyses.

3 Investment Intelligence

AI-driven analysis of investment opportunities: yield forecasts, risk assessment and scenario analysis for real estate portfolios. Evidence-based decisions instead of gut feeling.

From cold calling to intelligent lead qualification

How AI identifies and converts the right buyers and sellers.

1 Buyer Intent Scoring

AI analyzes online search behavior, browsing patterns on property portals and social media to score buying intent. Your agents focus on leads that are actually ready to buy. 28% higher conversion.

2 Seller Prediction

Machine learning identifies homeowners likely to sell based on life events, time in residence, market developments and online signals. Proactive acquisition instead of waiting for listings.

3 Personalized Property Matching

AI matches buyers with properties based on not just search criteria, but also latent preferences detected from behavior. Show properties clients want but didn't know to search for. 40% higher viewing conversion.

From manual estate work to intelligent real estate AI

Traditional real estate work is labor-intensive. **Agentic Real Estate Systems** automate routine processes. W69 designs architectures where AI agents autonomously qualify leads, perform valuations and personalize marketing — 24/7.

1 Lead Intelligence

AI agents continuously monitor market activity and online behavior to identify and qualify buyers and sellers.

2 Valuation Analysis

Automatic valuation and market analysis for every new property or market signal. Your agents start with complete data.

3 Marketing Personalization

Agents personalize real estate marketing per lead: property selection, channel, timing and messaging based on behavioral profile.

4 Market Learning

Every transaction refines valuation models and lead scoring. Your real estate operation becomes continuously more accurate and effective.

Your Real Estate AI Readiness Score

Where does your real estate organization stand on the spectrum from traditional to AI-driven? The Growth Navigator™ assessment provides the answer in 5 minutes.

Explorer

10 – 20

Valuations are expertise-dependent. Leads are manually qualified. Market analysis is reactive.

Builder

20 – 35

CRM is implemented. First data analyses are running. Organization is exploring AI for valuation and lead scoring.

Leader

35 – 50

AI drives valuation, lead scoring and marketing. Real estate operations are data-driven and scalable.

Start your Growth Navigator™

Discover the AI maturity of your real estate organization in 5 minutes.

w69.nl/en.html#navigator

W69 PROOF™



✓ Enterprise-Grade

✓ GDPR Compliant

✓ NDA-Protected

Every system W69 delivers carries the W69 Proof™ seal — your guarantee for architecture, scalability and measurable results.

What you receive:

Strategic Assessment · Architecture Roadmap · Implementation Plan

■ We respond within 24 hours

“We don’t build for today’s transaction, but for the intelligent, data-driven real estate market of tomorrow.”

NEXT STEPS

Ready to get started?



Scan for Navigator™

- 1 Scan the QR code**
Or go to w69.nl/en.html#navigator
- 2 Complete the Navigator™**
5 minutes, no registration required
- 3 Receive your AI Readiness Report**
Including personalized recommendations
- 4 Strategic conversation**
We discuss your results and opportunities
- 5 Implementation roadmap**
Concrete steps toward AI-driven growth



W69 AI Growth

AI-Powered Growth, Marketing & Sales
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