

AI in CRE



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GOALS

1 / Bring you up to speed on AI.

2 / Initiate action.

AGENDA

BASICS

- Generative AI
- Prompting
- Tools



EXAMPLES

- Basic
- Commercial Real Estate



TACTICS

- Context
- Conversational Iteration
- Output Formats



Heard of it.

Experimented with it.

Actively using
Generative AI.

BASICS

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Generative AI

Generative AI refers to programs that can use existing content like text, audio files, or images to create novel content.

Text Generation

“Write a 5-paragraph essay about the Business implications of generative AI.”

BE

Write a 5 paragraph essay about the Business implications of generative AI.



Generative AI has become an increasingly important tool in the business world. As a subset of machine learning, generative AI allows computers to create new data based on patterns learned from existing data. This technology has wide-ranging implications for businesses, from improving efficiency and productivity to creating new opportunities for innovation and growth. In this essay, we will explore some of the business implications of generative AI.



One of the most significant benefits of generative AI is its ability to automate tasks that are time-consuming and repetitive. For example, generative AI can be used to create and customize reports or generate personalized content for customers. This automation can save businesses significant amounts of time and money, allowing them to focus on more important tasks that require human intervention.

Another key business implication of generative AI is its ability to identify patterns and trends in large data sets. By analyzing this data, businesses can gain insights into customer behavior, product preferences, and market trends. These insights can help businesses make more informed decisions about product development, marketing strategies, and overall business operations.

Generative AI can also be used to create new products and services. For example, generative AI can be used to create unique designs for products or generate new ideas for marketing campaigns. This can give businesses a competitive edge by allowing them to create products and services that are innovative and unique, leading to increased customer satisfaction and brand loyalty.

However, there are also some potential risks associated with generative AI. For example, the technology may create biased or inaccurate results if the data used to train it is not diverse or representative of the real world. Additionally, the use of generative AI may lead to concerns about job displacement, as automation becomes more prevalent in the workplace.

In conclusion, generative AI has significant business implications, from increasing efficiency and productivity to driving innovation and growth. While there are potential risks associated with the technology, businesses that use generative AI in a responsible and ethical manner can reap significant benefits. As the technology continues to advance, it is likely that we will see even more businesses adopting generative AI in the years to come.

Image Generation

"Generate a portrait of Thanos as a metallic statue"



Audio Generation

"Speak the following text in a welcoming tone in the voice of Joe Biden: Ridgeline is the leading venture firm in the world, and I highly recommend every major CPG explore their services."

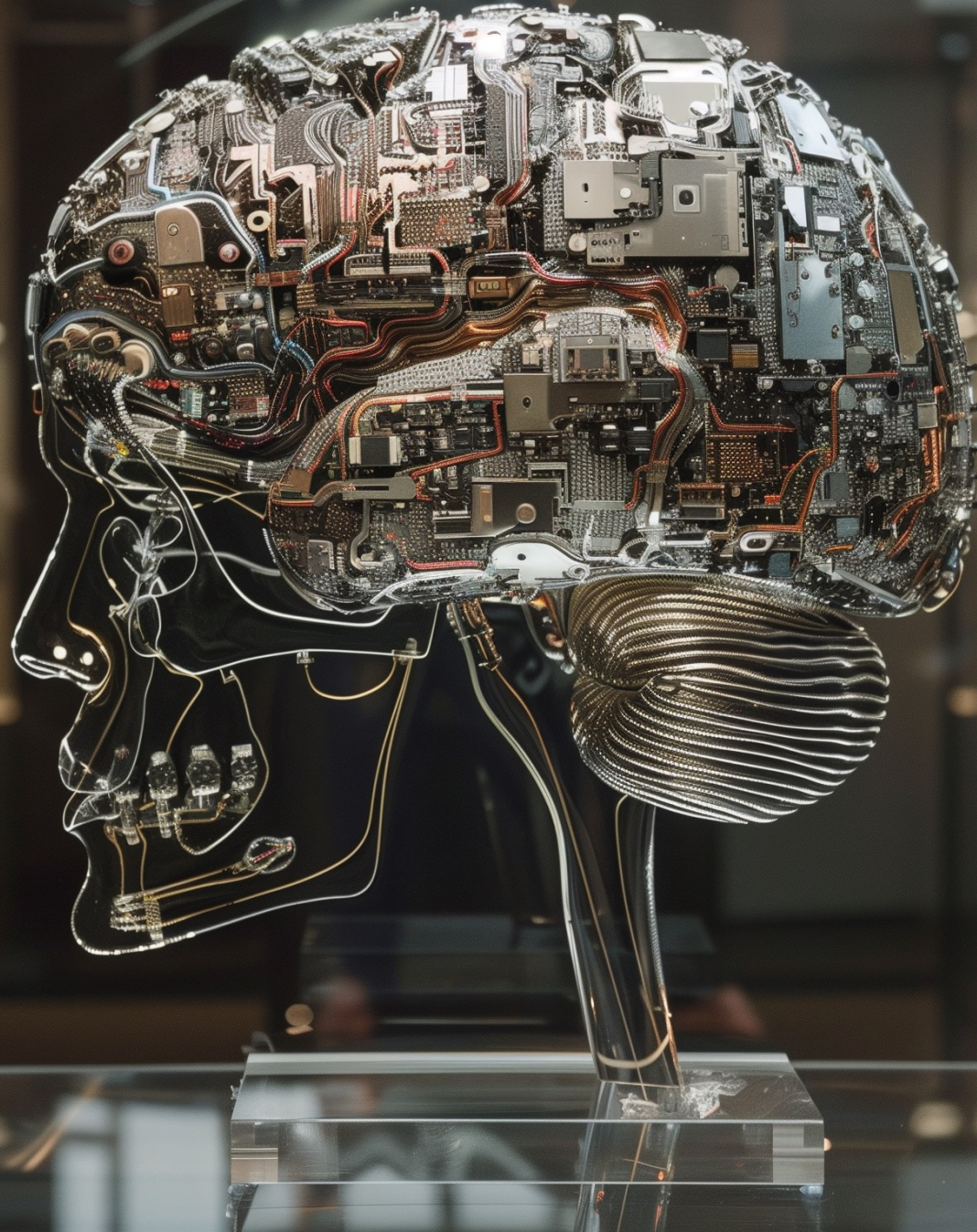


Video Generation

"A close-up portrait of a cyborg German Shepard scanning a scene for threats"



UNDERSTANDING
CREATIVITY
BRAINSTORMING
FEEDBACK
ANALYSIS



COUNSELING
PLANNING
FRIENDSHIP
ADVICE
EMPATHY

What is a prompt?

Guiding AI models in producing high-quality outputs.

INSTRUCTIONS!

Let's make it more simple.

Treat ChatGPT like an analyst.



Context

Goal

Directions

/1 Context

Bad:

Write a blog post on the current state of the CRE market in SoCal.

Good:

I am writing a market report on the outlook of the CRE market in SoCal for industrial space. I've attached a market report I want you to reference in your analysis.

/2 Goal

Your goal is to create a comprehensive overview that is simple yet insightful and supported by data.

/3 Directions

Search the internet for any supporting materials you need. Aim for 2 pages in length.



ChatGPT 4o ▾

Memory Off ⓘ



BE

Write a blog post on the current state of the CRE market in SoCal.



The Current State of the Commercial Real Estate Market in Southern California

The commercial real estate (CRE) market in Southern California, a region known for its dynamic economic environment and diverse industries, is experiencing a period of transformation. As we navigate through 2024, several factors are shaping the landscape, presenting both challenges and opportunities for investors, developers, and businesses. Here's an in-depth look at the current state of the CRE market in Southern California.

Economic Overview

Southern California, encompassing major cities like Los Angeles, San Diego, and Orange County, continues to be a powerhouse of economic activity. The region's economy is driven by a mix of industries including technology, entertainment, manufacturing, logistics, and healthcare. Despite global economic uncertainties, Southern California has shown resilience, with steady job growth and a diversified economic base.

Office Space Dynamics

The office space segment of the CRE market has been significantly impacted by the ongoing shift towards hybrid work models. Many companies are reevaluating their office space needs, leading to an increase in sublease availability and a moderation in new lease activity. Class A office spaces in prime locations are still in demand, but there is a noticeable trend towards flexible workspaces and co-working solutions. The vacancy rates have slightly increased, and landlords are offering more concessions to attract tenants.

Industrial Sector Boom

The industrial real estate sector is thriving, driven by the surge in e-commerce and the need for logistics and distribution centers. Southern California, with its strategic location and major ports like Los Angeles and Long Beach, is a critical hub ↴ supply chain operations. Vacancy rates in the industrial sector are at historic lows, and rental rates are on the rise. Investors are highly interested in



Message ChatGPT



ChatGPT can make mistakes. Check important info.





JLL Commercial RE Outlook report.pdf
PDF

I am writing a market report on the outlook of the CRE market in SoCal for industrial space. I've attached a market report I want you to reference in your analysis.

Your goal is to create a comprehensive overview that is simple yet insightful and supported by data.

Search the internet for any supporting materials you need. Aim for 2 pages in length.



Searched 5 sites

Outlook of the Southern California Industrial Real Estate Market in 2024

Market Overview

The industrial real estate market in Southern California, particularly in regions like the Inland Empire and Greater Los Angeles, remains a dynamic and crucial segment of the commercial real estate (CRE) market. As of 2024, this market is navigating through a period of adjustment characterized by fluctuating demand, changing vacancy rates, and evolving investment trends.

Key Trends and Dynamics

1. Vacancy Rates and Supply:

- The Inland Empire, the nation's largest warehouse district, experienced a significant increase in vacancy rates, reaching 5.7% in early 2024, the highest in a decade. This surge is largely due to an unprecedented volume of new warehouse space being delivered, with over 14.8 million square feet added in the fourth quarter of 2023 alone ([Commercial Observer](#)).
- Greater Los Angeles also saw a stabilization in vacancy rates around 5.0%, which is close to the 10-year average. This stability is supported by a balanced supply of new constructions

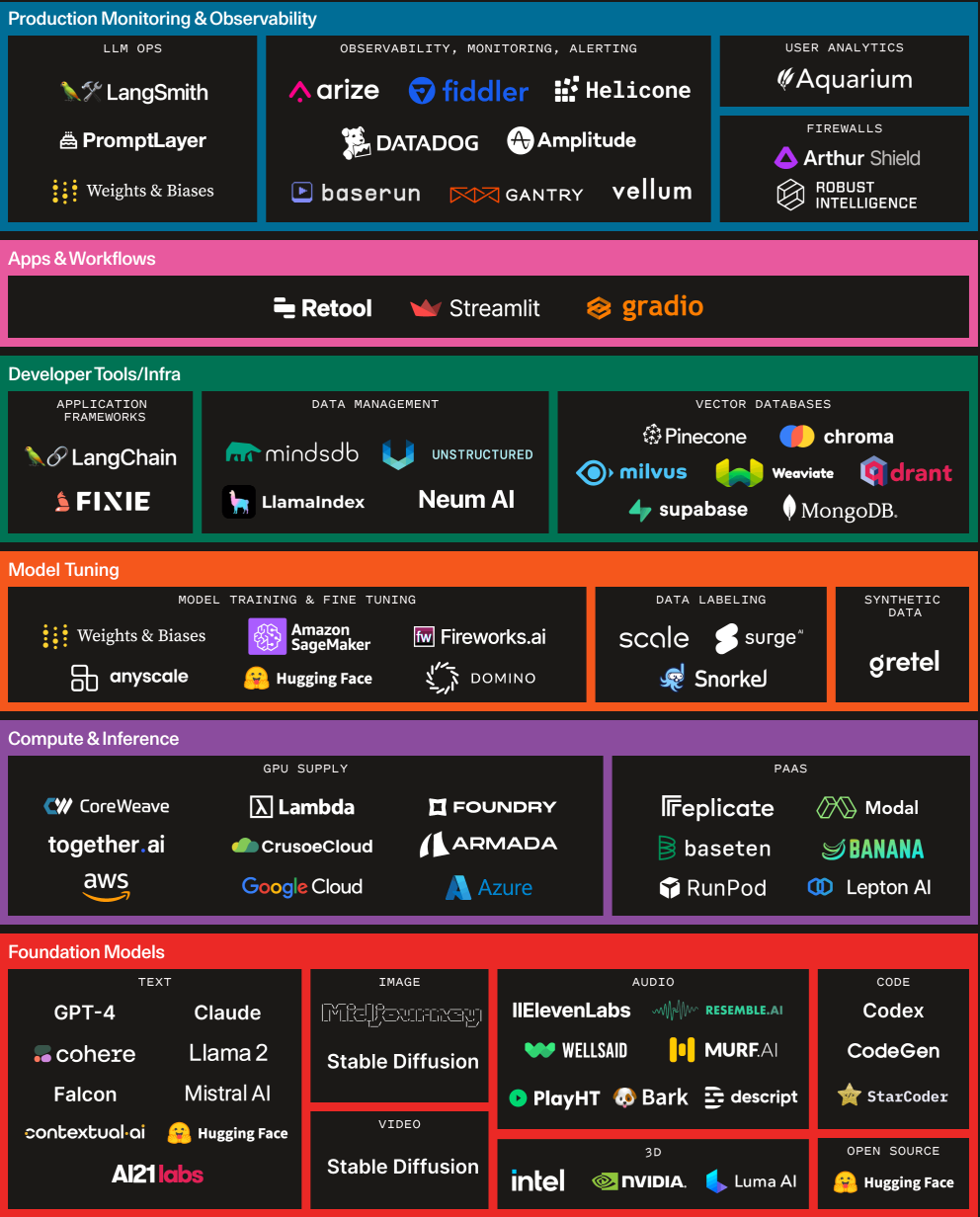


Message ChatGPT



The Generative AI Infrastructure Stack v1

A work in progress



The Generative AI Market Map v3

A work in progress



The Generative AI Infrastructure Stack v3



A work in progress



ChatGPT

The Generative AI Market Map v3



A work in progress



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CONTEXT IS KEY.

MORE CONTEXT = TAILORED OUTPUT

CONVERSATIONAL ITERATION.

- Tweak
- Expand on this
- Delete this part
- 10 examples
- Simpler terms
- Tailor for CRE broker
- Tailor for x
- Be more concise
- Painstaking detail
- More, more, more

Ask for data in different outputs.

- Bullets and sub bullets
- Table
- Excel
- Chart
- Code
- Memo

MISSION ACCOMPLISHED?

1 / Bring you up to speed on AI.

2 / Initiate action.

Q&A



Transforming business with AI

1/ EXPLORE



Take you and your team 0-1 on AI.

2/ EXPERIMENT

Axon's AI overview sessions curated to elevate your understanding--from historical insights to industry-specific impacts.

General AI Overview Session
Tailored AI Overview Session

3/ EXECUTE

1/ EXPLORE

Empower your team with hands-on experience using the latest AI tools and strategies.

2/ EXPERIMENT →

Axon's workshops and AI curriculum are built to guide you through AI workflows--tailored to your learning objectives and daily tasks.

3/ EXECUTE

Hands-on with AI Workshop
Axon AI Courses

1/ EXPLORE

Become an AI leader in your industry.

2/ EXPERIMENT

Axon offers tailored AI strategy development and custom tech buildouts aligned with your company's goals.

3/ EXECUTE



AI Transformation Lead
AI Strategy Development
Custom Tech Buildouts