



## **Embracing Tech: How virtual tours, AI, AR are shaking up commercial real estate - by Kimberly Zar Bloorian**

June 11, 2024 - Front Section



Kimberly Zar Bloorian

Virtual tours have gone from being a cool novelty to an absolute must-have in commercial real estate marketing, thanks to tech advancements and the pandemic. They're now essential for selling properties, giving buyers a super convenient way to check out listings from the comfort of their office.

Looking ahead, technologies like artificial intelligence (AI) and augmented reality (AR) are set to revolutionize things even more. AI can make virtual tours smarter with personalized property suggestions and market insights. Meanwhile, AR can provide ultra-realistic staging options, letting buyers visualize different layouts and configurations that match their business needs.

Imagine being able to explore entire neighborhoods virtually. Picture yourself strolling through a potential new business district, scoping out local amenities, transportation links, and even foot traffic patterns — all from your desk. This could make decision-making a breeze and help businesses find their perfect spot faster.

For CRE brokers, mastering these technologies is a no-brainer. Here are some practical tips:

1. Invest in Virtual Tour Software: Check out platforms that offer high-quality virtual tours to attract more business clients.
2. Utilize AI Tools: Use AI for personalized property recommendations and predictive market analysis to give buyers deeper insights.
3. Incorporate AR Staging: Use apps that stage commercial spaces virtually, showcasing different design options to potential clients.
4. Explore Virtual Neighborhood Tours: Look into AR tools that let buyers explore business districts virtually, adding an extra layer of convenience.

As CRE evolves, embracing AI and AR will be key to staying relevant and successful. Brokers who jump on board with these tools won't just meet clients' evolving needs — they'll set new standards in property marketing and sales. Staying on top of these trends can give you a competitive edge, attract tech-savvy clients, and enhance the customer experience.

Kimberly Zar Bloorian is the founder and CEO of Kloud Marketing, Great Neck, NY.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540