



## **Christie's International Real Estate Group with Deepblocks enters new AI chapter**

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Manhattan, NY Christie's International Real Estate Group LLC. and Deep Blocks Inc. (Deepblocks), an artificial intelligence company focused on data digitization, algorithmic services, and software development in the real estate industry, have begun an exclusive partnership to develop lead generation and other AI-based products for Christie's International's real estate brokers.

Through this partnership, Christie's International Real Estate Group will implement Deepblocks technologies across their network, collaborating on new ventures that will significantly enhance brokerage productivity. The joint team plans to start work immediately and expects their inaugural products to roll out within the next couple of months.

Olivia Ramos, CEO of Deepblocks said, "the company's AI technology can streamline data standardization and enhance pattern recognition at a level that is unattainable by humans."

For example, she said, "The AI's ability to rapidly process and evaluate information will allow real estate brokers to canvas entire cities for investment opportunities up to 800 times faster than traditional methods, enabling them to quickly identify properties that perfectly meet the requirements of developers and buyers, increasing the volume and speed of transactions and enhancing the ability to secure listings that align precisely with market demands."

A recent project led by Deepblocks – which involved canvassing all 857,199 properties existing in New York City to pinpoint underutilized properties – demonstrated AI's power and efficiency to redefine how we approach real estate analytics and decision-making. "This task would require around 5,863 hours of manual documentation and analysis. However, our innovative approach condensed this process into just 6–8 hours of algorithm design," Ramos said.

Christie's International Real Estate Group is equally eager to embark on this new chapter with Deepblock. "We are always looking at how to deliver the next level of service to our clients and to create continuous growth opportunities for our agents," said Ilija Pavlovic, CEO of Christie's International Real Estate Group. "AI has definitely entered our lives, bringing exciting unlimited opportunities. From the first moment that I met Olivia and learned about Deepblocks' seven-year pioneering work in creating a very unique database specific to the real estate industry, I had no doubts that we found the right partner with whom to enter into this new AI universe. Entering this long-term partnership, in the beginning, we will be focused on lead generation programs and connecting sellers and buyers with their perfect solutions. With endless possibilities, we will continue

to introduce new products and tools through this exciting partnership,” said Pavlovic.

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