2024 Ones to Watch - Innovators in CRE: Christopher Sameth, JLL

November 26, 2024 - Spotlights

Christopher Sameth
Head of Innovation & Capital Markets Quantitative Investments

JLL

Christopher Sameth joined JLL in 2021 after helping build Skyline AI, a start-up company developing advanced AI for commercial real estate investment. Skyline AI was acquired by JLL and Sameth joined the global real estate services company as head of innovation and capital markets quantitative investments where he now oversees a team of 20 employees. In this position, he leads initiatives to integrate artificial intelligence into real estate investment strategies.

Drawing from his extensive experience on the principal side of commercial real estate, Sameth drives innovation within the firm's Capital Markets division. His unique blend of investment expertise and technological knowledge allows him to merge traditional real estate dealmaking savvy with cutting-edge artificial intelligence, creating opportunities for JLL's clients to achieve their investment objectives.

Innovative Outlook:

Generative AI is expected to revolutionize the commercial real estate industry, and JLL is poised to lead the sector into the next stage of transformation with a wide range of new solutions.

JLL created JLL GPT™, the first large language model purpose-built for the commercial real estate (CRE) industry, in 2024. Months later, we launched JLL Falcon, a platform designed to further accelerate the digital transformation of the CRE industry. This new platform provides a centralized hub for JLL's existing and future AI-powered resources, equipping our team members to deliver timely, revenue-generating and cost- saving insights. In a supercharged space, this revolutionary technology is setting the course for the future of our AI journey, as well as AI implementation across the wider CRE industry.

Innovative Solution:

By integrating Artificial Intelligence (AI) and Machine Learning (ML) with JLL's on-the-ground expertise, I have enabled swift analysis of both proprietary and third-party data. This has empowered our clients to leverage AI's enhanced insights to optimize portfolios in ways that were previously impossible.

In a very challenging market environment, the Horizon platform has been hugely instrumental in delivering unique insights and uncovering complex patterns that our Capital Markets team utilizes to develop enhanced client strategies.

We have accumulated data on over one million global properties and 30 years of transaction history. By applying AI and machine learning to this extensive data set, we have elevated industry intelligence and decision-making to unprecedented levels, empowering owners and investors to optimize their investment results.

"Christopher Sameth played a key role in creating Horizon, an advanced AI-powered platform that is transforming CRE Capital Markets. This innovative tool offers JLL clients rapid, in-depth insights, uncovering hidden factors that drive asset performance and value creation. Chris and his team use Horizon to create data-driven real estate strategies and forecast market trends, enabling clients to make informed investment decisions. This advanced technology offering has reinforced the company's position as a market leader in the capital markets quantitative analysis field." - Linda O'Flanagan, Shea Communications.