What is intelligent real estate?

Intelligent real estate refers to the union of purpose-built technology, industry expertise, and smart decision-making that improve the performance and productivity of people, portfolios, and assets.

It's tech-enabled, flexible, hybrid work.

It's integrated, automated, data-driven.

It's dynamic workspaces that inspire creativity and collaboration.

It's reaching net-zero emissions.

It's efficient, sustainable, dynamic, and profitable.

Intelligent real estate is smart business.

Intelligent real estate in action

The hallmarks of intelligent real estate are intelligent buildings, intelligent experiences, and intelligent transactions. What does that look like in practice?

Intelligent buildings are high-tech, self-managing, sustainable properties that streamline maintenance and simplify capital planning. They feature sensors that monitor equipment and assets, air and water quality, occupancy, and space utilization. They alert facilities managers about, and generate work orders for, potential problems before they become actual problems. They automate cleaning and minimize energy use, reducing costs and amplifying net-zero efforts.

Intelligent experiences make being in the office effortless—knowing when a worker arrives, suggesting a workstation, and adjusting lighting and temperature based on their preferences. Intelligent experiences increase collaboration and productivity and feature smart spaces that are configurable on the fly. They measure occupancy and space utilization and enable workplace design that's based on data and insights, employee interactions, and workforce demand.

Intelligent transactions use artificial intelligence powered by best-in-class market data and industry-leading benchmarks that, until now, have been underutilized. Intelligent transactions combine market forces and granular data and insights—amenities, tenant mix, utilization, smart features— to calculate a more accurate value of buildings and portfolios. This enables real estate leaders to execute transactions with pinpoint accuracy and at the perfect time, maximizing returns.

Partner with the leader in intelligent real estate

JLL Technologies is the leader in purpose-built technology—backed by more than 200 years of real estate experience. We help organizations boost productivity, performance, and profitability and empower them to address rapid changes and complex, business-critical problems across their portfolios and workplaces.

Have questions or want to learn more?
Speak with an intelligent real estate expert today.

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