
PropTech and AI for Smart Buildings and Property Investment Training Course

1 – 5 March 2027
Amsterdam





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Programme Summary

PropTech and AI for smart buildings and property investment is the subject of this five-day training course for real estate and facilities leaders at advanced level, culminating in a PropTech and AI roadmap for one portfolio or development. Investors want sharper evidence before they commit capital, and occupiers expect buildings that run efficiently and respond to how space is used. The approach follows the property lifecycle from site selection and valuation, through design data, to smart operations and portfolio governance. Mars Training Centre UK delivers this programme in PropTech and AI.

The Business Case

Real estate decisions still rely heavily on comparables, rules of thumb and building systems that work in isolation. AI can combine market, design and sensor data to test feasibility faster and cut energy waste, where data is connected and trusted. Leaders who govern these tools across investment and operations improve returns without adding unmanaged risk.

- Investment Decision Quality: Improves as valuation models test more scenarios before capital is committed.
- Building Operating Cost: Falls as AI optimises energy, cleaning and maintenance against real occupancy.
- Tenant Retention: Rises as occupier experience and space use are measured and improved.

Principles and Evidence Base

- ISO 41001: Its facility management system requirements anchor smart building operations in Session 3.
- Digital Twin Concept: A live data model of the asset links design, sensor and maintenance data in Session 2 and Session 3.
- Discounted Cash Flow Valuation: Investment appraisal logic frames how AI valuation and feasibility outputs are tested in Session 1.
- ISO/IEC 42001: Its AI management system requirements shape data and model governance in Session 4.

Intended Participants

- Leaders accountable for real estate investment, development and portfolio returns.
- Asset managers who set business plans and capital programmes for property holdings.
- Heads of facilities management responsible for building performance and service contracts.
- Executives who select and fund PropTech platforms across a portfolio.



The programme serves development, investment, asset management and facilities functions in commercial, residential, hospitality and mixed-use real estate.

Learning Outcomes

1. Participants will be able to evaluate AI-based site selection, feasibility and valuation outputs against investment criteria.
2. Participants will be able to assess how design and BIM data feed a building digital twin.
3. Participants will be able to design smart building use cases for energy, occupancy and predictive maintenance.
4. Participants will be able to prioritise PropTech investments across a portfolio by value and data readiness.
5. Participants will be able to construct data ownership and AI governance rules for property assets.
6. Participants will be able to justify a PropTech and AI roadmap to investors or a board.

Programme Structure

Day 1: PropTech and AI in Investment and Development Decisions

How can AI sharpen decisions on where, what and when to build or buy?

- AI Site Selection and Demand Forecasting Models
- Automated Valuation Models and Their Limits
- Feasibility Scenario Testing With Discounted Cash Flow
- Market and Location Data Sources
- Investment Committee Use of AI Evidence

Day 2: Design Data, BIM and the Building Digital Twin

How does design information become a live model of the asset?

- Generative Design Options and Constraints
- BIM Data Handover for Operations
- Digital Twin Architecture and Data Layers
- Asset Information Requirements for Operations
- Data Quality Gaps Between Construction and Operation

Day 3: Smart Building Operations and Tenant Experience

Where does AI reduce operating cost and improve the occupier's experience?

- ISO 41001 Facility Management System Alignment
- Building IoT, Sensors and Integration Platforms
- AI Energy Optimisation and Fault Detection
- Occupancy Analytics and Space Utilisation
- Predictive Facilities Maintenance and Service Contracts



Day 4: Portfolio Analytics and AI Governance

How are PropTech investments compared, governed and secured across a portfolio?

- Portfolio Performance Dashboards and Benchmarks
- PropTech Vendor Evaluation and Selection Criteria
- ISO/IEC 42001 Controls for Property AI
- Data Ownership, Privacy and Cyber Security in Buildings
- Value Measurement of PropTech Initiatives

Day 5: Applying PropTech and AI Across the Portfolio

Is the PropTech and AI roadmap ready for investor or board approval?

- Applying Day 1 Investment Models to a Live Opportunity
- Prioritising Day 3 Smart Building Use Cases by Asset
- Setting Day 4 Governance Rules for the Portfolio
- Change Plan for Asset, Development and FM Teams
- Completing the PropTech and AI Roadmap

Methodology

The programme combines case analysis with data workshops. Participants test an automated valuation against a manual appraisal, map design data into a digital twin model and interpret energy and occupancy dashboards. Cases come from office, residential and hotel assets.

- Suggested activity: Comparing an AI valuation with a discounted cash flow appraisal for one asset.
- Suggested activity: Identifying missing handover data that would block a digital twin.
- Suggested activity: Ranking smart building use cases by saving and data readiness.

Capstone Output

Each participant completes a PropTech and AI roadmap for one portfolio or development. It contains investment use cases, digital twin data requirements, prioritised smart building initiatives, governance rules and value measures. It is presented to investors or the board as the basis for the next PropTech budget.

Frequently Asked Questions

Is PropTech and AI training suitable for senior real estate and FM leaders?

Yes. It is set at advanced level for leaders who own investment or facilities decisions, and assumes no technical background.



Which standards does the PropTech and AI programme rest on?

It rests on ISO 41001, ISO/IEC 42001, the digital twin concept and discounted cash flow valuation.

How is the roadmap from PropTech and AI training used at work?

You can use it to set the next PropTech budget, select pilot buildings and agree data and governance rules.

How does PropTech and AI differ from a general facilities management programme?

It focuses on data and AI across investment, design and operations, while facilities management programmes cover service delivery and contracts.