

AI in Commercial Real Estate – Boon or Bane?



Michigan, Rochester Hills, May 5, 2021 ([Issuewire.com](https://www.issuewire.com)) - Since the dawn of the internet, a digital revolution has transformed every sector. Smartphones and digital online content now provide access to many services that facilitate life. Interestingly this digital transformation is only getting started, and there is now a growing deployment of technologies grouped under the term - Artificial Intelligence across every sector.

AI-enabled technologies are increasingly solving complex problems and lowering costs at many levels.

Michigan-based technology startup - Mapzot is pioneering a series of AI-powered tools that help people in the commercial real estate industry find high-performing new store locations for over thirty-five retail and hospitality-related sectors. The startup aims to reduce store closures and losses often caused due to decisions based on guesswork and intuition.

"Mapzot uses Artificial Intelligence to monitor millions of stores nationally. We successfully identify which locations work for which brand and why. Our Algorithms can project average sales of a store still in its planning stage"

Adding Artificial Intelligence adds smart functionality to site selection. Driving around cities to identify top locations is a thing of the past. You can be sitting in your office and identify areas of interest for any business.

"The idea behind Mapzot AI is to make smart people smarter. Our platform works great in conjunction with real professionals. It helps them cut down manual slicing and dicing of information so they can focus on their core business"

That smart functionality may allow CRE professionals to operate in a way that saves resources.

"Mapzot can process and analyze large amounts of data and generate crisp downloadable reports on every property. Yet most companies are slow to adopt technology and still rely on conventional methods that are becoming obsolete"

Right technology and knowledge can help create long strategies that could mitigate risk and unintended consequences. The benefits of Artificial Intelligence is used in the right way outweigh its disadvantages.



Mapzot



Media Contact

Mapzot Newsroom

eric@mapzot.com

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