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Data management will enable the future of real estate

Real Estate Predictions 2025

As real estate businesses respond to heightened customer expectations and changing regulations, they will face new challenges, from data. Organizations must collect and interact with information from many service providers, manage, control and curate large volumes of disparate data, and often deal with complex data transformation and dissemination processes.

Those activities are often performed manually, which can impact responsiveness, efficiency and scalability. Business leaders know that technology offers the solution, but not where to start that journey. Taking ownership of your data and its security will not only help you satisfy customer and reporting requirements, but also enhance future productivity, efficiency and quality.

Overcome data management challenges and take ownership of your data

As the real estate landscape shifts rapidly, information will become the key to staying competitive and securing future growth. Your company's responsiveness, operational efficiency, strategic planning and overall success will increasingly depend on how effectively you own and harness your data. This article explores the future of data in real estate, and highlights where and how data management solutions can help you secure a leading and resilient market position.
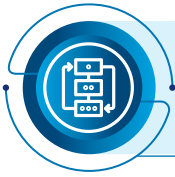
Today's challenges for the real estate industry

Everyday real estate data comes from many sources, such as property managers, valuers, managing agents, fund administrators, corporate accountants, lawyers, banks, and brokerage firms. Traditional information handling, across different business functions, often results in an inconsistent and unreliable collection of data. This approach often leaves businesses struggling to create a single, unified and accurate version of the truth, leaving them unable to make well-informed business-wide decisions. Furthermore, inconsistent usage, calculation or even interpretation of data across different functions can further diminish companies' trust in their data.

With so many disparate sources, operational real estate data is often collected in non-standard formats, needing more effort to ensure that the consolidated information is complete and accurate. However, incomplete or poor-quality data can lead to discrepancies and misinterpretations across business functions. If organizations fail to adopt a unified approach – with standardized data collection and validation – they risk basing the business on flawed information, which can undermine critical decision-making processes, operational efficiency and strategic planning.

Even where real estate organizations have been getting by with their established data handling, they now face the further complexity of changing regulatory and client reporting requirements. Existing datasets must now incorporate new types of data, such as additional compliance metrics, sustainability indicators or detailed client insights. By persisting with outdated and inflexible approaches to data, organizations risk falling short of both regulatory standards and stakeholder expectations, which can undermine external confidence and credibility, delay critical decision-making, and potentially expose firms to regulatory penalties.

Without a cohesive and firm-wide data strategy, businesses might find themselves stuck, and unable to scale up effectively.

The role of advanced data management solutions

Emerging data management solutions will help the real estate industry address these challenges.

First, advanced data management tools can consolidate data from many different sources, by adopting industry-standard enterprise data models. The consolidation process creates a dataset that is unified, accurate and trustworthy, as a solid foundation for making well-informed decisions.

Advanced solutions streamline and unify data collection processes, using methods such as APIs, sFTP, and web portals to increase efficiency and scalability. Automated processes can collect and consolidate new data rapidly and reliably, instead of inefficient and error-prone manual input and integration. This approach also ensures that the data aligns with internal standards and evolving regulatory requirements, to both support and de-risk business growth.

Automated data quality controls and monitoring are essential for reducing errors and omissions, to ensure accuracy and integrity, and build trust in the data. Even with such controls, true data accuracy becomes possible only when all relevant information is consistently shared and integrated across systems, enabling strategic decisions to be based on reliable and timely organisation-wide data.

Advanced information systems also integrate robust audit trails and real-time monitoring, which support regulatory compliance and detailed client reporting. These features are especially critical for businesses that face changing compliance metrics, environmental standards, and investor demands, to which they must continually adapt. Integrated data management

systems can help firms navigate such regulatory challenges and fulfil their reporting obligations seamlessly, while continuing to operate at peak efficiency.

Importantly for the real estate industry, advanced data management solutions can deliver a comprehensive portfolio overview, with full and comparable information across all your properties, including ownership details, valuations, and performance metrics. By putting data at your fingertips, this holistic view enables you to manage the portfolio and optimize your assets more effectively and confidently, knowing your decisions are based on good-quality, relevant data.
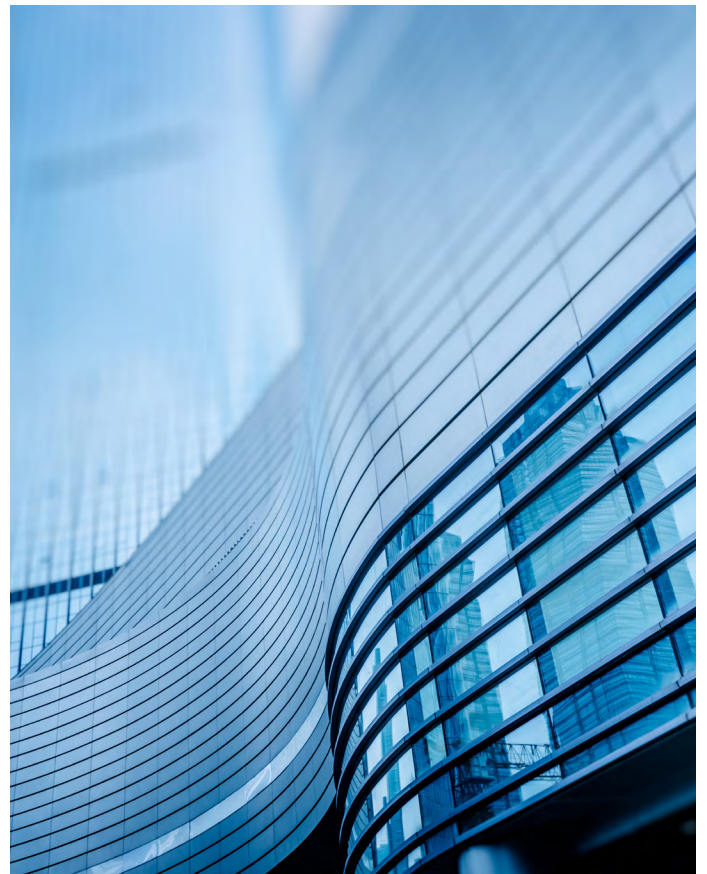
Strategic importance for real estate companies

More than just a tool to improve efficiency, advanced data management can be used strategically to create a decisive competitive edge. Data-driven strategies are becoming essential for maintaining market leadership and, although technology plays a crucial role, it is most effective when paired with a well-defined data strategy and robust governance framework. This dual approach will translate technology investments not only into greater efficiency, but also into sustainable operational excellence and strategic agility.

Those businesses that take full ownership and control of their data, with support as required, will have more confidence when navigating the future complexities of the real estate industry. Efficient data management is vital for meeting regulatory requirements and providing a framework that complies with regulations and protects sensitive information, to further enhance credibility and avoid legal pitfalls.

Furthermore, an advanced approach to data management can reveal and unlock new business opportunities by leveraging crucial insights. Market trends, client preferences and investment opportunities can be identified and exploited more effectively if data is comprehensive and accurate. Those organizations that have moved beyond the traditional data-handling obstacles and adopted advanced tools will stay agile and responsive to market changes. And more agile organisations can adapt more quickly to new challenges, seize emerging opportunities and ensure sustained success in an ever-changing market.

A strategic approach to advanced data management will equip organizations to handle future challenges, stay aligned with their strategic objectives and remain at the forefront of the industry, ultimately driving growth and profitability.

Conclusion

Even if data isn't already a major obstacle to your success in real estate, it soon will be, and advanced tools will unlock the efficiency, scalability and strategic insights that give you a competitive advantage. Transforming your business around a solid data foundation and data-driven strategy will also equip it to be more agile and resilient, to handle future challenges, seize new opportunities and secure your future as a leader in real estate.

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