USE CASES // PROPERTY AND REAL ESTATE

AI in Property: what's already working, and what's next

Six practical uses of AI and automation for agencies and property managers, sorted by how proven they are.

> **The short version:** property is one of the most AI-active sectors in Australia, but most agencies are using it for writing and replies, not yet for the workflows where the real time is lost. The gap between those two is the opportunity.

Where the sector sits

In NAB's SME survey (about 670 businesses, Nov–Dec 2025), **69% of property services businesses** said they use AI, the highest of any industry and well above the 42% average across all SMEs. A Reapit survey of 147 agencies found **49%** use AI for everyday communications, **48%** for marketing such as property descriptions, and **30%** for prospecting. Using AI to polish a listing is common. Building it into how the office runs is not, and that is where the next gains are.

What's typically painful

Property managers carry big portfolios and are swamped by inbound email, tenant and owner messages, maintenance coordination and compliance-driven inspections. Sales agents lose hours on listing copy and follow-ups.

Established: businesses like yours are already doing this

Use case	The everyday problem	What the AI does	What the evidence says
Listing descriptions and marketing copy	Writing descriptions, posts and ads for every listing takes agent and admin time.	Drafts listing copy and campaign posts from the property's features. The agent edits for accuracy.	48% of 147 agencies use AI for marketing tasks (Reapit). No verified time-saving figure.
Drafting replies to clients, tenants and owners	Repetitive emails, SMS and enquiries fill the day.	Reads the conversation and drafts a reply for a person to review. Chatbots can handle first-line enquiries.	49% of agencies automate everyday communications (Reapit). No verified time-saving figure.
Maintenance requests, from intake to tradie	Requests arrive through many channels and need triage, quotes, owner approval and booking, often after hours.	Tenants submit photos or video, the system sorts urgency, routes to approved trades and keeps everyone updated.	Vendor claim (2022): tasks "up to 70% quicker". Used by several major franchise groups, per the vendor.

Emerging: early adopters are starting, worth planning for

Use case	The everyday problem	What the AI does	What the evidence says
Lead follow-up and prospecting	Leads go cold after open homes and enquiries, and call lists take time to build.	Drafts personalised follow-ups, spots likely sellers from attendee lists and produces call lists.	30% of agencies are using AI for prospecting (Reapit). Mostly examples, not measured results.
Bills and invoices into the ledger	Contractor and utility invoices arrive in all formats and are keyed in by hand.	Reads scanned, emailed or handwritten invoices and prepares them for approval.	One vendor feature (PropertyMe). No verified figure. Data entry and document processing is the top AI use across all industries (27%, DISR).
Routine and exit inspection reports	Photo sets and written reports take hours and often cause disputes.	Compares condition across photos and drafts the report for the manager to check.	Vendor claim (2025): “up to 50%” of inspection time. No adoption data yet.

Before you start

Protect tenant and owner data. The Privacy Commissioner’s guidance (OAIC, Nov 2024) says personal information put into AI tools is still covered by the Privacy Act, and advises against entering it into public AI tools. Agencies hold IDs, financial details and rental history, so this matters. **Check state rules.** Tenancy law is state-based, so AI-drafted notices and replies must be accurate for your state. **Keep a person in the loop** for anything that affects a tenant’s or owner’s rights or money.

Sources: NAB SME Business Insights, April 2026 (news.nab.com.au); Reapit survey via Real Estate Business, “Surge in AI uptake among Aussie agencies”; Bricks + Agent via iTWire; PropertyMe; Inspection Express (July 2025); DISR AI adoption in Australian businesses, 2025 Q1. Outcome figures marked vendor claim are the vendor’s own and have not been independently verified. Survey figures reflect the businesses surveyed and may not match every agency.

Want to talk this through for your business?

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