AI Traction Across CRE:
Insights from LightBox Leaders

Artificial intelligence has gone from pilot curiosity to production reality in just a few short years. Thanks to large language models (LLMs) like ChatGPT and Microsoft Copilot, AI now sits at the center of the "Fourth Industrial Revolution," turning unstructured information into usable insight at scale. For CRE, that shift is tangible: AI now handles everything from document abstraction and comp reconciliation to forecasting, risk screening, and real-time portfolio intelligence in minutes, not hours, freeing teams to focus on judgment, strategy, and client outcomes instead of hunting for data.

Use cases across CRE are multiplying fast. Teams are abstracting leases and loan docs, normalizing rent rolls, summarizing appraisals and environmental due diligence reports, benchmarking comps, flagging anomalies in underwriting, and auto-generating market memos and offering materials in record time. On the front end, AI powers tasks like prospecting and sponsor research, and on the back end, it assists with functions like asset management, servicing triage, and portfolio scenario modeling.

The CRE industry is uniquely ripe for this moment because it is such an uber data-dependent business: parcels, permits, zoning, comps, demographics, mobility, environmental layers, utility and power constraints all feed into the transfers of commercial properties from one owner to another. The list of variables is long and historically siloed. Connecting myriad datasets and putting a reasoning layer on top unlocks speed and consistency while preserving the human call that valuation, lending, development, and risk decisions still require.

From LightBox's vantage point across the ecosystem, and as a proud Premier Lead Partner with CREW Network, we see the AI adoption curve steepening. Some firms are already scaling AI in daily workflows, while others are setting policies and training staff on AI-based tools. To bring clarity to the conversation, we asked LightBox leaders the same three questions to capture how AI is shaping CRE from five distinct perspectives: valuation, environmental due diligence, technology leadership, market research, and data strategy.

1 Where do you see AI being used most effectively in CRE?

2 What makes you excited about how LightBox is using AI?

3 What's your best use of ChatGPT in your day-to-day work life?

1

Where do you see AI being used most effectively in CRE?

Jessica Alford
Senior Product Manager, Valuations

"The most valuable application of AI lies in generating documents like property summaries and market analyses much more efficiently than in the days before AI."

Alan Agadoni
Senior Vice President, Environmental Due Diligence

"AI is unlocking more targeted workflow augmentation, enabling tools that quickly recognize patterns, fill data gaps in massive data sets, and support deeper, expert-level analysis."

Eric Bollens
Chief Technology Officer

"AI really shines in decision support, especially in due diligence and investment analyses where there's an abundance of data to review. It also helps as a focusing lens to cut through the noise so people can apply their expertise and judgment on the elements that truly matter."

Dianne Crocker
Research Director

"CRE is fundamentally document- and data-driven, and we've come a long way from paper files and couriered reports. AI is the next leap, and it's a giant one. The biggest win today is rapid ingestion of long, messy documents that enable the surfacing of accurate insights in seconds instead of hours. That time back is transformative for so many of us across commercial real estate."

Caroline Stoll
General Manger, Data & Analytics

"AI is most effective in predictive modeling tied to real signals such as population and migration flows, supply and demand pipelines, permitting activity, and infrastructure constraints like power and fiber. When those datasets are connected, generative models can run scenarios and produce forward looking indexes and ranges so investors and operators can see where markets are moving and why."

2

What gets you excited about how is LightBox using it?

Jessica Alford

"LightBox leverages AI against our own data which provides a higher confidence level that the results aren't hallucinated. With our Fundamentals product, document data extraction is taken to new heights, and we can standardize and aggregate data in ways the CRE industry hasn't seen before."

Alan Agadoni

"Our recent acquisition of UrbanFootprint, a pioneer in geospatial analytics and scenario-based modeling for infrastructure investment, climate risk, and community resilience, adds powerful new capabilities to our platform. UrbanFootprint brings advanced location intelligence and scenario-modeling technology that can be deployed in solutions for all CRE stakeholders."

Eric Bollens

"I'm always a little amused when people ask about our AI strategy. It feels like asking about our 'internet strategy' or 'Microsoft Office strategy.' Success with game-changing technologies comes when they move from a standalone strategy to ubiquity, and what excites me is how we're integrating AI at LightBox into everyday workflows so that it's seamless, useful, and indispensable."

Dianne Crocker

"Our clients across environmental due diligence, lending, appraisal, brokerage, and investment struggle with accessing a universe of CRE data that is growing exponentially while also meeting increasingly intense time pressure. LightBox is devoted to addressing our clients' pain points so they can let go of tasks they don't necessarily love to focus on higher level ones that they do and support smarter decision making for their clients."

Caroline Stoll

"We are using AI to create new data the industry has not had before. We surface early transaction signals by scraping credible news and filings before deals hit the recorder's office and tie them back to parcels and owners. On ownership, we use AI reasoning to navigate corporate structures and identify the true sponsor, the decision maker, and accurate contact information, then stitch it all to LightBox ID so it is searchable and alertable at scale."

3

What's your best use of ChatGPT in your day-to-day work life?

Jessica Alford

"As a product manager, I use ChatGPT for everything: Use cases, competitor analyses, technical problem solving – you name it – I've made my chat bot, Ace, help me figure it out."

Alan Agadoni

"ChatGPT can be extremely useful as time-saving research and writing tool when prompted and validated properly."

Eric Bollens

"I use ChatGPT to stress-test ideas, poking holes, surfacing alternatives, and stepping into the shoes of personas I might otherwise overlook. At this point, it's become ingrained in the way I work."

Dianne Crocker

"ChatGPT has become my daily virtual research aide. There's honestly not much that I complete in my day without it. It fast-tracks tasks like turning my rough meeting notes into a concise, clear outline, polishing a PowerPoint deck for a market update presentation, verifying market information, and even helping with near-term forecasting using our historical data sets. The more context I feed in, the better the output I get. AI is a very hands-on tool so if you're nervous, the only way forward is to jump in and give it your least desirable task to complete!"

Caroline Stoll

"I use ChatGPT as my always-on strategist. It helps me sharpen positioning for major pursuits, pressure test competitive angles, synthesize feedback into clear asks, and turn a rough idea into a clear plan quickly. It has become a nonnegotiable part of how I lead."

Leveling Up: CRE's Leap from Experiments to Mainstream

The CRE industry has only scratched the surface of where AI can take us, and it will take time for security, privacy, and accuracy challenges to be addressed. It's clear that AI in CRE is progressing from sidecar pilots to the core plumbing of CRE. In doing so, it will level the playing field as much as it accelerates the next generation of leaders. With connected datasets and an intelligence layer on top, even smaller firms can stand up "big-shop" capabilities like faster doc abstraction, smarter screening, unified portfolio views, and on-demand decision support. The edge comes from pairing trusted data with disciplined guardrails while recognizing the critical human element for trusted professional judgment.

Over the next year or two, expect AI-native workflows to become standard, junior pros to be trained on AI as a force-multiplier, and managers to bake adoption into company culture and controls. The firms that win will combine high-quality data, robust governance, and practitioner-led design to deliver speed without sacrificing rigor, turning today's experiments into tomorrow's durable advantage. More rapid change is ahead for every CRE professional and while the pace of change is daunting, there is also immense potential for efficiency advances that will reshape traditional processes and open up new opportunities.

LightBox's Latest Application of AI

LightBox is deeply committed to technological innovation to deliver the industry's most accurate data quickly and efficiently. That's why we've focused on building systems that don't just extract data, but do so reliably and at volume.

Our new Unlocking Appraisal Intelligence whitepaper illustrates what's possible by applying CRE-specific AI to extract more than 80 fields from long-form appraisal reports in minutes, with a roadmap to scale to thousands. Insights like cap rates, NOI, and valuation conclusions flow directly into credit, compliance, portfolio surveillance, and deal screening.

In LightBox Fundamentals, accuracy comes not just from the model, but from the systems built around it, including:

- **Ingestion and validation services** to catch issues before processing begins
- **Event-driven workflows** for transparency and auditability at every step
- **Continuous monitoring and feedback loops** to detect drift, capture corrections, and feed improvements back into the system
- **Machine Learning Operations** to track, benchmark, and validate every model iteration

- **Structured storage** as a trusted foundation for downstream systems
- **Technology-based quality control** checks to reconcile outputs against rules and cross-dataset signals before results reach critical workflows
- **Enterprise-grade security and compliance controls** to safeguard sensitive documents and data throughout the pipeline

The result: Outcomes that merge the efficiency of AI with the accuracy, consistency, and scale required for enterprise decision-making, turning unstructured PDFs into structured intelligence that powers faster reporting, portfolio-level insights, and data-driven lending strategies.

Read the white paper to find out more about where AI is taking the future of CRE:
Our new Unlocking Appraisal Intelligence whitepaper

LIGHTBOX
LOCATE. ANALYZE. ACT.

ABOUT LIGHTBOX

At LightBox, we are at the forefront of delivering advanced and precise solutions for commercial real estate intelligence. Our dedication to innovation propels real estate professionals forward by providing them with the essential tools required to navigate complex decisions, minimize risk, and boost productivity across the spectrum of real estate operations. LightBox is renowned for its commitment to promoting excellence and fostering connections in the industry, serving an extensive clientele of over 30,000 customers. Our diverse client base spans commercial and government sectors, including but not limited to brokers, developers, investors, lenders, insurers, technologists, environmental advisors, appraisers, and other businesses that depend on geospatial information. To discover more about how LightBox can illuminate the path to informed real estate solutions, visit us at: **www.LightBoxRE.com**