



March 2024

# Proptech Insights

Based on a survey of U.S. real estate management  
professionals in December 2023.

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## Background of report

Proptech Insights is the result of data collected in an annual survey conducted under the guidance of the IREM Technology Advisory Council.

The survey asks respondents to share their practices and perceptions around proptech and how it's being used in real estate management. The survey focuses on property-level technologies, as opposed to technologies that apply to the operations of real estate management firms.

### The purpose of the survey is to:

- Evaluate how real estate managers see themselves and their companies in terms of proptech adoption and usage
- Identify real estate management challenges that can be solved by proptech
- Assess gaps in knowledge and skills among real estate managers so that IREM can develop additional resources and information on proptech
- Monitor year-over-year changes that point to emerging trends in proptech

Similar surveys were conducted in 2019, 2020, 2021, and 2022. By conducting the survey on an annual basis, IREM can monitor and address shifts in proptech adoption patterns and trends.

The 2023 survey was distributed to real estate managers in the U.S. in December 2023. A total of 365 responses were received.

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## Overview of findings

- In 2023, automating repetitive tasks (16.8%) overtook managing tenant-related issues (13.9%) as the top problem faced by real estate management professionals that they believe can be solved by proptech. Other leading concerns that respondents believe can be improved with proptech include staffing (12.4%), collecting and/or using data to make decisions (11.4%), and integrating existing systems (11.2%).
- A total of 51.1% of respondents identified 5G as either "very important" (31.3%) or "extremely important" (19.8%), the greatest of any technology, followed by 43.8% of respondents identifying Internet of Things (IoT)/smart home technology as either "very important" (28.3%) or "extremely important" (15.5%).
- Financial issues remain the biggest hurdles to the implementation of proptech, including determining cost-benefit (23.2%) and overall cost – one-time plus ongoing (22.6%). Other top hurdles include integration of multiple systems (16.7%) and providing training throughout the organization (12.4%).
- Service robots made their first appearance in the Proptech Insights survey in 2023. This emerging technology showed low levels of familiarity (1.99 out of 5), importance (2.39), and implementation (1.7%).

## Key insights

### Differences by property type and company size

Property type and company size by number of employees impact how proptech is being used. For example, managers of commercial properties have implemented 5G technology to a greater degree than managers of residential or mixed-use properties, while residential properties have slowed proptech implementations for everything but 5G. As company size increases, the number of proptech deployments goes up, but perhaps not as much as might be expected as smaller firms adopt proptech to maintain competitiveness.

### AI's many uses

Respondents are using AI in a variety of ways, with more than 20% selecting "other" for how they're using the technology. Respondents indicated that in addition to leasing and work order applications, they're using AI to optimize HVAC performance, manage accounts payable and collections/delinquencies, generate legal language, develop deterioration models, and manage email, among other uses.

### Property managers more in the lead

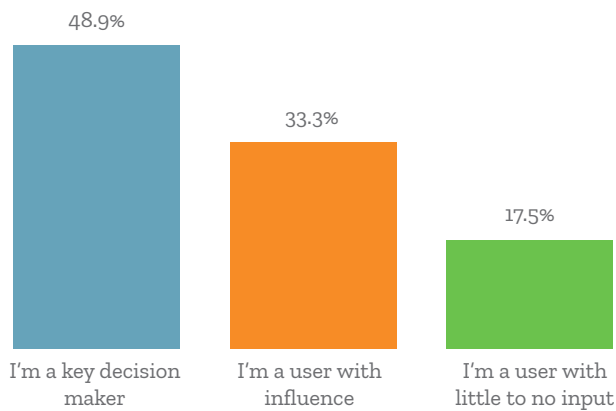
In past years, most respondents' companies took a collaborative approach between property management, IT, and/or accounting to evaluate potential proptech investments. This year, the property management team takes the lead in equal proportion to collaboration with other departments, perhaps reflecting a growing experience and comfort level with proptech among managers.

## Both pragmatists and tech savvy respondents

The distribution of survey respondents describing themselves and their companies as "follow the crowd," "pragmatist," "techie," and "innovator" when it comes to proptech has remained virtually the same each year of the survey, with a majority of respondents identifying themselves and their companies as pragmatists. However, there are more combined techies and innovators than pragmatists.

## Respondents' role

Most respondents (82.2%) described themselves as either a key decision-maker in their company or as a user with influence when it comes to proptech decision-making.



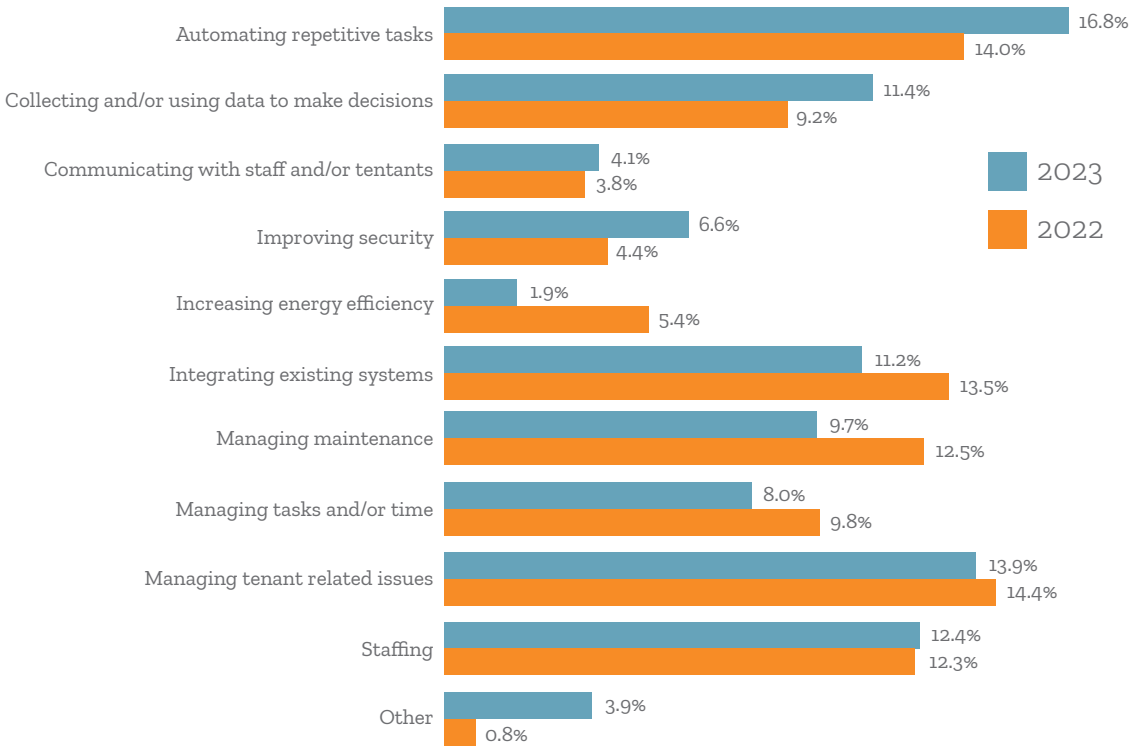
To learn even more about implementing proptech at your buildings, register for the **IREM Skill Badge: Building Technology**





# Problems solved by proptech

What is the biggest problem you face as a real estate management professional that you believe technology (proptech) can help you solve?

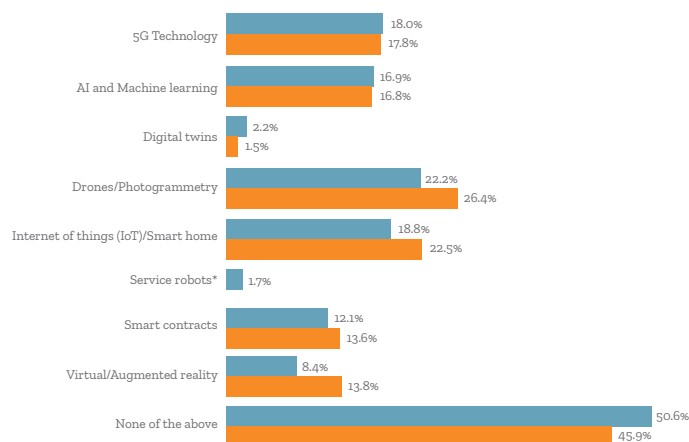


# Proptech implementation, level of familiarity, and importance

Which of the following technologies, if any, have been implemented at your property?  
(select all that apply)

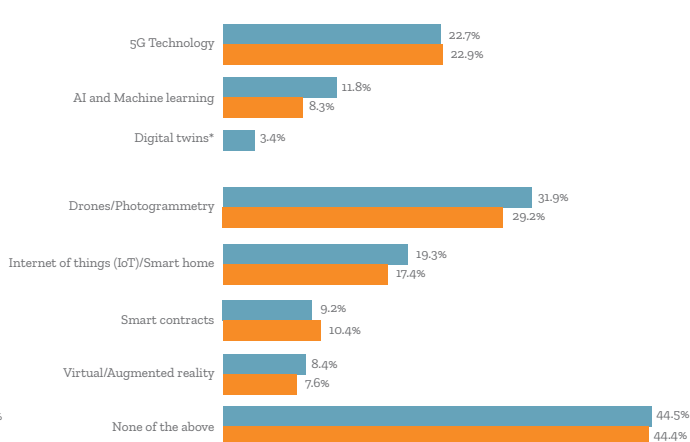
2023 2022

## All respondents



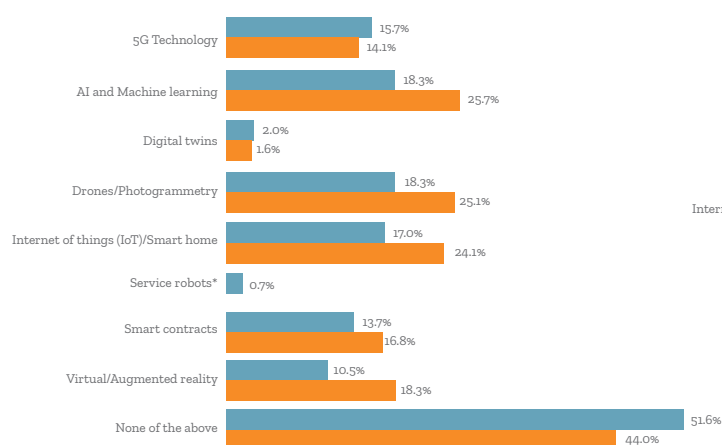
\*Service robots were included in the Proptech Insights survey for the first time in 2023.

## Commercial

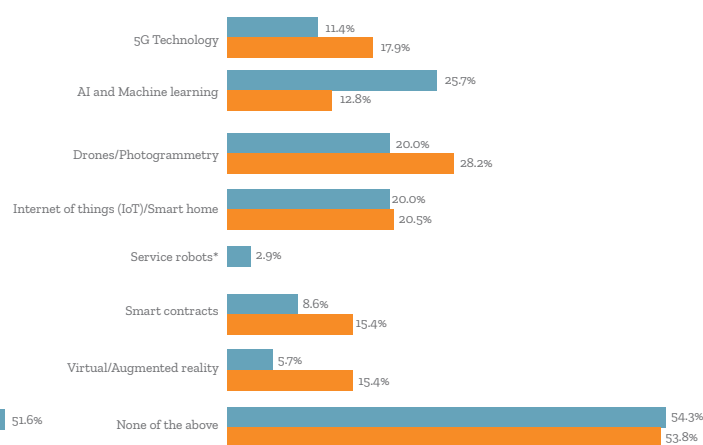


\* Survey respondents who manage primarily commercial properties indicated no digital twin implementations in 2022 and no service robot implementations in 2023.

## Residential



## Mixed-use



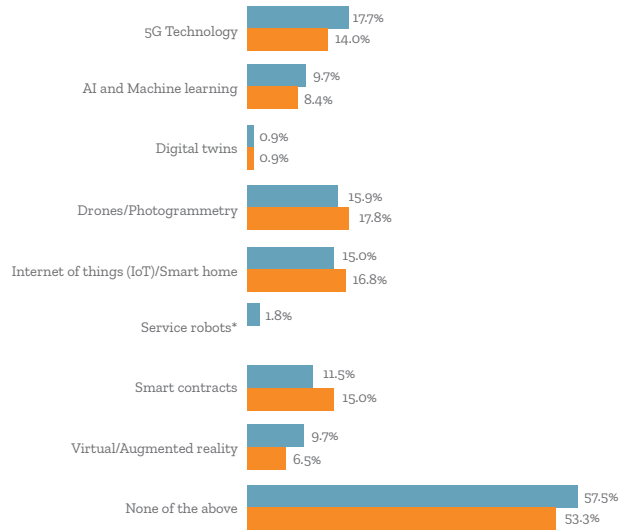


2023

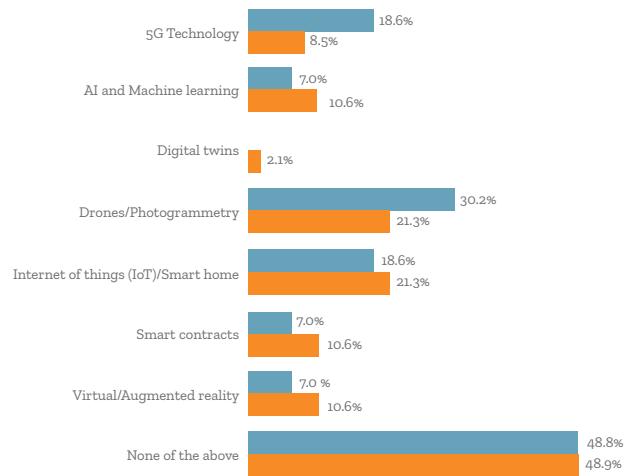


2022

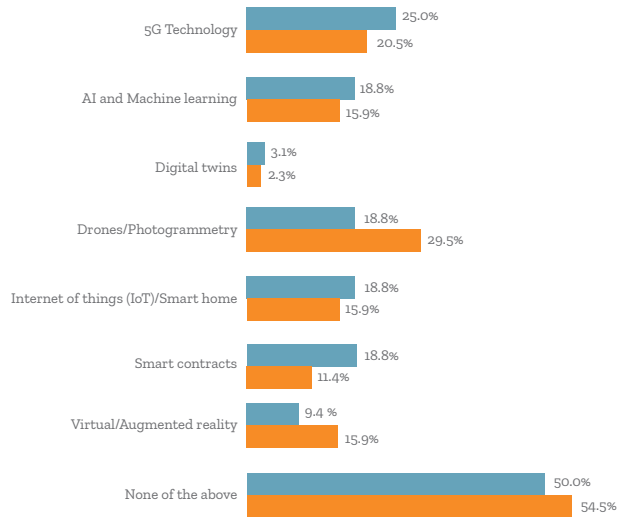
## &lt;20 employees



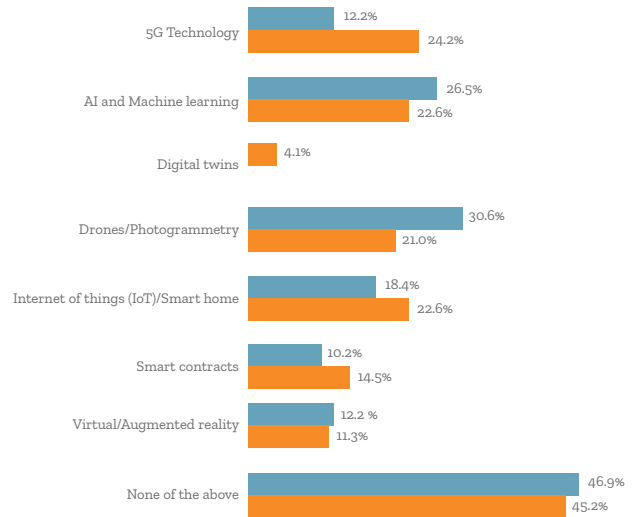
## 20-49 employees



## 50-99 employees



## 100-249 employees



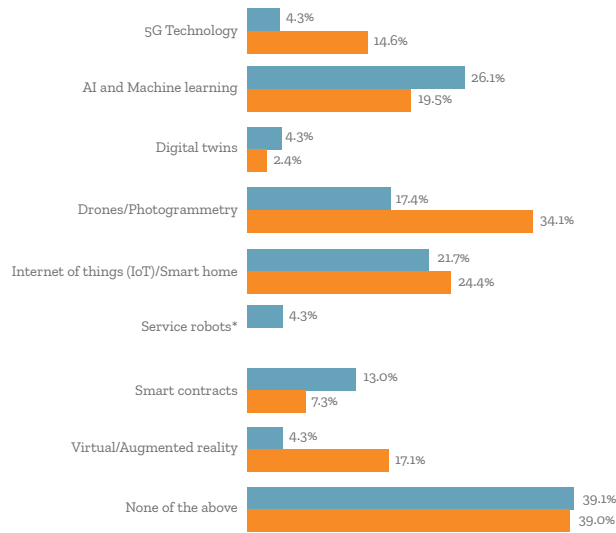
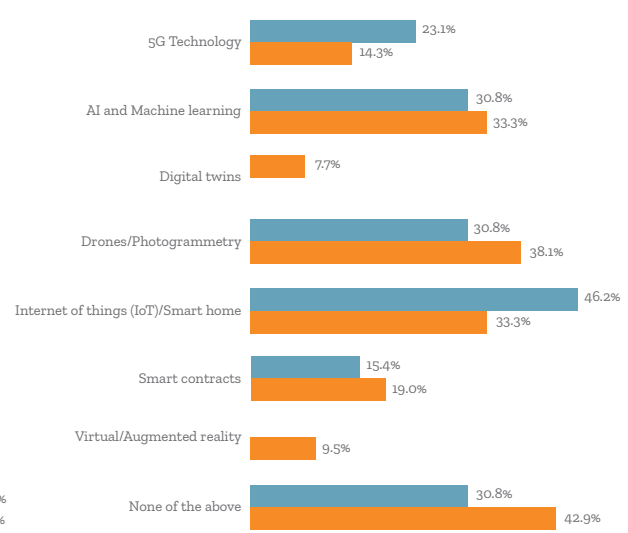
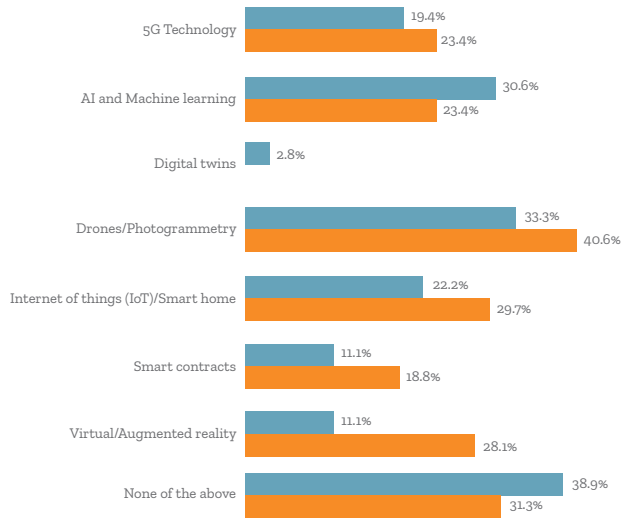




2023

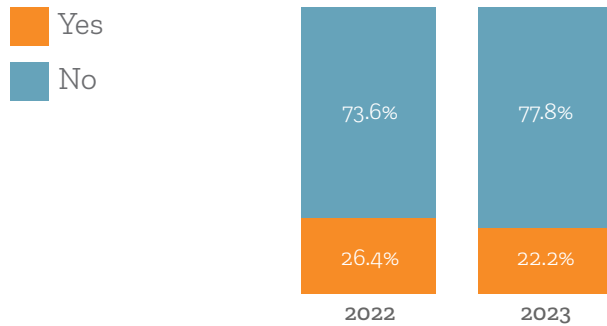


2022

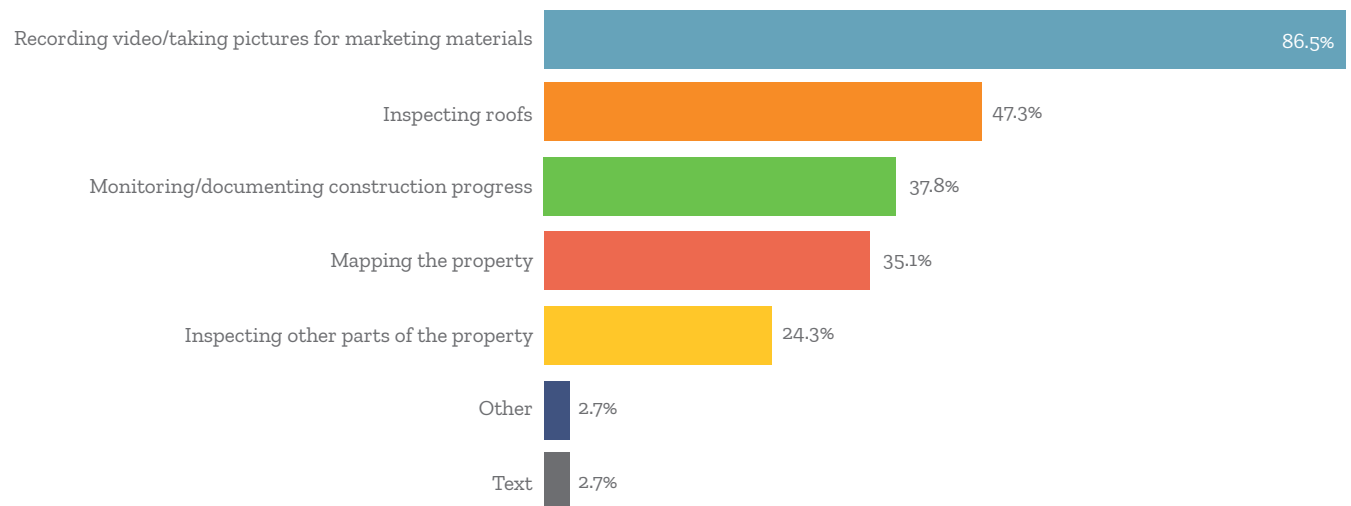
**250-449 employees****500-999 employees****1000+ employees**

## Drones/photogrammetry

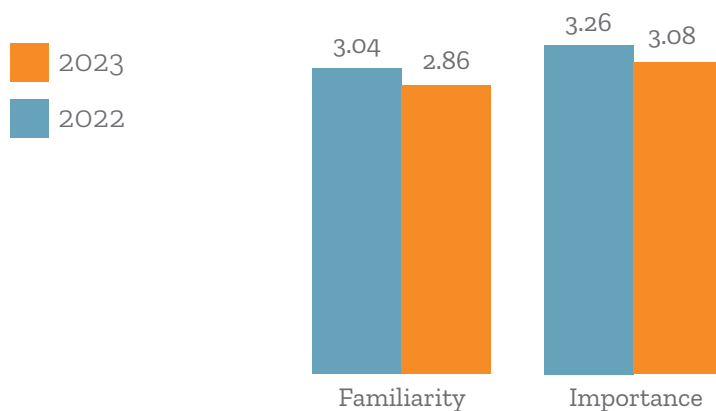
Has this technology been implemented at your property?



Has this technology been implemented at your property?

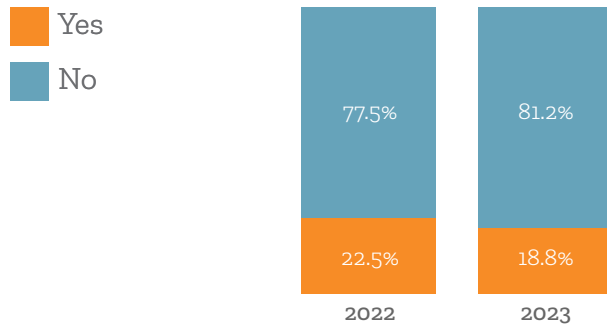


How familiar are you with this technology, and how important do you think this technology is to property management?

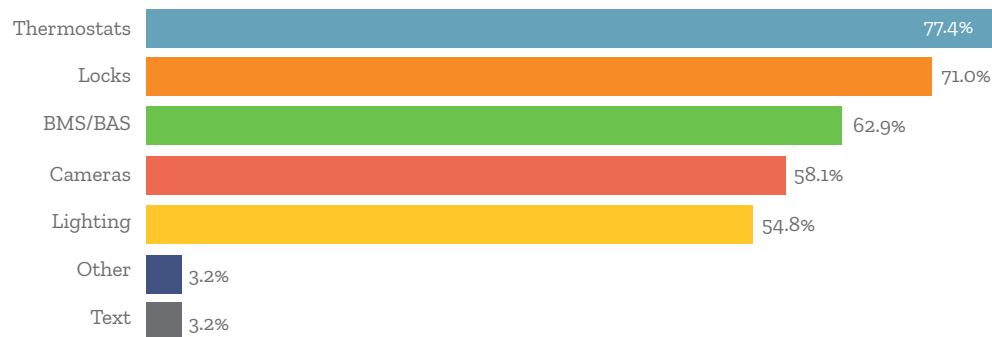


# Internet of Things (IoT)/Smart home

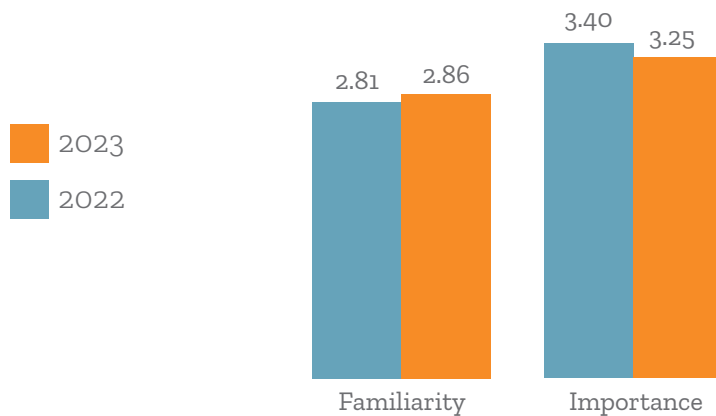
Has this technology been implemented at your property?



Has this technology been implemented at your property?

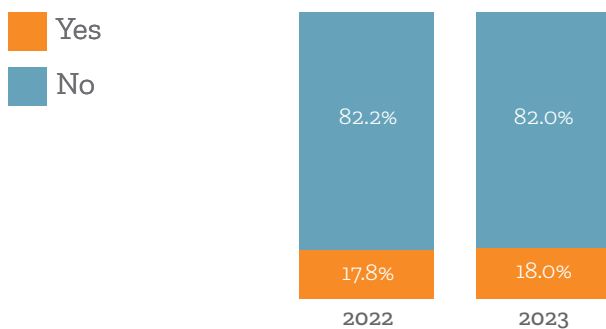


How familiar are you with this technology, and how important do you think this technology is to property management?

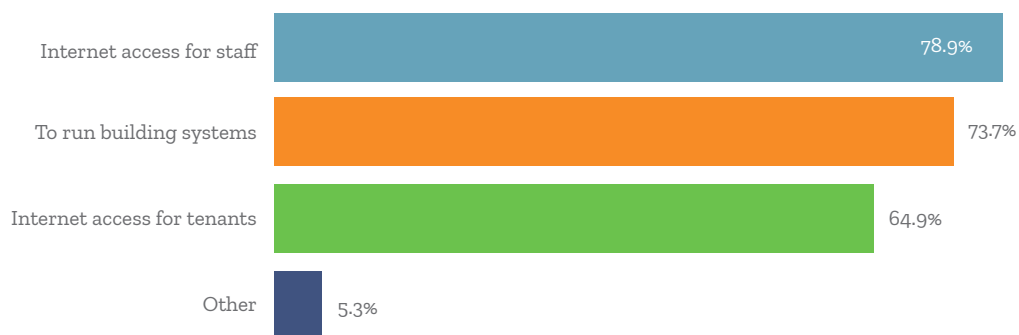


## 5G technology

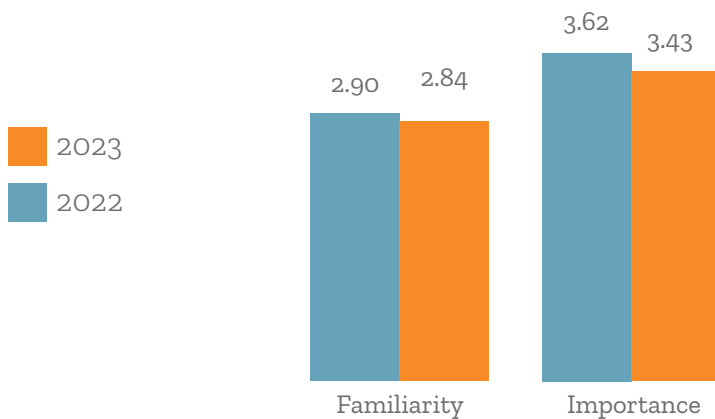
Has this technology been implemented at your property?



How has this technology been implemented at your property?

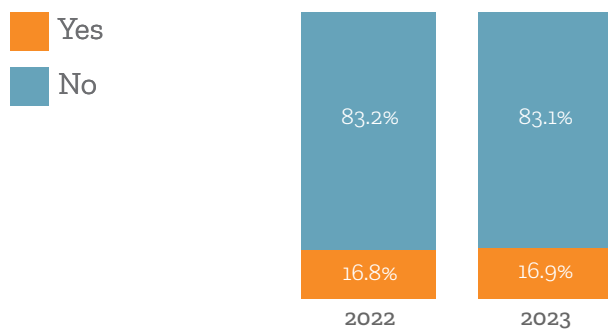


How familiar are you with this technology, and how important do you think this technology is to property management?

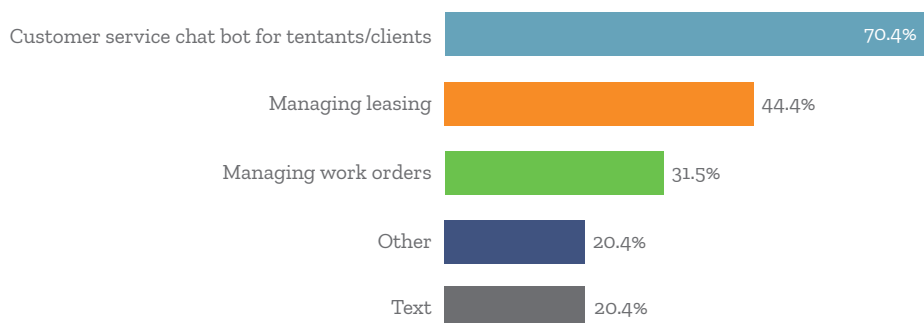


## AI and machine learning

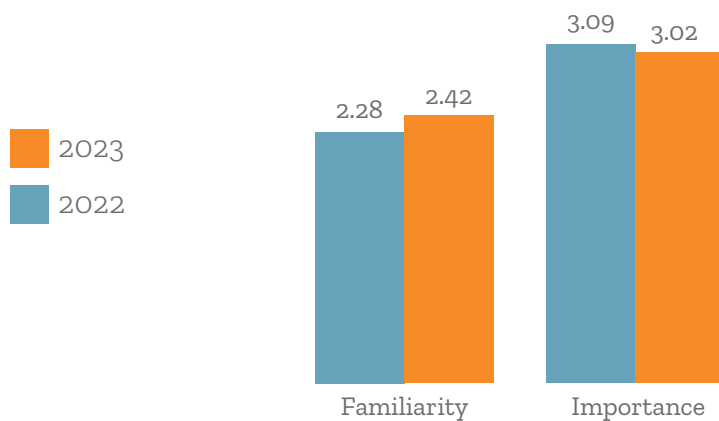
Has this technology been implemented at your property?



How has this technology been implemented at your property?

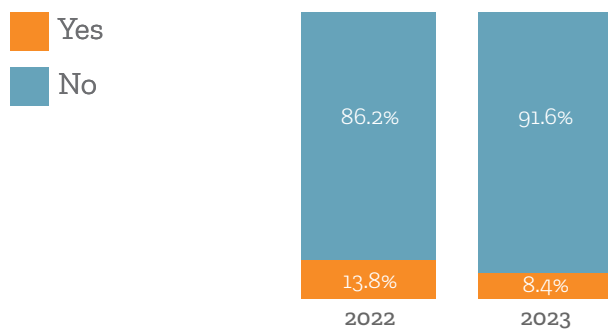


How familiar are you with this technology, and how important do you think this technology is to property management?

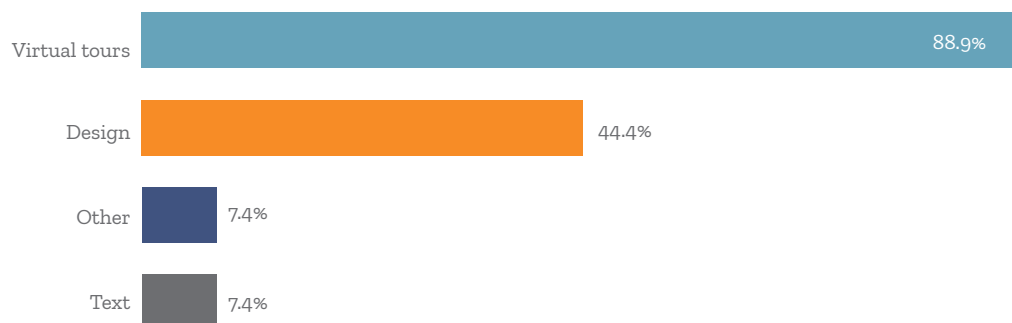


## Virtual/Augmented reality

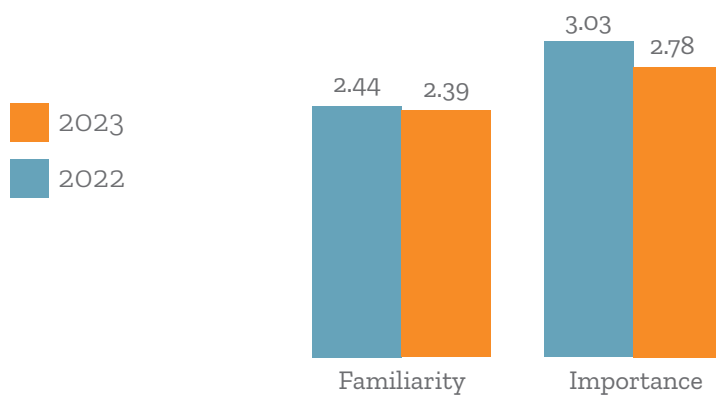
Has this technology been implemented at your property?



How has this technology been implemented at your property?



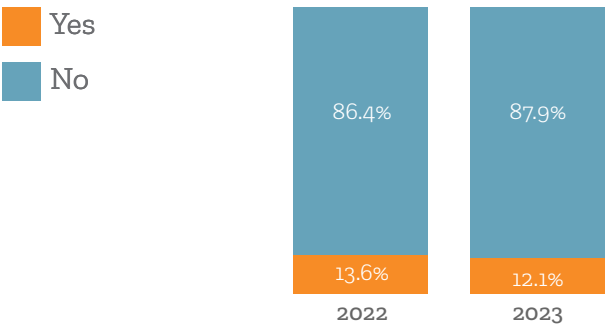
How familiar are you with this technology, and how important do you think this technology is to property management?



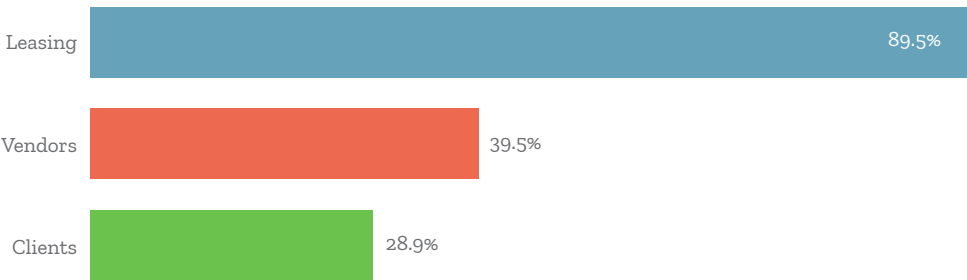


# Smart contracts

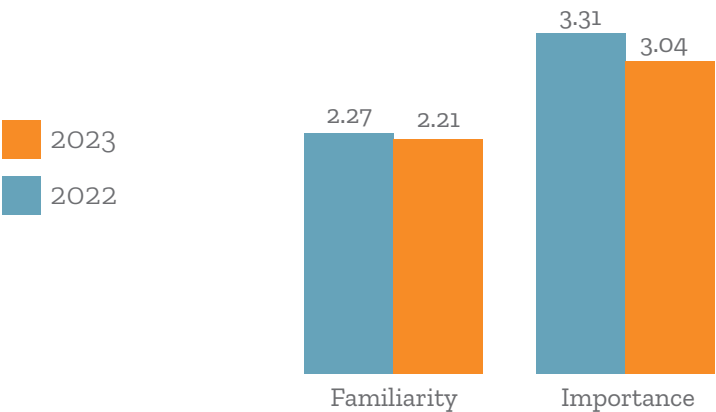
Has this technology been implemented at your property?



How has this technology been implemented at your property?

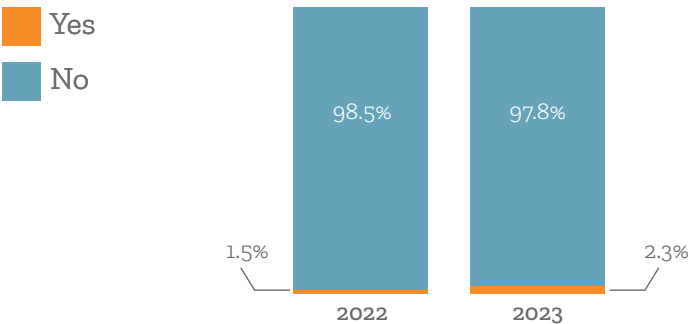


How familiar are you with this technology, and how important do you think this technology is to property management?

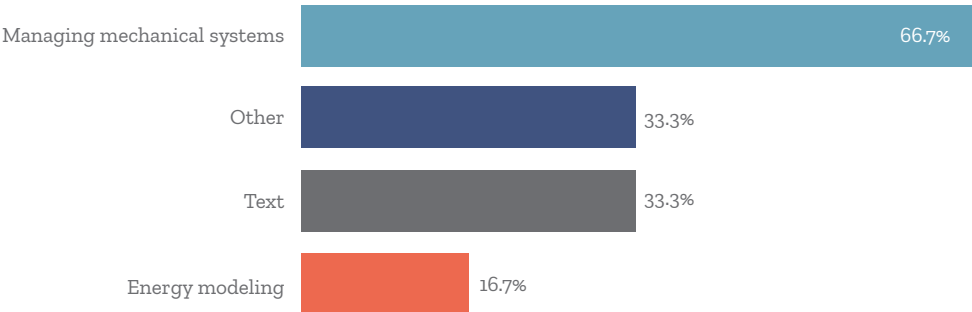


# Digital twins

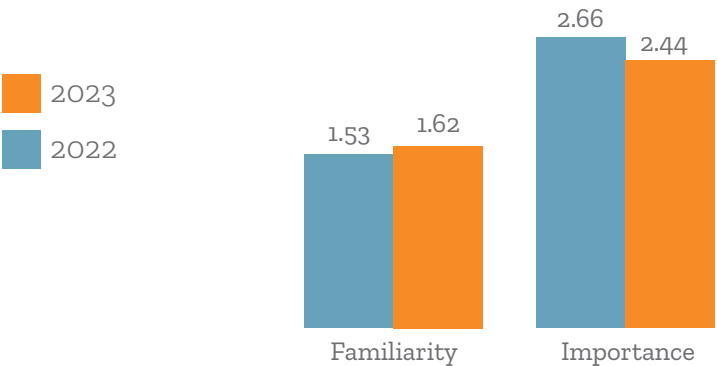
Has this technology been implemented at your property?



How has this technology been implemented at your property?



How familiar are you with this technology, and how important do you think this technology is to property management?



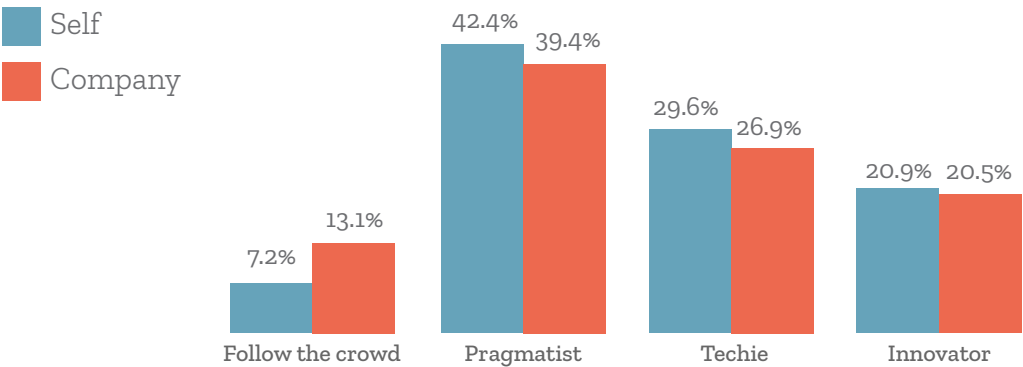


## IREM technology resources

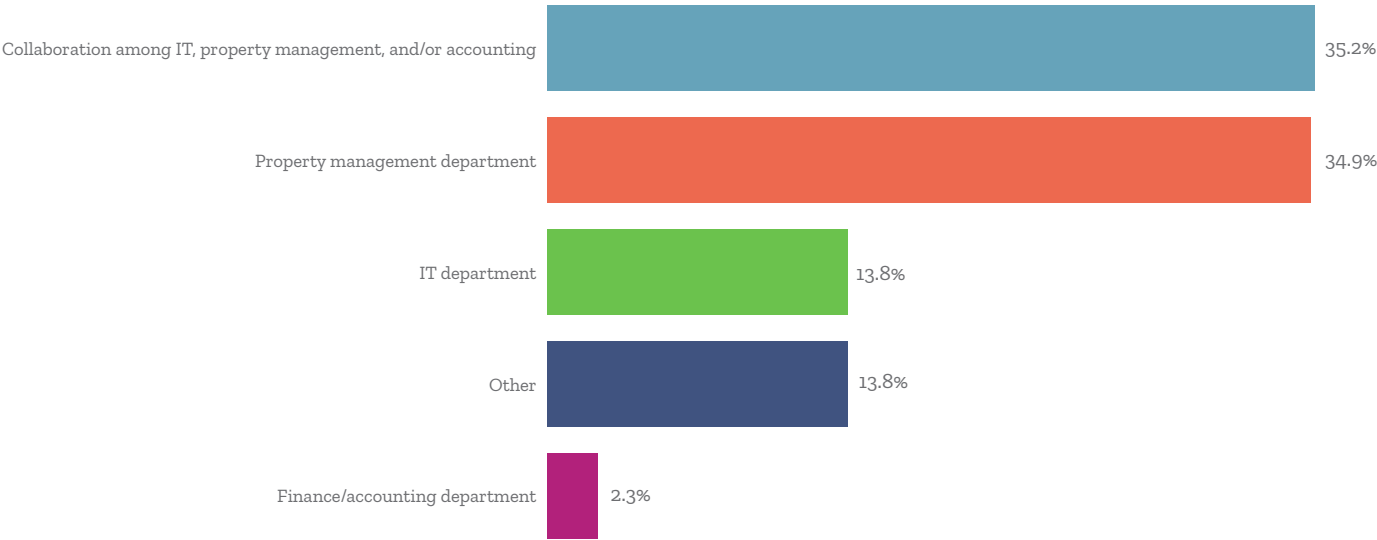
Check out the IREM technology page for all the resources you need to take full advantage of proptech. Go to [irem.org/tools/technology](https://irem.org/tools/technology) for a glossary of tech terms, courses, webinars, and other resources to help you keep up with the latest advancements.

# Decision making and change management

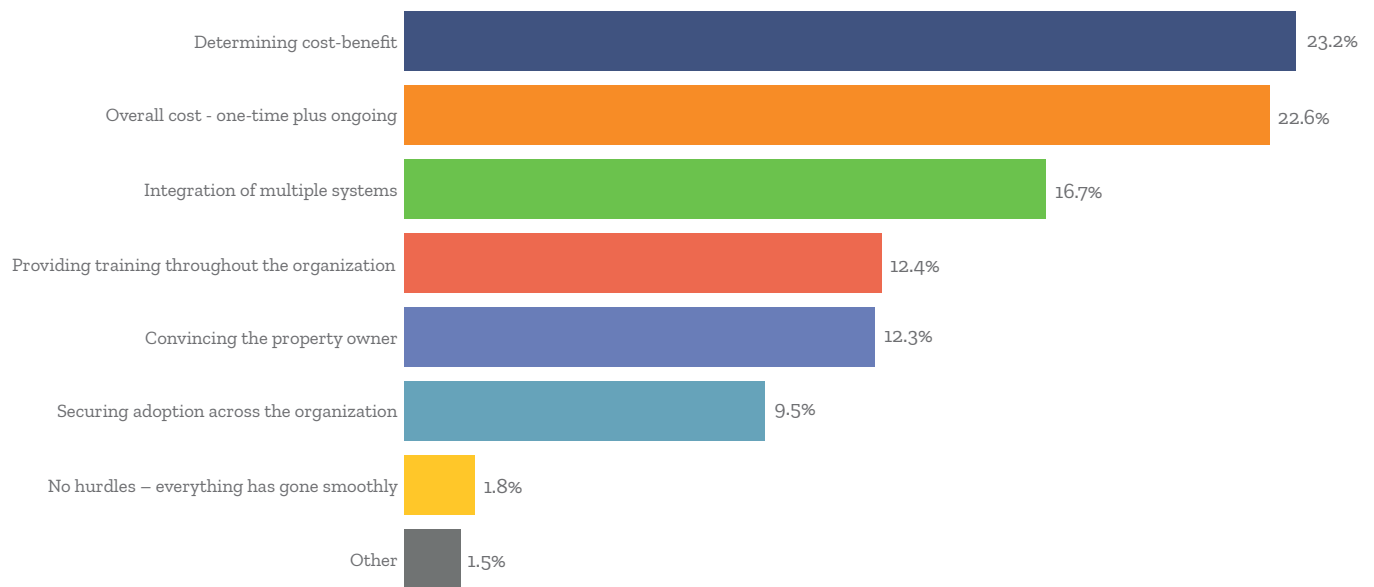
When it comes to proptech, how do you describe yourself and your company?



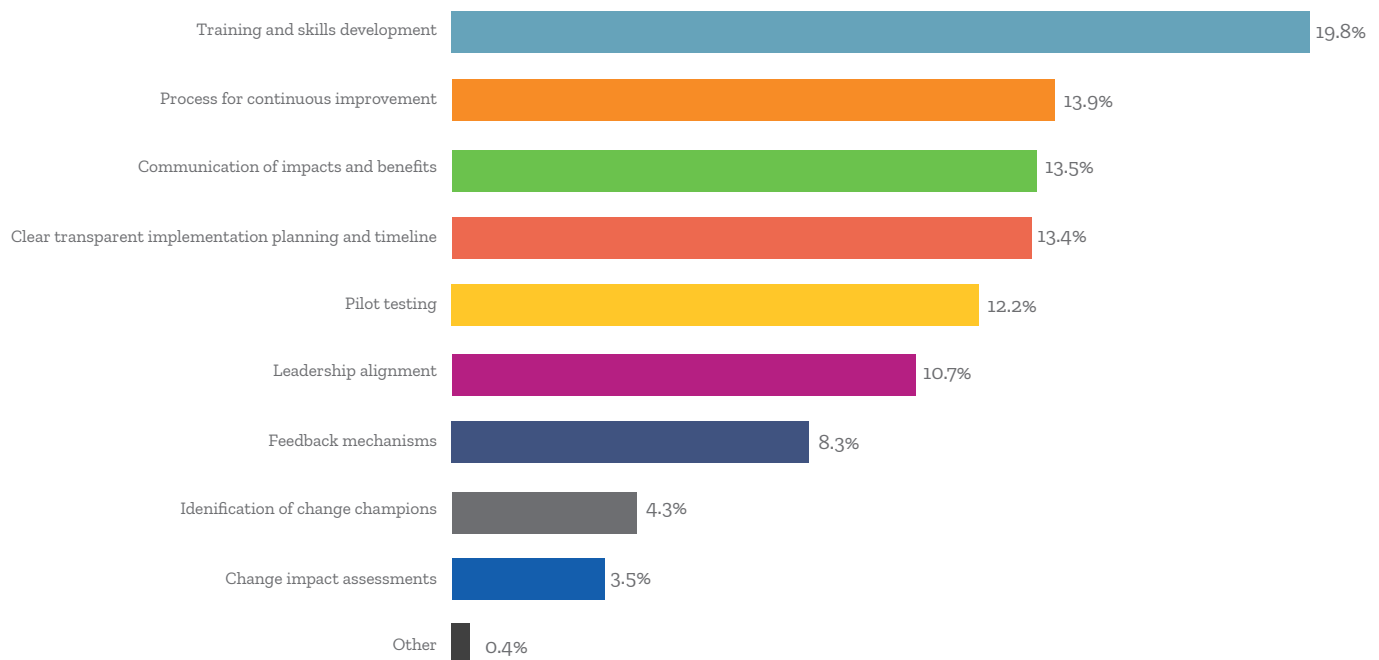
When it comes to proptech decisions within your company, who typically takes the lead role?



In considering and implementing proptech solutions at your company, what have been the major hurdles?



Which of the following methods does your company employ to manage the change to a new technology among staff? (select all that apply)

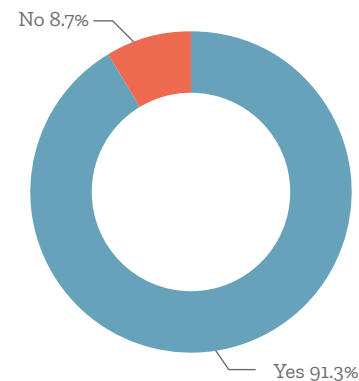


# Demographics

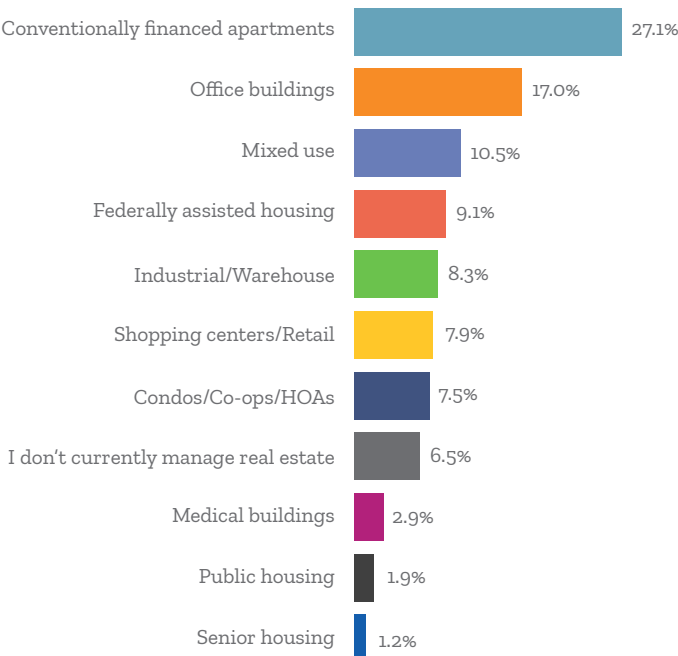
A large majority of survey respondents were IREM members (91.3%). At total of 27.1% of respondents manage conventional multifamily buildings, while 17.0% manage commercial properties and 10.5% manage mixed-use properties.

Most respondents work for property management firms (39.8%) or full-service real estate firms (21.7%). Smaller firms by number of employees were represented in greater numbers this year, at 32.0% of respondents. Mid-sized (15.8%) and larger (14.4%) firms were represented in nearly equal numbers.

## Are you a member of IREM?

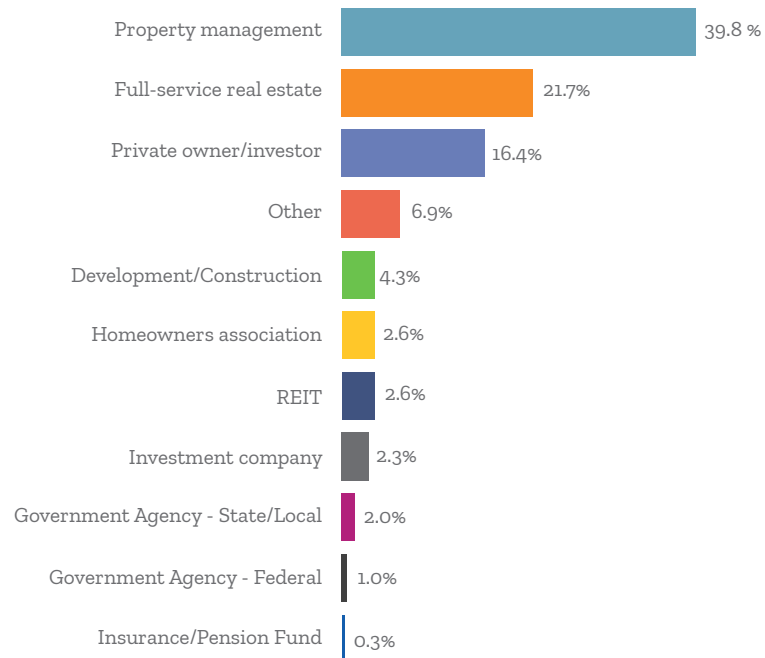


## What property type do you primarily oversee?

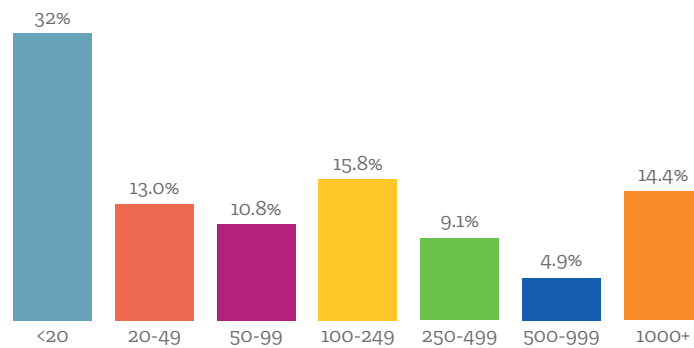




Which best describes the type of organization you work for?



What is the size of your company based on total employees?



## About IREM

For 90 years, our members have made us the world's strongest voice for all things real estate management. Almost 20,000 leaders in commercial and residential management call this home for education, support and networking. Our CPM®, ARM®, ACoM®, and AMO® certifications are internationally recognized symbols of ethical leadership and a well-managed property. And our tools deliver decades of on-the-job know-how to help members get even better at what they do. Put simply – IREM and its members are here to elevate the profession. If you know real estate management, come get to know us.

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