

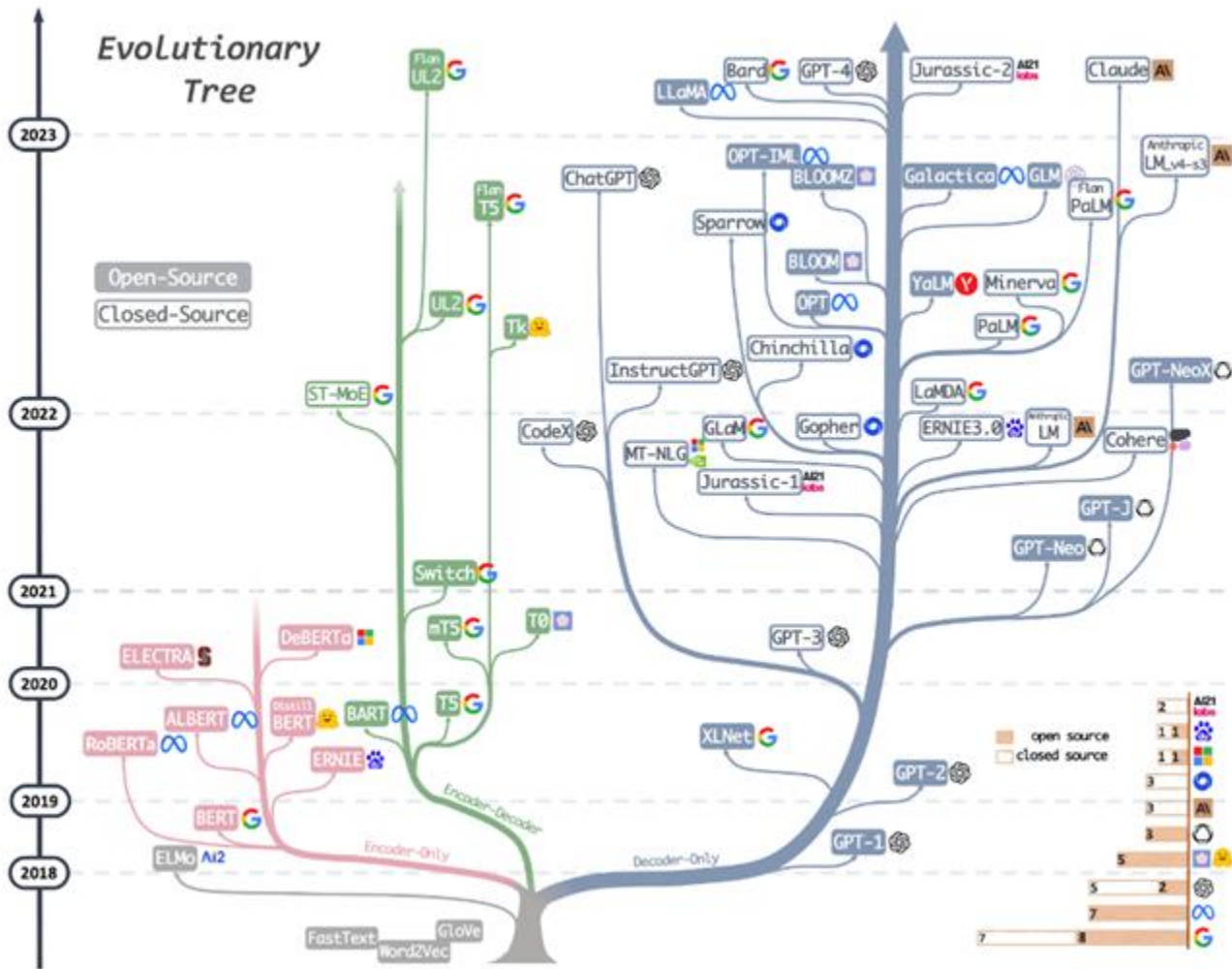


You can still spell  
**Innovation**

without AI

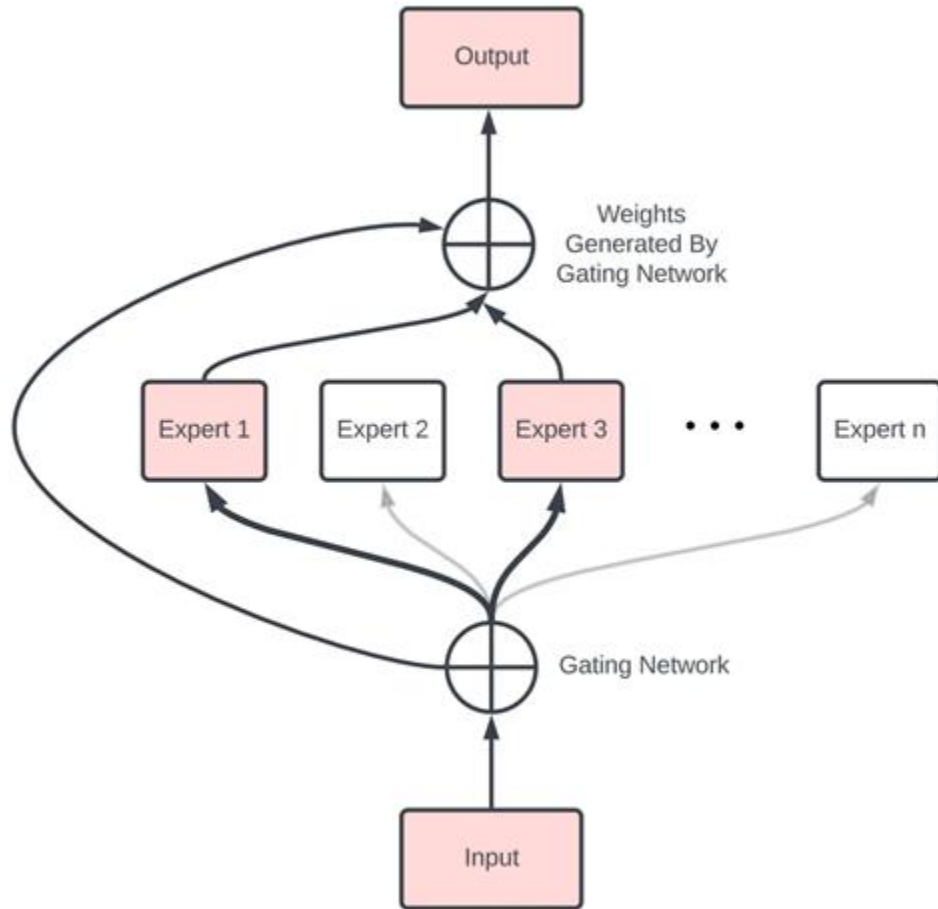
# Generative AI

a brief recap



# AI state of play

- Generative AI not ready for automation
- Issues with Transparency & Reliability
- Augment humans, not replace
- Tools are coming, but still expensive
- Mixture of experts - concept coming soon!



# 3 Innovation Topics

you can implement today



# Data

- Single Source of Truth / CRM
- Hyper-Segmentation
- Ownership of your data
- Reporting and Measurement on your business
- Action Items
  - Regular KPIs reported across your business
  - Tech Review of all systems



# Security

- “Data Breaches” on the rise
  - Huge risk for real estate given level of personal data collected
- Websites are common attack vector
- Social engineering and impersonation
- Action Items
  - Website security audit
  - Email security - 2FA & Admin security plan
  - ID check systems becoming mainstream

# Automation

- Powered by Integrations/APIs
- Optimise internal workflows
- Deliver exceptional client experience
- Action Items
  - Enquiry forms from your website all feeding to your CRM
  - Eliminate or reduce double data entry
  - Automated marketing

Thanks



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