

ARTEFACT

AI IS ABOUT PEOPLE

Leveraging AI in Property

—

January 2026



We combine deep domain knowledge of property with the transformative power of AI to enable businesses to evolve & prosper

Welcome,

Artefact combines a deep knowledge of the UK's property sector with the transformative power of data-science to enable businesses to embrace uncertainty, evolve, and prosper. We enable senior business leaders to accelerate the delivery of results, speed up decision-making and take control of their growth agenda.

In the property sector, we work with some of the largest developers, portfolio owners and property managers in the residential and commercial sectors. Our results set us apart, with clients and their stakeholders realising measurable growth, profitability and value-creation.

Our team brings together accomplished individuals from industry and consulting who have a track record of delivering industry-leading programmes. In the face of the unprecedented change and upheaval, we provide a quicker, more certain path to positive results.

Chris de Gruben, FRICS, Assoc RTPI
Senior Director - Head of AI in Property UK



Recent UK property clients...



.... And some of our international clients



Artefact - The European Data & AI Leader.

We are the largest European HQ'd pure player in Data & AI. Bridging the gap between Business & Technology.

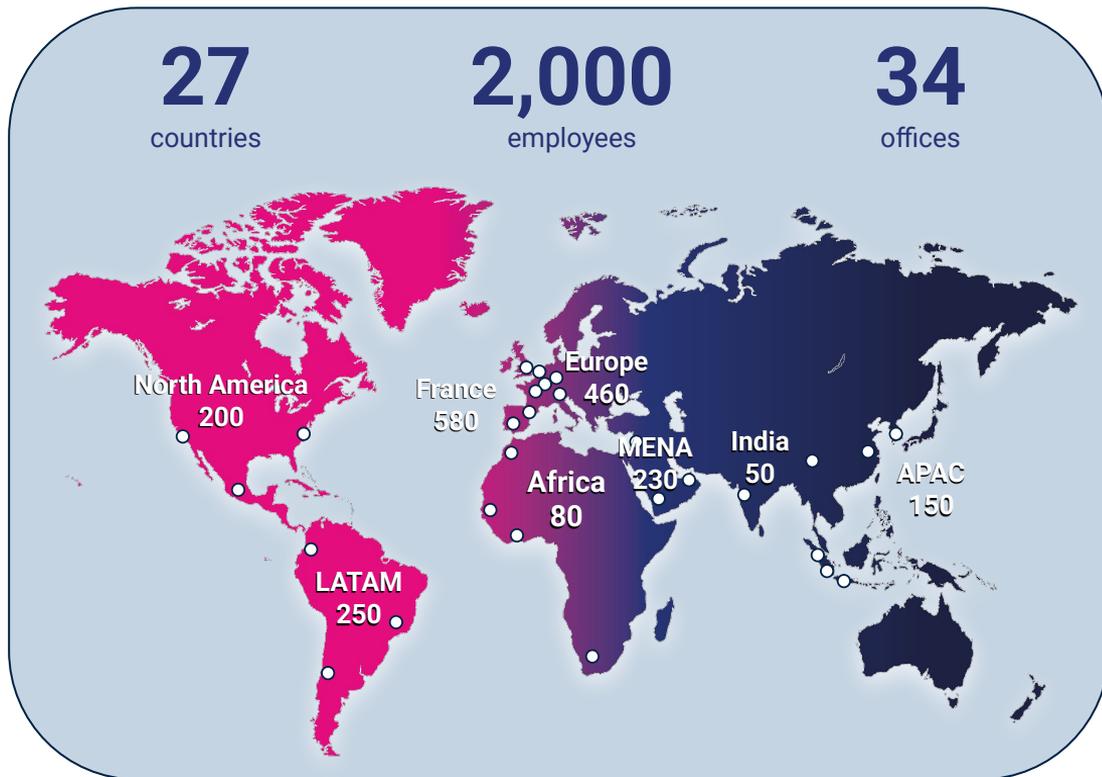
1,500+ global clients



12 Core Industries

- Consumer Packaged Goods
- Retail & Selective Distribution
- Banking & Insurance
- Travel & Hospitality
- Automotive
- Media & Entertainment
- Telecom, High Tech
- Energy, NGO
- Healthcare & Pharma
- Property & Smart Cities
- Defence and Public Sector
- Cosmetics & Luxury

We are tech agnostic and certified on all cloud platforms



Artefact are experts in leveraging AI in UK Property

We are experienced

We have been deploying ML and AI solution to the UK's property sector for **the past 6 years**. We've worked on over a **100 use cases with over 30 clients**. Most of our initial clients remain with us to this day. Few firms can claim to have **as much real world and varied experience** as we have.

We are pragmatic

We will always advise on **the most pragmatic, realistic and implementable solution**. We take an **iterative approach** to tech development. We focus on achieving **ROI within 6 months** and ensuring that all our solutions are accompanied by proven change management principles that integrate well with your ways of working.

We know Property

We have worked with some of the largest property companies in the UK **influencing multi-billion £ strategies**. We are deeply knowledgeable in property.

We have **RICS Chartered Surveyors**, valuation professionals, developers, planners, and built environment consultants. Our teams have literally **written the guidance and standards for AI in Surveying**



We are well connected to PropTech

We have **interacted and maintain a network of 100's of UK PropTech solutions** and have an opinion on most. If there is an off the shelf solution that can be easily and cost-effectively integrated, **we will always recommend it**.

We have also **mapped every property and contextual data source** available in the UK. We know where to find and generate your missing critical insight.

We are technology agnostic

While we are **deep technologists**, we are not solutions vendors. Everything we do is **bespoke and tailored to your specific needs**. We nevertheless maintain strong **professional partnerships** with Google, Microsoft, Databricks, Azure, snowflake etc... with **hundreds of our people certified** as both implementers and trainers.

We are the only **European Google Premier Partner**.

We are data & AI specialists

As Europe's **largest pure data and AI player**, we combine nearly 2000 professionals across 23 offices. We are able to build and implement **incredible complex Data and AI solutions** for some of the **world's largest organisations**. We have **the full stack** of data scientists, software engineers, AI developers, architects and analysts in-house. **No Problem is too big or complex for us.**



Artefact's UK Property Specialists

Our property team brings together specialists with deep sector expertise, combined with excellence in business transformation and design.

We have a strong track record delivering successful projects for leading FTSE 250 and private organisations, ranging from business and operating model design to targeted data science tools and software applying cutting-edge AI to the property sector.



Head of AI in Property, UK



Chris de Gruben,
FRICS, Assoc RTPI, FRGS
Senior Director

Chris has nearly 20 years of practical experience in the pragmatic implementation of data and AI solutions in property. He has worked internationally as an urban specialist advising governments and municipalities on policy and establishing strong valuation policies. Today he is an established leader and regular speaker and trainer on the topic.

- Vice Chair of the RICS PGP on Valuations, setting standards for the RICS Red Book and valuers globally.
- Co-Chair of the RICS AI in Surveying Working Group, setting guidance for all practitioners.
- Lead Trainer for the RICS on AI in Surveying CDP and courses. Develops all own materials and teaches it.
- Has lead or delivered 50+ consulting projects on the design and implementation of AI in property companies.
- Regular speaker at RICS and sector conferences both in the UK and internationally.
- Author of a number of papers on the opportunities and challenges of deploying AI in Property.
- External Examiner for all built environment Bachelors degrees at the Bartlett School of the Built Environment.



Jaynaan Parmar
Consulting Manager

Jaynaan is an experienced business & digital transformation consultant with 10+ years of experience, with 5 of those in property. He has managed projects involving data platform development, systems change management, deploying business intelligence tools and process redesign.



Aditi Chetty
Senior Data Scientist

Aditi is an experienced senior data scientist who has worked with property clients to deliver AI and data science solutions that provide tangible business value. Across her 5+ years of work experience she has worked across both the strategic implications of data science projects as well as the development and deployment of AI/ ML decision making tools.



Marta Carrascosa
GenAI Specialist

Marta is a senior data scientist with 4+ years of experience in delivering Data Science and Machine Learning solutions at scale. Transitioning from civil engineering to data science, Marta has honed her skills in programming, statistical analysis, advanced machine learning and generative AI techniques to develop complex and innovative solutions.



Karen kotz
Consulting Manager

Karen is an architect turned data expert, she brings +10 years of experience with the property sector. Having worked extensively with UK projects, Karen has specialised in delivering customer driven data platforms and robust BI tools for customer journey optimisation and hyper targeting. She's well versed in data governance and adoption initiatives for successful solutions implementation.



2,000 colleagues

650 Data Scientists

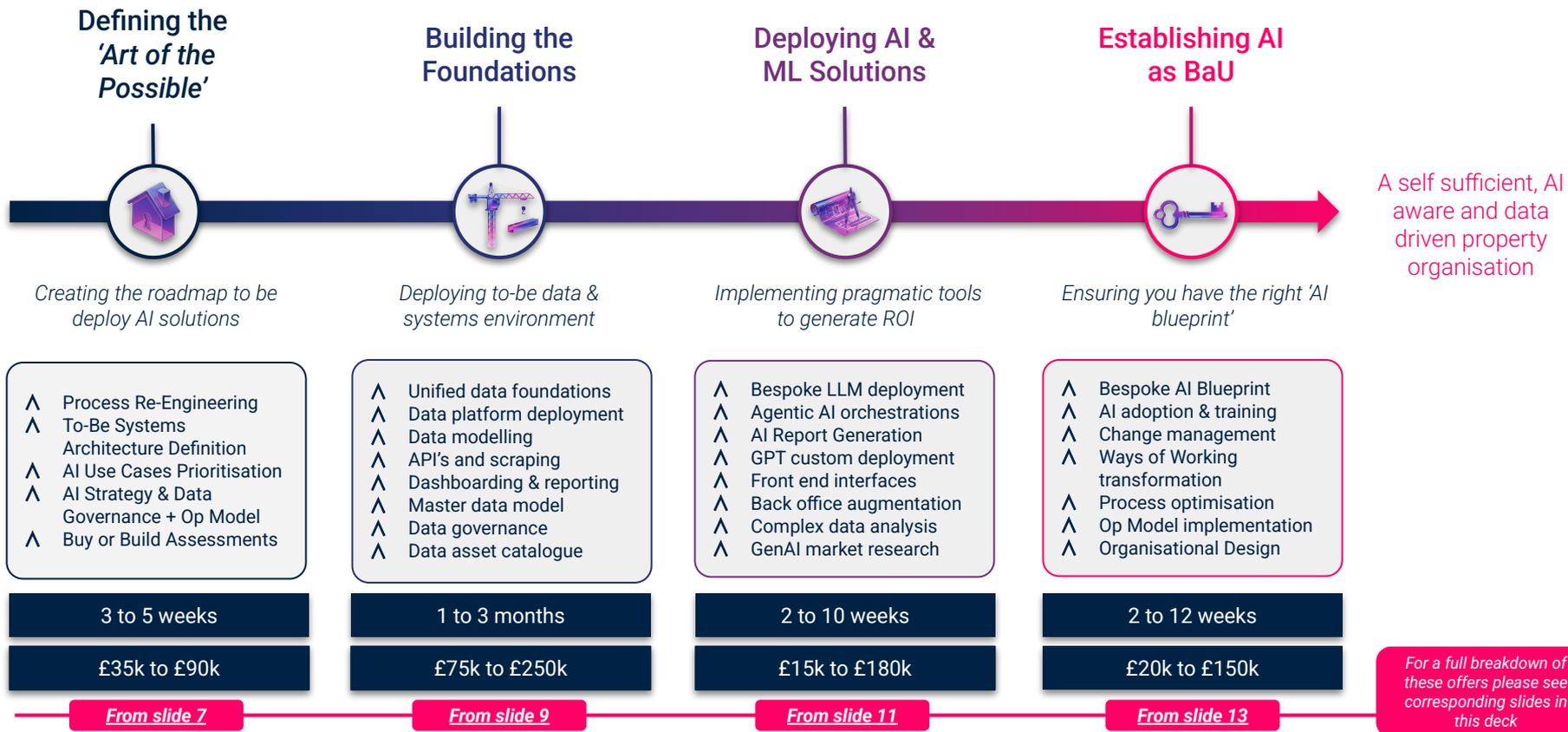
950 Data Consultants

200 Sector Specialists

Full CV's of the UK Property Team are available in the Appendix Section

ARTEFACT

We intervene across different stages of AI maturity.



For a full breakdown of these offers please see corresponding slides in this deck

Defining the *Art of the Possible* - Plan on a Page.



Who is this for?

Typically for companies who are on the initial stages of their AI journey and want to better understand where the core opportunities exists, what they would cost and what likely benefits they would generate. This is a structured approach to achieving this quickly and efficiently, aligning your teams around a shared vision and ambition.

Typical Activities



We carry out a 3 hour, free, use case prioritisation workshop for the long list



We collaboratively prioritise all potential use cases along a set matrix



High priority Use Cases are fully scoped out and the to-be architecture defined



Pragmatic implementation plan designed, costs and roles defined. Ready to go

What you get



Prioritised Use Case Catalogue



Capability Gap Report



3 scoped Use Cases



Investment & Resourcing Plan



Roadmap & Implementation

Benefits



Your team has an open & friendly forum to discuss and test all their proposed AI suggestions & ideas



Your team is better informed of the benefits and limitations of AI and how they are likely to evolve in the future



You know how much the deployment of these use cases are likely to cost and what benefits they are likely to generate



You have a high level roadmap of potential AI use cases and their tech and data dependencies



You have a clear understanding of the suitability of your current tech stack and data sets with a gap analysis

3 to 5 weeks

£35k to £90k

Defining the Art of the Possible Use Cases.



KONTOR

Defining AI Opportunities

- Full **strategy review** to ensure the right capabilities and cost structures are in place for a data-first future.
- Detailed **mapping of business critical processes** including associated RACI, data governance, data flows and systems.
- Designed as a **prioritised implementation roadmap of AI use cases**.

20

Priority data & AI use cases identified

anchor

Process Mapping & Data Asset Catalogue

- **Transformation of customer services**, mapping and designing new repair processes for the care and living business.
- Ran **“hot-house” design weeks** to map all new processes and consider data and systems architecture implications.
- Defined **technical implementation plan** for all CS services.

68%

drop in customer service complaints within 6 months of implementation

UNITE STUDENTS

Future Strategy Visioning & Customer journey

- Visioning (blue ocean) exercise on **future strategy** and implications for portfolio. Includes **mapping of all core processes** to identify pain points and data / AI opportunities.
- Mapped all **customer journeys** and created personas.
- Facilitated board discussions on **strategy and implementation**.

“Vision 2050”

strategy defined with impact on portfolio, business processes and data systems.

McCARTHY STONE
Life, well lived

New Proposition Development

- Mapped all **core selling processes** and customer journeys
- Defined a number of **new propositions** which would fit in current business and capabilities.
- Introduced **rental as a core proposition** and streamlined pricing and **site selection processes**. Built bespoke ML site success tool.

30%

Rental for all unit occupancy across portfolio with prioritised use case

Building the Foundations - Plan on a Page.



Who is this for?

Companies who have a clear idea of what they want their AI ambitions are and have a clearly defined operating model and organisational design in place but need to lay the right technical and data foundations to build this AI vision. This usually includes designing new process maps and ways of working as well as putting in place a clear data governance framework.

Typical Activities



Defining the to-be architecture based on a clear needs assessment



Reverse mapping all data streams and modelling pipelines to platforms



Defining data roles against streams to establish data governance frameworks



Mapping new processes with RACI's to ensure that change mgnt is optimised

What you get



To-Be Process Maps & WoW's



To-be Architectural Diagram



Target Operating & Data Governance Model



Dashboard wireframes



Solution Roadmap for Implementation

Benefits



An iterative streamlined to-be tech architecture adapted to the stated future AI vision and ambitions.



A pragmatic approach to process and ways of working evolution to maximise change management and adoption.



A fully costed and technically defined implementation plan with a clear benefits schedule mapped out.



An easy to understand data governance framework with clear role allocation with worked examples.



Custom made dashboard wireframes to visualise outputs and generate new insights. Drive better decision making.

1 to 3 months

£75k to £250k

Building the Foundations - Some case studies



 grainger plc

Built at State of
the Art Prop
Tech platform

- **Integrated best-of-breed solutions** into a single, seamless technology and data platform.
- Restructured the organization and implemented new ways of working to **realize the platform's benefits**.
- Designed a new CX journey for **competitive differentiation**

>£20m

in additional income through tailored revenue management tools

 HELICAL

Process Mapping
& Strategy Review

- Full **strategy review** to ensure the right capabilities and cost structures are in place for a data-first future.
- Detailed **mapping of all key processes** including associated RACI, data governance, data flows and systems.
- Operating Model review with **Org Design recommendations**.

£1m

immediate cost savings and re-mapped all capabilities.

 FIRST
PORT

Technology
transformation

- Creation of a **central database** to consolidate all asset, tenant, and lease information into a single source of truth.
- **Replaced manual tasks** with automated digital workflows and a resident self-service portal, enabling **proactive management**.
- **Empowered front line teams** with new digital tools.

50%

Rise in customer satisfaction

 BY
W

Building the right
foundations

- **Full tech stack implementation** by mapping out processes and core data assets up to dashboard design.
- Established a **data governance and implementation plan**.
- Co-creation of **AI catalogue and upskilling plan** for successful roll out.

Clear vision

for future infrastructure. Architecture and detailed implementation plan

Deploying AI, Agentic & ML Solutions - Plan on a Page.



Who is this for?

This is for firms that either already have a good, clean tech stack with reliable data or those that have use cases which don't rely heavily on internal data and tech. This is the exciting part of rapid building and delivery of AI / ML / DA use cases where near immediate ROI can be experienced. This can range from deploying licenses to use an LLM or build a full AI app from scratch

Typical Activities



Identifying and prioritising potential AI Use Cases with estimated effort & ROI



Creating a dynamic roadmap of initiatives and dependencies



Delivery of the AI use cases, UAT and benefit case realisation.



Embedding, change management, WoW update, training and documentation

What you get



Use Case Definition



Detailed Roadmap



Detailed UC Scopes



AI / Agentic / ML Tools



Training & Adoption

Benefits



Innovative, cutting edge and informed discussions on the potential of AI in your specific organisation.



An engaged community of users, champions and colleagues, excited about the potential for AI at work.



A clear business plan mapping cost of effort against rewards to support decision making and budget spend.



Pragmatic, implemented and efficient AI use cases with ownership clearly sitting with your colleagues.



A clearly defined roadmap of AI initiatives and Use Cases with dependencies and requirements

2 to 10 Weeks

£15k to £180k

Deploying AI & ML Solutions (provisory title)



Forecasting Site Performance

- Developed a **easy-to use web application**
- Developed a model that leverages advanced machine learning using **client historic data, the Artefact Property platform.**
- Enabled the estimation of occupancy and thus **EBITDARM on a given development site.**

£33M

Annual valuation uplift, based on 10 new homes p.a



Predicting Site Demand

- Insight and a decision-support tool that uses data science to accurately **predict demand at new sites and generates site mix recommendations.**
- Additional capability for **targeted marketing** by providing an unprecedented amount of knowledge on a given area.

£8M

lower costs to generate the same income, increasing yields by 8%



Predicting Site Success

- Provided a **decision support tool** to predict the sales performance of future sites.
- Forecasting sales performance via **postcode and other relevant information**
- Allows for **confident and rapidly expansion** into new locations.

£25m

Costs avoided by walking away from 2 sites in the first 6 months



Assessing Urban Impact

- We delivered an independent "**Migration & Viability Report**" to support on decision making for Smithfield and Billingsgate on moving market Traders to a more suitable location.
- Our industry experts engaged with tenants to understand their needs, analyzed **public and proprietary data to map the project's impact.**

70-90%

Traders have agreed to move to a new site

Establishing AI as BaU - Plan on a Page.



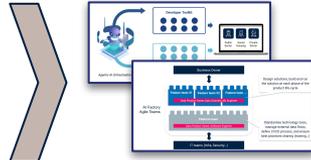
Who is this for?

Companies already well into their journey of leveraging and deploying AI / ML / Agentic solutions but who need to ensure that all colleagues are aware and active in the origination, use and deployment of future AI use cases, reducing the reliance on third parties. This is for companies who want to have AI at the heart of their operations, considered as BaU moving forward.

Typical Activities



Change Management & Adoption Training through an AI awareness Culture



AI Factory / Innovation Hub Establishment to enable future Use Case development



Changes to Ways of Working / Operating Model / Organisational Design



Blueprint for hackathons and dedicated AI championship events

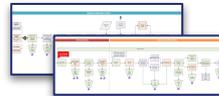
What you get



Future Roles & JD / Org Design



Knowledge & Skill Gap Analysis



AI enabled Process Maps



Clear RACI for AI applications



Comprehensive Training Suite

Benefits



AI and Data use becomes Business as Usual within your organisation, reducing the need for external support.



Well trained and motivated workforce, aware of the benefits and limitations of AI, participating in the conversations.



Clear understanding of the skills gap with a pragmatic plan to close it and maintain a high knowledge base.



An organisational design integrated to an AI integrated operating model with clear RACI and Data Governance model



A dedicated and personalised training suite for your organisation, ambitions and overall skill / knowledge levels.

2 to 12 weeks

£20k to £150k

Establishing AI as BaU



Driving System Adoption

- Design and delivery a **comprehensive training and adoption** program.
- It centered around a "train the trainer" model, identifying and **upskilling a network of "change champions"**
- We ensure the training was relevant and reached **all end-users**.

Smooth rollout

Of new financial system



Enabling Unified Operations

- Delivered a **large-scale, blended training program** tailored to different employee roles.
- Created over **100 unique eLearning courses**.
- Established an internal network to provide **ongoing, on-the-ground support** to their colleagues.

3K

Employees trained within 3 months



Upskilling Student Services Workforce

- Created a **full suite of training materials**, including role-specific eLearning modules, job aids, and quick reference guides.
- Built **in-house expertise**, ensuring the program's long-term sustainability.

2K

Employees successfully trained, leading to rapid rate of adoption



Writing & Evangelising AI guidance

- Co-Chair of the **RICS AI Standards & Guidance Document**, the first of its kind for the UK Property Industry.
- Lead trainer for all **AI for Surveyors online and in-person courses** for the RICS. Chair of the **AI working group**.

55K

Chartered Surveyors now follow the guidance nationwide

A living catalogue of over 250+ property use cases.

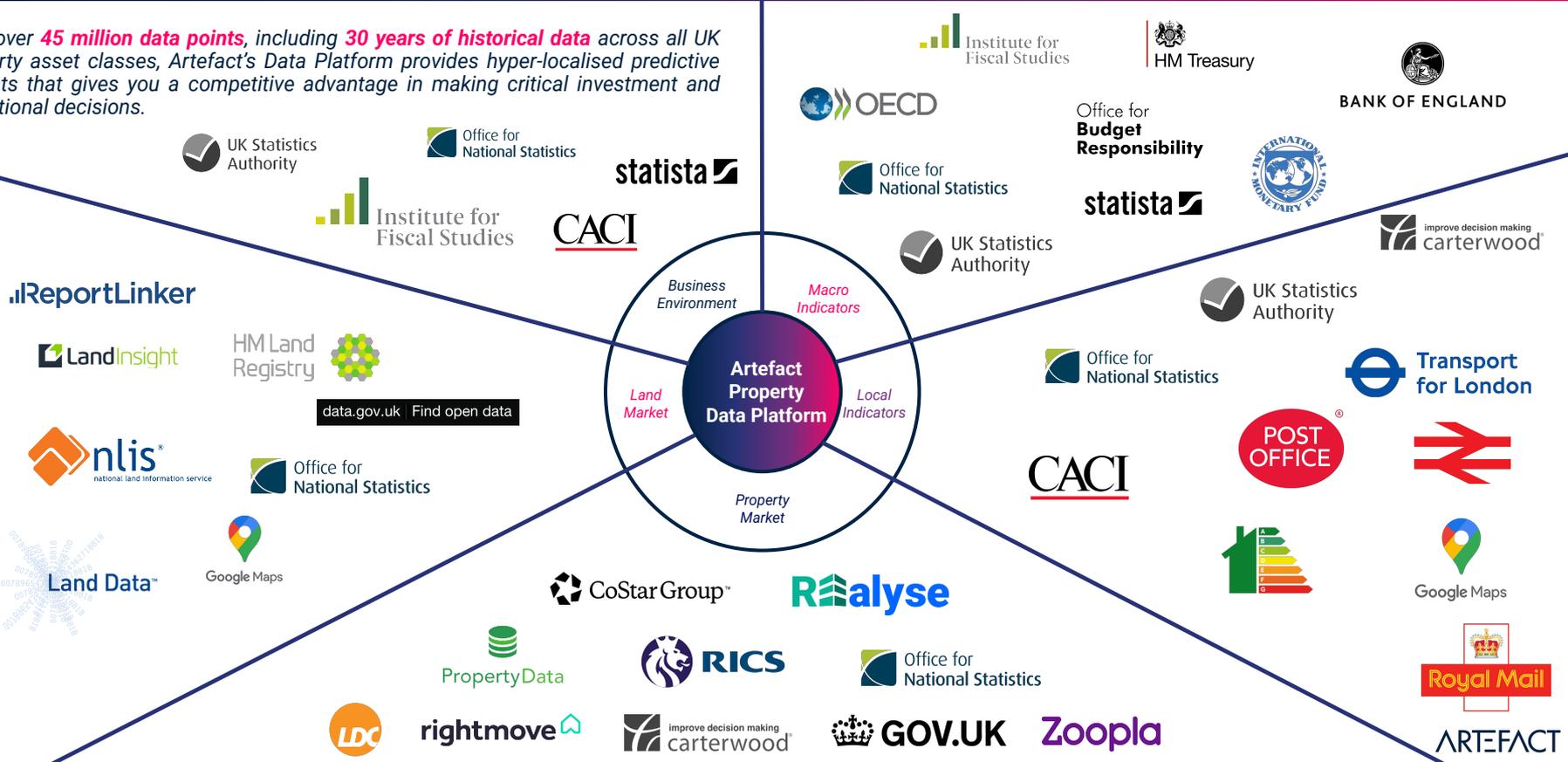
Over the past 6 years we have built a catalogue of property specific data and AI use cases, most of which are fully scoped out and many already deployed. Few are theoretical, we know that most provide value and drive better decision making.

| | |
|-------|---------|
| DA | ML |
| GenAI | Agentic |

|  Land Acquisition |  Planning |  Design & Development |  Asset / Prop Mngt. |  Estate Agency |  Back Office |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Site Success Prediction | Adaptive Community Engagement | Site Mix Optimisation | Intelligent Schedules | Dynamic Customer Clusters | Dedicated AVM |
| AI Development Appraisals | Automated Planning Report Generation | Intelligent Phase Scheduling | Predictive Repairs & Maintenance | Listing Description Writing | Dynamic Lease Pricing for BTR & Student Housing |
| Market Movement Trends & Analysis | Section 106 Calculations | Supply Chain Vulnerability | Optimising Portfolio Health | Initial Contact Triaging | Store Location Planning & Suitability |
| Development Scenario Sensitivity | Future Supply Prediction (planning) | Shed Size & Lease Optimiser | Estate Investment / CapEx Optimisation | Personalised Listing Recommendations | Finance Interrogation GPT |
| Residual Appraisal Valuations | Hype-Localised Community Priorities | Floor Plan Generation | ESG ROI Estimation | Automated Listings Management | Retail SKU Mix Optimisation |
| Valuation Risks Identification | Objection Responses Management | Asset Use Mix Planning | AI Lease Interrogation | Enhanced KYC Checks | Sustainable Retail Operator Mix |
| Care Home Occupancy Prediction | Automated Elevations Generation | Massing Optimisation | Building Insights & Actions | Automated Offer Management | Finance / Accounting Automations |
| Retirement Site Success Variables | London / LA Plan Compatibility | QS / Cost Estimations | Retail Footfall Prediction | List Pricing Success Recommendations | Valuation Report Checks & Risks Flagging |
| Gentrification Pace Prediction | Site Comparable Sourcing | Automated Supplier Contract Negotiations | HVAC Optimiser / Digital Twin | Dynamic Individualised Dashboards | Automated Board / Report Generation |
| Automated Land Transactions Catalogue | Planning Committee Mood & Trend Validation | Client Interior Design GenAI Tool | GenAI Maintenance Bot & scheduler | Potential Non-Customer Identification | Market Gap Analysis |

Our Data Sources.

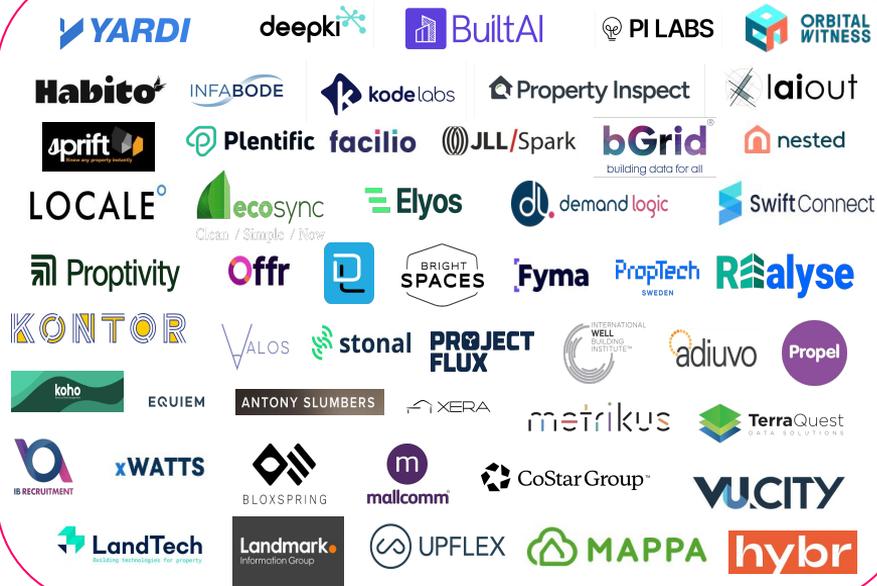
With over **45 million data points**, including **30 years of historical data** across all UK property asset classes, Artefact's Data Platform provides hyper-localised predictive insights that gives you a competitive advantage in making critical investment and operational decisions.



We are active in the UK PropTech Community.

- ▲ Artefact is an **active player** and mediator in the **UK's PropTech Community**. We host quarterly "show & tell" demos (**200+ solutions showcased so far**) and take a leading role in advocating for the space at conferences, in podcasts and other forums.
- ▲ We have **privileged relationships** with some of the best and fastest growing PropTech companies in the UK, working **alongside them for a number of projects** or deploying them within some of our solutions to **better add value to our clients**.
- ▲ We take a **very pragmatic approach** to assessing what is a solution in search of a problem and what truly resolves a pain point and provides **very fast, easily measurable results**.
- ▲ We have **formal relationships** with the top property and contractual data providers in the UK to **access and re-use** some of their data assets within our bespoke AI tools.
- ▲ We are **uniquely positioned** to advise in an **unbiased and practical** manner areas where we believe a PropTech solution, additional data or an ML/AI engine can deliver **fast & cost efficient value**.

Some of our existing PropTech & Data relationships



We have best-in-class partnerships and expertise.

We have a unique savoir-faire in **AI & data** analytics services and are completely **technology or provider agnostic** but maintain deep partnerships.

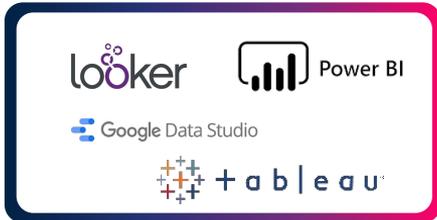
With over **500+ professional certifications** and a global knowledge approach, we ensure consistent support levels



+100 partnerships with data services providers, incl. access to funding programs (e.g. PSF/DAF and Ramp)



+100 collaborators holding Google Cloud professional certifications. 200+ with field experience. Our School of Data is part of the Authorised Training Partner program.



+150 experts of best-in-class data visualisation platforms to accelerate value generation.



+500 experts of best-in-class data services and tools ensuring project success from strategy to implementation.



Artefact has developed 'Accelerators' to speed up delivery.

'SKAFF' provides an open source knowledge base and deployable solutions to solve foundational technical problems. It is an incubator for Artefact technical products

- ▲ There is often a significant technical overhaul required before data and AI projects are able to be deployed and demonstrate value.
- ▲ We recognise this foundational work and has built high quality accelerators to streamline build and deployment, to allow teams to focus on value-add work.
- ▲ These are based on previous projects where we have been able to lift, anonymise and clean code and scripts to be able to drive re-use and speed of deployment.
- ▲ We currently have 25 property specific technical accelerators (skaff's) to deliver client projects faster.
- ▲ This typically shortens our delivery time by over a third, reducing cost and risks for clients and enabling our teams to deliver more, faster.

The screenshot displays the SKAFF interface, which is powered by ARTEFACT. At the top, it is labeled 'ARTEFACT'S TECH INCUBATOR'. Below this, there are three buttons: 'Skaff intro deck', 'Accelerators one-pagers', and three 'Get a [cloud provider] sandbox' buttons (Google Cloud, Azure, AWS). The main section is titled 'ACCELERATORS' and features a search bar with the placeholder text 'What are you looking for?'. Below the search bar is a grid of ten accelerator cards, each with a title, author name, and a star rating. The cards are: 1. 'Vertex Pipelines Deployer' by Jules Bertrand (10 stars), 2. 'Starter Kit Vertex AI pipelines' by Alexis Vialet (9 stars), 3. 'GenAI RAG indus kit' by Alexis Vialet (8 stars), 4. 'Data Science Engineering Expertise' by Amale Elhamri (6 stars), 5. 'dbt-server on GCP' by Alexis Vialet (5 stars), 6. 'App Factory' by Tom Darmon (5 stars), 7. 'Data Science repository template' by Guillaume Quinquet (2 stars), 8. 'Terraform module GCP Airbyte server' by Alexis Vialet (2 stars), 9. An unnamed accelerator by an unnamed author (2 stars), and 10. An unnamed accelerator by an unnamed author (1 star). Each card also includes a 'Beta' badge in the top right corner.

In addition to our technical accelerators, we also have a considerable repository of fully scoped out property use cases with defined technical requirements and dependencies to reduce discovery time and manage uncertainty.

Our project philosophy.

We work collaboratively, flexibly and pragmatically. We are committed to ensuring the success and value of all our solutions and always have a keen eye on building long term relationships



Start small & iterate

We find the best success when we start with small demonstrable improvements and solutions which we can scale over time. Ensuring that everything we do is deliberate and pragmatic.



Keep scope of works flexible

While we set a direction of travel and desired outcomes, our SoWs remain flexible to change and adapt as we discover and engage with your teams to provide value and adapt to your needs.



Focus on fast ROI

We want to implement pragmatic, simple and scalable solutions which deliver a fast return and can be understood by all. We are not interested in long scoping and design phases or heavy slide decks.



Joint Teams

We like to work as part of a joint team, alongside your colleagues, if possible from your offices, so that we may deliver joint solutions and ensure that your teams are fully aware and trained.



Driving Adoption & Transfer Ownership

We want to make sure that everything we do comes with a clear change management framework to ensure adoption by colleagues and ensure it leads to demonstrable change. We also work hard to train and empower your teams to reduce dependency on technical or consulting teams. You own everything we produce and should be able to scale solutions yourself with minimal support.

We delight our clients.



“

We partnered with Artefact for their property expertise, technology leadership and a pragmatic approach to implementation. We couldn't be happier with the results”

”

CEO, FTSE 250 Landlord

“The project has been a real success

The joint-team combined our own in-house capability with experienced practitioners from Artefact – ensuring that the project was anchored in the business but benefited from new insights from across the industry and a truly innovative approach.”

CEO, Leading UK developer

“Artefact exemplified consulting at

its best, they rose to the high challenge we set them and we are delighted with the outcome. They brought a rigorous well-thought-out approach to not only build an incredible ML tool but also ensured my teams were onboarded and enthusiastic.”

CEO, McCarthy Stone

“The property sector knowledge they brought to the table means that the learning curve was non-existent.

But it is really the passion they have about doing the right thing which set them apart... going above and beyond anything in the contract to ensure success of the tool and the business. We were truly one team”

Head of Offices, Landsec

“They have built a simple tool which has revolutionised our ways of working. It is now known as the Artefact tools in all Board Meetings.

In a short but fast paced project, Artefact has developed and built a first-of-its-kind AI tool which has completely transformed how and where we buy land for our projects”

CEO, UK Residential Property Manager

Let's talk about your data & AI transformation projects.

[Contact Us](#)

ARTEFACT