



*Training Course:
PropTech Mastery: Digital Transformation and
Innovation in Real Estate*

10 - 21 August 2025

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Training Course: PropTech Mastery: Digital Transformation and Innovation in Real Estate

Training Course code: MA236081 From: 10 - 21 August 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 5500 € Euro

Introduction

This advanced training program is designed to offer a comprehensive exploration of the technological revolution transforming the real estate industry. It focuses on PropTech—property technology—and its application in smart development, digital transactions, asset management, data analytics, and strategic innovation. Spanning ten intensive days, the program equips participants with the skills, tools, and insights required to integrate digital solutions and thrive in the evolving real estate landscape.

Target Audience

Real Estate Developers
Property and Asset Managers
Real Estate Investors
Construction and Project Managers
Urban Planners
Digital Transformation Officers
Real Estate Consultants and Strategists
PropTech Entrepreneurs and Startup Founders
Facilities Managers
Financial Analysts in Real Estate

Objectives

To provide a deep understanding of the PropTech ecosystem and emerging digital trends in real estate.
To equip participants with tools to leverage data analytics and AI for property valuation and investment decisions.
To introduce IoT, blockchain, and automation in building operations and transactions.
To apply digital tools in property marketing, leasing, and customer experience.
To explore the role of FinTech in real estate investment and crowdfunding.
To identify the legal, regulatory, and ethical dimensions of technology in real estate.
To enhance strategic planning and change management for digital adoption.
To evaluate and implement PropTech solutions in development and property management.
To engage participants with hands-on PropTech platforms and real-world case studies.
To prepare participants to lead digital transformation within their organizations.

Outlines

Day 1:

Introduction to PropTech and the Digital Real Estate Ecosystem

- Definition and scope of PropTech
- Evolution of technology in the real estate sector
- Overview of major PropTech categories ConTech, Smart Real Estate, FinTech, etc.
- Global PropTech trends, market size, and innovation hubs
- Disruption and digital transformation across the real estate lifecycle

Day 2:

Data-Driven Real Estate Strategy and Analytics

- The value of data in real estate decision-making
- Sources and types of real estate data structured, geospatial, behavioral
- Property valuation using data tools and platforms
- Dashboards and visualization tools
- Market intelligence and forecasting

Day 3:

Artificial Intelligence and Predictive Tools in Real Estate

- Introduction to AI and machine learning in real estate
- AI-based property search and recommendation engines
- Automated valuation models AVMs
- Predictive analytics for market trends and risk forecasting
- Real-world use cases and platforms

Day 4:

Smart Buildings and IoT Integration

- Internet of Things IoT in real estate operations
- Smart building technologies and automation
- Energy management, occupancy sensors, and maintenance alerts
- Creating enhanced tenant and user experiences
- Case studies of smart developments

Day 5:

Blockchain and Smart Contracts in Real Estate Transactions

- Fundamentals of blockchain technology
- Real estate tokenization and decentralized platforms
- Smart contracts for leasing and sales
- Reducing fraud, increasing transparency in property transactions
- Regulatory considerations

Day 6:

PropTech in Construction and Development ConTech

- Digital twins and Building Information Modeling BIM
- Drones, 3D printing, and automation in construction
- Construction management software
- Streamlining project timelines and stakeholder collaboration
- Innovation in sustainable and modular construction

Day 7:

FinTech, Crowdfunding, and Digital Investment Platforms

- Online real estate investment platforms and crowdfunding
- Evaluating PropTech startups and platform models
- Mobile apps for real estate transactions and lending
- FinTech integration in real estate finance
- Investor analytics and performance tracking

Day 8:

Smart Property and Asset Management Platforms

- Centralized property management systems
- Digital leasing and virtual inspections
- AI and automation in facility operations
- Tenant engagement apps and feedback loops
- Performance metrics for asset managers

Day 9:

Legal, Regulatory, and Ethical Issues in PropTech

- Data privacy laws e.g., GDPR, local regulations
- Legal risks in digital transactions and smart contracts
- Ethical use of AI in real estate decision-making
- Cybersecurity and digital due diligence
- Risk mitigation in tech adoption

Day 10:

Digital Strategy, Innovation, and the Future of Real Estate

- Building a digital transformation roadmap

- Aligning tech strategy with business goals
- Change management and innovation leadership
- Capstone workshop: Presenting a PropTech integration plan
- Feedback and review.

Registration form on the Training Course: PropTech Mastery: Digital Transformation and Innovation in Real Estate

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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