

# PropTexx Expands to London, Bringing AI-Powered Innovation to the UK Real Estate Market

*PropTexx, a global leader in AI-driven real estate solutions, expands into the UK with a new London office to accelerate AI adoption.*

LONDON, UNITED KINGDOM, February 18, 2025 /EINPresswire.com/ -- PropTexx, a global leader

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*Joshua Lamerton*

in AI-powered real estate technology, is expanding its footprint in the UK with a new office in London. This strategic move strengthens PropTexx’s commitment to revolutionising the real estate industry with advanced AI solutions, enabling agents, brokers, and property platforms to harness the power of intelligent automation, dynamic property visualisation, and next-generation lead engagement.

Recognised as a leading AI technology disruptor, PropTexx has rapidly gained global traction by delivering state-of-the-art AI technologies that redefine how properties are marketed, personalised, and discovered. From AI-driven property imagery enhancements to interactive virtual staging and deep learning-powered search tools, PropTexx continues to set new benchmarks in PropTech innovation.

“Our expansion into the UK marks a major milestone in our mission to reshape the real estate experience through AI,” said Joshua Lamerton, Co-Founder of PropTexx. “London is a thriving hub for real estate and technology, making it the perfect location for our next phase of growth. We look forward to partnering with leading property platforms, agencies, and enterprises to drive efficiency, engagement, and unparalleled personalisation in the property search journey.”

London as a Hub for PropTexx’s Retail AI Initiative

Beyond real estate, PropTexx’s London office will spearhead a groundbreaking retail AI initiative, leveraging AI-powered visualisation and data-driven marketing solutions to enhance retail product placement and demand forecasting. By integrating AI-driven merchandising and digital staging, PropTexx will offer retailers and property owners new ways to attract and engage shoppers while optimising space utilisation and design.

“Our AI is transforming both property search and retail,” Lamerton added. “With London at the forefront, we’re bridging real estate and retail to enhance how consumers find homes, interact with their favourite products, and experience personalised, AI-driven engagement across both industries.”

#### Expanding Partnerships and Future Growth

As part of its expansion strategy, PropTexx is actively seeking collaborations with real estate platforms, agencies, and retailers looking to future-proof their operations with AI-driven solutions. With its deep-tech approach to real estate AI and the emerging retail AI initiative, PropTexx positions itself as a premier technology partner for businesses aiming to stay ahead in a rapidly evolving digital landscape.

This UK expansion is a key step in PropTexx’s global vision, ensuring that both real estate professionals and retail brands in London and beyond can leverage AI to streamline workflows, improve user engagement, and drive higher conversion rates.

For Partnership Enquiries

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