

New Industry Survey Explores What It Takes for Real Estate Firms to Move from AI Pilots to Enterprise Deployment

A new industry survey examines how real estate firms are moving beyond AI pilots to successfully embed AI across everyday operations.

NEW YORK CITY, NY, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- The research aims to better understand what separates organizations that are successfully embedding AI into their day-to-day operations from those still experimenting with isolated pilots

[Keyway](#), in partnership with [The Appraisal](#), has launched a new industry survey exploring the next stage of AI in the industry: AI Maturity in Real Estate. The goal of this survey is to gain deeper insights of what it takes for organizations to move from AI experimentation to real enterprise-wide deployment.

The survey is open to all professionals across acquisitions, lending, asset management, finance, legal, property management, and executive leadership. Participation is confidential, takes approximately 5–10 minutes, and all respondents will receive the final report, including key findings and actionable insights.

Take the Survey [HERE](#)

Building on the Industry's First Benchmark

The new survey builds on the findings of The State of AI Adoption in Real Estate Survey Report published earlier this year. That research surveyed more than 150 U.S. real estate professionals and found that while AI experimentation has become widespread, enterprise-wide deployment remains limited.

Among the report's key findings:

- 45% of firms reported actively running AI pilots, while only 9% had achieved enterprise-wide deployment.
- Just 8% considered their data infrastructure fully prepared to support AI at scale.
- Trust, data readiness, and system integration emerged as the primary barriers preventing broader adoption.
- More than half of firms expect to significantly increase AI investment over the next two years,

signaling that AI has become a long-term strategic priority.

Those findings revealed an industry moving beyond experimentation but still facing meaningful operational challenges before AI can deliver enterprise-wide impact. Building on those conclusions, this new research examines the current state of AI maturity, including where AI is being deployed, which workflows and business functions are seeing the greatest adoption, what models firms are using, and what separates organizations that are successfully scaling AI across the business.

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