The Inception of Property Technology

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Innovation Sustainability Technologies Methods

Startup Evaluation and Due Diligence

REAL ESTATE FINANCE CONSTRUCTION

Deniz Karahan

The Inception of Property Technology

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Forward

In today's rapidly evolving technological landscape, the real estate market is undergoing a profound transformation. With the emergence of property technology (proptech), traditional business models are being challenged, and new opportunities are emerging. "Revolution in Real Estate" stands as a groundbreaking masterpiece, offering a comprehensive exploration of this dynamic field.

Authored as the first definitive book on property technology, "Revolution in Real Estate" provides a comprehensive guide to the fundamental definitions, terms, standards, norms, methods, business areas, and assessment and evaluation methodologies that shape this rapidly evolving sector. Its purpose extends beyond being a mere reference book; it serves as a versatile sourcebook for academic education, company valuation, the development of innovative and sustainable solutions, and the construction of assessment methods.

Within its pages, readers embark on a transformative journey through the realm of property technology. By delving into the intricacies of market players, business areas, technologies, use cases, and their applications within real estate, construction, and finance, readers gain a profound understanding of the way property technology is revolutionizing and reshaping these sectors. Indeed, "Revolution in Real Estate" explores how suppliers of property technology are driving the metamorphosis of business models in these domains.

Among the key highlights of this comprehensive volume is its detailed exploration of the core business areas within property technology. From construction and investment to management, data analytics, immersive reality, smart buildings, finance, sustainability, marketplace, and valuation models, the book navigates readers through the multifaceted dimensions of this burgeoning field. Moreover, it provides valuable insights into assessing companies' innovation and sustainability degrees, enabling readers to evaluate their own organization or others with a critical lens.

Beyond business areas, "Revolution in Real Estate" delves into the digital transformation of the real estate market, unveiling the varied implementations of techniques, systems, and methods that are propelling this change. By examining the intersection of technology and the real estate industry, this book serves as an essential companion for professionals, researchers, and enthusiasts seeking to unlock the vast potential and seize the opportunities offered by property technology.

The author of "Revolution in Real Estate" has harnessed his deep expertise and industry insights to deliver a captivating and enlightening masterpiece. This seminal work will undoubtedly become an indispensable resource, guiding readers through the complexities of property technology and paving the way for innovation, sustainability, and transformative growth in the real estate market.

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5. Sustainability
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