

Efficiency Meets Uncertainty: How Tech Is Reshaping Real Estate

Technology Advancements Empower Real Estate Firms
to Navigate Economic Complexities





Seventy-seven percent of businesses have invested in AI to address their staffing shortages, relying on the technology to support their back office operations.

Source: AvidXchange 2025 Trends Survey



Introduction

Property management companies are juggling numerous challenges. **Tariffs** on building and maintenance materials are adding thousands of dollars to their costs, interest rates hover above historic averages, and the possibility of a recession continues to loom large.

As if that's not enough, firms are facing intensifying regulatory and compliance requirements, including changes in tax policies, landlord-tenant laws and zoning. They are also forced to do more with fewer people thanks to the industry's shrinking labor pool. All of this dials up operational pressure, making it difficult to control costs, manage cash flow, and plan for the future.

These economic complexities and uncertainty may be the new normal, but it doesn't mean real estate professionals can afford to take a wait-and-see approach to doing business.

Many companies are turning to technology like AI-enhanced software and automation to help navigate the market's complexities and come out ahead. An impressive 81% of those surveyed for **Deloitte's** 2025 Commercial Real Estate Industry Outlook said data and technology are where they are most likely to focus their spending this year.

With the right technology, property management teams are empowered to operate more efficiently, steer their business with greater visibility, and make more informed decisions about their future.

Here we take a look at what's trending in real estate tech and how it's impacting firms' day-to-day operations, as well as their future.

01 Artificial Intelligence: The New Backbone of Real Estate Tech

According to **JLL Research**, AI and generative AI are among the top technologies projected to significantly impact the real estate industry. They are already transforming the industry by saving property managers time and creating a more efficient and personalized experience for their tenants.



Fifty-one percent of finance leaders have invested in AI as part of an initiative to attract and retain talent.

Source: AvidXchange 2025 Trends Survey



Here are some of the most effective ways AI is being used in real estate today:

- Property managers are automating time-consuming workflows and tasks like collecting rent, scheduling showings, and coordinating maintenance. This saves valuable time and helps to button up the business.
- AI chatbots and virtual assistants are analyzing and summarizing tenant voicemails and messages, and providing 24/7 support. Their sentiment analysis and timely responses reduce workload for property managers, increase tenant satisfaction, and help boost retention rates.
- AI is handling routine inquiries related to buying, selling, and renting properties and keeping property owners and managers, investors, tenants, vendors and finance teams informed about the status of financial transactions. With real-time info, stakeholders are empowered to make timely, informed decisions.
- Predictive maintenance algorithms in AI-powered property management software are identifying maintenance needs before they become emergencies. This protects properties and tenant relationships.

Here are some of the most effective ways AI is being used to help firms manage their accounts payable (AP) and the back office:

- By automating repetitive AP tasks, such as data entry, AI tools are freeing up staff to focus on higher-value activities, such as strategic decision-making and portfolio management.
- AI-driven AP platforms provide a centralized dashboard, allowing teams to oversee operations and finances across multiple properties. This helps employees become more efficient, reduces errors, and enables them to optimize expenses and make smarter decisions around rent pricing and budgeting.
- AI is empowering property managers with real-time insights about their business and what lies ahead for it. By analyzing historical data, AI helps firms manage cash flow, forecast business outcomes, and change course before it's too late.



The majority of businesses (61%) are moving away from paper checks and switching to digital, real-time payments like virtual credit cards or ACH transfers.

Source: AvidXchange 2025 Trends Survey



- AI is also serving as a retention tool. AP professionals armed with AI-driven tools and insights are more likely to stick around than those burdened with age-old, mundane tasks like chasing invoice approvals.

02 The FinTech Revolution: Transforming Real Estate Payments & Cash Flow

Most property management firms would agree that managing cash flow is anything but easy, even in the most favorable economic environment.

With loads of invoices from suppliers that are spread across properties, and lots of people to pay, it's challenging to maintain visibility into money coming in and going out. Slow-moving paper checks add to the cash flow management challenge, eating up valuable time and resources and making it tough to track status and plan disbursements.

ePayments like virtual credit cards and ACH are a smarter choice. They are faster, convenient, and more secure than paper checks. They use things like tokenization, biometrics, and encryption to protect financial data, designed to keep it safe from fraud and storing it in an immutable ledger for easy tracking.

Emerging payment technologies like virtual wallets, real-time payments (RTP), and FedNow will expand firms' payment options and enhance security with additional layers of protection.

By moving to ePayments and automating invoice and payments processes, firms free themselves from error-prone, manual work and get real-time visibility into performance and cash flow. They can predict, track, and optimize their cash flow in near real time so they can keep it steady and predictable.

03 Data & Analytics Tools: Unlocking Actionable Insights

The real estate industry's unique complexities like tenant turnover, fluctuating vacancy rates, seasonal shifts, and unexpected maintenance expenses, make it challenging for property managers to plan ahead.

Data analytics can't predict the future, but the tools can unearth important insights and help property managers make informed forecasts. Predictive analytics and machine learning tools can analyze historical data, demographic information, economic indicators, and other relevant factors that can have substantial impact on the real estate business. Armed with this info, property managers can make better business decisions.

There are analytic tools specifically designed for property management that give landlords and investors real-time insights into their portfolios. They can check occupancy rates across their properties, perform financial analysis, and run automated reports with real-time data.

Property managers who are juggling heavy maintenance or remodeling work and those doing capital improvements can benefit from job costing tools that allow them to analyze how much they've spent on projects. They are able to track labor and materials across each of their properties.

Oftentimes, data analytics tools like these can be integrated within existing tech stacks, freeing real estate professionals for more strategic work and arming them with real-time data that can help them grow their portfolios.

04 Integrated Property Management & Financial Systems

Another important part of real estate tech stacks are property management solutions like MRI, Rent Manager, AppFolio, ResMan, RealPage, and others. These systems have become integral to the day-to-day operations in property management, allowing owners, investors, and others to handle everything from tasks around leasing, rent collection, and marketing, to forecasting and investment modeling. Many have built-in accounting features or provide integrations with third-party accounting software and services.

When integrated with automated AP and payment solutions, users get a comprehensive database of all of the financial information that affects their business, including recent transactions, budgets, and cash. They can run timely, accurate reports for their stakeholders to help them operate in compliance with evolving tax laws and FASB regulations.



The real estate industry's unique complexities make it challenging for property managers to plan ahead.



AP automation, like AvidXchange's invoice and payment solutions for real estate customers, is designed for the unique needs of the real estate industry. It offers features like centralized receipt of invoices, 2-way and 3-way PO matching, and flexible workflows that allow users to assign permissions and approvals based on their properties or units. They can align with existing processes for a seamless experience.

There's a huge time-savings to be had from integrating systems and processes. From a payments standpoint, processes that used to take 20 to 30 days from invoice to payment, can be whittled down to **three to seven days**, which further aids cash management. Speeding up payments also builds trust with vendors. Satisfied vendors are likely to be more responsive to needs like maintenance requests, which leads to happier tenants.

05 Increased Security: Protecting Transactions, Data, and Assets

Although still heavily relied upon, checks continue to be the most fraud-prone payment method. It's not surprising, as they are easily forged and stolen.

Real estate firms can protect themselves by moving to ePayments. Digital payments like virtual cards and ACH are secure and traceable, significantly reducing fraud risk. Transitioning from paper and manual processes also helps real estate companies safeguard their finances against another pressing concern—business email compromise (BEC), in which fraudsters impersonate senior executives or vendors to deceive staff.

Working with a licensed money transmitter like AvidXchange can also help firms boost security. These businesses operate under strict regulations. Automated invoice and payments platforms add protection through secure payment gateways, encryption, and tokenization, making it harder for fraudsters to steal payment information. Multi-Factor Authentication (MFA) adds an extra layer of approval security, and solutions that use blockchain technology can ensure lease agreements and payment records are tamper-proof.



Seventy-nine percent of organizations surveyed were victims of attempted or actual payments fraud last year.

Source: The 2025 Association for Finance Professionals (AFP) Payments Fraud and Control Survey Report





Fifty-five percent of finance leaders surveyed said automating workflows in the finance department is a high priority.

Source: AvidXchange 2025 Trends Survey



AI, too, fortifies the finance department by providing fraud detection algorithms to track financial transactions. It can spot anomalies like strange payment amounts, unknown vendors, or several payments made under one approval. Suspicious activity gets flagged before any money goes out the door. The technology can also be used for secure digital identity verification, a process used to ensure that tenants and vendors are who they say they are.

06 Scalable Automation: Doing More with Less in Property Management

Despite the challenges posed by the current economic climate, 91% of firms surveyed for the [2025 Property Management Industry Report](#) said they are optimistic about the year ahead and plan to grow their portfolios.

They need support to do it.

How are they getting it? Our [research](#) shows that 64% of organizations are currently using finance automation technology, and an additional 17% plan to implement automation tools in 2025.

Automating financial workflows, including AP, financial reporting, and budgeting/forecasting processes, can help them get ahead by introducing efficiencies and cost savings. According to [PYMNTS](#), automating AP can reduce the cost of processing a single invoice by nearly 80%.

In addition to lowering processing costs, AP automation enhances efficiency. [Research](#) shows that automating AP processes can save finance teams an average of 9.9 hours per week, allowing staff to focus on higher-value tasks.

Automating the finance department can also help improve compliance and accuracy, minimize errors, improve vendor and tenant satisfaction, and enable smarter decision making.



Conclusion

Property management firms will be keeping a watchful eye on the evolving macroeconomic factors that impact the real estate business.

With tariffs in limbo, pricing and availability of materials in flux, and regulations shifting, they face a lot of unknowns. In the meantime, companies have a powerful opportunity to create stronger, smarter operations.

Technology advancements like AI and automation promise the productivity boost they need to operate more efficiently. Chatbots can automate repetitive tasks, like scheduling showings and maintenance work, and help nurture important tenant and vendor relationships. Automated platforms will free teams from mundane, error-prone processes and provide them with clear visibility, making it easier to manage financials and forecast growth.

With predictive analytics, they'll be able to make smarter business decisions and help ensure ongoing compliance as regulations and policies evolve. Adopting ePayments and cybersecurity tools with AI-driven fraud detection and blockchain technology will protect their business and help to build trust.

Regardless of how economic forces play out, firms that have invested in innovation will have a distinct competitive advantage over those who haven't leaned into new technologies.

To learn how AvidXchange can support your innovation initiatives, visit [Avidxchange.com](https://www.avidxchange.com).

About AvidXchange®

AvidXchange (Nasdaq: AVDX) is a leading provider in accounts payable (AP) automation, offering intelligent AP software and payment solutions specifically designed for mid-market businesses and their suppliers. With 25 years of industry experience, AvidXchange modernizes the way businesses manage their expenses and payments by offering AI-enhanced software coupled with support from experts. Empowering over 8,500 growth-driven businesses, AvidXchange increases efficiency, control, and visibility in financial operations and has securely processed payments to more than 1.3 million suppliers through its proprietary payment network over the past five years. For more information, visit www.AvidXchange.com.

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