



Precision Retail
Helping Our Customers Achieve Precision

REAL ESTATE BLOG

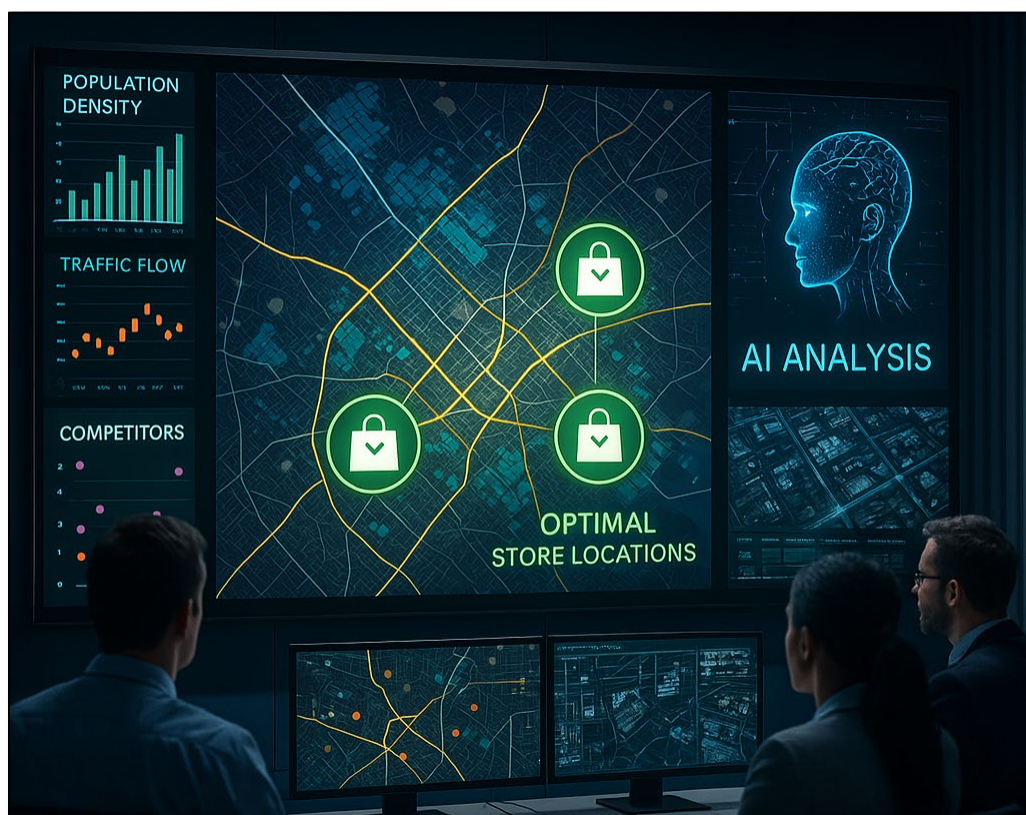
July 2025

RE: HOW AI WILL CHANGE HOW RETAILERS CHOOSE THEIR REAL ESTATE

At Precision Retail, we leverage advanced AI technology to help our clients make smarter, data-driven site selection decisions. Our strength lies in interpreting complex data and turning it into clear, actionable insights that guide our clients toward the best possible outcomes. While our clients know their customers and business needs better than anyone, we're here to help them meet those needs with confidence. Our client's success is how we measure ours.

How AI Will Change How Retailers Choose Real Estate

The way retailers select real estate is on the verge of a major transformation — and artificial intelligence is at the heart of it. For decades, brands have relied on a mix of demographic reports, traffic counts, real estate manager and broker intuition, and gut feel. But AI is about to turn site selection from an art into a more precise, data-driven science.





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Here's how AI will reshape retail real estate decisions:

Smarter Site Selection Models

AI can analyze thousands of data points in seconds — including mobile phone movement data, social media behavior, purchase history, and predictive traffic patterns — to identify not just where people live and shop, but where they're likely to spend money tomorrow. This means retailers can pinpoint emerging trade areas long before they show up on a leasing flyer and development plans.

Better Deal Structuring

Eventually, AI will also play a role in underwriting deals. Machine learning models can benchmark rent structures, co-tenancy impacts, and CAM trends across thousands of comparable centers. Retailers will use AI-generated comps and risk models to negotiate smarter, more profitable deals.

Integrating Customer Behavior

Perhaps most importantly, AI allows brands to correlate digital and physical behavior. By analyzing online purchase patterns alongside in-store visits and regional brand awareness, retailers can align their real estate footprint with their actual customer base in ways never contemplated before.

Bottom line:

AI won't replace brokers or developers — but it will radically improve how decisions are made. The future of retail real estate isn't just about location, location, location anymore. It's about data, prediction, and precision.

How can Precision Retail help you?

Does your company want to streamline your location decisions? Precision Retail can help AI enable your real estate strategy, please call (303)887-4134 or email wes@precisionretail.net.