

PRESS RELEASE

PROMOS advances the use of AI solutions in the housing industry – insights at the OpenPromos User Forum 2025

Berlin, May 12, 2025 – In light of growing demands and an increasing shortage of skilled workers in the housing sector, the use of AI-supported automation solutions is emerging as an increasingly worthwhile investment. A first pilot project with ProPotsdam GmbH already shows how intelligent automation can create real added value: a smart AI solution automatically transfers incoming tenant emails into the IT system of the Potsdam-based company. Language barriers are eliminated, messages are automatically categorized, keywords are extracted, and summaries are generated. The processing of tenant inquiries is significantly accelerated. Thanks to this new solution, much of the manual preparation work is entirely eliminated for staff. The result: substantial relief in day-to-day work and significant time savings.

What makes it special: the solution was developed in a practical, real-world setting in record time. “The demand for such solutions is enormous,” says Jens Kramer, Managing Director of PROMOS consult. “The challenges of our time – growing demands, the shortage of skilled workers, and rising expectations for service quality – clearly show that AI-based automation is no longer a topic for the future, but an urgent necessity.”

Certified and compliant – a solid foundation for trust

Alongside the technical implementation, the legal aspects were also carefully examined. PROMOS brought legal experts on board to provide comprehensive support for the project. The result: the pilot project was given the green light. This marks an important milestone, showing that AI projects in the housing sector can be designed safely and in compliance with the law.

Outlook: roadmap and product launch at the OpenPromos User Forum

What’s next? PROMOS is heavily investing in the expansion of AI solutions. In the future, AI features will become a standard part of real estate IT solutions. An exclusive preview of the roadmap and the launch of a market-ready AI product will be presented on June 4 and 5, 2025, at the OpenPromos User Forum in Berlin.



In addition to the presentation of new features, participants can look forward to a project report from ProPotsdam, a legal assessment of the challenges by a lawyer, and the opportunity to ask questions directly to PROMOS AI expert Nida Kizilaslan. More information about the event, the agenda, and ticket booking is available online at www.openpromos.com/opaf. Members of the press are also warmly invited. Accreditation is available upon request.

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About PROMOS consult:

PROMOS consult was founded in 1998 in Berlin and today, with approximately 270 employees, ranks among the largest IT companies specialising in the real estate industry. PROMOS consult is an SAP systems company and a Planon partner. Through consulting, solution development, training, and full-service IT services with its own data centre, PROMOS consult offers comprehensive digitalisation and process optimisation to the real estate industry. With easysquare, PROMOS has a pioneering cloud platform that simplifies real estate business processes through online portals and apps for property managers, tenants, prospects, and service providers.

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