PRESS RELEASE FROM RESIDE SUMMIT

4 June 2025

**AI in proptech emerges as a key growth engine for the residential property sector**

***South Africa’s premier residential property gathering, Reside Summit, returns with a bold focus on tech and opportunity***

**In an industry long perceived to be change resistant, a behind-the-scenes revolution is reshaping residential real estate. Proptech, which was once a marginal convenience, has become a core engine of growth, driving down fixed costs, unlocking new efficiencies and powering innovation across residential property portfolios. From virtual leasing to AI-powered analytics, technology isn’t supporting the sector, it’s steering it.**

As South Africa’s residential property market confronts mounting pressures and fresh potential, the 3rd Annual Residential Investment & Development Summit, [Reside 2025](https://residesummit.co.za/), which takes place at the Sandton Convention on 9 and 10 July 2025 is set to shine a spotlight on the rapidly accelerating role of proptech.

The event’s AI-infused proptech session is one of its most anticipated highlights, given developments in this arena redefining how properties are marketed, managed and developed. Thought leaders like ***Jess Moyer, Director: Strategy & Research at Cushman & Wakefield | BROLL; Sneha Kumari, CEO of Merlin AI; and Sean Godoy of SA Proptech*** are leading the charge.

**A sector under construction and reinvention**

Kumari, who opens the session, believes that those who embrace AI today will be the leaders of tomorrow in real estate and property development. “AI in PropTech is no longer a futuristic concept—it's an evolving reality. While the industry has traditionally been slow to adopt technology, AI is now unlocking new levels of efficiency, predictive insights and cost savings."

Moyer’s powerful presentation is titled PropTech Evolution: Smart Solutions to Drive Efficiencies and Scale. “Proptech has become essential for creating affordable, efficient and scalable housing. In the residential sector, success often hinges on effectively minimising fixed costs, and generally the best way to do this is to harness the power of efficiencies and scale. With integrated proptech solutions, we can create more affordable, efficient and secure housing. Virtual marketing and leasing platforms, integrated management systems, and data-driven analytics to identify high-potential areas, can remove friction to enhance the overall user experience, enable economies of scale and improve returns.”

Closing the segment is a power-packed panel featuring South Africa’s leading proptech minds, including industry thought leader Godoy, who says, *“Proptech is no longer a nice-to-have or side runner to the property industry. It’s part of what we do – whether on a large scale or in subtle ways we may not even realise.”*

**The future of residential real estate is inclusive, investable and tech-enabled**

Reside Summit, now in its third year, has firmly established a reputation for being about more than ideas, but about action.***Debbie Tagg, Chair of the Reside Conference,*** points out that as the country grapples with a shifting housing landscape, Reside offers an integrated approach to residential investment, grounded in real-time data, actionable insight and multi-stakeholder collaboration to actively drive industry evolution.

*“Proptech, especially when integrated with AI, is rapidly transforming the residential real estate sector. As integrated digital tools redefine scale, affordability and security, the question we are posing to developers and investors alike is: are you still building for yesterday’s market, or leading with tomorrow’s future-proofed assets? Our proptech focus shows what is possible and proudly celebrates what is already being achieved.”*

Reside Summit is South Africa’s only multisector residential investment and development event, designed to connect the entire residential ecosystem from affordable and student housing to retirement, multifamily and social housing. With participation from both the public and private sectors, Reside 2025 delivers unparalleled networking, knowledge, policy insight and investment facilitation.

Attendees can expect a comprehensive programme of plenary sessions, technical breakouts, the ABSA Investor Breakfast, the Reside Awards Gala Dinner and the Reside Expo, which, for the first time this year, includes a visitor open day.

**RESIDE SUMMIT 2025 - Housing For All: Transforming Spaces, Empowering Lives**

Date: 9-10 July 2025 | Venue: Sandton Convention Centre

More Info & Registration: [www.resideconference.co.za](http://www.resideconference.co.za/)

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**ABOUT RESIDE SUMMIT**

Launched in 2023, the Residential Investment & Development (Reside) Summit aims to bridge the gap between stakeholders in the public and private sector, construction firms, property developers, investors, financial institutions, and industry bodies.

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