

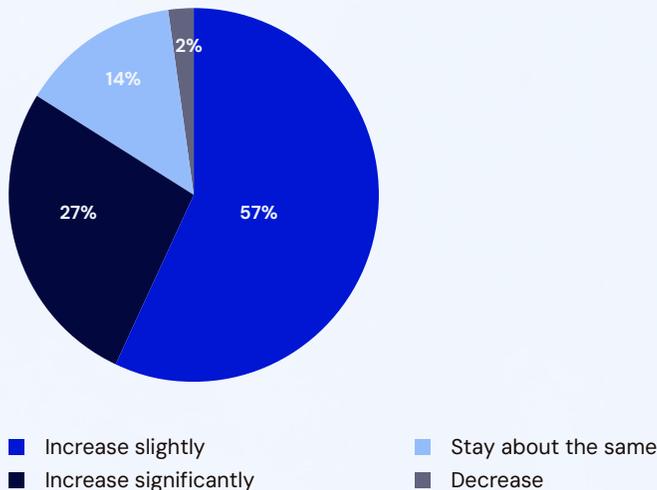


Real estate firms are positioning for growth in 2026, but execution capability remains uneven.

Across the market, sentiment for 2026 is broadly positive. However, the ability to translate intent into execution remains constrained by persistent data and operational challenges. As activity increases, differences in data maturity are likely to translate into differences in speed, friction, and confidence.

Expected activity levels in 2026

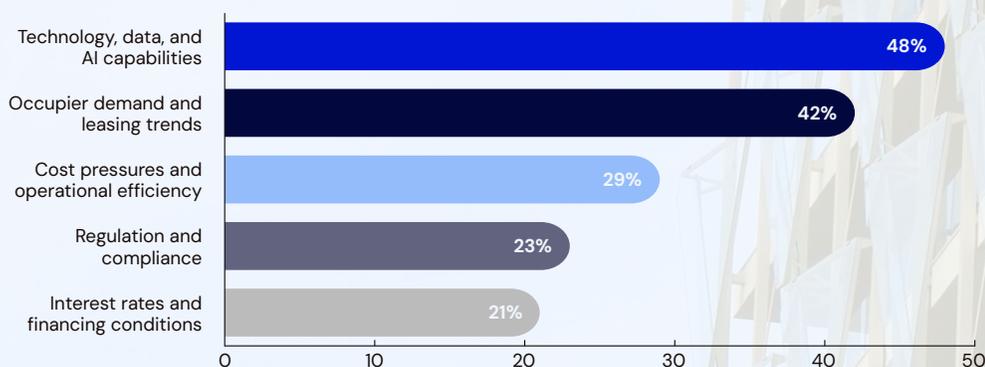
How do you expect activity in 2026 to compare with 2025?



Most respondents expect some increase in activity in 2026.

What will matter most in 2026

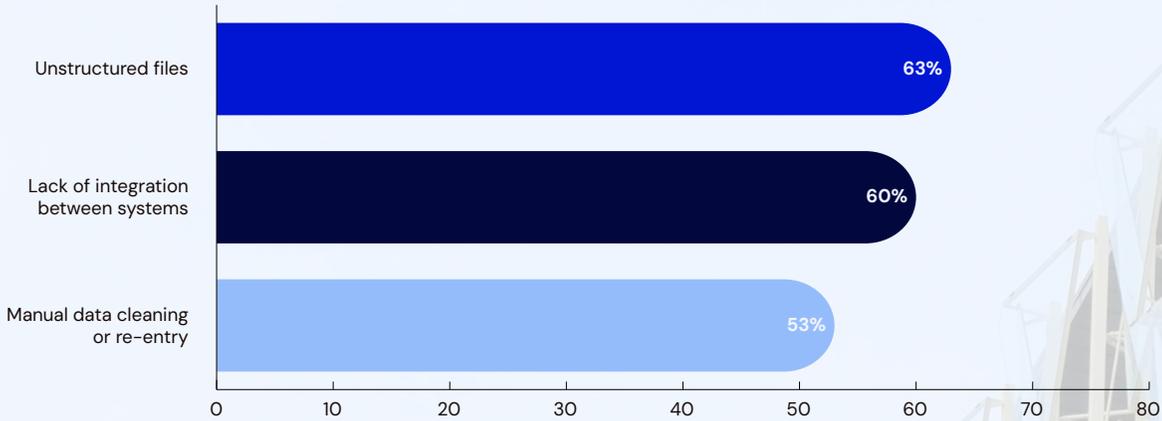
Which factors will matter most for performance in 2026? (Multiple choice, select up to two)



Execution capability and occupier demand are among the most frequently cited strategic considerations for 2026.

Persistent execution constraints

What are the main data-related challenges you face today? (Multiple choice, select all that apply)



Execution across the market is constrained by foundational data issues rather than advanced or edge-case problems.

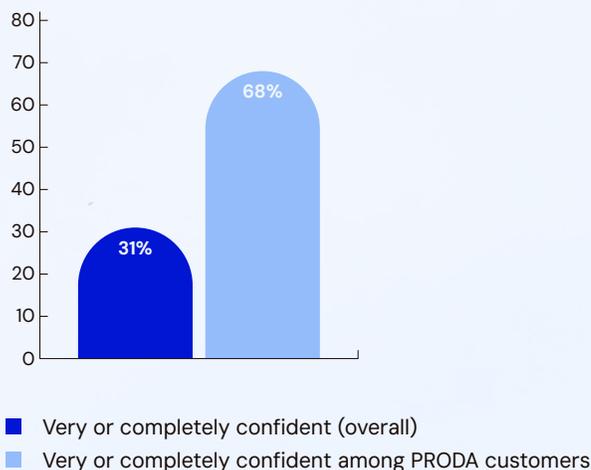


Differences in data maturity are increasingly visible internally and externally.

When the results are viewed in aggregate, overall confidence in core real estate data remains limited. When examined more closely, a subset of firms consistently reports materially stronger outcomes across confidence, automation, and external trust.

Internal confidence in core data

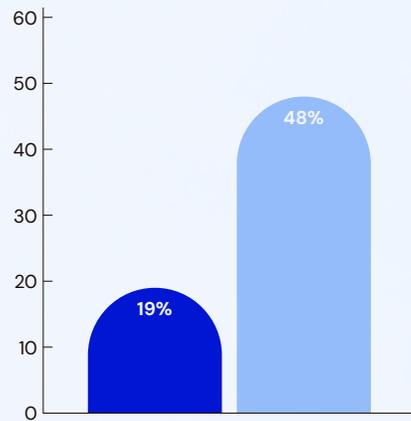
How confident are you in the accuracy of your core real estate data?



While overall confidence in core data is low, PRODA customers report significantly higher confidence.

External confidence from investors and lenders

How confident are investors or lenders in the data you share with them?

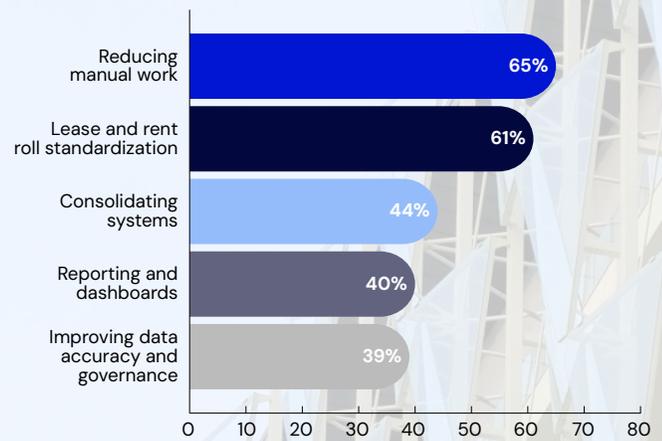


- Investors or lenders very confident (overall)
- Investors or lenders very confident among PRODA customers

Once again, while overall confidence from investors and lenders is mixed, PRODA customers report significantly higher external trust.

Automation priorities

Which processes would be most valuable to automate? (Multiple choice, select all that apply)



Execution challenges cluster around lease data standardization, manual rework, and reporting accuracy.

Understandably, firms with more mature data practices are more likely to report this work as already underway rather than still under evaluation.

Implications and recommendations

What the data suggests

- Execution capability, not intent, is the binding constraint for many firms heading into 2026.
- Data maturity is uneven and increasingly linked to speed, confidence, and external scrutiny.
- Lease and rent roll data sit at the center of valuation, reporting, ESG, and underwriting.

Our recommendations

Standardize lease and asset-level data before scaling analytics or AI.

Valuation, ESG reporting, underwriting, and portfolio analysis all depend on having structured and reliable lease data in place first.

Eliminate manual data handling across core workflows.

Reducing spreadsheet rework and manual cleaning is a prerequisite for faster execution, more consistent reporting, and higher internal confidence.

Consolidate fragmented systems around a shared data layer.

Connecting existing tools through a single source of truth improves consistency, reduces reconciliation effort, and supports repeatable reporting at scale.

Treat data maturity as an operating model decision.

Firms taking a longer-term view of data maturity address data reliability and governance as ongoing organisational capabilities, rather than isolated technology projects.

Explore the findings in more detail

This research reflects responses from senior real estate professionals across investment, asset management, portfolio management, and data and operations roles. To learn more about how PRODA supports standardized, reliable real estate data, visit proda.ai.

Survey methodology

Survey conducted in December 2025 with **62 senior real estate professionals** across asset management, portfolio and fund management, investment, and data, operations, and ESG roles. The sample includes both PRODA customers and non-customers. Percentages are rounded to whole numbers.