

The ROI of a Real Estate Feasibility Platform

Insights from TestFit customers using a real estate feasibility platform, powered by real-time AI, to save time, reduce risk, and find the right deal fast.

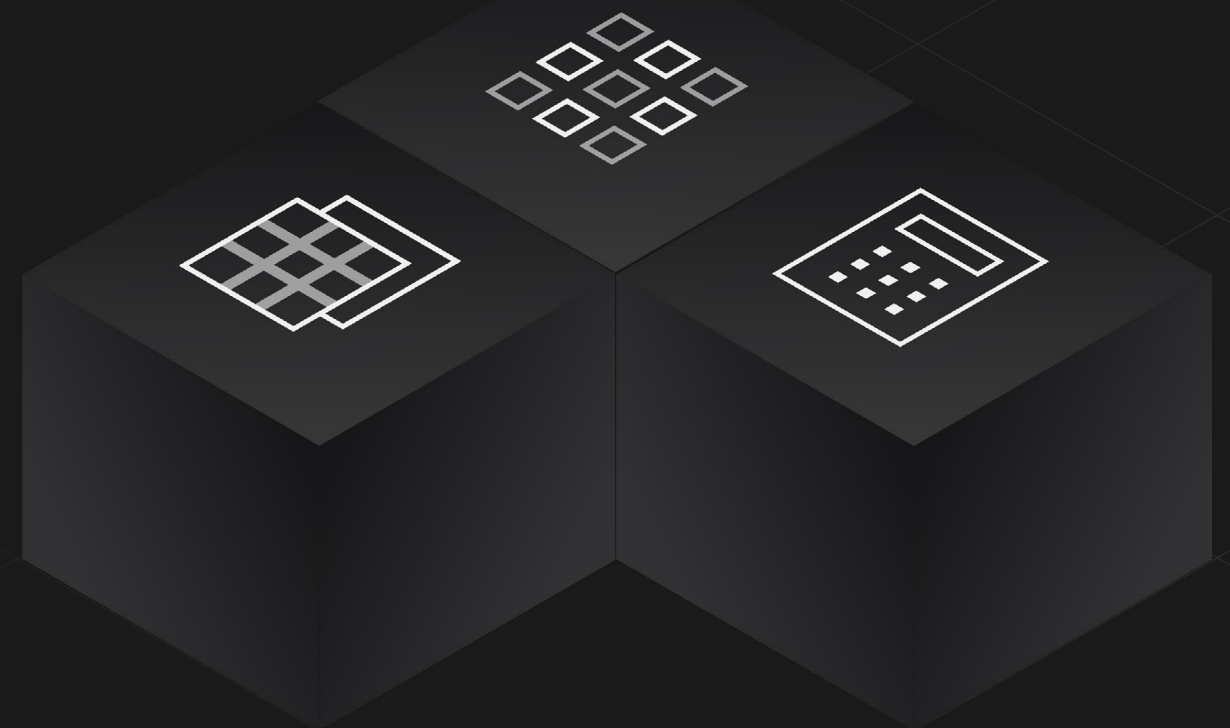


Table of Contents

› Introduction	3
› Survey Participants	4
› Summary	5
› Chapter 1 - It's Time to Save Time	7
› Chapter 2 - Minimize Risk and Increase Confidence	13
› Chapter 3 - Win More Deals, Fast	18
› Closing	23

› Introduction

It's Time to Leverage AI to Reinvent the Development Process

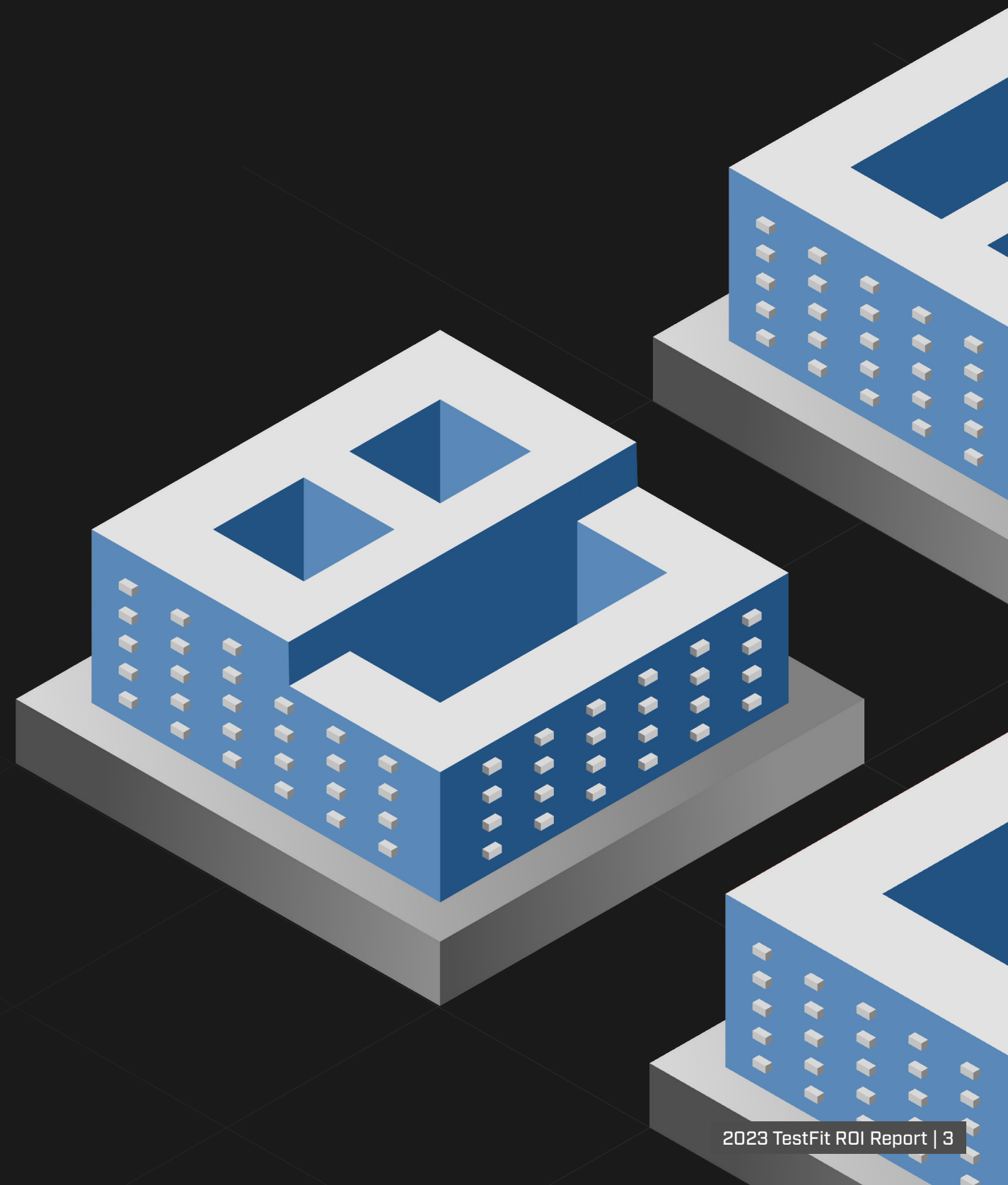
We all feel it. With the rising cost of goods, high interest rates, and inflated home prices, we're living in a pressing affordability crisis across the board. But amidst the economic uncertainties, 2023 also marked the burst of artificial intelligence. The AECO and real estate sectors are experiencing a technological revolution as AI becomes deeply integrated into various stages of design and construction workflows.

[JLL's 2023 Global Real Estate Technology Survey](#) reports that AI and generative AI were ranked among the top 3 technologies that were expected to have the greatest impact on real estate over the next three years. [Design options for conceptual/design development ranked first](#) as the greatest long-term potential use of AI among architecture firms.

To adapt to these economic challenges and new technology, companies are now looking to design, finance, and construction technology to save time, reduce risk, and increase profitability.

This report offers a detailed look at how our customers set themselves apart in this competitive market by equipping their teams to do more with TestFit. By automating monotonous, error-prone steps in the deal process, we're also de-risking the most complicated assets the world has ever built.

It's time to build what the world needs—fast.

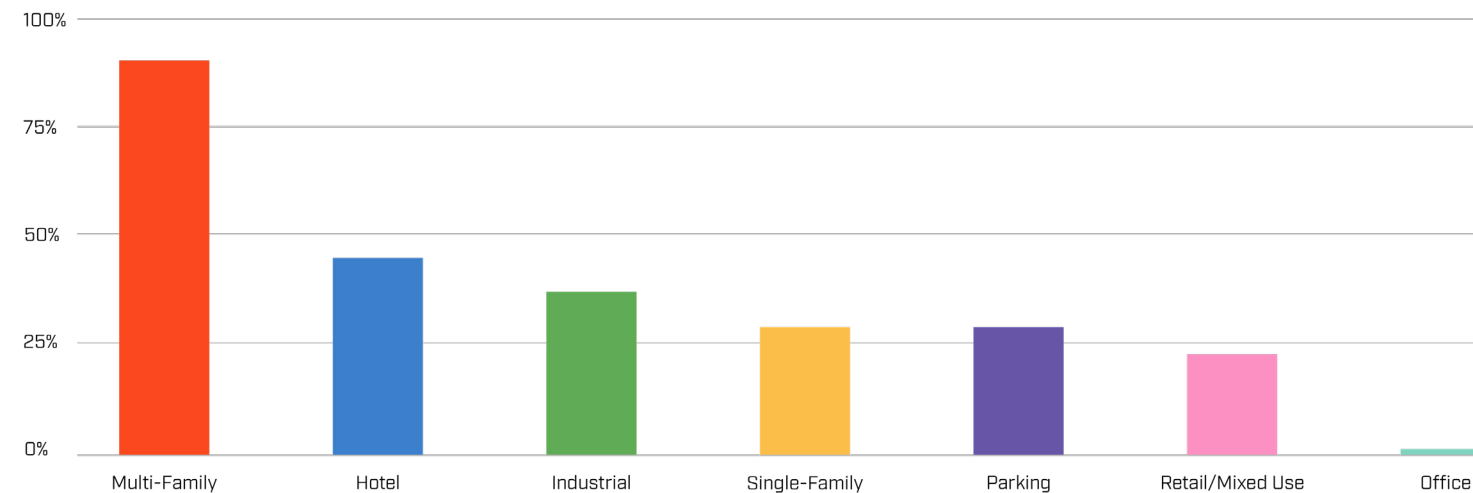


Survey Participants

We conducted a survey with **865** TestFit customers including developers and architects. All responses gathered are self-reported, and any references to customer respondents, users, or any stakeholder group mentioned in this report, unless otherwise noted, refer to those who participated in the survey.



Typologies

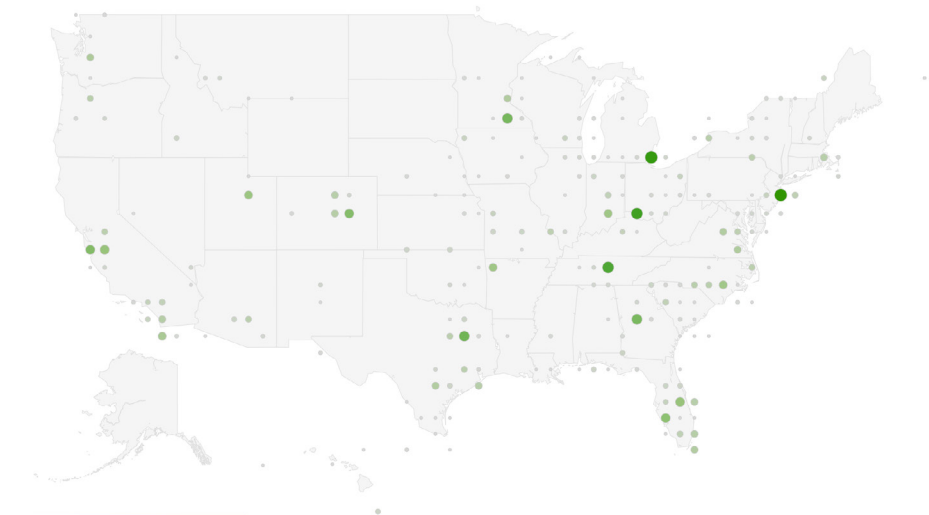


Locations

Testfit deals are now located in **61 countries** across the world.



In the United States, TestFit is used in deals across **46 states**.







› Summary

The Future of Real Estate Feasibility

How many hours have you wasted on simple manual tasks like drafting parking spaces? Not to mention all the time we waste on bad deals that never pencil out. Compounding this inefficiency, the deal team—including **architects, engineers, contractors, and real estate developers**—typically works in silos, particularly during the feasibility phase.

An AI-powered real estate feasibility platform provides a space for the deal team to collaborate between design, cost, and constructability, so you can get on the same page quickly.

Leveraging the ROI of AI in real estate feasibility isn't just about saving hours from manual drafting and meticulous counting, but it also unlocks:

-  **Increased accuracy** with automatic costing and quantity takeoffs.
-  **Reduced risk** by optimizing for the best solution and maximizing the return on investment.
-  **Increased deals won** with real-time data to make informed investment decisions.
-  And more importantly, with all that time saved, **maximized potential** for every site.

With better site planning comes more efficient land use and more housing for all—an important consideration in addressing today's housing crisis.

To help deal teams understand how AI technology is reshaping the real estate industry, we turned to our customers to gain some insights. We surveyed TestFit customers across different sectors to find out where they're getting the most significant returns.



› Key Findings

Find Your Focus, **Fast.**

With so much new AI software on the rise in 2023, we're not surprised to see the real estate development industry following suit. For both developers and architects, leveraging an AI real estate feasibility platform is yielding a result in **saving time, reducing risk, and winning more deals.**

» Customer respondents reported that they're getting feasibility studies done **4-10x** faster.

[+] **80%** of customer respondents believe that using TestFit increases the accuracy of their feasibility studies.



78%

of architects believe that TestFit helps them get repeat work from clients.



2 out of 3

developers agree that TestFit is an important factor in their ability to close a land deal faster.

These are some of the top findings of how our customers are leveraging TestFit to gain a competitive edge. Let's dive right in.

It's Time to Save Time.

“TestFit has been very useful for initial site layouts. TestFit makes it easy to lay out a site plan, without waiting on architects. It helps **save time by laying out site plans very quickly** and determining if a site is viable for a certain product type without the hassle of multiple revisions.”

Targee Tomisin

Land Acquisitions Manager at Steward Land

Do More in Hours, Not Weeks

It takes weeks, and sometimes even months, to get a feasibility study done. But at the beginning of a project, developers, architects, and contractors don't have enough time or financial incentive to work closely together.

Manual, spreadsheet-based processes and non-integrated software between design and development don't allow them to move fast enough.



Developers don't have the luxury of weeks to make decisions on a new property—they need to know if the deal pencils to compete on land deals.



Architects need to convert the pro forma into a viable site plan that works with the land, and existing design tools are highly manual.



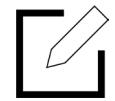
Contractors don't want to invest heavily in something that might not happen. But if a project moves forward, they have to advise on cost and constructability rapidly.

An integrated platform combines the expertise of all three stakeholders in the development process. With real-time AI, TestFit can rapidly produce multiple building configurations with financial data and quantity takeoffs. This drastically reduces the time traditionally required for manual drafting and design iterations while eliminating the need for multiple tools in early-stage site planning.

Our customers are reporting that they get 4 to 10x faster in site planning while also tripling the number of design iterations evaluated per site. So they can focus on more important tasks, such as designing and closing deals that will get built—and better work/life balance and career satisfaction that comes with less tedious tasks and more fulfilled work.



Feasibility Study in One Platform



61%

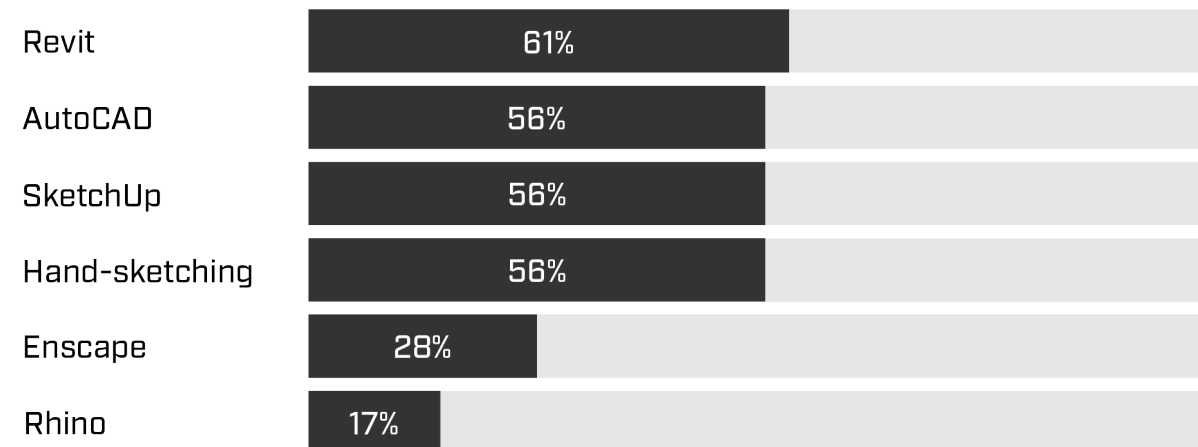
of architects were using **Revit** for feasibility study before switching to TestFit.



84%

of architects used **2 or more tools** to create their feasibility studies before using TestFit.

Software Used Before TestFit



“We were trying to do squares and blocks to lay out buildings in AutoCAD, and of course, the clients would come back and make changes, so we were looking for software that could help with design changes during the feasibility phase. Using TestFit, we were able to get it done **10x faster** in a matter of 4-6 hours and see the design from 2D to 3D instantly.”

Tom Retnauer
President at RBA Architects

[See how RBA Architects switch from AutoCAD to TestFit >>](#)

Over **9 Hours Saved** per Feasibility Study

Developers and architects estimated the average **number of hours per feasibility study saved** by using TestFit:

> Developers

 **16.7 Hours**
saved

> Architects

 **8.9 Hours**
saved



“In the design sessions, we can get to a massing or a yield that’s probably within 10% to 15% margin of error, oftentimes in **30 minutes or an hour**. That usually takes weeks with a traditional design process.”

Michael Bernstein
Development Manager at The Geysers Group

[See how The Geysers Group gets feasibility done in an hour with TestFit >>](#)

Site Planning Done 4-10x Faster

40% of participants have reduced time spent on feasibility studies by 75%.

> Before TestFit

 11-20 Hours

> With TestFit

 0-5 Hours

75% ↓

reduction

in time spent on
feasibility studies



“At Resia, we’re always looking to streamline the process from land acquisition to construction to help solve housing prices for the workforce middle class. TestFit helps us meet that mission efficiently by **accelerating our site planning efforts 4x faster.**”

Selma Rabelo

VP of Corporate Product, Compliance & Innovation at Resia

[Explore how Resia get their site planning done 4x faster >>](#)

2-3x Design Iterations

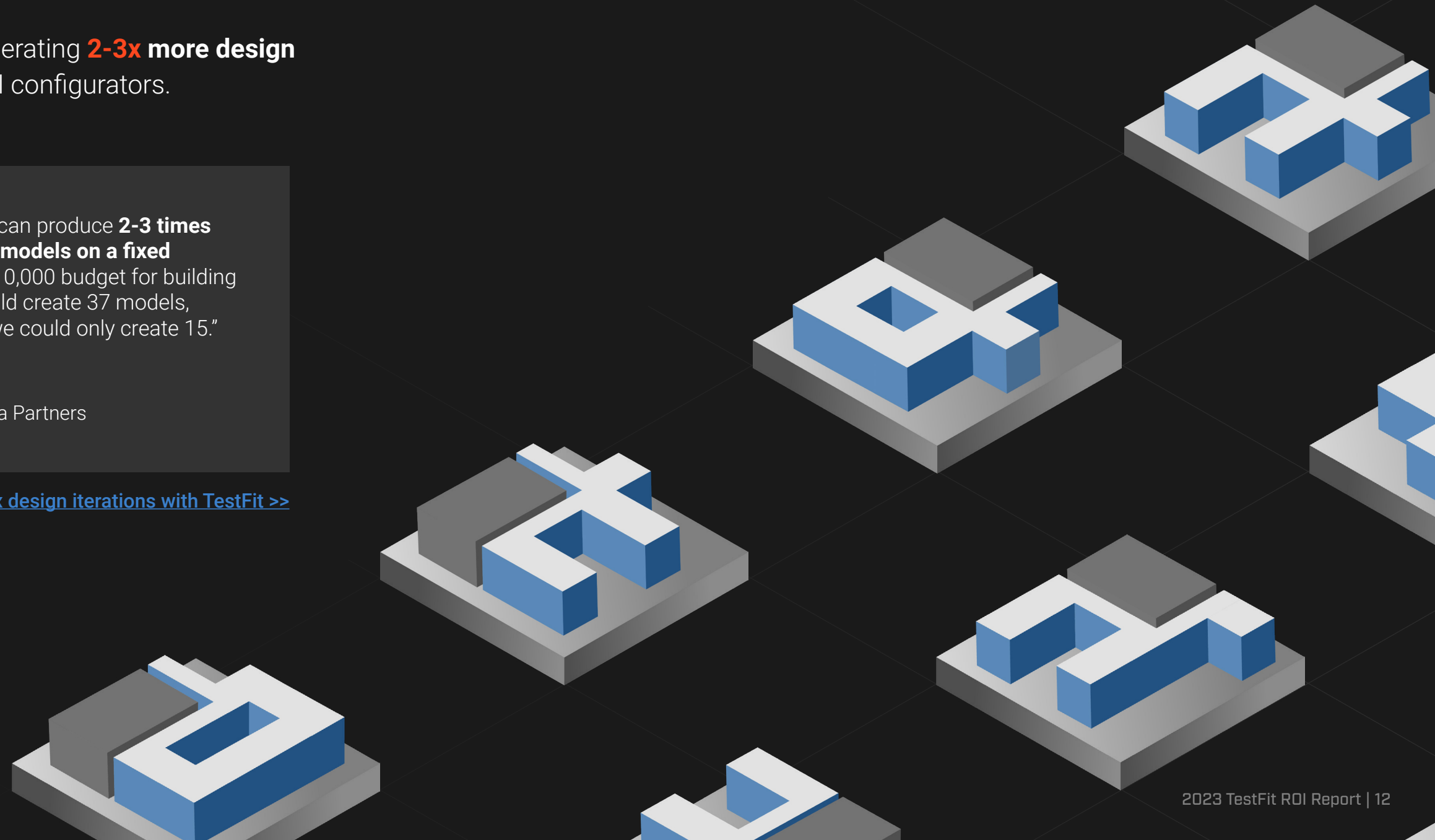
On average, our customers are generating **2-3x more design iterations** using TestFit real-time AI configurators.



“With TestFit, we can produce **2-3 times more alternative models on a fixed budget**. With a \$10,000 budget for building modeling, we could create 37 models, whereas before we could only create 15.”

Jamin Kimmell
Partner at Cascadia Partners

[See how Cascadia Partners 2x design iterations with TestFit >>](#)



› Chapter 2

Minimize Risk and Increase Confidence

“Software that just extrudes boxes doesn’t work for a developer who needs financial pro formas that make sense. It’s the difference between a viable project and one that’s make-believe. TestFit gives us the power to **make more informed decisions, faster.**”

Iman Novin

Principal at Novin Development Corp

[Learn how Novin Development Corp secured \\$7.4M in funding with TestFit >>](#)

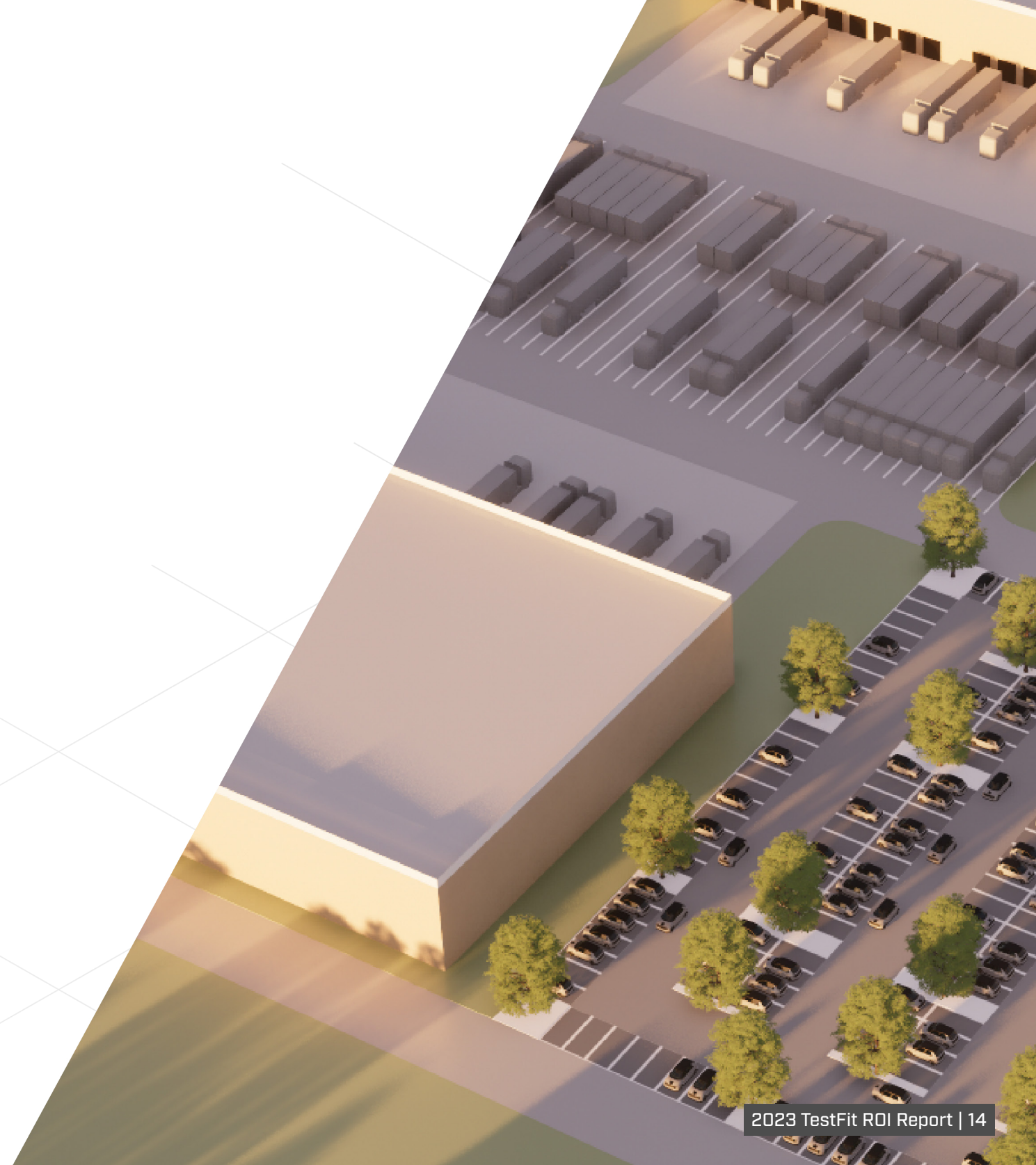
Reduce Risk Early On

Real estate development is risky and complicated, yet it often relies on a fragmented approach across multiple companies to get a building project up and running. With rising interest rates, tightened regulations, and vastly volatile pricing, poor collaboration in the feasibility stage increases risk exposure—working from outdated data, unexpected site issues, or inaccurate financial modeling.

Traditionally, everyone works in silos where the site plan is separated from its financial model. To minimize risk in the feasibility phase, we need a site plan that's always tied to pro forma, so that design and cost can update simultaneously in every design iteration.

Real-time AI configurators can find the best-optimized solution based on your interior building program and exterior requirements so you can maximize site potential with the best yield possible. Site constraints and code regulations are taken into account in each iteration, ensuring that designs are compliant from the outset, and reducing legal and regulatory risks.

More importantly, with 3x the design iterations, the design team can be confident to find the best option. By involving development data early on in conversations, we build more trust between all stakeholders, leading to more efficient and informed discussions and approvals.

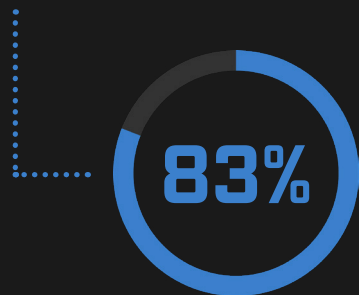


Increase **Accuracy with Confidence**

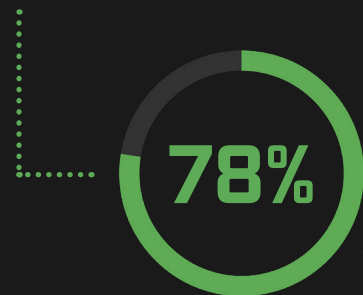
80% of customer respondents believe that using **TestFit** increases the accuracy of their feasibility studies.



> Developers



> Architects



“TestFit allows us to work through several client challenges in a significantly more rapid fashion than traditional workflows. We can take a proposed site with just an address run go/no go unit count and coarse code requirement analysis for multiple building types in minutes **with the confidence that they’re very accurate.**”

Michael Friert

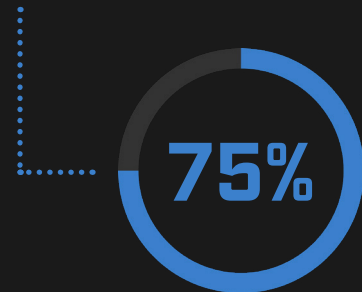
Bim Manager at Pope Design Group

Teamwork Makes for **Better Work**

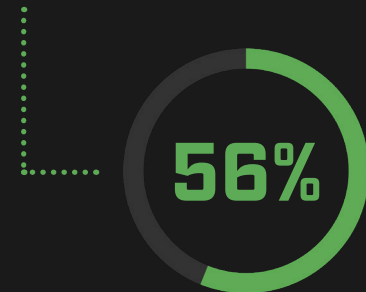
75% of developers agree that TestFit has **improved their internal communications and collaboration between teams.**



> Developers



> Architects



“TestFit allows us to run quick density studies without exhausting the resources of our architecture department. This also allows us to **make quick decisions on projects** that otherwise would’ve taken days to figure out.”

Scott Ryan
Development Manager at Swenson Group

Real-Time AI Builds Better Relationships

2 out of 3

customer respondents agree that TestFit has **improved their external relationships** with clients, consultants, and contractors.

> Developers

67%

> Architects

61%



“TestFit helps with efficient site planning; allowing us to **quickly review potential sites and update in real-time per client feedback**. All of our clients have enjoyed the presentations & site plans created and we are excited to grow our implementation of the program.”

Abigail Katsoulis

Senior Project Manager at DSGN Works



Developers' Reasons for Better Relationships

%

Fast concept iterations.....83%

More design options for reviews.....50%

Less back and forth.....33%



Architects' Reasons for Better Relationships

%

Fast concept iterations.....83%

More design options for reviews.....56%

Ability to make design changes with clients in real-time.....39%

› Chapter 3

Win More Deals, **Fast.**

“In the past 18 months, we have underwritten over 300+ development opportunities and could not have done it without TestFit.”

Brandt C Stiles

Principal at Subtext Development

Stop Wasting Time on Bad Deals

A feasibility study is a double-edged sword: architects need to do it, often for free, to win projects, and developers need it done fast to not lose out on land opportunities. But the current deal process is broken, both architects and developers are wasting too much time and money on deals that never pencil out.

In the fast-paced game of winning deals, we need an edge. Leveraging AI in feasibility studies provides that edge. Architects can create quick feasibility studies before submitting proposals, offering their clients

real insights into their site potential. In return, developers can assess the feasibility of a deal quickly, saving everyone time and ensuring that only viable projects move forward.

Rapid design iterations mean the deal team can make any changes in real-time during those otherwise unproductive meetings. Coupled with accurate financial data and conceptual cost estimates, both parties can understand the true value of a site to make informed decisions on the right deals with confidence.





2 out of 3 Developers **Close Deals Faster**

66%

of developers agree that TestFit is an important factor in their ability to close a land deal faster.



“TestFit allows us to quickly understand the yield on land sites, and confidently make offers based on that data. We would not have been able to get through as many iterations as quickly, and we probably wouldn’t have been able to realize as much yield out of this site without TestFit.”

Michael Bernstein
Development Manager at The Geysers Group



Site	Module	Area	Volume	Height	Parking	Master Plan	
Average	6.48 Units	1,352	1.87	87.7%	83.0%	2,169	
FAB	3.79 Units	1,637	1.87	200	218	2,169	
BUS/NC	209.9 Units	1,637	1.87	200.0	Average	292	
				504	225	Average	654
				1.60	Ratio	1.60	
				2.026	Parking Req.	2.026	



Architects **Win More Work** (and Repeat Work)

67%

of architects agree that TestFit is an important part of their business development efforts.

78%

of architects believe that TestFit helps them get repeat work from clients.



“We’re actively marketing TestFit as our competitive advantage to win new projects, which has resulted in **winning over \$750K in project fees**. A lot of the projects we would not have worked on without TestFit.

Tom Retnauer
President at RBA Architects



Faster Feasibility Studies Lead to **Winning Work**

Diving deeper, architects use TestFit to win more work by:

 **75%**

Creating quick feasibility studies before submitting proposals

 **50%**

Increasing the number of concept iterations provided in a fixed fee

 **40%**

Presenting design iterations to clients with real-time AI



“We made a goal to seek out more multi-family work, and TestFit has allowed us to win over developer partners while **saving over \$200k in labor hours**. We can easily provide our clients with quick studies as they vet out sites to see if the sites are the right fit for them based on the data we can find in TestFit like cost of yield, number of units, square footage, and more.”

Grant Brandenburg

Director of Regional Operations at Ware Malcomb

[See how Ware Malcomb wins work with TestFit >>](#)

› Closing

Why TestFit? **It's Time.**

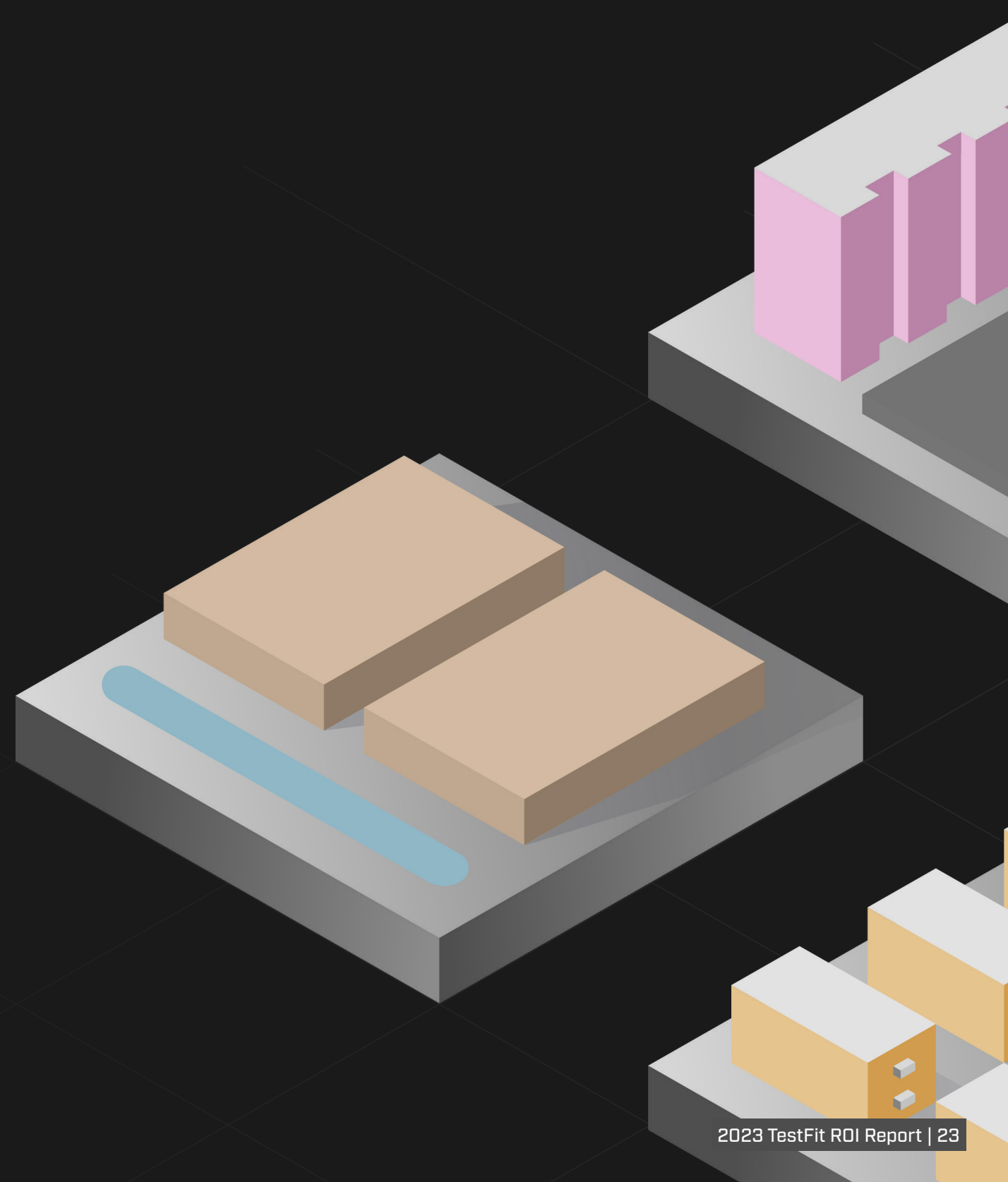
A real estate feasibility platform is more than just a tool—it's an investment to reinvent your development process in the AI era. TestFit changes the industry norm from manual drafting and calculations to dynamic, data-driven iterations. It bridges the gap between developers, architects, and contractors, fostering a collaborative and efficient feasibility approach.

Connecting design, cost, and constructability on a single platform leads to significant productivity improvements and better design outcomes, so we can accelerate good real estate deals down the pipeline to build better communities faster.

TestFit makes site planning easy to help you maximize potential and get the right deals done faster. TestFit takes care of tedious tasks like counting parking stalls and calculating the yield on cost by generating rapid concept iterations based on your parametric input.

From housing, retail, hotels, and industrial to commercial, and all the parking and infrastructure required to build those, our real-time AI configurators allow for rapid iterations with fully customizable interior layouts and site designs to help you reduce risk and maximize potential.

With TestFit, the deal team can save time, reduce risk, and win the right deals, fast.



About TestFit

TestFit is the leading real estate feasibility platform for developers, architects, and contractors to realize the full potential of land through trusted automation. **Over 650 deals are evaluated every week on the TestFit platform.** Our AI configurators optimize for the best design solutions with real-time insights into design, constructability, and cost so the deal team can save time on site planning, reduce risk on acquiring deals, and increase site potential.

See how you can maximize your ROI with TestFit.

[Talk to Sales](#)

Or give us a call at [469-895-6389](tel:469-895-6389).

