

# The ROI of a Real Estate Feasibility Platform 2026

Make valuable decisions with TestFit site planning AI

**tf** TESTFIT

# Table of Contents

› Introduction - Win Stronger Deals with Site Planning AI .....	3
› Survey Participants .....	4
› Key Findings - Faster Feasibility. Better Decisions .....	5
› Chapter 1 - Reinvest Your Time .....	6
› Chapter 2 - Move Forward with Certainty .....	12
› Chapter 3 - Deliver Valuable Deals .....	16
› Closing - The ROI of Site Planning AI .....	22

› Introduction

## Win Stronger Deals with Site Planning AI

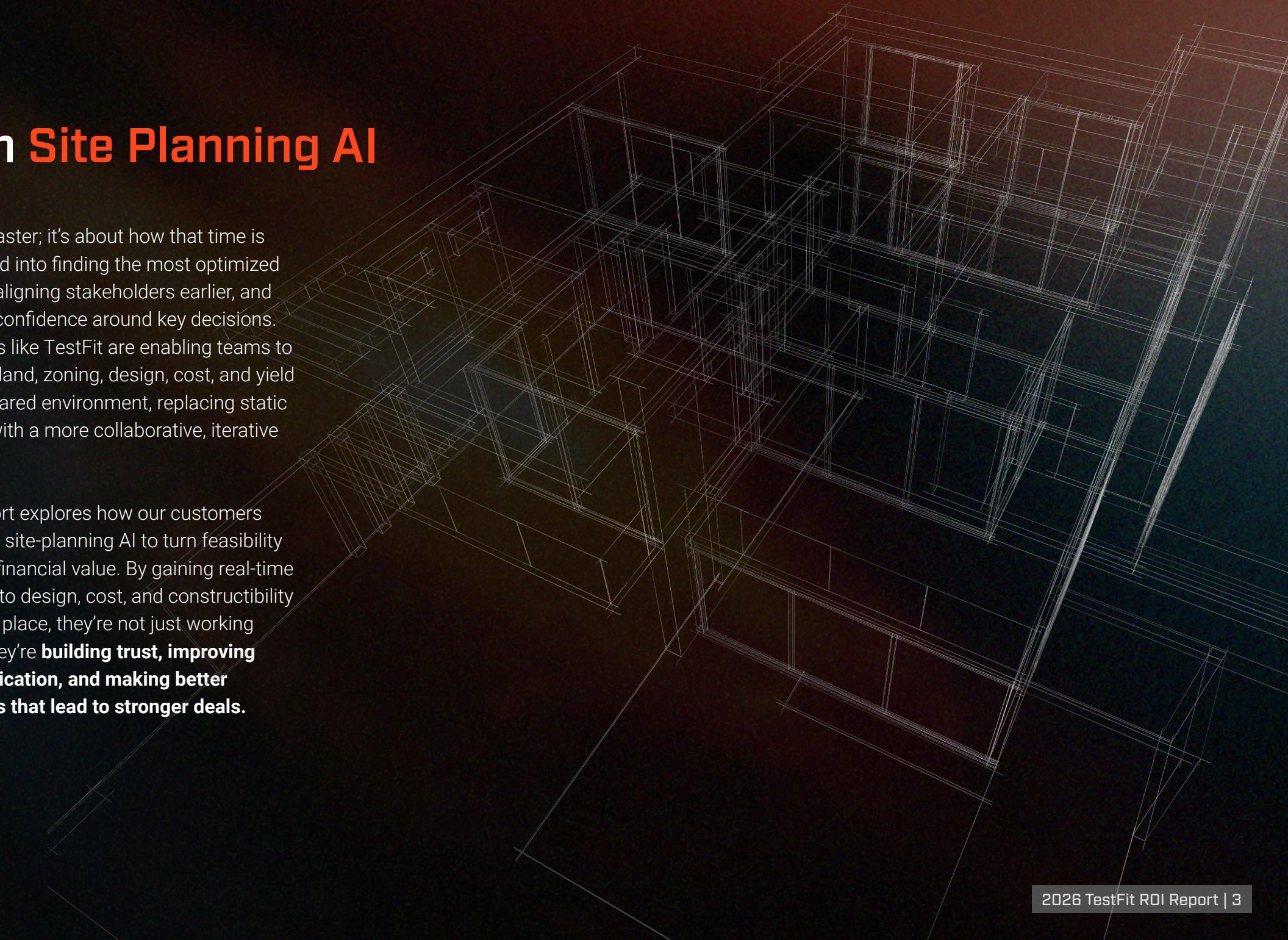
The real estate market in 2025 was shaped by two powerful forces: a continued push for single-family and mixed-use housing driven by affordability pressures and shifting lifestyle preferences, and accelerating demand for data centers and industrial sites as AI and cloud services continue to expand.

This mix of traditional and emerging asset classes has made feasibility more complex and more critical than ever. Teams need to evaluate sites quickly, test yield and viability with confidence, and clearly communicate design and financial implications to move decisions along.

As teams grow more comfortable with AI-powered tools, the role of feasibility is evolving. It's no longer just about producing

studies faster; it's about how that time is reinvested into finding the most optimized options, aligning stakeholders earlier, and building confidence around key decisions. Platforms like TestFit are enabling teams to evaluate land, zoning, design, cost, and yield in one shared environment, replacing static reports with a more collaborative, iterative process.

This report explores how our customers are using site-planning AI to turn feasibility into real financial value. By gaining real-time insight into design, cost, and constructability all in one place, they're not just working faster; they're **building trust, improving communication, and making better decisions that lead to stronger deals.**



# Survey Participants

We surveyed **1,341** TestFit customers, including developers, architects, civil engineers, urban planners, and general contractors. 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.

## 47% Developers

Real estate developers of all types of projects, from multi-family, retail, and industrial to data center projects.

## 8% Civil Engineers

Civil engineers of all types of projects, including housing, industrial, parking, and more.

## 6% General Contractors

Contractors for all types of construction services, including preconstruction.

## 37% Architects

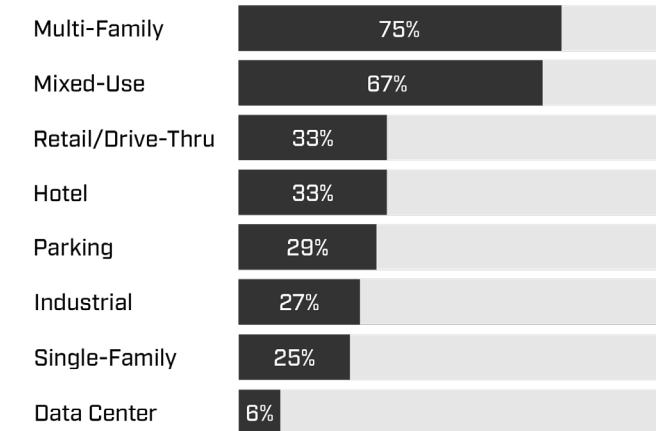
Architecture firms of all disciplines, including architecture, engineering, and master planning.

## 2% Urban Planners

Urban planners for all sizes of planning projects.

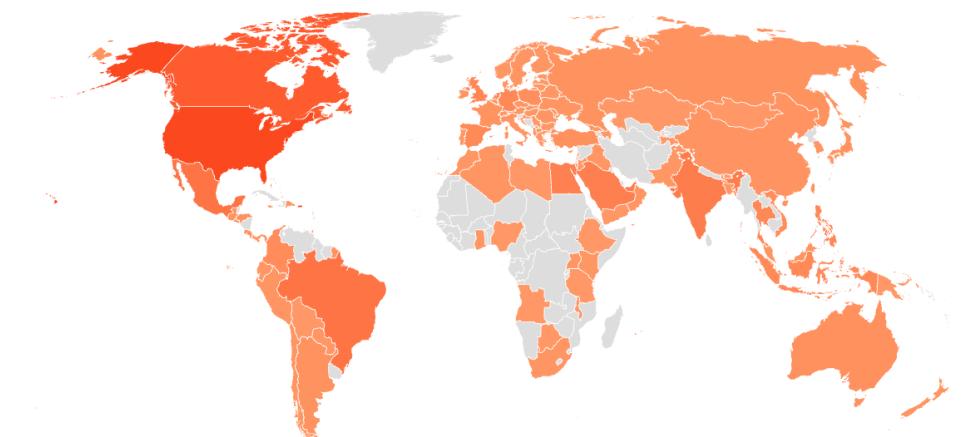
## Typologies

Our customer participants use TestFit for the following building types. (Multiple typologies can be selected.)

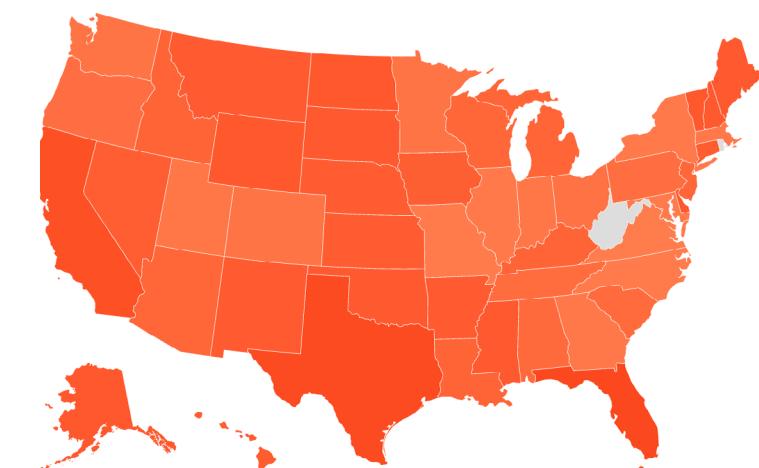


## Locations

Testfit deals are now located in **109 countries** across the world.



In the United States, TestFit is used by firms across **48 states**.



› Key Findings

## Faster Feasibility. Better Decisions.



**\$4,000+**

saved per feasibility study on average, with 6% reporting savings exceeding \$10,000 per study.



**17 hours**

per feasibility study redirected toward higher-value opportunities across the deal team.



**1.5x**

faster decision-making, helping teams move deals forward and avoid costly delays.



**72%**

of customers report improved communication with internal teams and external stakeholders through faster concept iterations.



**70%**

of our customers have more confidence in the accuracy of their feasibility studies, driven by better insight into yield, density, and design trade-offs.

These findings highlight how customers use TestFit not just to move faster, but to align stakeholders, reduce risk, and maximize returns on every deal. Let's dive in.

› Chapter 1

# Reinvest Your Time

“With TestFit, we can arrive at a viable plan 4x faster. But it’s not just about speed—it’s about reinvesting that saved time into cross-training and driving innovation across our team.”

**Michelle George**

Architect, National Director of Innovation at BSB Design



# Putting Your Time Back to Work

Feasibility has always been a race against time. Before a single decision could be made, teams spent days scrolling through zoning data, modeling rough massing, coordinating across disciplines, and validating assumptions. The real cost wasn't just the labor; it was the **lost momentum**, the **delayed go/no-go**, and the **missed opportunities** in a market where good land moves quickly.

In 2025, site planning AI has transformed that dynamic. Instead of starting from a blank page, teams begin with financially informed, data-rich layouts generated in seconds. Developers evaluate yield immediately. Architects iterate rapidly without burning through fees. Contractors plug in early cost assumptions to eliminate uncertainty sooner. Feasibility shifts from being a bottleneck to becoming a strategic advantage.

And the time savings aren't theoretical.:

- › **BSB Design** cut their feasibility process from 2 weeks to just 1 day, giving their teams more capacity to pursue new work.
- › **Trinity Commercial Group** reduced site planning time from 30 days to a week, enabling their clients to move faster than their competitors.
- › **Prince Property Group** shortened early feasibility from 3–4 weeks to a 10-minute working session by standardizing unit mixes and development rules inside TestFit.

These aren't just time efficiencies. They translate directly into stronger pipelines, faster responses to land opportunities, and the ability to identify the highest-yield scenario early in the process.



# Feasibility Study in One Platform

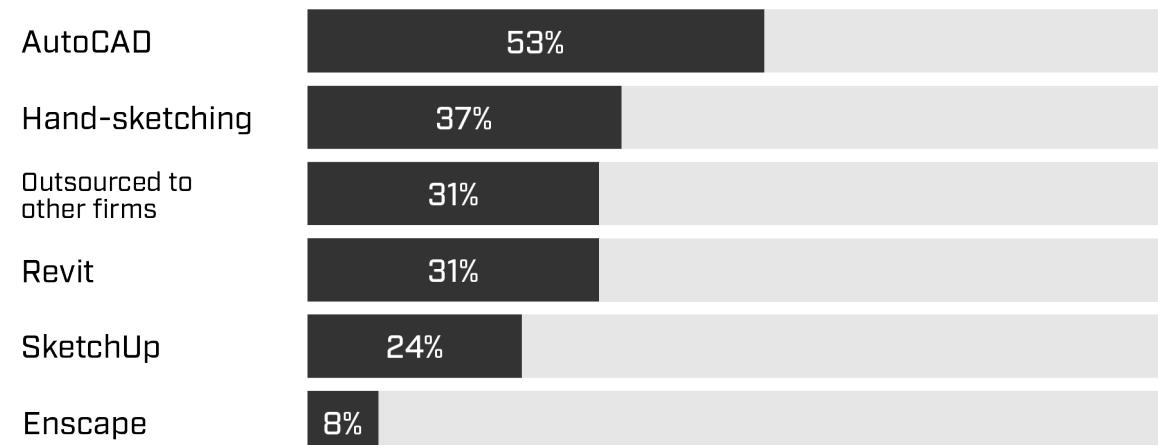
 **53%**

of customers were using **AutoCAD** for feasibility studies before switching to TestFit.

 **61%**

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

## Software Used Before TestFit



"I'm a planning team of one, so I need force multipliers. What used to take a day in SketchUp, **I can now do in 15 minutes live** with elected officials in public meetings to show them the changes in real time."

### Jarrett Lash

Township Planner at Upper Merion Township



[See how Upper Merion Township aligns policy with development >>](#)

# 17+ Hours Saved per Feasibility Study

Our customer respondents save over **17 hours per feasibility study** with TestFit.



"Traditionally, we would have gone through 120 to 160 hours easily with 3-4 team members, and still not gotten to this level. It would have been a lot of tracing paper and endless meetings just to get people in gear. But with TestFit, we got the feasibility study done in 3 weeks with just 2 people."

**Casey Johnson**

Project Manager & Partner  
at Motif Architects



[Discover how Motif Architects competes at scale >>](#)

The deal team estimated the average number of hours per feasibility study saved:

› Developers



**18 Hours**

saved

› Architects



**16 Hours**

saved

› Contractors



**30 Hours**

saved

› Civil Engineers



**10 Hours**

saved

So teams can use that time saved to **evaluate more design options and move projects forward with confidence.**

# 5x Faster Feasibility

With TestFit, participants **reduce time spent on feasibility studies** by **80%**.

- › Before TestFit



## 11-25 Hours

- › With TestFit



## 0-5 Hours

- › Developers are **5x Faster** in Feasibility



- › Architects are **4x Faster** in Feasibility



- › Contractors are **9x Faster** in Feasibility



- › Civil Engineers are **4x Faster** in Feasibility



"I could give you scenarios where using TestFit was 6x or even 20x faster in our feasibility studies. In this economy, I've averaged at least 1 TestFit a day for various clients, helping them in their due diligence on different sites, planting the seeds for future projects. It has been a great tool to keep an ongoing dialogue with developers, brokers, and builders."

**Sami Khoury**

AIA, Principal at AC Martin

ACMARTIN

[Learn how AC Martin gets 6x faster in feasibility studies >>](#)

# Build Trust with 5x Iterations

On average, our customers **create 5x more design iterations** using TestFit generative design, a 200% increase from last year.

- › Developers: **5x**
- › Architects: **4x**
- › Contractors: **3x**
- › Civil Engineers: **5x**

By showing more options and trade-offs in real time, teams are able to **communicate design impact clearly and build trust early on**.

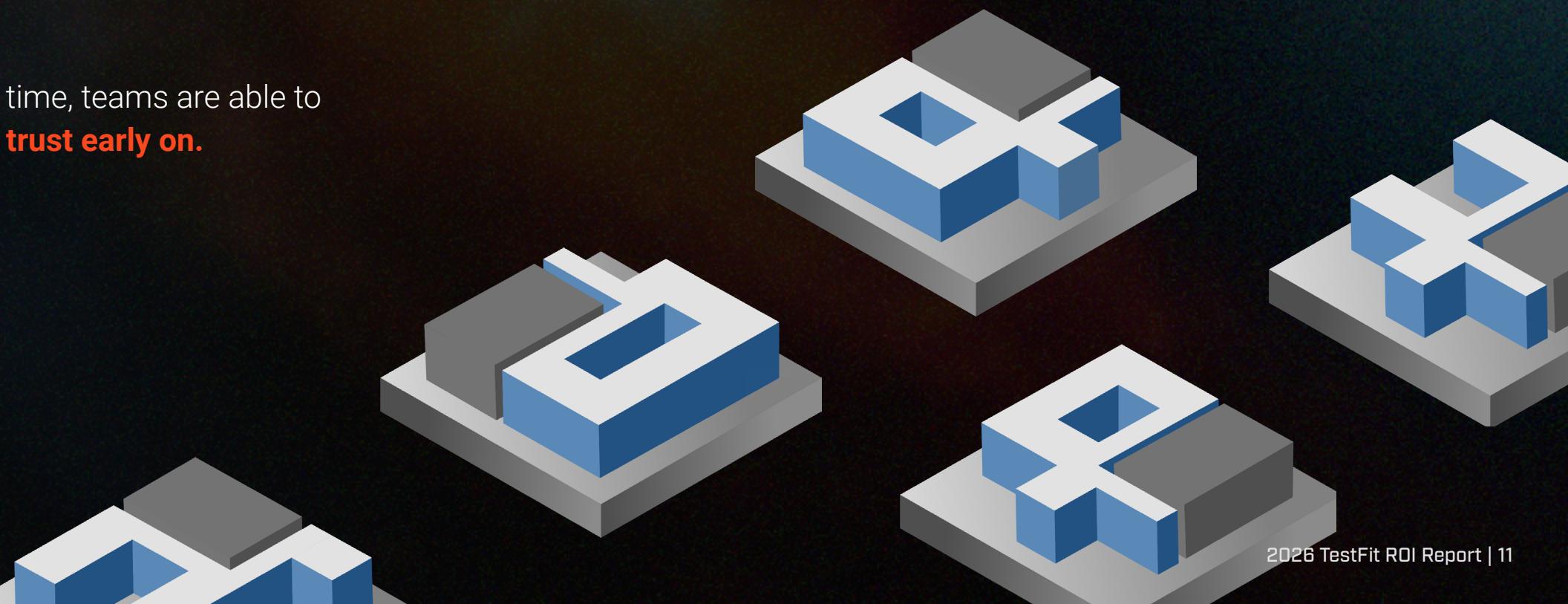


"I had a live meeting with a client where I pulled up **8-10 design options in real time**. It built trust immediately, as the client could see exactly how changes affected the development numbers."

**Michelle George**

National Director of Innovation at BSB Designs

[See how BSB Designs builds trust with rapid iterations >>](#)



› Chapter 2

# Move Forward with Certainty

“Having spent almost two years and multiple iterations of design on a large site, TestFit allowed me to illustrate to the county the best path forward without additional iterations of design. In other words, **the project was stalled, but TestFit helped us to move forward.**”

**Danny Ross**

Senior Project Manager  
at True Ground Housing Partners



# Clarity Drives Confidence

Projects stall when feasibility is unclear, when assumptions can't be validated early, or when stakeholders can't see the real impact of design choices. When that uncertainty lingers too long, it slows everyone down.

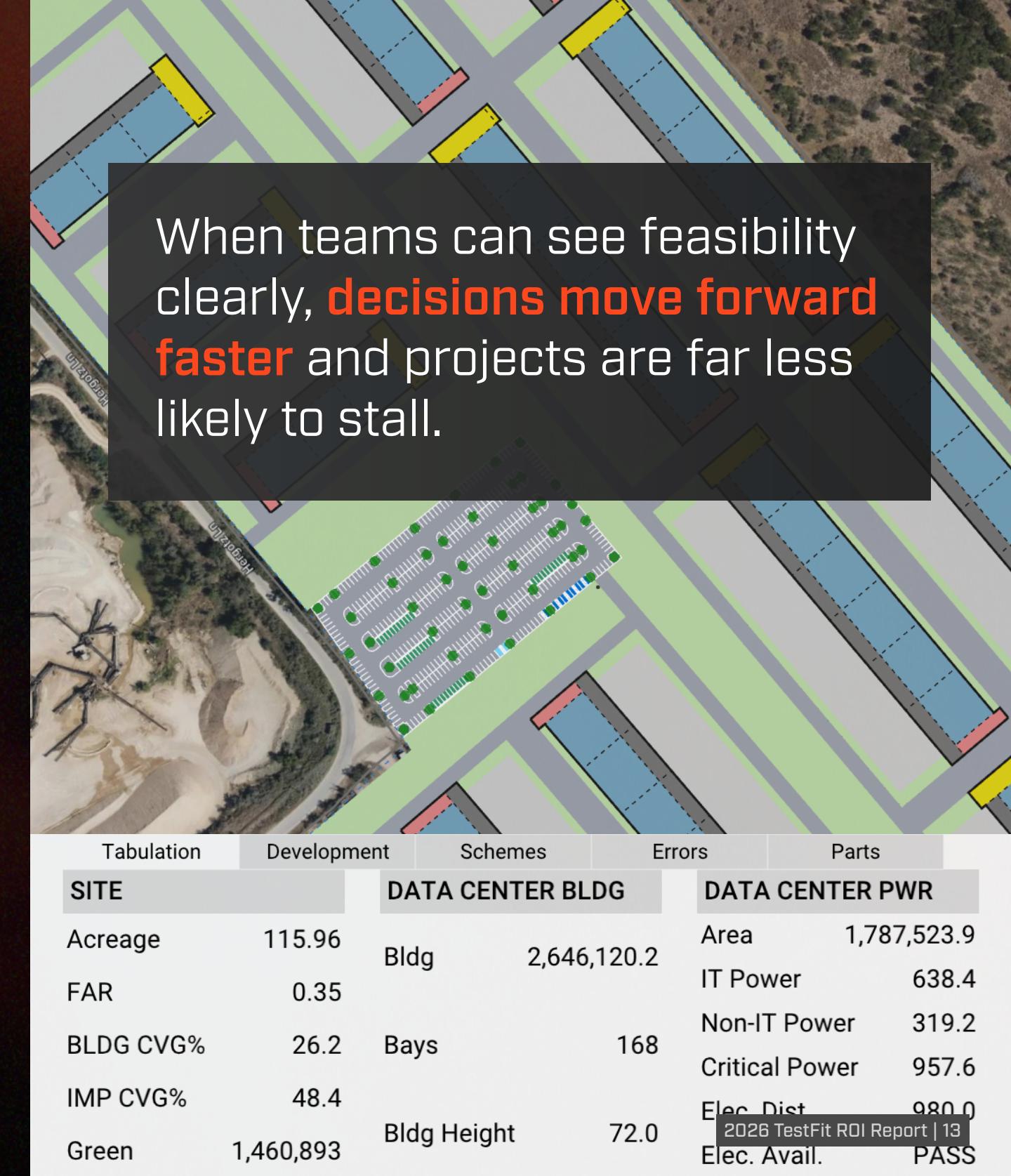
This year, we found that even **small firms** are starting to compete at scale by clearing up that uncertainty earlier with site planning AI. Teams are using TestFit in practical, collaborative ways to find alignment among their stakeholders:

- › **Upper Merion Township** presents live scenarios to elected officials during public meetings in just 15 minutes.
- › Elm Grove Companies moved a project along with the city while avoiding \$150k worth of impact fees by removing impacts on wetlands.

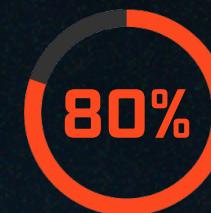
› **AC Martin** helps clients make their case for securing project funding with faster marketing visuals and financial data.

Instead of waiting on additional studies or multiple rounds of redesign, teams can validate feasibility earlier and with greater clarity. Zoning constraints, density, parking, yield, and conceptual cost estimates are visible from the start and adjustable in real time.

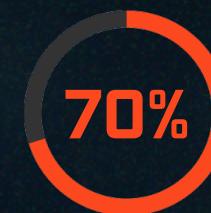
That clarity doesn't come from a single drawing or static report. It comes from being able to test ideas, compare options, communicate changes, and being able to see the impact of each change. When feasibility becomes something teams can interact with, not just review, development decisions are grounded in real data rather than best guesses.



# More Confidence with Real Data



of our customers report that TestFit helps **validate feasibility earlier**.



of our customers report that TestFit **increases their confidence in the accuracy of their feasibility studies**, with more than half reporting an increase of more than 50%.

"I could never have personally tackled mixed-use projects with parking garages without TestFit. It unlocked the ability to work on larger-scale developments by providing the critical data necessary to translate my ideas into viable, concrete plans."

**James Crocker**

Innovative Design-Build Studio

TestFit's ability to provide real-time density and yield, generate more iterations, and reduce manual errors are the **3 key factors driving this increase in confidence**.

## Main Factors for More Confidence in Accuracy

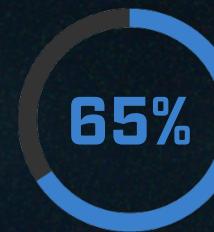
Better understanding of density and yield.....	58%
More design options from generative design that we don't even think to try.....	44%
Reduced calculation errors.....	42%
Real-time site and zoning data.....	40%
Better understanding of site constraints.....	37%
Custom unit and building libraries or presets.....	33%
Automatic quantity takeoff.....	28%
Fewer manual drafting errors.....	16%
Better collaboration between teams.....	14%
Integrated cost modeling.....	9%

# Better Communication with Live Iterations

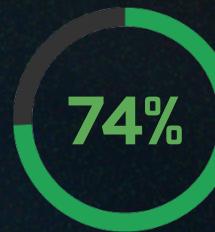
**72%**

of our customers agree that TestFit has **improved their internal and/or external communications** between key stakeholders.

Developers



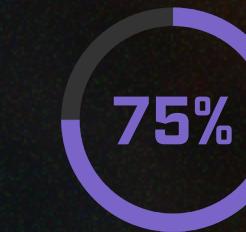
Architects



Contractors



Civil Engineers



"We use TestFit a lot internally, but one of our favorite moments was on a live call with a very important prospective client. We were able to show them how we can maximize a given site, taking constraints into consideration. They were thrilled to see that we could **make small adjustments on the fly** as we walked them through a preliminary site plan."

**Brad Root**

Principal at TELOS CRE LLC

Our customers noted that the **3 main factors of this improvement in communication** are TestFit's ability to make design changes in real-time, create fast concept iterations, and offer more design options for review.

## Main Factors for Better Communication

Fast concept iterations to sort through ideas quickly.....	58%
Faster decision-making process.....	44%
More design options for reviews to find the best option.....	42%
Ability to make live design changes with stakeholders.....	40%
Less back-and-forth in revisions.....	37%
Easier hand-offs between teams.....	33%
Ability to create feasibility reports with real-time data updates.....	28%

- › Chapter 3

# Deliver Valuable Deals

“It’s not just that we’re saving money on our production. But the input that we get from TestFit and the speed at which we get that input are where the value lies. The real value is in what we can provide to our clients—**saving them a lot of money, driving greater relevance and clarity in our approach.**”

**Chris Pereira**

Principal at CPA Architecture



[See how CPA Architecture saves \\$200k in OpEx >>](#)

# The Real Value in Better Decisions

In real estate, the “real” value is created long before construction begins. The most meaningful decisions come early in the feasibility process, when teams are answering foundational questions such as:

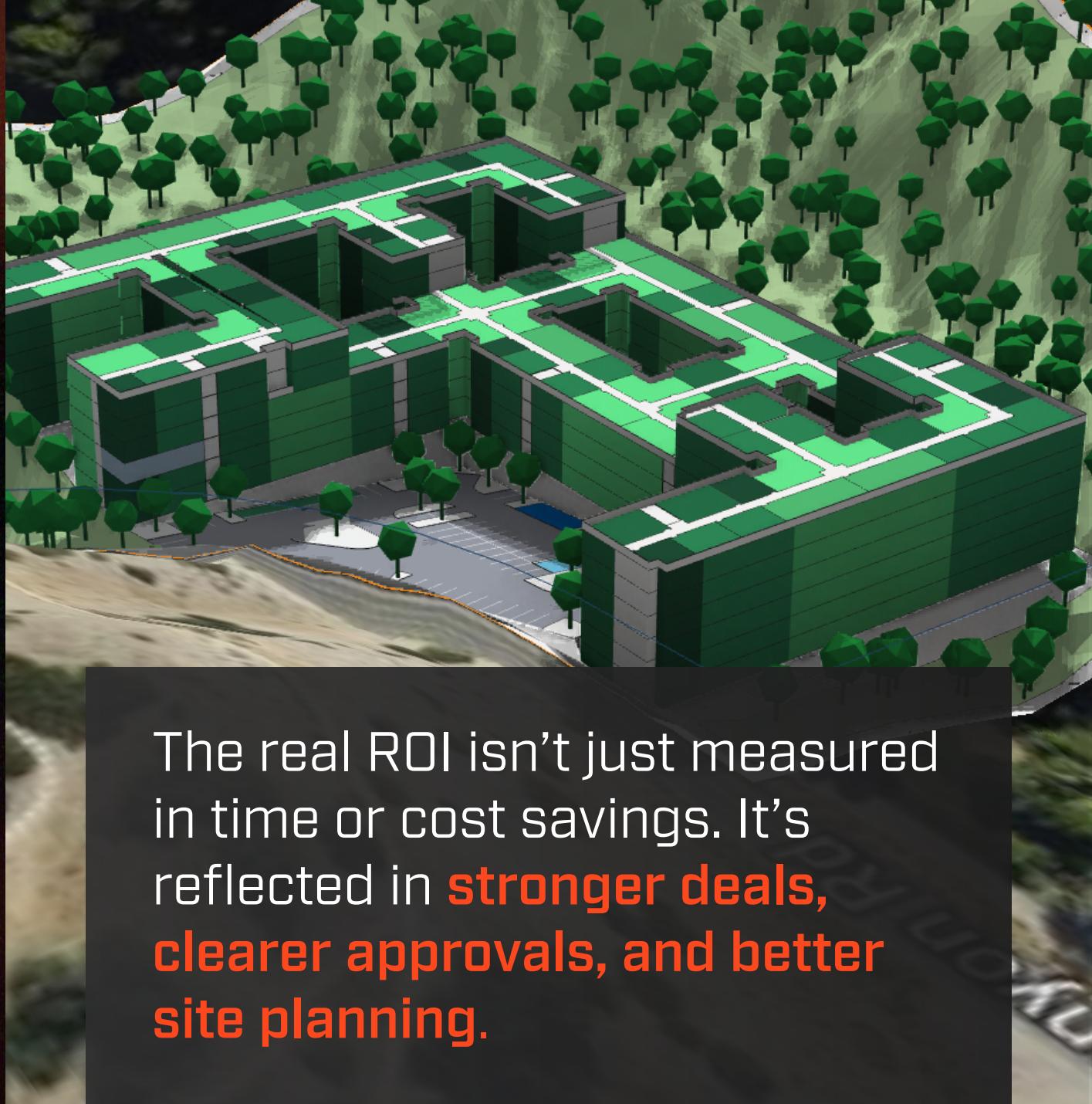
- › How should the site be laid out?
- › How do we address environmental or regulatory constraints?
- › Will the deal actually pencil?

When those questions are rushed or answered with incomplete information, the cost shows up later in lost yield, change orders, or delayed approvals.

Better feasibility doesn’t just make teams faster—it makes them more deliberate. When teams can explore more options, understand trade-offs clearly,

and communicate impact early, better decisions can be made across the board. Developers pursue lands with less risk. Architects propose solutions that align design intent with financial feasibility. Cities and public agencies can see the implications of proposed changes before they become issues.

This shift changes how value is delivered. Instead of reacting to problems late in the process, teams proactively shape outcomes from the start. Sometimes that impact is behind the scenes, like **achieving an 83% buildable-area efficiency on a site.** Other times it’s visible and meaningful, like **increasing housing affordability by 30%,** or **doubling the size of a park within a 19-acre redevelopment.**



The real ROI isn’t just measured in time or cost savings. It’s reflected in **stronger deals, clearer approvals, and better site planning.**

# \$4k+ Saved per Feasibility Study

With TestFit, customers are saving an average of **\$4,875** per feasibility study. 1 in every 15 customers reports savings of over **\$10,000**.

1 in 15 customers report over

**\$10,000**  
**saved per**  
**feasibility study**

Developers

**\$5,910** saved

Architects

**\$4,560** saved

Contractors

**\$3,000** saved

Civil Engineers

**\$2,750** saved



"I sat down one weekend and did a 65-acre development site plan in 3-4 hours, and later this complicated mixed-use project in 1.5 hours. Before, it would take at least a week of back-and-forth revisions and cost us thousands of dollars."

Dan O'Berski  
Partner  
at Trinity Commercial Group



[Learn how Trinity Commercial Group saved \\$90k in feasibility >>](#)

# Maximize Profit on Deals

**1 out of 2**

developers reports that TestFit is important in helping them **maximize profit on their deals**.

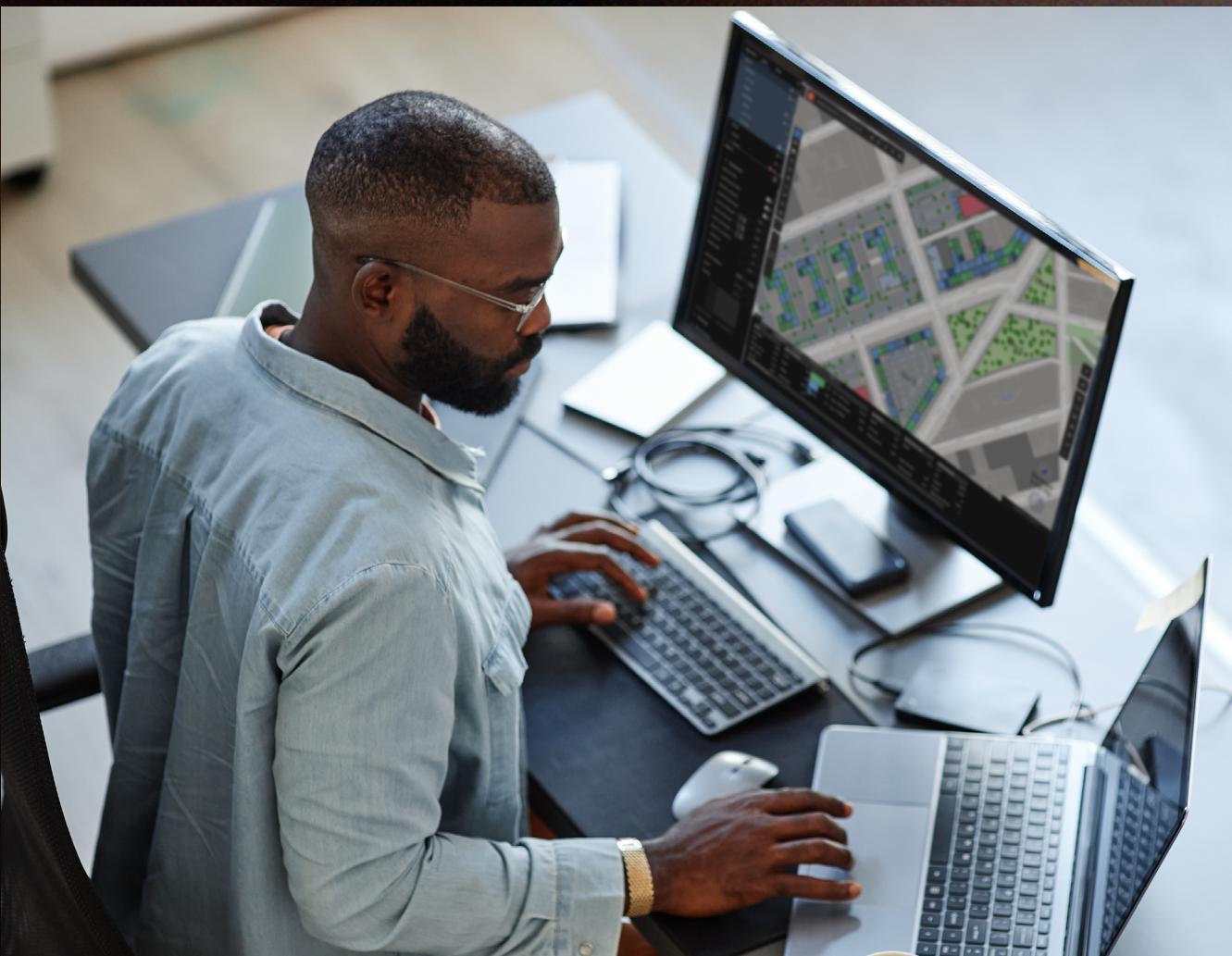
**70%**

of developers are finding **higher yield or density** in their deals with TestFit.



"TestFit has transformed our feasibility workflow at Grupo Hermosillo. What used to take days of manual drafting can now be solved in minutes. It allows our team to explore multiple site configurations instantly, ensuring we present the most optimized and profitable solutions to our clients."

**Emiliano Hernandez**  
BIM Manager at Hermosillo



# 1.5x Faster on Go/No-Go Decision

Our customers are making go/no-go decisions on deals **1.5x** faster with TestFit.

› Developers

› Architects

**⚡ 1.6x Faster**

› Contractors

**⚡ 1.4x Faster**

› Civil Engineers

**⚡ 2.3x Faster**

**⚡ 0.8x Faster**

Teams are reducing risk by **committing time and resources only to the deals that truly pencil.**



"TestFit is transformational. We've shaved days off of our analysis by using the AI capabilities of this software, which allows us to make smarter decisions faster."

**Luke Peters**  
VP of Development  
at Prologis



# 3 in 5 Architects Win More Work

**61%**

of architects report winning more projects with TestFit.

**67%**

of architects believe that TestFit helps them **retain existing 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



[See how RBA Architects wins \\$750k in fees with TestFit >>](#)



› Closing

## The ROI of Site Planning AI

Over the past few years, the industry's focus has been on speed: how quickly feasibility studies could be produced and how much time teams could save. In 2025, that conversation has evolved. As teams become more comfortable with AI-powered platforms like TestFit, the value is no longer measured only in hours saved, but in **how that time is reinvested**.

What this year's findings show is a shift in how teams use the time they've gained to do more meaningful work: exploring better options, aligning stakeholders earlier, and communicating impact more clearly. Feasibility is no longer a static report delivered at the end of a process. It has become a collaborative, iterative process where architects, developers, contractors, and municipalities all join in to build trust, reduce uncertainty, and move decisions forward.

That shift is especially visible in how teams work together. Live iterations replace long back-and-forth email threads. Shared models and up-to-date reports keep everyone on the same page. Even small teams are operating with the clarity and confidence that once required far more time, people, and resources to achieve. The result is fewer stalled projects, stronger approvals, and outcomes that better reflect both development goals and community needs.

The real ROI of site planning AI isn't just speed. It's what teams do with it. As AI becomes a standard part of the feasibility process, the teams that succeed will be the ones who turn time saved into clarity, and clarity into better, more valuable decisions.

# About TestFit

TestFit is the leading real estate feasibility platform for developers, architects, planners, and contractors to realize the full potential of land through trusted automation. TestFit's site planning AI generates a multitude of design iterations in seconds to optimize for the best solutions—aligning all stakeholders to move projects forward. With real-time insights into design, cost, and constructability, teams can save time, reduce risk, and maximize site potential.

TestFit is committed to reinventing the development process for the betterment of the world's future communities. Headquartered in Dallas, Texas, TestFit is made up of a remote team of industry professionals around the world. Learn more at [TestFit.io](https://TestFit.io).

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).

