



The Real Estate Journal

A quarterly publication of the Real Estate Board/Commission of Strata Corporations

New Public Education Campaign to Go Live in January 2026

The Real Estate Board (REB) and the Commission of Strata Corporations (CSC) are set to roll out its touted series of new TV and radio commercials as a public education campaign starting in January 2026. As mentioned in the previous issue, the ads feature respected financial journalist and entrepreneur Kalilah Reynolds as its spokesperson.

These will run for a three-month period through March 2026. The commercials will be broadcast across TVJ, Nationwide News Network, and the RJR Communications Group, including Fame FM, RJR 94 FM, and Hitz 92 FM, with placements across a range of time slots to ensure broad and sustained reach.

According to the Board, these media outlets were strategically selected as they offer an effective balance of value for money and access to key target audiences, including younger, digitally engaged Jamaicans as well as established homeowners, strata proprietors, and industry practitioners.

At the heart of the campaign are five professionally produced radio and television commercials, all featuring Mrs. Reynolds.

The commercials address several critical issues affecting the real estate sector, including the risks associated with using unlicensed or untrained individuals, the responsibilities of strata proprietors, the dispute resolution process, and the importance of filing annual returns. The Board has noted that illegal practice and the use of unlicensed professionals remain among its most significant pain points, often resulting in members of the public being scammed or placed at financial risk.

The organization is particularly enthusiastic about the timing of the campaign. After months of preparation and production, they believe the messages will be both timely and impactful, especially as Jamaicans continue to navigate an



Kalilah Reynolds interviews Legal Officer, Jared Johnson

evolving real estate landscape.

To further extend the campaign's reach, the radio and television spots will be supplemented by a strong social media presence, including placements on Instagram and YouTube, where full-length versions of the commercials will also be hosted.

In addition, the campaign will feature long-form interviews with Ms. Reynolds, set to roll out early 2026. These interviews will provide deeper insights into the work of the Real Estate Board, the Commission of Strata Corporations, and the Real Estate Training Institute. Interviewees include the Legal Officer of the Board and Commission, and

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Campaign to Go Live in January

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Senior Director and Principal of the Real Estate Training Institute.

The content will also be carried on Money Media Limited, the online and social media platform owned and operated by Mrs Reynolds. Marketing Manager, Damian Wilson, reiterated that the Board was confident in its potential impact; “the issues we are addressing have real implications for people’s financial security and peace of mind, and it is essential that the public is properly informed.” He added that Mrs. Reynolds was a natural choice for the role as she is a trusted voice in finance and investment. “Her credibility, reach, and ability to break down complex topics in a relatable way make her an ideal partner for this campaign.”



Get your copy of the Real Estate Board | Commission of Strata Corporations 2026 Desk Calendar. Featuring:

- Important deadlines and reminder
- Public Holidays
- Important information about the Board and the Commission



The Money Media team in production mode during the filming of one of the commercials for the Real Estate Board



CEO's Message PHILLIP CHAMBERS

As we come to the end of a new year, I use this opportunity to wish all our practitioners, stakeholders, and members of the public a prosperous 2026. Thank you also for your support and cooperation in whichever way it was rendered.

As we present this issue of *The Real Estate Journal*, I am pleased to highlight several important initiatives that underscore the Real Estate Board's and the Commission of Strata Corporations' continued commitment to protecting the public and strengthening Jamaica's real estate sector.

Foremost among these is our wide-reaching public education campaign featuring Mrs. Kalilah Reynolds as our spokesperson. Through a combination of electronic media and targeted digital outreach, this campaign addresses critical issues such as the importance of working exclusively with licensed real estate professionals.

Equally important is our continued emphasis on verification and compliance. We remind members of the public to always verify the status of real estate practitioners before engaging their services—whether by requesting to see a Pocket Licence or by consulting the Public Register on our website. These simple but vital steps help protect consumers from fraud, scams, and the risk of inadvertently facilitating money laundering. Safeguarding trust in the industry begins with verification, and we remain committed to providing accessible tools to support this process.

This issue of the Journal also explores other matters of growing relevance to the industry, including those related to Jamaica's Data Protection Act. Real estate

businesses today are deeply dependent on personal data. Whether conducting tenant screening, facilitating property transactions, managing homeowners' associations, or overseeing facilities, organizations routinely process significant amounts of financial, identification, and lifestyle information.

With Jamaica's Data Protection Act (DPA) now in effect, the proper handling of personal data is no longer optional. It is both a statutory requirement and a critical component of sound business practice.

As always, the Real Estate Board and the Commission of Strata Corporations remain steadfast in our mission to educate, regulate, and protect. Through strong oversight, meaningful partnerships, and proactive public engagement, we continue to build a transparent, trustworthy, and sustainable real estate environment for all Jamaicans.

What is the Real Estate Training Institute?

The Institute is the official training arm of the Real Estate Board. It offers Pre-Licensing Courses and Continuing Professional Development Courses (CPD).

The Pre-licensing Course for Salesmen is the starting point to a career in Real Estate

What are the Course Requirements?

Applicants to the Salesman Course are required to have five (5) passes in CSEC/CXC (or their equivalent), inclusive of Mathematics and English Language

How long does the course last?

The course is fully online, on a part time basis. Classes are held Monday to Thursday evenings, or all day on Saturdays and Sundays

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Board to tackle Scammers via Social Media, public education

The Real Estate Board (REB) has taken an increasingly active role in addressing what is believed to be a growing wave of real estate fraud targeting prospective renters, particularly in the aftermath of Hurricane Melissa.

In a December 10 article published by the Jamaica Information Service (JIS), Deputy Director of the Counter-Terrorism and Organised Crime Division (CTOC), Acting Senior Superintendent of Police Victor Barrett, confirmed that law enforcement authorities have observed a notable increase in such fraudulent activities following the hurricane.

"Yes, we see persons purporting to be realtors in offering homes for rental, because we know persons in the western side of the island have been displaced, and there's a great urgency for shelter, so we are seeing that," SSP Barrett stated.

He explained that fraudsters are exploiting the vulnerability and urgency faced by families who have lost their homes.

"They are playing on the impulse of the weak right now... if you have a house with your children and it was destroyed by Melissa, you need somewhere to go," he added.

According to SSP Barrett, these scams are

being carried out largely through social media platforms, where individuals falsely claiming to be real estate professionals advertise rental properties and request substantial deposits to either view or secure the property—often before any verification can take place.

In response to this troubling trend, the Real Estate Board has intensified its public awareness efforts, issuing multiple advisories warning Jamaicans about these illicit practices. In one such notice, the Board strongly discouraged members of the public from transferring or paying money to anyone before formally entering a business relationship, particularly for the purpose of viewing a property purported to be for rent.

In another advisory, the Board urged the public to exercise heightened caution and scepticism when encountering listings that appear "too good to be true." These include properties advertised at rental prices significantly below the prevailing market value for a given area—an approach commonly used by scammers to lure unsuspecting victims.

Further insight into the issue was provided in a December 24 article published by the Jamaica Observer, in which Director of Real Estate Dealers and Developers at the Real Estate Board, Ms. Claudia Allen, outlined additional examples of real estate fraud and educated the public on several warning signs to look out for.

Ms. Allen revealed that the Board has become aware of perpetrators posting fake rental advertisements on popular online housing platforms and rental hubs, then attempting to convince prospective tenants to send money via bank transfers before any legitimate engagement has taken place.

She emphasized that these activities often involve individuals who are untrained, unlicensed, and operating illegally, placing members of the public at significant financial risk.

As part of its response, Ms. Allen indicated that the Real Estate Board will be ramping up its public education initiatives in the coming months, aimed at equipping Jamaicans with the information needed to protect themselves and encouraging the use of licensed real estate professionals.

The Real Estate Board continues to urge members of the public to verify the credentials of anyone offering real estate services, to request proper identification, and to report suspicious activity. Through sustained public education and collaboration with law enforcement and media partners, the Board remains committed to safeguarding consumers and maintaining integrity within Jamaica's real estate sector.



Social media is one of the most popular ways in which unscrupulous persons posing as real estate professionals, attempt to scam unwitting persons.

Please verify the status of anyone you wish to engage with by contacting the Board or checking the Search Register on our website

<https://reb.gov.jm>



Members of the public are strongly discouraged from transferring or paying money to anyone before formally engaging them, especially for the purpose of viewing a property purported to be for rent.

Persons are also advised to request valid identification when engaging individuals offering rental properties.

<https://reb.gov.jm>



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How can we help you today? Our main landline number is **876-926-9748-9**. We may also be reached at **876-391-9937** or **876-312-8971** or via email at info@reb.gov.jm



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The Real Estate Board and the Commission of Strata Corporations are set to launch a wide-reaching public education campaign featuring well-known financial journalist and entrepreneur Kalilah Reynolds as spokesperson. This strategic engagement forms part of the organisations' commitment to educating the public about the organisation and its mandate, strata living and compliance, and other real estate related matters including, the importance of working exclusively with licensed professionals.

The campaign addresses also the training and education options provided by the Board, through

too often, members of the public enter into agreements with untrained or unlicensed persons, exposing themselves to unnecessary risk. Similarly, many prospective and current strata proprietors are unaware of their rights, responsibilities, and the services available through the Commission of Strata Corporations.

looks these issues head-on, five commercials have already been produced, all featuring Ms. Reynolds. These are expected to debut in the coming weeks. The commercials highlight critical areas such as the importance of using licensed professionals,

Cont'd on Page 4



Real Estate NEWS



Renters and homebuyers in Jamaica targeted in rising real estate scams

Renters and buyers are being urged to exercise caution as scammers are entering the real estate industry via online channels in an attempt to fleece desperate house hunters.

"I think because of the fact that persons need places urgently, they're not really doing their due diligence," Director of Real Estate Dealers and Developers at the Real Estate Board, Claudia Allen, told Observer Online.

Allen confirmed she was aware of perpetrators luring renters by using fake advertisements posted to renting hubs online and trying to convince them to send money via banking transfer.

The scam listings typically show pictures of real local apartments stolen from legitimate listings, or show no pictures at all, simply inviting prospective renters to call or WhatsApp for more information.

Observer Online conducted our own investigation into the scams, and they were easy to find. One rental listing, posted to Facebook Marketplace, purported to show a two-bedroom home off Lilford Avenue in Kingston for \$40,000 monthly, except a reverse google image search of the property photos listed a home in Port Morant.

When the poster was contacted via WhatsApp, the individual insisted that a deposit of \$40,000 was needed before the property could be seen, but assured that the deposit was "refundable after viewing [if] you don't like." Additionally, the poster who self-identified as "Mrs Leary" requested photos of an ID.

In the face of being found out as dishonest before any transactions could be conducted, 'Mrs Leary' simply responded "Lucky you".

Allen explained that her team had recently referred one similar case to investigators followed by a scam alert to warn residents. She commented on how pervasive the issue has become.

"One person actually copied [a realtors'] license number; that's the extent that they go to, we found there was a female, and it was actually a gentleman's salesman

number and the telephone number was an overseas number."

She stressed that giving up personal information should not be a prerequisite for information regarding, or even access to, a property. Exchange of money for this service should also never happen, Allen said. "That's a red flag. If they say give me \$5,000 to find a property, or \$10,000 to find a property, Normally, I know, based on my knowledge, that [realtors] ask you, 'what price range are you looking at? Is there a specific area?' And then they reach out to you to see if there's anything they come up with but it's not [for] a fee."

The Jamaica Classifieds app warns prospective renters against sending any money to individuals claiming to be landlords or realtors before seeing a property and provides a reporting option for suspicious activity.

Allen says driving the issue is the difficulty many people are facing in finding a home to rent or buy despite the boom in construction.

"To me, I can't even say it's a buyer's market, it's a vendor's market," Allen said.

The director revealed that, based on the board's observations during inspections, vendors are pricing above valuations, adding that this contributes to locals being priced out of the market in urban areas.

"People will still buy, not necessarily Jamaicans, but we have overseas persons who are buying these properties. So it does not necessarily leave a lot for middle or low income in these areas. That's what we see on our end."

"I know some people are desperate but even the pricing- you're not going to find somewhere in Phoenix for \$40,000. So that is a red flag [if] the price is just too good to be true. And if it's too good to be true, you have to check before you even reach out to the person."

And as for how to make sure individuals presenting as realtors are legitimate?

"By checking the Real Estate Board's website, they can do a search of a registry to make sure that the person is there. If they cannot find the name, they call and we try to assist them," Allen explained.

Recognizing that a lack of real estate knowledge is hurting Jamaicans, Allen says the Board is planning to do its part to increase awareness.

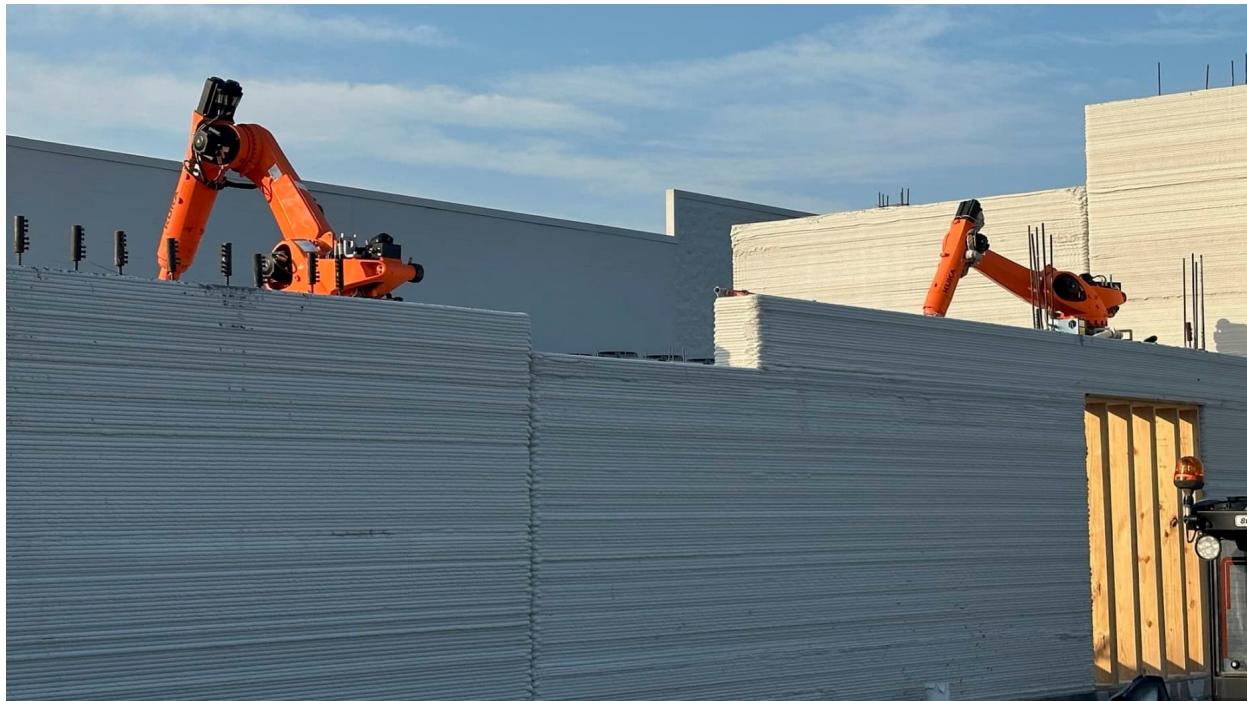
Excerpt from article in The Jamaica Observer

Dana Malcolm

Published: Wednesday | Dec 24, 2025

Walmart and Alquist strike landmark deal, jump-starting 3D-printed commercial real estate

INTERNATIONAL News



Construction company Alquist 3D worked with Walmart last year to build a nearly 8,000-square-foot 3D printed addition to its store in Athens, Tennessee.

Walmart partnered with construction company Alquist 3D last year to build an almost 8,000-square-foot addition to its store in Athens, Tennessee, for online order pickup and delivery services. It is the largest 3D-printed commercial structure in the U.S. and, despite a bumpy start, a key proof of concept for the technology's commercial viability.

Alquist, based in Greeley, Colorado, just announced it will now print more than a dozen new Walmart buildings, as well as buildings for other commercial retailers, in what is arguably the largest-scale commercial real estate deployment of this technology, which has mostly been used in residential construction so far.

As part of that deal, Sika, one of the world's largest construction materials companies, with a heavy focus on sustainability, will provide materials to Alquist for all future 3D-printed projects and licensees. This will streamline Alquist's national pipeline, lower material and freight costs, and accelerate development of more sustainable mixes for large-scale 3D-printed construction — including the commercial projects rolling out with Walmart, according to Alquist.

"This collaboration positions Sika at the forefront

of next-generation construction, opening new markets and creating long-term growth opportunities," said Noah Callantine, 3D concrete printing engineer and field service specialist with Sika.

It is a clear turning point in CRE construction, which has been notoriously slow to modernize. The new technology has started to grow in the homebuilding market, but has been far slower in commercial construction, simply due to the size of the printers needed to create larger buildings.

Alquist, which designs and builds the larger-scale printers, as well as develops the code and software to operate them, started in the residential sector. It is now partnering with a large equipment rental dealer and a full-service general contractor to scale the technology commercially nationwide. Doing so helps to lower the high cost of materials, as well as the labor, which needs to be both trained and local, according to Alquist.

"The way to bring prices down [for] anything is to get volume, and as you get volume, you get the attention of suppliers. They see that it matters, and the more that they make, the cheaper that they can bring their supply chain down," said Patrick Callahan, CEO of Alquist.

Board reaches out to Holland Bamboo Primary in Hurricane Relief Effort

On Friday, November 28, a team of approximately twenty staff members from the Real Estate Board (REB) and the Commission of Strata Corporations (CSC) came together in a meaningful show of solidarity and service, delivering hurricane relief supplies to the Holland Bamboo Primary School and surrounding community in St Elizabeth.

The team loaded a box truck with over 200 carefully assembled care packages, containing essential items such as food, bottled water, juices, sanitary products, school supplies, clothing, and other bulk necessities. The initiative formed part of the organizations' ongoing humanitarian response following the passage of Category 5 Hurricane Melissa, which struck Jamaica on October 28 and caused widespread

Students, parents, teachers, and community members queued patiently, and one by one received packages filled with much-needed supplies. The atmosphere was one of gratitude and cooperation, underscoring the importance of collective effort in times of national hardship.

In the aftermath of Hurricane Melissa, the Real Estate Board and the Commission of Strata Corporations moved swiftly to begin collecting essential items, with the aim of providing relief to communities most severely impacted. St Elizabeth, often referred to as Jamaica's "breadbasket parish," was among the hardest hit. The parish experienced extensive flooding and widespread

damage to homes and critical infrastructure, including the loss of roofs and damage to roads and utilities. Schools across the parish—and indeed the island—were significantly affected, disrupting the education and daily routines of countless children.

The relief effort was made possible largely through the generous contributions of staff members, who donated a wide assortment of items including bottled water, toiletries, canned foods, biscuits and snacks, bulk food items such as flour, as well as clothing and shoes. Several corporate partners also stepped forward, providing much-needed donations and discounts that helped to expand the reach and impact of the initiative.

Much of the planning and execution of the project was driven by the organization's Social





Engagement and Community Outreach Committee (SECO). The Committee is tasked with enhancing the organization's engagement with communities by developing and implementing outreach programmes that promote social responsibility, strengthen community relationships, and support the broader mission of the organization. This initiative exemplified SECO's commitment to service and community partnership.

The effort was further supported by the Member of Parliament for St Elizabeth North Western, Mr. Andrew Morris, who was on hand and expressed his appreciation for the assistance provided to his constituents. Also present was Westpalm Events, a St Elizabeth-based event promotion and production company, which contributed by providing refreshments and light entertainment, helping to lift spirits and create a welcoming atmosphere for recipients.

In addition to the distribution of care packages, members of the REB and CSC team assisted with clean-up activities at the school, clearing debris, cutting and burning large fallen tree branches, and raking affected

areas to help restore the school environment.

The convoy was supported by members of the Jamaica Constabulary Force (JCF), who ensured safe passage to and from the location, allowing the exercise to proceed smoothly and securely.

Expressing her gratitude, Principal of Holland Bamboo Primary School, Ms. Simone Doctor, conveyed her sincere thanks and appreciation to the Real Estate Board and the Commission of Strata Corporations for their timely support and generosity, noting the positive impact the initiative had on the school and wider community.

The Real Estate Board and the Commission of Strata Corporations remain committed to supporting national recovery efforts and standing with communities in times of need, reaffirming their role not only as regulators, but as active partners in Jamaica's social and community development.

Building Trust and Compliance: Why Data Protection Matters in Jamaica's Real Estate Sector



Real estate businesses today rely heavily on personal data. From tenant screening and property sales to homeowners' associations and facility management, companies handle large volumes of financial, identification, and lifestyle information on a daily basis.

With Jamaica's Data Protection Act (DPA) now in force, responsible handling of personal data has become both a legal obligation and a strategic necessity. Firms that implement strong data governance practices will enhance client trust, reduce risk, and differentiate themselves in a competitive market.

Understanding the DPA in the Real Estate Context

Jamaica's Data Protection Act regulates how organizations collect, use, disclose, store, and dispose of personal data. The law is designed to protect individuals' privacy while supporting legitimate business operations.

The Act is guided by the following key Data Protection Standards requiring that personal data be:

- Fairly and lawfully obtained and processed
- Collected for specific, legitimate purposes
- Adequate, relevant, and not excessive
- Accurate and up to date
- Kept no longer than necessary
- Processed in accordance with data subject rights
- Protected by appropriate physical and technical security safeguards
- Not transferred overseas without adequate

protections

For real estate entities – dealers, developers, agencies, property managers, valuers, housing schemes, and strata corporations – these standards apply to virtually every client interaction.

Types of Personal Data Commonly Collected

Real estate operations routinely involve: Names, addresses, TRN, and contact information; Employment and income details for tenant screening or loan facilitation; Bank statements and financial records; Identification documents (passport, driver's licence, national ID); References and background checks; Photos, CCTV footage, access logs, and visitor records, and sensitive information occasionally collected in disputes or legal matters.

Because this data can expose individuals to fraud, identity theft, and reputational harm, firms must ensure that it is processed carefully and lawfully.

Common risk exposures in the sector include: Collecting more data than necessary during rental or sales processes; Sharing data informally across WhatsApp, email chains, or personal devices; Inadequate consent and transparency when using data for marketing or referrals; Weak access controls in property management systems; Unrestricted retention of tenant applications, ID copies, and contracts; Unsecured files stored in paper form or unencrypted drives; and Lack of vendor controls when using third-party listing platforms

These practices increase exposure to regulatory breaches, civil liability, reputational damage, and loss of customer confidence. Securely delete or anonymize data when it is no longer needed.

Practical Steps Toward DPA Compliance

A structured privacy programme is essential. Real estate businesses should consider the following actions:

1. Governance and Accountability.

- Designate a Data Protection Officer (DPO) or responsible privacy lead.
- Establish written policies for data handling, retention, security, and breach response.
- Maintain a Record of Processing Activities documenting what data is collected, why, and for how long.

2. Lawful Basis and Transparency

Ensure there is a valid legal basis for every processing activity, such as (but not limited to):

- performance of a contract,
- compliance with legal obligations, or
- legitimate business interest.

Provide clear notices explaining why data is collected, who it may be shared with, and how long it will be retained.

3. Data Minimization

Collect only what is strictly necessary. For example:

- avoid storing unnecessary copies of IDs,
- redact information not required for the transaction, and
- separate marketing data from contractual records.

4. Security Safeguards

Implement layered security controls:

- role-based access to systems,
- encryption of digital records,
- locked storage for paper files,
- secure file-transfer tools instead of email attachments,
- periodic review of user access and permissions.

5. Vendor and Third-Party Management

Ensure all third parties handling data on your behalf:

- sign data protection clauses compliant with the DPA,
- notify you promptly of any breaches, and
- avoid overseas transfers without lawful safeguards.

6. Retention and Disposal

Create documented retention schedules. Keep records only as long as required for:

- legal or regulatory obligations,
- dispute resolution, or
- contractual purposes.

7. Rights of Individuals

Real estate organizations must be able to respond to:

- access requests,
- corrections and updates,
- objections to processing,
- deletion (where applicable),
- complaints and appeals.

Timely documentation of responses demonstrates compliance to regulators.

Privacy as a Business Advantage

Compliance should not be viewed merely as regulatory burden. In an industry built on relationships and credibility, strong privacy practices can:

- increase client confidence,
- reduce fraud and disputes,
- protect brand reputation, and
- support smoother transactions with financial institutions and regulators.

Aligning business processes with privacy-by-design principles positions real estate companies as trustworthy custodians of personal information.

Conclusion

Jamaica's Data Protection Act represents a significant shift in how organizations must manage personal data. For the real estate sector — where transactions are deeply personal and financially significant — responsible data stewardship is essential.

Firms that invest in governance, training, and secure systems will not only comply with the law but also build durable and lasting trust with property owners, tenants, buyers, investors, and communities.

With Jamaica's Data Protection Act (DPA) now in force, responsible handling of personal data has become both a legal obligation and a strategic necessity. Firms that implement strong data governance practices will enhance client trust

Dwayne Wynter
Data Protection Officer, Real Estate Board and
the Commission of Strata Corporations

The Rise of AI in the Workplace: New Stats + Pros & Cons to Consider



Alphabet CEO Sundar Pichai recently stated that he considers AI to be more profound than fire or electricity. While skeptics may attribute this to a tech leader hyping their product, business leaders across industries agree. McKinsey recently opened a report comparing AI to the steam engine and estimating that the technology holds \$4.4T in productivity growth across the economy.

Regardless of what any dissenting business leaders or AI skeptics may think, many workers across the economy are implementing artificial intelligence into their workflows. A recent Gallup poll found that nearly half of all white-collar workers admit to using AI for tasks such as generating ideas, automating basic tasks, communicating with coworkers, and learning new things.

Of course, risks and downsides to artificial intelligence also exist. These range from security threats to quality of work issues and ethical concerns. Organizations must be prepared to face novel challenges and solve problems creatively to thrive in the era of generative AI.

The “AI revolution” is both inevitable and game-changing, and business leaders must prepare to seize

opportunities while navigating challenges responsibly.

Defining AI in the Workplace

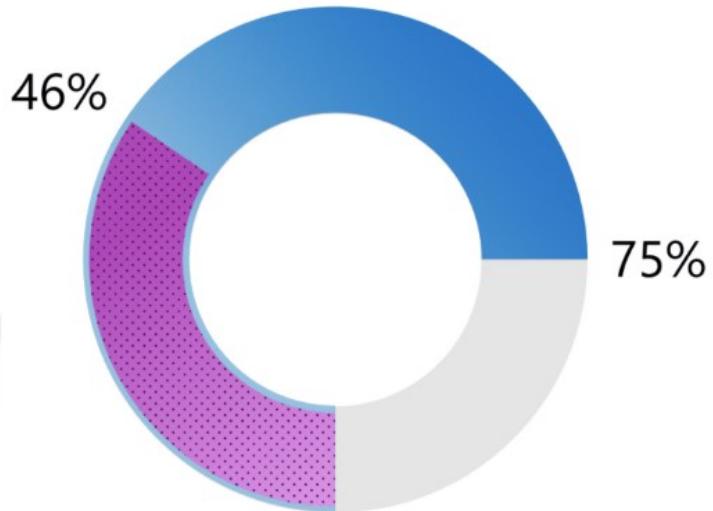
Contrary to popular perception, AI did not enter the workplace with the launch of ChatGPT. It has been embedded in the fabric of business operations for years. AI-driven algorithms have been powering search engines, optimizing logistics, detecting fraud, personalizing ads, and serving many other behind-the-scenes functions for over a decade. While these applications are often invisible and narrowly focused, they do represent a critical and longstanding example of AI tech.

What changed in late 2022 was the way that people interact with AI. OpenAI brought a specific technology known as generative AI to the spotlight. This captured the public imagination and revolutionized the collective perception of artificial intelligence. In contrast to previous highly constrained uses of AI, Gen AI offers a flexible and interactive experience. This has sparked a wave of experimentation and implementation across many industries.

Artificial Intelligence in the workplace is not a

75% of people are already using AI at work

46% of them started using it less than 6 months ago



Source: 2024 Work Trend Index Annual Report from Microsoft and LinkedIn

new phenomenon. However, the economy is entering a new era in which AI will play an increasingly broad and versatile role in nearly every job.

The Rise of AI in the Workplace

A recent Microsoft report found that 75% of global knowledge workers now use artificial intelligence. This is often self-directed. The same study found that 78% of those who use AI in the workplace are bringing their own tools. While this demonstrates initiative and innovative thinking, it also underscores the lack of a unified vision in many organizations. Worse still, it has the potential to introduce security, ethical, and financial risks through the proliferation of shadow IT.

Now that roughly half of all workers report feeling burned out, the advantages of AI usage are evident: tools like ChatGPT, Claude, and DeepSeek function as digital assistants, drafting messages, analyzing information, and making recommendations. The aforementioned Microsoft study also found that the top 5% of Teams power users save up to one full work day per month through AI summaries alone.

Impact of AI on the Workforce

Microsoft categorizes AI users into four broad groups: skeptics, novices, explorers, and power users. The study found that the latter group saves over half an hour per day in rote tasks. Other benefits that these power users report include increased focus and creativity, along with more energy to devote to game-changing projects.

What apps are employees turning to?

The top 5 AI apps by count are Grammarly, ChatGPT, OpenAI API, Otter.ai, and Midjourney. The top 5 AI apps by spend include OpenAI API, Microsoft 365 Copilot, Glean, Weights & Biases, and ChatGPT.

Company culture is a significant factor in determining whether employees will become AI power users or remain explorers, novices, or even skeptics. While some people are likely to take action independently and integrate AI into their workflows, most employees follow the lead of company higher-ups. Organizations with an anti-AI culture will inevitably see a far slower and less creative implementation of this type of technology.

Considerations for AI in the workplace

Implementing AI into an organization is more like building a puzzle than flipping a light switch. While the decision to use new technologies may seem straightforward, the process of actually implementing them is complex. It involves identifying where AI would be impactful, aligning its usage with the broader organizational strategy, and managing issues such as risk, SaaS spend, legal exposure, employee expectations, and ethics.

SOURCE:

Zylo, & Zylo. (2025, July 17). *The rise of AI in the workplace: New stats + pros & cons to consider.*

Zylo. <https://zylo.com/blog/ai-in-workplace/>

Who Knew Real Estate | was this Funny



A real estate agent is giving a tour of a house to a couple. They walk into the living room and the agent says, "This spacious area is perfect for entertaining guests." The husband nods.

The wife asks, "Why is the ceiling so low?" The agent replies, "Ah, that's to create a cozy, intimate atmosphere." They move into the kitchen. The agent says, "This kitchen has character." The husband asks, "What kind of character?" The agent says, "Well... the stove works when it wants to, the fridge hums like a choir, and the sink has a very strong personality." Next, they head upstairs to the bedroom. The wife asks, "Why is the bedroom window cracked?" The agent smiles confidently.

"That's natural ventilation. Eco-friendly. Very popular right now." They step into the bathroom. The husband asks, "Is that mold?" The agent responds quickly, "No, no—that's historic texture. This house was built in the 1970s. That's vintage."

Finally, they go outside to the backyard.

The wife asks, "Why is the yard so small?" The agent says, "Low maintenance! You won't spend your weekends mowing. You'll have more time to enjoy life." The husband whispers to his wife, "I think this house has a lot of problems." The agent hears him and says, "Problems? No, sir—this house has opportunities." Then the agent adds, "And the best part? It's priced just slightly above market value... because of the potential." The couple looks at each other. The wife says, "So what you're really selling is imagination?" The agent grins and replies, "Exactly. If the house were perfect, you couldn't afford it."



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