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AI WILL NEVER REPLACE RELATIONSHIPS IN CRE

WHY HUMAN CONNECTION STILL DRIVES CRE BROKERAGE, LEASING, & INVESTMENT SALES

Everywhere you look right now, people are talking about artificial intelligence and how it's going to change commercial real estate.

And they're right, it already is.

AI can analyze market data faster than any human. It can help automate underwriting, identify trends, generate reports, assist with marketing, and eliminate a lot of the repetitive tasks that used to take hours.

That's a good thing.

At Mayhugh Commercial Advisors, we use technology every day to help our clients make smarter and faster real estate decisions throughout Southwest Florida.

But let's be clear about something, AI is not replacing relationships.

And it never will.

**BECAUSE COMMERCIAL REAL ESTATE HAS
ALWAYS BEEN, AND ALWAYS WILL BE, A
PEOPLE BUSINESS.**

COMMERCIAL REAL ESTATE IS ABOUT UNDERSTANDING PEOPLE, NOT JUST DATA

The biggest misconception right now is that access to information is what creates value in commercial real estate. It's not.

Information is everywhere. The real value comes from understanding people. That means:

- Reading body language
- Understanding motivations
- Knowing when someone is bluffing
- Knowing when to push and when to pause
- Building trust face-to-face
- Understanding personalities
- Relating to people on both a business and personal level
- Managing emotions during high-stakes negotiations

AI cannot truly do that.

It cannot sit across the table from a business owner trying to make a million-dollar decision and genuinely understand the pressure they're under.

It cannot walk a property with an investor and feel hesitation.

It cannot sense tension in a negotiation.

And it definitely cannot build authentic long-term relationships. That's human.

THE BEST COMMERCIAL REAL ESTATE BROKERS UNDERSTAND PSYCHOLOGY

The best brokers are not just salespeople.

They're advisors, negotiators, problem solvers, and relationship builders.

In commercial real estate brokerage, success often comes down to understanding human psychology more than understanding a spreadsheet. A great broker knows:

- When to stay quiet during negotiations
- When confidence matters more than numbers
- How to create leverage
- How to read the room
- How to adapt communication styles to different personalities
- How to build trust over time

That's not something AI can replicate.

Relationships built over years create opportunities that algorithms never will.

Some of the best deals happen because of conversations, trust, reputation, and relationships, not because they showed up on a database.

AI IS A TOOL, NOT A REPLACEMENT FOR HUMAN CONNECTION

At Mayhugh Commercial Advisors, we fully embrace technology and AI.

Why? Because it makes us more efficient for our clients.

We can analyze markets faster, produce better reporting, streamline processes, and spend less time on remedial tasks.

But the goal of AI should be to enhance human interaction—not replace it.

The last thing clients want during an important commercial real estate decision is to feel like they're talking to a robot.

Whether someone is:

- Leasing office space
- Expanding a business
- Buying an investment property
- Selling a commercial asset
- Negotiating a lease renewal
- Developing land
- Relocating operations

Those decisions are deeply personal, emotional, financial, and strategic. They require experience, judgment, emotional intelligence, and trust.

That still requires people.



WHY RELATIONSHIPS MATTER MORE THAN EVER IN COMMERCIAL REAL ESTATE

In today's market, relationships are everything.

Strong relationships with: Landlords, Tenants, Investors, Developers, Attorneys, Contractors, Municipalities, Property owners, Local market leaders

...create advantages that software simply cannot.

Relationships uncover off-market opportunities.

Relationships create flexibility in negotiations.

Relationships solve problems before they become deal killers.

And relationships help clients make better long-term decisions.

That's why representation matters.

Not all commercial real estate brokers operate the same way.

The difference between an average outcome and a great outcome is often the experience, relationships, negotiation skills, and market knowledge of the advisor representing you.

WHAT WE DO AT MAYHUGH COMMERCIAL ADVISORS

At Mayhugh Commercial Advisors, we specialize in commercial real estate brokerage, leasing, investment sales, land sales, tenant representation, landlord representation, and advisory services throughout Southwest Florida.

Our team works with: Investors, Business owners, Developers, Landlords, Tenants, Private equity groups, Institutions and Local entrepreneurs

WE HELP CLIENTS NAVIGATE:

- Office leasing
- Industrial properties
- Retail space
- Multifamily investments
- Land acquisitions and dispositions
- 1031 exchange opportunities
- Market analysis and site selection
- Commercial property sales and acquisitions

But more importantly, we focus on relationships first. Because commercial real estate is not just about transactions.

It's about understanding people, solving problems, creating opportunities, and helping clients make strategic decisions that impact their future.

THE BOTTOM LINE

AI will absolutely continue changing commercial real estate.

And the best brokers will continue using it to become more efficient and informed.

But AI will never replace:

- Human instinct
- Emotional intelligence
- Trust
- Face-to-face interaction
- Relationship building
- Negotiation experience
- Real-world judgment

Commercial real estate is still a relationship business.

Always has been. **Always will be.**

Data informs decisions. **But relationships drive outcomes.**



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