

The ROI of a Real Estate Feasibility Platform 2024

Make better decisions in less time with TestFit

tf TESTFIT



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› Introduction

A New Generative Design

After the burst of artificial intelligence (AI) last year, the architecture and real estate industries are adapting to the use of AI in the design and development process. [AIA Firm Survey Report 2024](#) reported that 61% of large architecture firms now use AI in their day-to-day work from concept generation to code research.

But it doesn't just change the tools we use—[data centers](#) have emerged rapidly as a new surging asset class with the growth of AI and big data. Power has become the top priority for site selection as AI and machine learning continue to grow.

With AI affecting not only how we work but also what we build, we've made big changes to make this technology easier to use for the built environment.

2024 marked the year that generative design became more accessible. Instead of wasting time learning how to script, you can now generate a multitude of design options with just a few clicks. Instead of creating every site plan from scratch, **we first generate; then edit.**

This report offers a detailed look at how our customers are using this new way of design to make better decisions faster in feasibility studies. By unleashing the power of generative design to everyone, we're reinventing the development process for the betterment of the world's future communities.



Survey Participants

We conducted a survey with **740** TestFit customers including developers, architects, urban planners, general contractors, and brokers. 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.

35% Developers

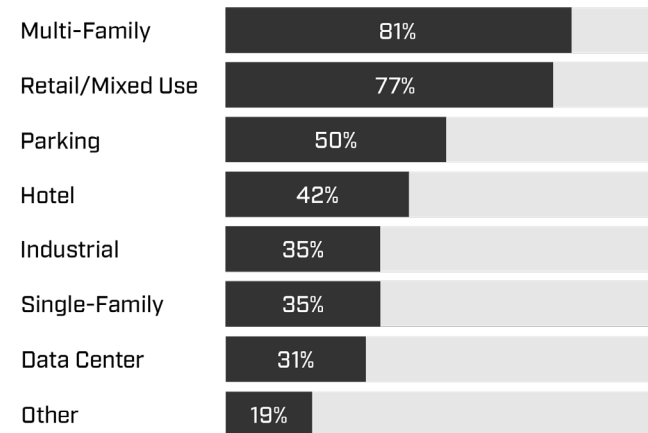
Real estate developers of all types of projects from multi-family, and industrial to data center projects.

8% General Contractors

Contractors for all types of construction services including preconstruction.

Typologies

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



50% Architects

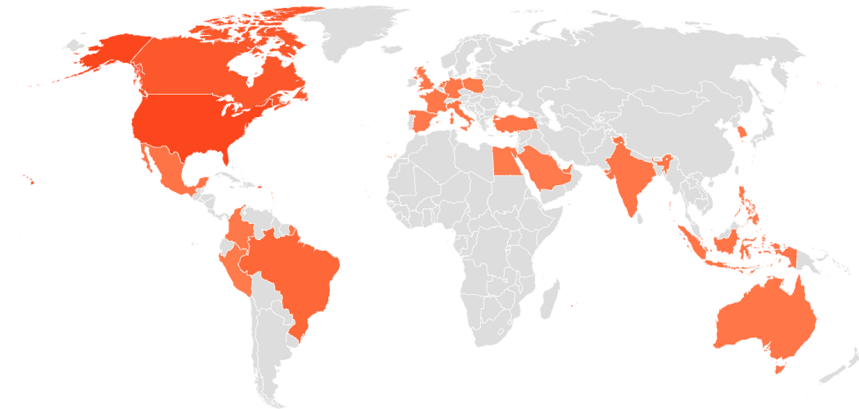
Design firms of all disciplines including architecture, engineering, and master planning.

7% Others

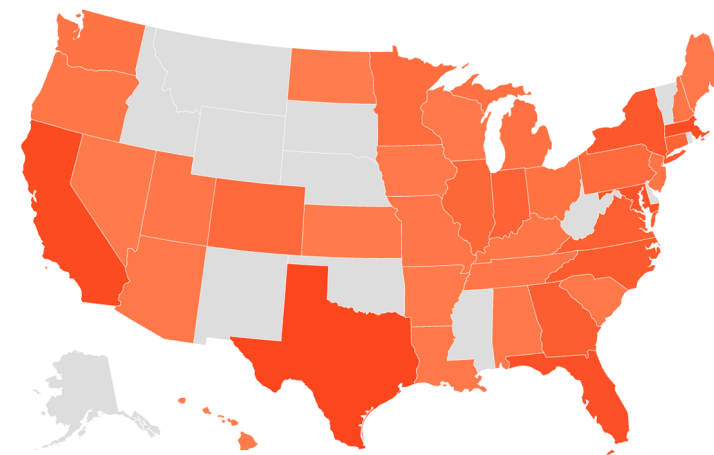
Others include brokers and urban planners.

Locations

Testfit Customers are now located in **21 countries** across the world.



In the United States, TestFit is used in deals across **38 states**.



› Key Findings

Faster Feasibility Fuels Better Yields



80%

of customer respondents save over 16 hours per feasibility study with TestFit.



9 out of 10

architects win more work with TestFit by providing more concept iterations for a fixed fee.



96%

of our customers report that TestFit has improved their internal and/or external communications with faster concept iterations.



92%

of developers respond to potential deals faster with TestFit, reducing the chance of missing out on good land.

These are some of the top findings of how our customers leverage TestFit to maximize their deals. Let's dive right in.

› Chapter 1

From Weeks to Hours

“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, Data Center Construction at Prologis



Never Start from Scratch Again

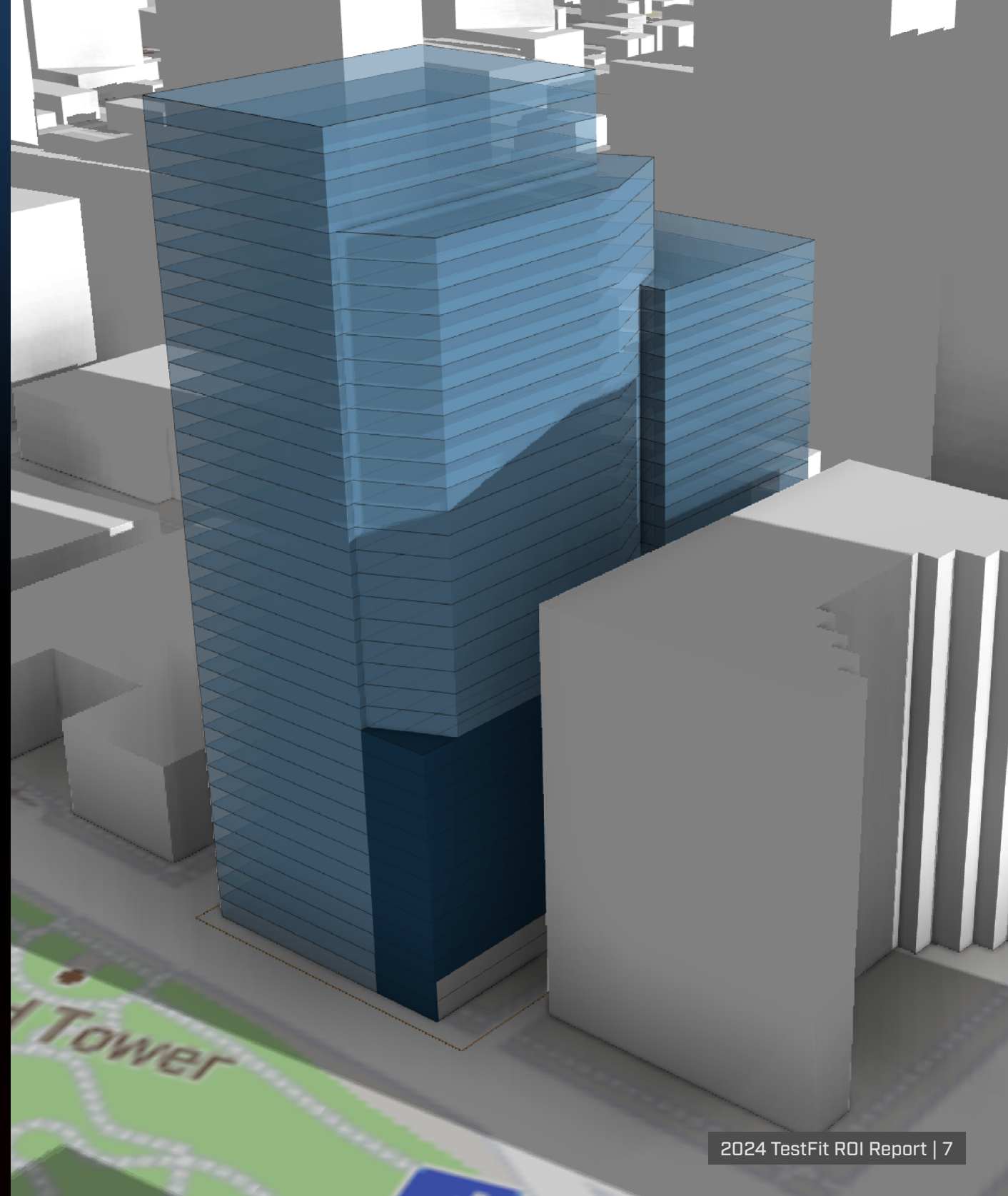
Every project begins the same way: architects and developers stare at a blank canvas, piecing together data from zoning codes, pro forma, to design layouts. Then months later, send it out to contractors to get construction costs. It's an exhausting ritual—starting from scratch on every deal, only to find that over 40% of the proposed deals won't pencil out. For decades, this cycle has drained time, resources, and creativity from everyone in the deal team.

With the ability to generate presets for different typologies—from multi-family, and industrial to data centers—our customers are creating more with less time. By leveraging their own custom presets, TestFit's generative AI creates options tailored to each specific project requirement, ensuring that the generated layouts are both relevant and actionable.

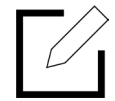
Instead of wasting time drafting every idea that comes to mind, we're adopting a new "generate first, then edit" approach to the feasibility process.

- **Developers** can test multiple scenarios using their existing standards, then adjust parameters to meet their goals.
- **Architects** can generate design layouts with their own library, then refine them with their design expertise.
- **Contractors** can create a conceptual cost model based on owners' presets, then watch it automatically update as the design evolves.

The overall feasibility process becomes more streamlined, collaborative, and infinitely more efficient. This year, our customers report saving over 16 hours per feasibility study, a 77% increase from last year. On average, they're almost tripling the number of design iterations generated per site while getting site planning done 4 to 10x faster.



Feasibility Study in One Platform



69%

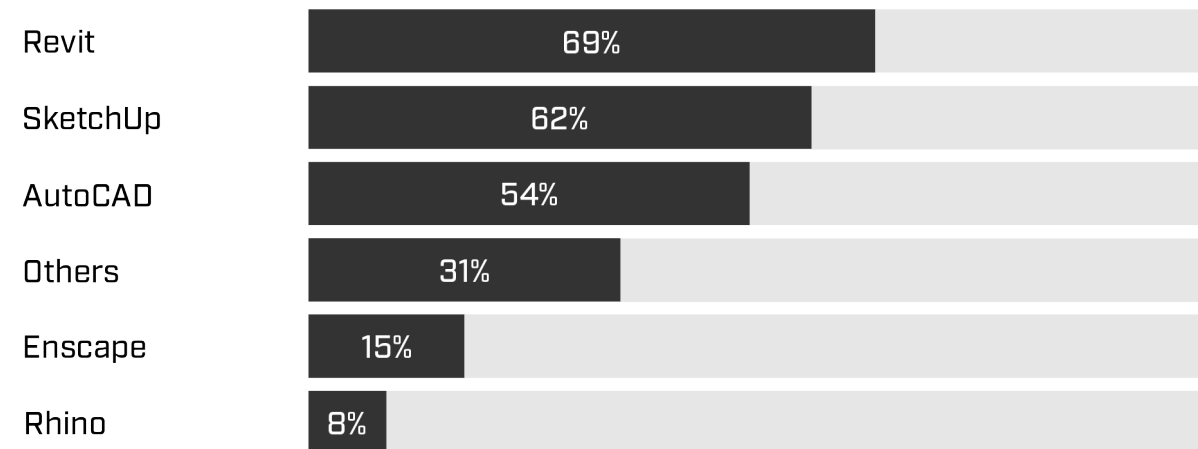
of architects were using **Revit** for feasibility study before switching to TestFit.



85%

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

Software Used Before TestFit



“With CAD or Revit, a super fast designer could get 2 or 3 schemes in a week at most, but I would do **quadruple the amount in TestFit** because I don’t have to draw the spaces manually.”

Sami Khoury
Associate Principal at AC Martin

ACMARTIN

[See how AC Martin switched from Revit to TestFit >>](#)

16 Hours Saved per Feasibility Study

80% of customer respondents save over 16 hours per feasibility study with TestFit.

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



“5 years ago, I got 2 or 3 of these jobs done in a week if I worked 60-80 hours. Now, with TestFit, I can get the same job done **in just 2 hours**. That’s the difference between me putting out 100 jobs a year versus 400+ a year—it pays for itself pretty quickly.”

Rich Giddens
Site Analysis and Design
at TruSteel Buildings



[Learn how TruSteel Buildings gets a feasibility study done in 2 hours >>](#)

> Developers



14.5 Hours
saved

> Architects



18.5 Hours
saved

> Contractors



15 Hours
saved

4-10x Faster Feasibility

With TestFit, participants **reduce time spent on feasibility studies** by **75%**.

> Before TestFit



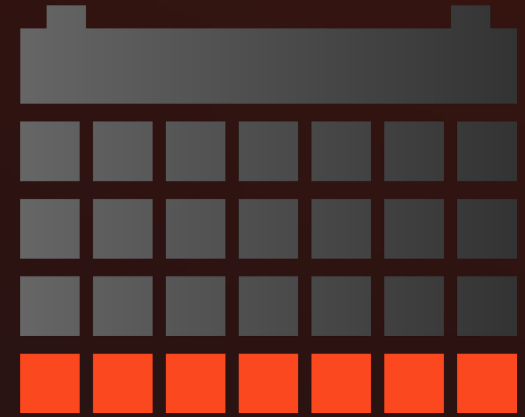
11-20 Hours

> With TestFit



0-5 Hours

75% ↓
reduction
in time spent on
feasibility studies



“One of the biggest challenges I faced in site planning has been determining the amount of parking that is feasible on a site. TestFit has **dramatically reduced the time it takes** to see and visualize parking, drives, and building massing feasibility on a hospital site.”

Damien Linnen
Senior Medical Planner at Perkins & Will

Perkins&Will

2.5x Design Options with Generative Design

On average, our customers generate **2.5x more design iterations** using TestFit.

> Developers: **2x** > Architects: **3x** > Contractors: **1.75x**



“TestFit is on the leading edge of utilizing AI to test out site options so we can get to the right solution faster. Being able to have that generative design process to eliminate labor hours and leveraging software to help **get us to the best solution for our clients faster** is amazing.”

Grant Brandenburg

Director of Regional Operations at Ware Malcomb

WARE MALCOMB

[See how Ware Malcomb finds the best option with TestFit >>](#)

› Chapter 2

Move Ahead with Confidence

“TestFit helps us **get to a fast ‘no’**, which is just as valuable as getting to a yes. So we can move off of a transaction quickly or know that we can move ahead with confidence. It makes a huge difference.”

Dan O’Berski

Partner at Trinity Commercial Group



[Explore how TCG gets to a fast no with confidence >>](#)

Get to a Fast “No”

In real estate development, the ability to get to a fast “no” is just as valuable as finding the right “yes.” This speed doesn’t just save time—it boosts confidence. By integrating design, constructability and cost, teams can quickly determine whether a project is worth pursuing with real-time data such as:

- **Site data:** zoning code, environmental analysis, power availability...
- **Design data:** unit count, unit mix, parking ratio...
- **Financial data:** conceptual cost model, quantity takeoff...

With all the necessary data for feasibility in one platform, teams can instantly see whether a parcel aligns with their financial and design goals—making confident, informed decisions without wasting valuable resources.

By combining data with generative design, developers, architects, contractors and urban planners can easily compare multiple design options to find the best site value. In an industry where delays and indecision can mean the difference between profit and loss, TestFit ensures that every “no” is fast, efficient, and based on real data—keeping your pipeline focused and your business moving forward.



Minimize Risk. Maximize Site Values.

77% of our developer customers believe that TestFit **helps reduce risks on their deals.**

TestFit’s ability to compare multiple design options, maximize site value, and secure deals faster are the **3 key factors driving this reduction in risks.**



“TestFit speeds up a very cumbersome process. It helps remove risk for developers during the site evaluation process. I believe TestFit is on its way to becoming **the standard bearer for go/no-go decisions** regarding the early financial wherewithal of a development deal.”

Mike Jones
Executive at Pankow Builders



Main Factors for Reducing Risks on Deals

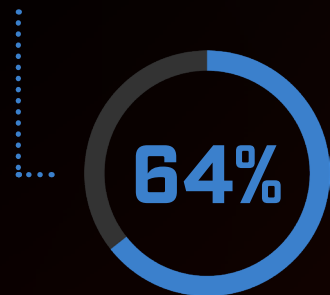
Easy comparisons of multiple design options.....	83%
Optimize site layouts to maximize their value.....	50%
Secure deals faster and reduce holding costs.....	33%
Access to zoning and environmental data early on.....	33%
Ensure designs meet local regulations, minimizing compliance risk.....	33%
Real-time financial data to make informed decisions.....	33%
Reduce miscommunication between stakeholders.....	23%
More precise quantity takeoff for cost estimation.....	23%

68% More Confidence in Accuracy

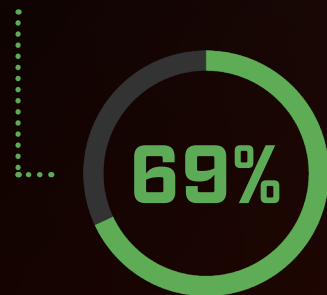
On average, our customers believe that TestFit **increases the accuracy of their feasibility studies** by **68%**.



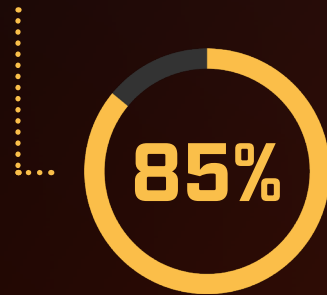
> Developers



> Architects



> Contractors



“TestFit automates the manual process of testing development feasibility and saves us many hours of manual work. This allows us to run more scenarios and alternatives for every project. It also creates **better, more accurate basic massing visuals** than we can do manually.”

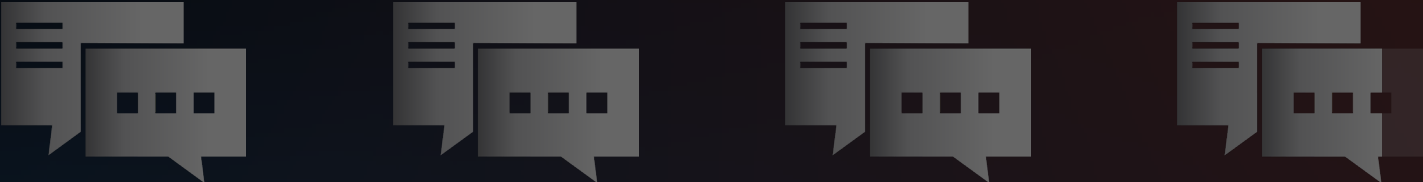
Jamin Kimmell
Partner at Cascadia Partners



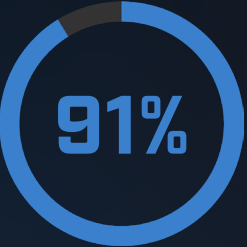
[See how Cascadia Partners improves accuracy TestFit >>](#)

Better Communication with Fast Iterations

96% of our customers agree that TestFit has **improved their internal and/or external communications** between key stakeholders.



> Developers



> Architects



> Contractors



Our customers noted **3 main factors that contributed to this this improvement in communication:**

Main Factors for Reducing Risks on Deals

Fast concept iterations.....	88%
Ability to make design changes with clients in real-time.....	65%
More design options for reviews.....	65%



“I can figure out all the unit mix with my standard prototypes in the Rubik’s Cube in TestFit. So when I hand it off to the architects, they can **move forward to the design and details** instead of wasting time figuring out what I want.”

Brian Prince
President & CEO
at Prince Property Group



[See how Prince Property Group collaborates with architects in TestFit >>](#)

› Chapter 3

Make Better Decisions on Deals

“TestFit helps us make better decisions faster. I can run the analysis quickly on what we find in the market and go to the investment committee **with confidence knowing the deal will pencil or not.**”

Jonathan Koester

President at Koester Development, Collaboration
Real Estate



No More Missing Out on Deals

In the current market, good land is hard to come by. Often, by the time the underwriting process is complete, the land is already sold. There's simply no time to waste. But the traditional feasibility process takes too long—often weeks of back-and-forth—between multiple stakeholders to deliver any results.

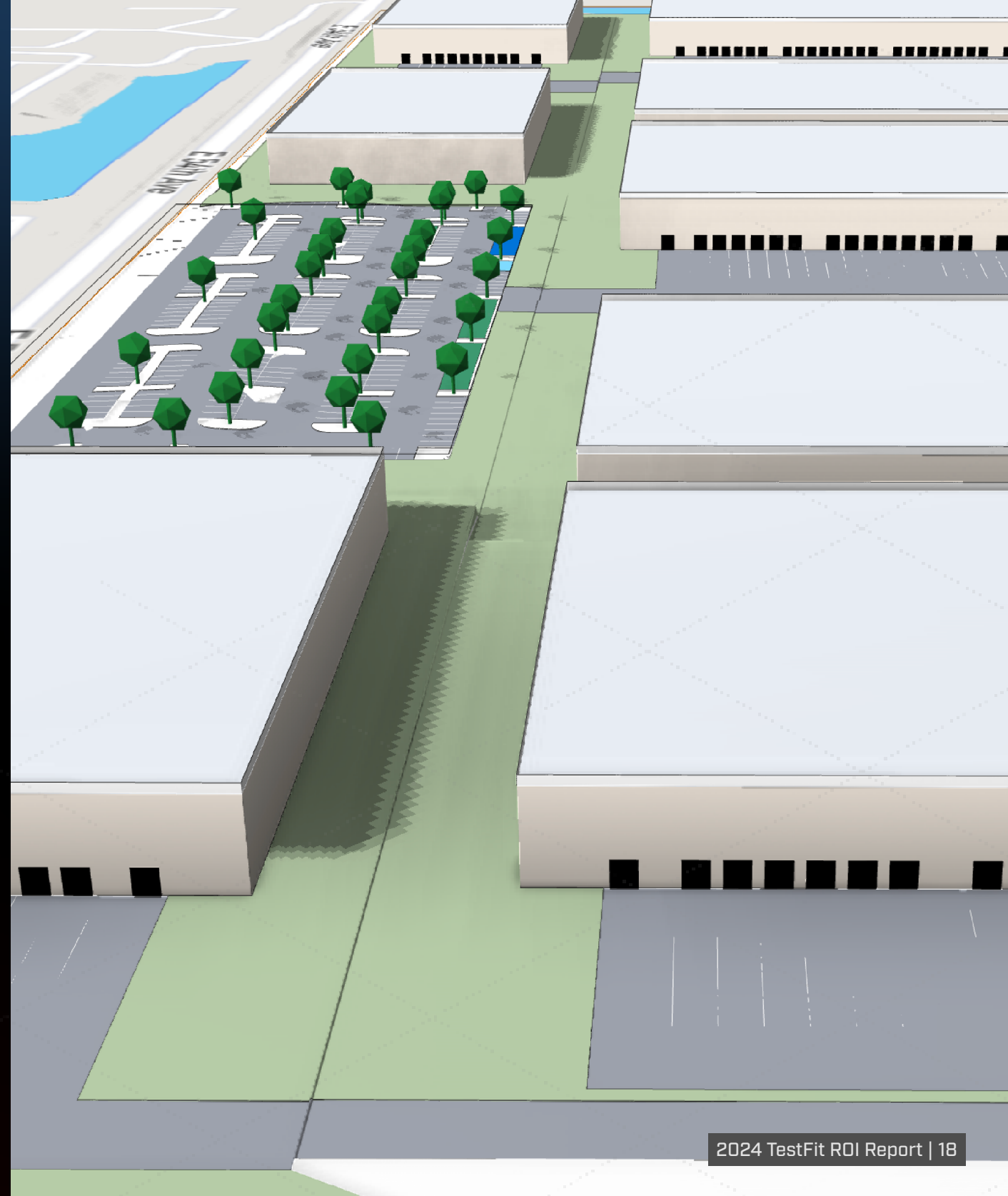
This inefficiency leads to missed opportunities, with developers losing out on potential deals and architects dedicating countless non-billable hours to projects that never materialize. It's a cycle of wasted effort that no one can afford in today's competitive landscape.

According to the 2024 [AIA Firm Survey Report](#), 71% of architecture firm billings came from repeat clients.

This means that architects are heavily reliant on established relationships, yet they often struggle to provide quick-turnaround services that secure new opportunities.

TestFit changes the game by providing instant site feasibility analysis. Our customers are reporting a turnaround time of as fast as **2 hours**, so they can move forward before the competition. By accelerating the underwriting process, TestFit ensures you'll never miss out on valuable deals again, turning slow decision-making into a strategic advantage.

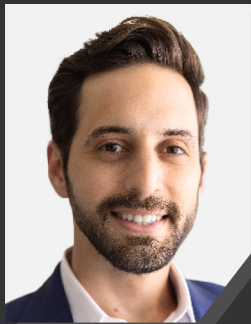
The result? More deals closed, fewer missed opportunities, and a future built on more repeat businesses.





Faster Turnaround

92% of developer customers are responding to potential deals faster than ever, with TestFit.



“Using TestFit, we secured a project by moving rapidly from concept to award. It’s been a game changer—what used to feel like work now looks like play. With TestFit, I’m able to support our acquisitions team by quickly revealing the opportunities and risks that spreadsheets can’t show, making us incredibly agile at analyzing ground-up deals.”

David Benhamu
AIA, Project Manager at 13th Floor Investments





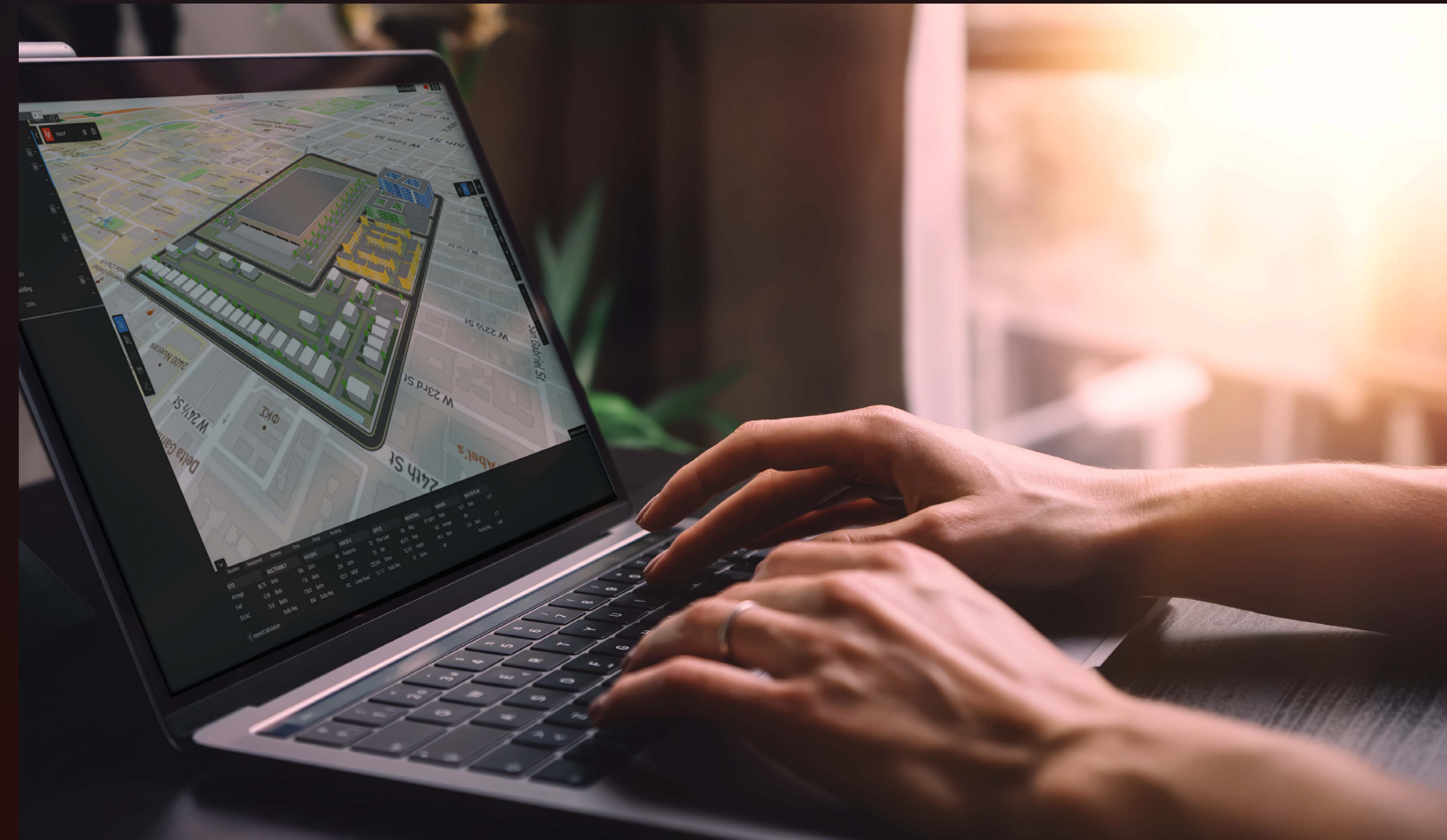
Maximize Profits on Deals

67% of developers believe that TestFit **maximizes profit on their deals.**

1 out of 2 developers find **more yield in their deals** with TestFit.

“TestFit provides a **fast, reliable, and accurate yield** for potential and active deals and gives our company a market advantage over competitors.”

Stephen Rye
DPR Construction





9 out of 10 Architects **Win More Work**

92%

of architects agree that TestFit helps them **win more work in business development.**

67%

of architects believe that TestFit helps them **get repeat work from clients** (33% very likely).



“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



Diving deeper, **85%** of architects use TestFit to win more work by increasing the number of concept iterations in a fixed fee.

How Architects Use TestFit to Win More Work

- Increase the number of concept iterations you can provide in a fixed fee.....85%
- Create quick feasibility studies before submitting proposals.....62%
- Generate design options that you didn’t even think to try.....54%
- Respond to proposals faster than before.....38%
- Present design revisions with clients in real-time.....46%

› Closing

It's Time to Unleash the Power of Generative Design

Real estate developments are moving faster than ever before. Our developer customers report missing out on 20-40% of potential deals due to time or resource constraints. Architects need to raise against their competitors by providing more in less time. Contractors are providing preconstruction services even earlier to win more jobs.

This new challenge needs a new approach to our feasibility process. The traditional process of waiting weeks to get feasibility studies done doesn't work anymore. That's why we have revolutionized our real estate feasibility platform with generative design.

Generative design is not just a tool—it's a transformative approach that redefines how projects are generated, evaluated, and evolved.

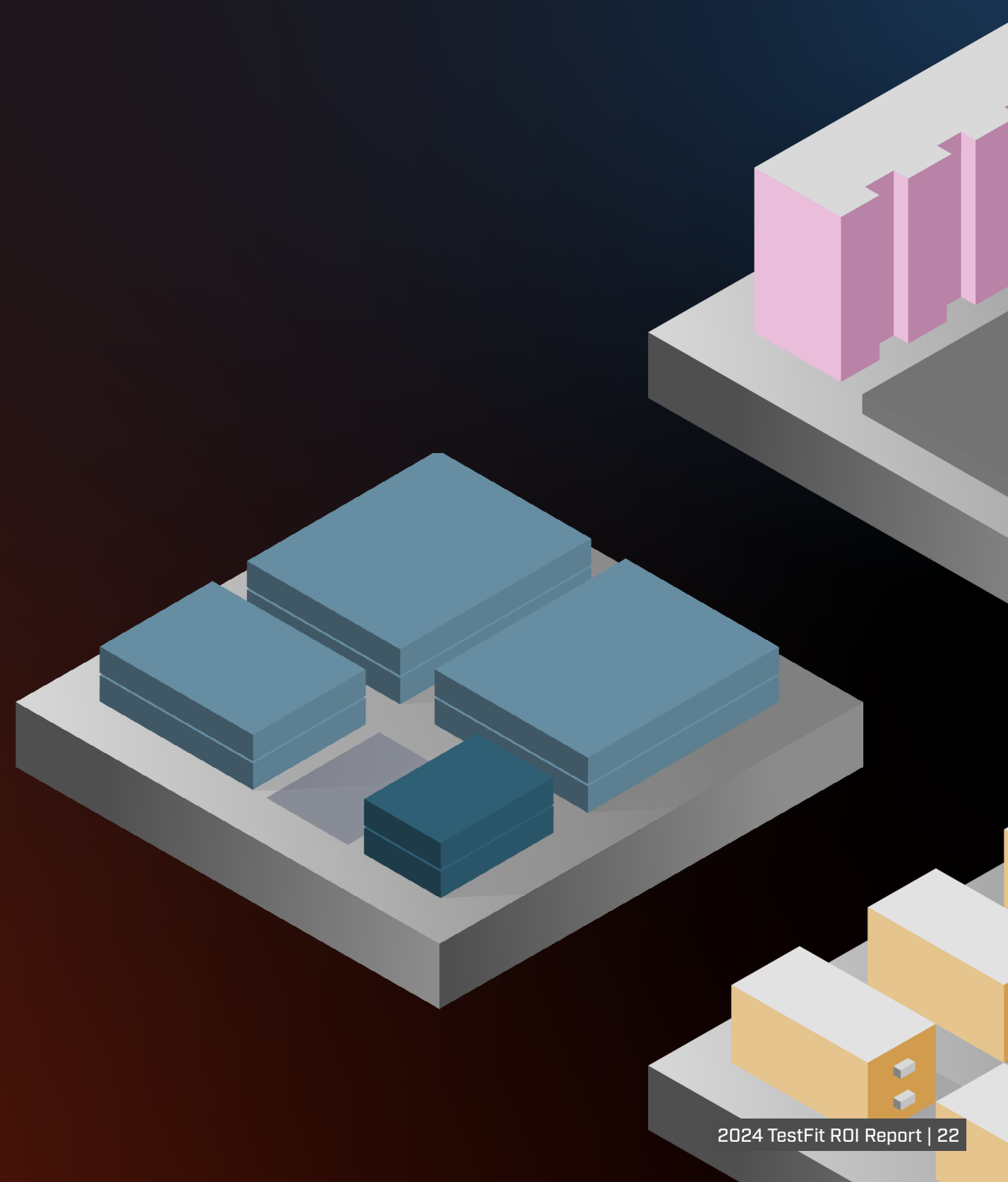
By integrating real-time AI with real-life data, TestFit enables teams to create a multitude of design solutions within seconds, maximizing site potential faster than ever before. But it's not about just being faster.

It's about being faster to get feasibility studies done so you are not wasting time on bad deals.

Faster to get to a "no" with confidence so you can reduce risk and maximize site values.

Faster to find the right site so you won't keep missing out on good land.

The future of real estate is here, and it's powered by TestFit's new generative design capability. **It's Time.**



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. Our Generative Design creates a multitude of iterations in seconds to optimize for the best use of land. With real-time insights into design, cost, and constructability, TestFit provides all the data you need to 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.

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).

