

Palise Podcast Outline: Adam Parker as Guest

Show: The Commercial Property Explained Podcast **Host:** Steve Palise (Property) **Guest:** Adam Parker (AI)
Format: Open discussion. Steve hosts and asks. Adam answers. Steve contributes naturally throughout.
Duration target: 45 to 60 minutes.

Where we are a bit confused, and want your steer

We want to flag a tension before we build any further, because it affects the whole episode.

Your email said the podcast should not be about "how AI can help streamline your business/workflows, show up on LLMs etc." Fair and clear. The strategy document we sent through earlier this month, however, explicitly recommends that Steve become the voice on AI search in property. It calls that out as the single biggest strategic opportunity because nobody in the Australian commercial property space is talking about it, and Steve has the platform, the credibility and the appetite to fill the lane.

Both positions are legitimate.

- You are right that your investor audience wants market content, not marketing content. An episode that slides into "here is how to show up on ChatGPT" sounds like a Rank4AI pitch dressed up as an interview.
- The strategy document is right that the lane on AI search in property is wide open, and every month it stays open is a month a competitor could close it.

Our current recommendation is to keep these two things separate rather than cram them into one conversation:

1. **This episode** stays fully inside your brief. AI's impact on the commercial property market. Sectors that flourish, sectors that decline, jobs, economy, where investors should be paying attention. Clean, useful, no pitch.
2. **A later episode** (Steve solo or Steve plus Adam) specifically covers AI search visibility for property businesses. Different framing, different audience intent, different role for Adam.

That way your brief is respected and the strategic opportunity still gets realised. It just is not crammed into one conversation.

Want to confirm this is the way to play it before we finalise the outline.

Framing

Adam brings the AI lens, which is what AI actually is, what is real versus hype, what it can and cannot do, and where the build-out is physically going. Steve brings the property lens, which is what all of that means for a commercial investor in Australia. The goal is a conversation that helps Palise clients make smarter decisions in a market AI is already reshaping.

Section 1. Opening: where AI actually is right now

Steve asks Adam:

- Everyone is talking about AI. What is actually real right now versus hype?
- What are the risks of building with AI technology as a business?
- If you strip out the noise, what has genuinely changed in the last 12 months?

Adam covers:

- The honest state of play, not the LinkedIn version
- What has matured (language models, writing, research, summarisation, analysis)
- What has not (reliable decision-making, judgement, domain-specific accuracy)
- Why building with AI is riskier than people think: hidden errors, lack of auditability, confidence without correctness

Purpose: Ground the conversation. Everything after this sits on a realistic baseline.

Section 2. AI's physical footprint on commercial property

Steve asks Adam:

- AI needs somewhere to live. What does that actually look like in the real world?
- Why are data centres the story everyone keeps pointing to?
- What else does AI infrastructure need beyond the data centre itself?

Adam covers:

- Compute at scale needs power, cooling, water and fibre
- Why location matters: grid access, climate, latency, permitting
- Why this is a decade-long build-out, not a short cycle

Steve's angle:

- Where is this landing in Australia? Which markets and regions are moving?
 - Is institutional money already shifting into data centres and adjacent assets?
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Section 3. Commercial sectors that flourish

Steve asks Adam:

- Given what AI actually needs, which commercial sectors quietly benefit?
- Which parts of the economy grow because of AI, not in spite of it?

Open discussion covers:

- Data centres and adjacent land (cooling, power infrastructure, fibre-connected sites)
- Industrial and logistics: AI enables more automation, which drives more warehousing, not less
- Healthcare and medical space: AI augments clinicians, does not replace the physical footprint
- Education, training and reskilling: big cohort of workers need to retrain, physical space needed
- Energy infrastructure and supporting trades

Steve's angle: Translate each of these into what an investor would actually look at, and how it shows up on a commercial deal in Australia.

Section 4. Commercial sectors under pressure

Steve asks Adam:

- Which commercial sectors are feeling the squeeze because of AI?
- Is this a cliff or a slow bleed?

Open discussion covers:

- Traditional offices: knowledge work automation plus remote shift
- Call centres and back-office processing
- Retail on the high street: AI shopping agents change how people discover and buy
- Bank branches, travel agents, high street legal and accounting
- The contrarian angle: pressure is not always a no. Repurposing, change of use, buying well when sentiment is weak.

Steve's angle: The investor question is never "is this sector dying," it is "at what price does it become a good deal again."

Section 5. Jobs, economy, and where the opportunity sits

Steve asks Adam:

- Where are the new AI-related jobs actually being created?
- Are we seeing new geographic clusters form, or is it concentrated in the usual tech hubs?
- What does the net effect on jobs actually look like?

Adam covers:

- Power-rich and land-rich regions benefit, not just CBDs
- The secondary effect on workers, housing and local commercial demand

- Net jobs: AI is reshaping roles more than destroying them outright, but the transition is uneven

Steve's angle:

- What this means for regional commercial property in Australia
 - Where the contrarian plays are hiding right now
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Section 6. How AI is affecting property businesses themselves

Steve asks Adam:

- Big picture, how is AI affecting property businesses right now, positively and negatively?
- Where are you seeing AI actually help a property business today?
- Where is it hurting them, or about to?
- Are some types of property business better positioned for this than others? What separates them?
- You work across lots of industries. How does property compare in how ready or unready it is for AI?
- Who in the property world do you see ignoring this completely? What do you think happens to them?
- If you are a property business owner listening to this, what should be on your radar over the next twelve months?
- Is this more a threat to the established players or more an opportunity for smaller, more agile operators?
- For the investor listening, what does a property business that is well positioned for AI actually look like?
- And what does a badly positioned one look like?

Adam covers, without pitching:

- AI is already shifting how buyers research, educate themselves and form a frame before they speak to anyone
- Traditional moats (portal spend, shop window visibility, brand age, referrals) are weakening, not gone
- Smaller, well-documented, expertise-led businesses can now punch above their weight
- The businesses under pressure are the ones running 2020 marketing in a 2026 market
- Positive vs negative is really a function of one thing: whether the business makes its expertise visible

Steve's angle:

- Which approach Palise has taken and why
 - What he is seeing across the Australian market
 - What he thinks a buyers agency needs to do in the next year to stay relevant
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Section 7. AI in due diligence and investor decision-making

Steve asks Adam:

- Where does AI genuinely help an investor do due diligence?
- Where does it fall over?

Open discussion covers:

- Where AI helps: research, summaries, comp gathering, first-pass analysis, document review, translating legalese
 - Where it fails for Australian commercial property: lease structures, outgoings, cap rate context, land tax, depreciation nuance
 - Where expertise still wins: judgement, deal structuring, relationships, reading a negotiation
 - The honest line: AI is a powerful assistant, not a decision-maker
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Section 8. Closing: smarter investment decisions in an AI world

Both:

- Adam's one-liner: AI is a powerful assistant, not a decision-maker. The investors who treat it as the latter get burnt.
- Steve's one-liner: the investor who combines real expertise with AI leverage wins. The one who relies on either alone loses.
- Sign-off pointers: Commercial Property Explained Podcast, Commercial Property Institute, paliseproperty.com

Question bank: Steve to Adam

Short-form list so nothing gets dropped on the day.

1. What is actually real about AI right now versus hype?
 2. What are the risks of building with AI technology as a business?
 3. Why are data centres the story everyone keeps pointing to?
 4. What else does AI infrastructure physically need beyond the data centre?
 5. Which commercial sectors quietly benefit from all of this?
 6. Which sectors are under pressure, and is it a cliff or a slow bleed?
 7. Where are the new AI-related jobs actually being created?
 8. Big picture, how is AI affecting property businesses positively and negatively?
 9. Who in the property world do you see ignoring this, and what happens to them?
 10. Is this more a threat to the big incumbents, or an opportunity for smaller operators?
 11. What does a property business that is well positioned for AI look like? And a badly positioned one?
 12. Where does AI genuinely help in due diligence, and where does it fall over?
 13. For the investor listening, what signal should they look for in the businesses they are trusting with that decision?
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What to avoid

- Speculative forecasting dressed up as fact. Adam is not a property economist. Steve is not an AI engineer. Stay in lane.
 - Turning it into an AI search visibility pitch. That is the other episode, not this one.
 - Vendor names or tool-by-tool reviews. Talk capabilities, not products.
 - Doom framing. The investor audience wants to know where the opportunity is, not where the fear is.
 - Any claim we cannot stand behind if someone pushes back in the comments. Sceptics will listen.
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Practical notes

- Filming time: Gill suggested 7 to 9am UK. Confirm with Steve's availability.
- Pre-call 15 minutes to align on running order and who leads which section.
- Share this outline with Gill and Steve before the record, so the framing question at the top gets resolved first.