Digital Transformation of the Valuation Profession: Evolving Roles of Valuers and Implications for Sri Lanka

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Abstract

The valuation profession is undergoing a considerable transition due to rapid improvements in digital technologies, which are now gaining significant attention. This digital transition of property valuation reflects the gradual shift from traditional valuation techniques to the integration of digital technologies, data systems, and automation tools such as Automated Valuation Models (AVMs), Geographic Information Systems (GIS), and Artificial Intelligence (AI), all of which improve efficiency, consistency, and accessibility of data. This paper uses a systematic literature review strategy to investigate the digital transformation of the property valuation profession globally and within Sri Lanka, with special attention on the e-valuation system of the Government Valuation Department (GVD). The findings reveals the importance of valuers blending digital insights with professional expertise to deliver reliable, informed, and ethically grounded valuations. In Sri Lanka, digital adoption requires institutional support, capacity training, and contextual adaptations to ensure the long term incorporation of digital innovations into valuation practice.

Keywords: Artificial Intelligence, AVMs, e-Valuation, PRISMA, Property Valuation.

Introduction

The valuation profession is experiencing a significant transformation due to rapid advancements in digital technology. Innovations like Automated Valuation Models (AVMs), Geographic Information Systems (GIS), and artificial intelligence are changing the way property valuations are performed, facilitating quicker decision making, enhanced spatial analysis, and scalable solutions. Nonetheless, these improvements raise important questions about the evolving roles of valuers. In numerous developed nations, such technologies have already become integral to standard valuation practices. However, in developing nations such as Sri Lanka, this transition is still in progress.

Although digital initiatives like the e-Valuation platform established by the Government Valuation Department (GVD) show promise, their success largely depends on how valuers adapt to and engage in this evolution. The GVD Annual Reports (2023-2024) show the implementation of e-valuation technology as well as progress in digitising property records; nevertheless, the reports also emphasise that capacity building, staff training, and inter agency collaboration are continuous need. This paper aims to review the literature on the digital transition of valuation practices globally, with a particular emphasis on digital initiatives for valuation within the public sector in Sri Lanka, and to explore the key findings and implications offered by previous scholars.

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Objective/s of the Study

This study is driven by these key objectives:

1. To review Sri Lanka's digital valuation efforts integrative within global trends, especially the e-valuation system.
2. To explore the key findings by previous scholars and relevant publications regarding this digital transformation in valuation.

Digital Transformation of the Valuation Profession

The valuation profession is experiencing a rapid transition due to advanced digital technology, particularly artificial intelligence (AI) and advanced data analytics. These technologies are redefining valuation practices, from data collecting to reporting, with an emphasis on efficiency, accuracy, and transparency. The International Valuation Standards Council (IVSC, 2025) emphasises that AI can improve valuation processes but cannot replace professional judgement. Furthermore, the Royal Institution of Chartered Surveyors (RICS, 2025) highlights ethical and responsible AI use, ensuring that technology enhances rather than replaces professional skills. Valuers are transitioning from purely technical assessors to strategic decision makers, blending digital insights with professional expertise to deliver reliable, informed, and ethically grounded valuations. This face both opportunities and challenges as a result of the digital revolution.

In the digital age, the valuer's role is increasingly focused on combining professional judgement with technology driven solutions. While digital technologies improve valuation efficiency, transparency, and standardisation, they do not substitute human insights. (Lorenz, Lu, and Cajias, 2020), emphasise that digital valuation systems work best when guided by professional valuers, especially in situations including legal complications, low data quality, or non-standard property kinds.

The Digital Transformation in the Field of Valuation in Sri Lanka

Sri Lanka's digital advancement in the real estate market has had a direct impact on property valuation, as technology is integrated throughout the entire property industry. Land records and valuation methods have been digitised and standardised through initiatives like the e-Land Registry and e-Valuation system, boosting transparency, accuracy, and efficiency.

These solutions provide valuers with real-time market data, GIS mapping, and validated ownership information, allowing them to do evaluations more quickly and consistently. The broader real estate business has also embraced digital tools, such as online listings, automated property analytics, and virtual site inspections, resulting in a data rich environment that influences value decisions (Lanka Property Web, 2023).

Challenges and Barriers to Digital Transformation in Sri Lanka

Despite the fact that digital transformation is critical for improving operational efficiency, service delivery, and overall organisational effectiveness, Sri Lankan government organisations face significant challenges and obstacles when adopting digital technology (Ministry of Technology - Sri Lanka, 2023). The study conducted by (Kennedy Gunawardana, M.J.M. Razi, Dilini Aruppala, 2025) reveal the Challenges and Barriers to Digital Transformation in Sri Lankan Government

Organizations: inadequate communication, high costs, insufficient digital skills, employee resistance, absence of a digital centric organizational culture, system integration issues and insufficient regulatory frameworks as main barriers for digital transformation.

The GVD Annual Reports (2023-2024) illustrate the deployment of e-valuation technologies as well as progress in digitising property records; however, the reports also state that capacity building, staff training, and inter-agency coordination are ongoing needs. Despite the hurdles, managers have a generally favourable outlook on digital transformation, citing benefits in organisational efficiency and effectiveness. To address these difficulties, Sri Lankan government organisations can use emerging technology to improve public sector efficiency and productivity, resulting in sustained digital transformation that drives operational excellence (Kennedy Gunawardana, M.J.M. Razi, Dilini Aruppala, 2025).

The e-Valuation System

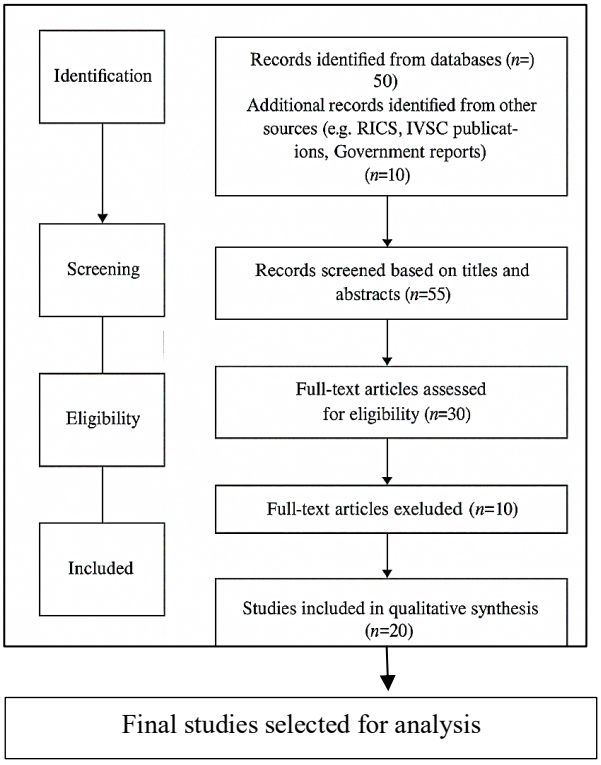
To ensure transparency, efficiency, and consistency, the Government Valuation Department (GVD) of Sri Lanka has implemented an e-Valuation system, a digital platform that integrates market data, GIS data, and automated workflows to streamline property valuation processes (Department of Valuation Sri Lanka, 2022). The launch of Sri Lanka's e-Valuation system has notably transformed the responsibilities and expertise of public sector valuers. With streamlined access to property information, market dynamics, and GIS tools, valuers now function in a digital setting. This decreases the dependence on subjective approaches and enhances uniformity in valuations.

Nonetheless, it also necessitates that valuers interpret and verify data produced by the system, transitioning their role from conventional assessors to knowledgeable decision-makers within a digital context. Although automation boosts efficiency, it restricts individual judgment, requiring stronger analytical abilities and digital proficiency. As stated by the (Department, Government Valuation, 2022), the system fosters transparency and impartiality, yet professional judgment still plays a crucial role in framing data and guaranteeing equitable results.

Methodology

The PRISMA 2020 flow diagram illustrates the systematic review process. From 60 initial records identified across databases and other sources, 55 remained after duplicate removal, 30 underwent full text assessment, and 10 key studies were finally included, ensuring a focused analysis on digital transformation and valuation relevant to the Sri Lankan context.

Figure 6
PRISMA flow diagram



The summary table gives a synthesis of ten selected papers on digital transformation and valuation. It presents the key findings of major research on AVMs, GIS, AI, and blockchain, bringing together global and Sri Lankan views. The table emphasises the impact of technology on accuracy, efficiency, transparency, and professional practice, with practical and strategic advice for valuers to consider.

Table 1
Synthesis on Digital Transformation and Valuation

No	Source	Context	Key Findings	Suggestions for Valuers / Implications
1	(Asmae el Jaouhari, Ashutosh Samadhiya, Anil Kumar,Saulius Raslanas, Audrius Šešplaukis, 2024)	Global	AVMs enhance decision-making across development, investment, and taxation sectors.	Integrate digital tools strategically while maintaining professional judgment.

2	(Brown, A., White, M., & Gray, L., 2023)	Global (Urban America)	Deep learning models outperform traditional valuation methods in residential pricing.	Adopt AI-driven models to improve pricing accuracy and efficiency.
3	(Haroon Mirza,Shaligram Pokharel, 2025)	Global	AI and blockchain improve transparency, efficiency, and trust in real estate.	Embrace AI and blockchain to streamline processes and maintain data integrity.
4	(Hashini T. Wickremasinghe, Buddhika Nuwan, 2024)	Sri Lanka	LVIS addresses the shortage of property transaction evidence in Sri Lanka.	Utilize LVIS to improve data availability and valuation accuracy.
5	(Kasim, I., Amidu, A. R., & Levy, D. , 2024)	Global	Digitalization requires valuers to acquire additional skills such as data analytics and AI literacy.	Pursue continuous professional development in digital skills.
6	(Muhammed Oguzhan Mete, Tahsin Yomralioglu, 2022)	Global	GIS and machine learning integration allows scalable and precise mass residential valuations.	Incorporate GIS and ML techniques in large-scale valuations.
7	(H. R. M. Nisansala, P. C. Kaluthanthri, 2023)	Sri Lanka	AVMs applied in Homagama improved efficiency, consistency, and accuracy in land valuations.	Apply digital tools systematically while considering local contextual adjustments.
8	(Lin Li, Pgrni Pussella, Gunathilake MDEK, Munasinghe DS and Karadana CA, 2015)	Sri Lanka	GIS-based land valuation systems improve spatial analysis, transparency, and informed decision-making in Matara.	Use GIS for better visualization, spatial analysis, and decision-making.
9	(Department, Government Valuation, 2022)	Sri Lanka	Reports highlight challenges and performance gaps in Sri Lanka's public valuation sector.	Engage with government initiatives to modernize valuation processes.
10	(Dimungu Hewage Nilusha Erangi, Inna Stecenko, 2024)	Sri Lanka	Sri Lanka's digital transformation progress is uneven, with sectoral and organizational barriers.	Valuers should advocate and participate in digital initiatives to overcome institutional challenges.

Source: Compiled by Author 2025 based on the Literature Review

Table 1; The review of the 10 selected sources reveals that digital change in valuation is taking place both worldwide and locally, although at various stages of maturity. AVMs, GIS, AI, and blockchain technologies have continually demonstrated the ability to improve valuation efficiency, accuracy, and transparency. However, the findings emphasise that these tools cannot completely replace professional experience; rather, their usefulness is in supplementing professional judgement. The findings reveals that in Sri Lanka, adoption requires institutional support, capacity training, and contextual adaptations to ensure the long-term incorporation of digital innovations into mainstream valuation practice.

Conclusion

The analysis of the relevant articles reveals that digital change in valuation is taking place both globally and local context, although at various stages of maturity. AVMs, GIS, AI, and blockchain technologies have continually demonstrated the ability to improve valuation efficiency, accuracy, and transparency. However, the findings emphasise that these tools cannot completely replace professional experience; rather, their usefulness is in supplementing professional judgement. The findings reveals that in Sri Lanka, adoption requires institutional support, capacity training, and contextual adaptations to ensure the long-term incorporation of digital innovations into mainstream valuation practice. Inadequate communication, high costs, insufficient digital skills, employee resistance, absence of a digital centric organizational culture, system integration issues and insufficient regulatory frame works are the main barriers for digital transformation in Sri Lanka.

Recommendations

To achieve an effective and ethically sound digital transformation in valuation, a comprehensive and strategic method is necessary. Initially, it is important to enhance professional education by incorporating digital tools such as AVMs, GIS, and AI into both formal education and ongoing professional development programs. These initiatives should focus on establishing not only technical skills but also ethical considerations and adherence to regulations. Concurrently, it is vital to revise current valuation legislation and institutional frameworks in Sri Lanka to meet international standards, especially those proposed by the IVSC and RICS, which emphasis the importance of human oversight and accountability in the utilization of digital tools. An equally critical aspect is the improvement of digital infrastructure, especially in rural and less developed areas, through investment in national property databases, integrated cadastral systems, and dependable internet connectivity. It should also be promoted that government agencies, academic institutions, and PropTech companies collaborate to create valuation technologies that are relevant to the unique properties of Sri Lanka's real estate markets. Lastly, public and private entities should adopt a blended valuation model, one that leverages automation for increased efficiency and accessibility while maintaining the essential judgment and integrity that professional valuers provide.

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