AI in Real Estate:

Practical Applications You Can Use Today

Presented by: CRAIG GRANT

RETI REAL ESTATE TECHNOLOGY INSTITUTE & RETI US

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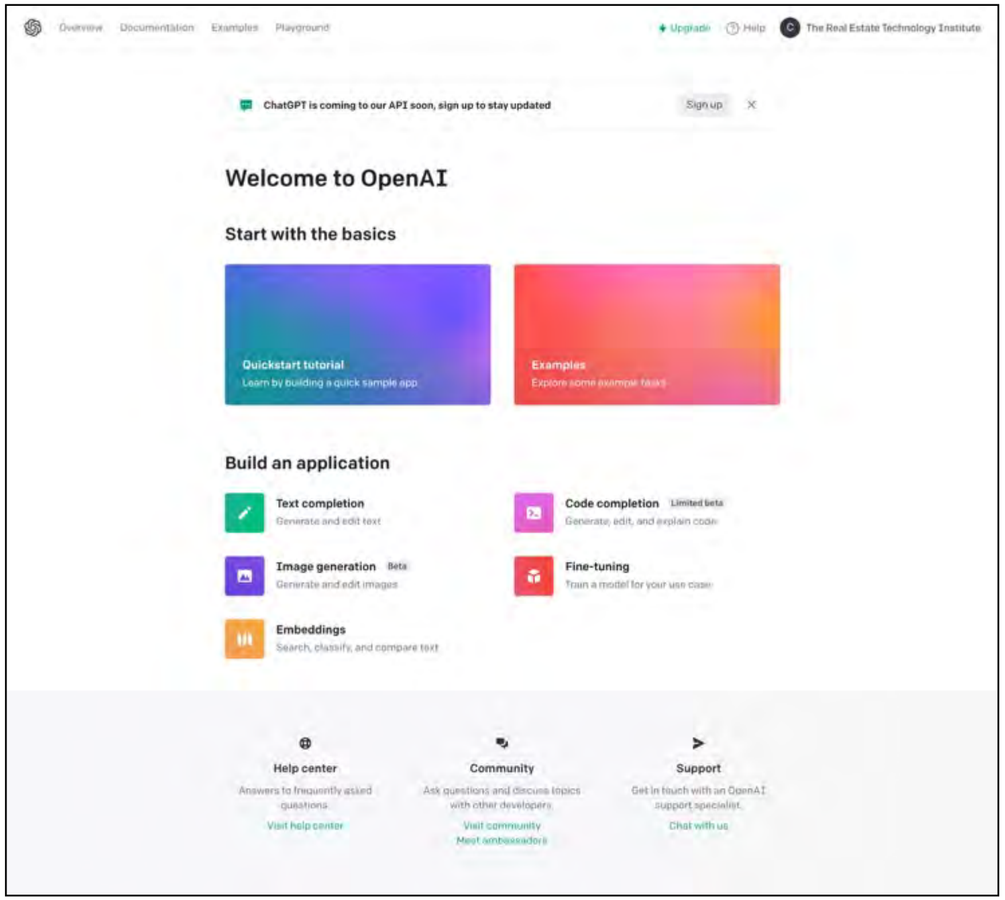
To download this presentation or connect with Craig, go to **RETI.us/cgevent** or scan the QR Code

GENERATIVE AI PLATFORMS (Not just ChatGPT)

Can literally Create or Edit:

- Brainstorm Ideas
- Content
- Communications
- Images
- Animations/Video
- Marketing Materials
- Music
- Code (Websites, Apps, etc.)
- And a whole lot more



GENERATIVE AI PLATFORMS (Not just ChatGPT)

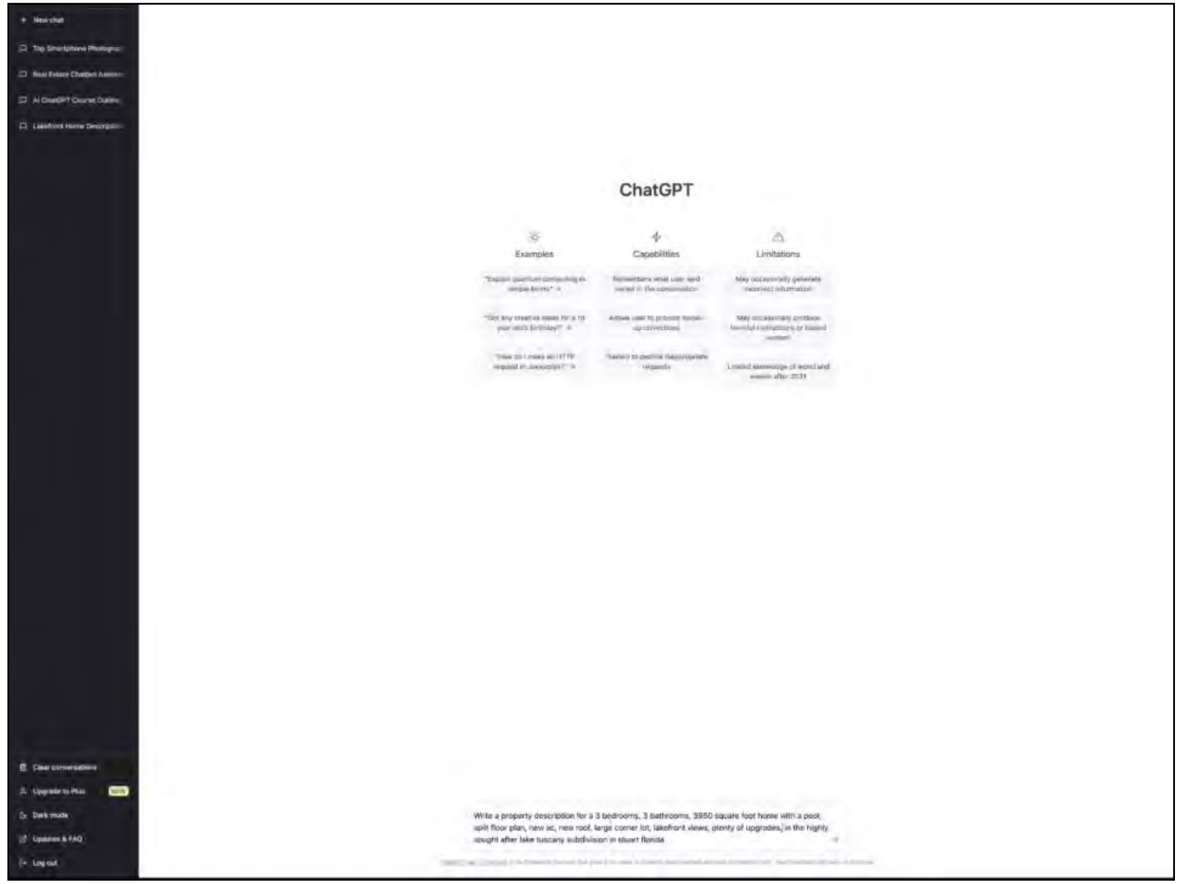
Really, their only limitation is your imagination!

23 Ways AI Can Be Used or is Impacting REAL ESTATE

1

AUTOMATING TASKS

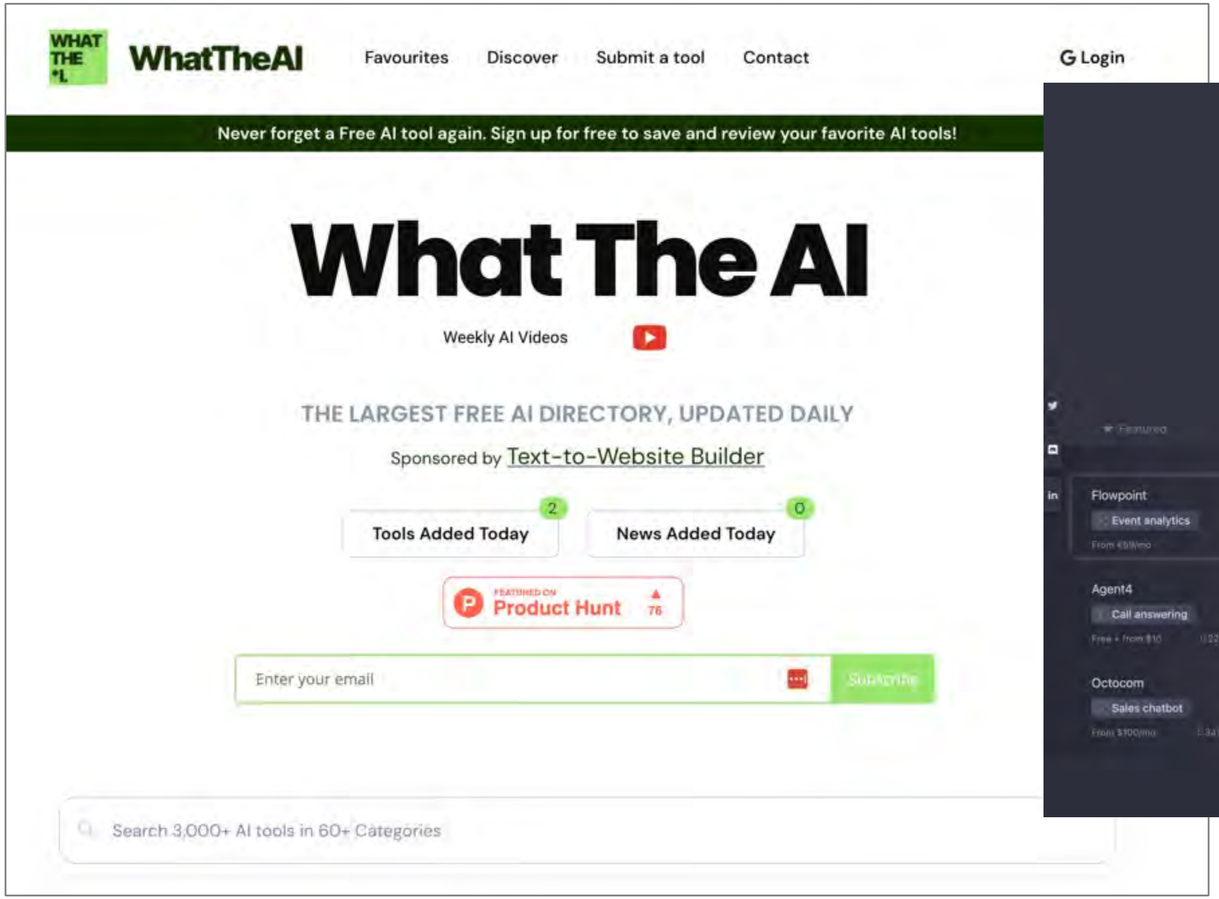
AUTOMATING TASKS



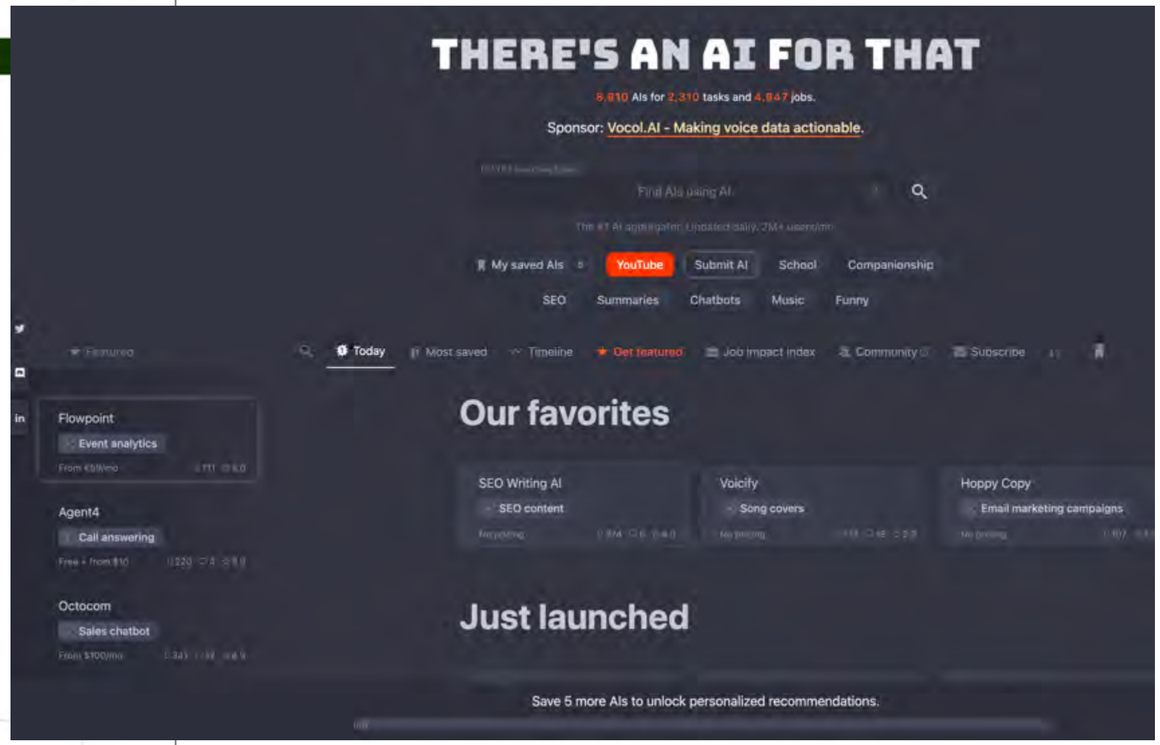
Is there something you do all the time or have to respond to the same emails/texts on a daily basis?

Then create a prompt that can automate that task and help you save a lot of time!

FIND AN AI SOLUTION FOR ANYTHING



WhatTheAI.tech

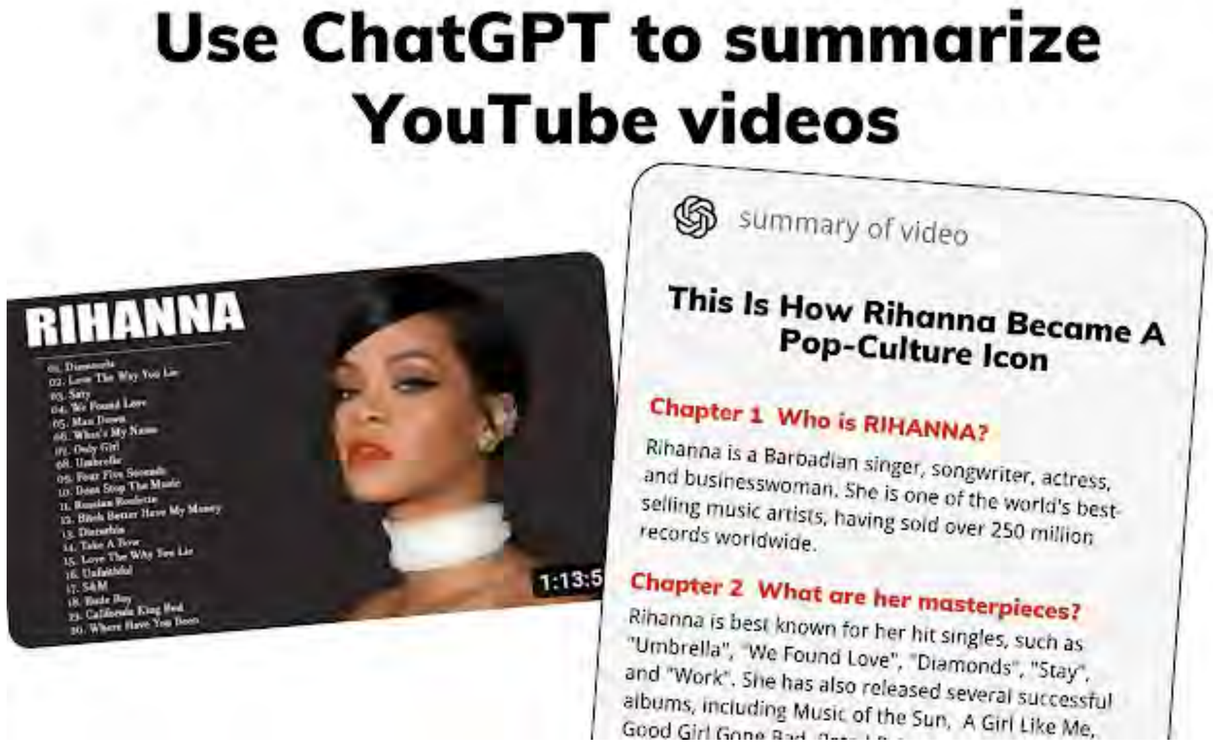


TheresAnAIForThat.com

FIND AN AI SOLUTION FOR ANYTHING

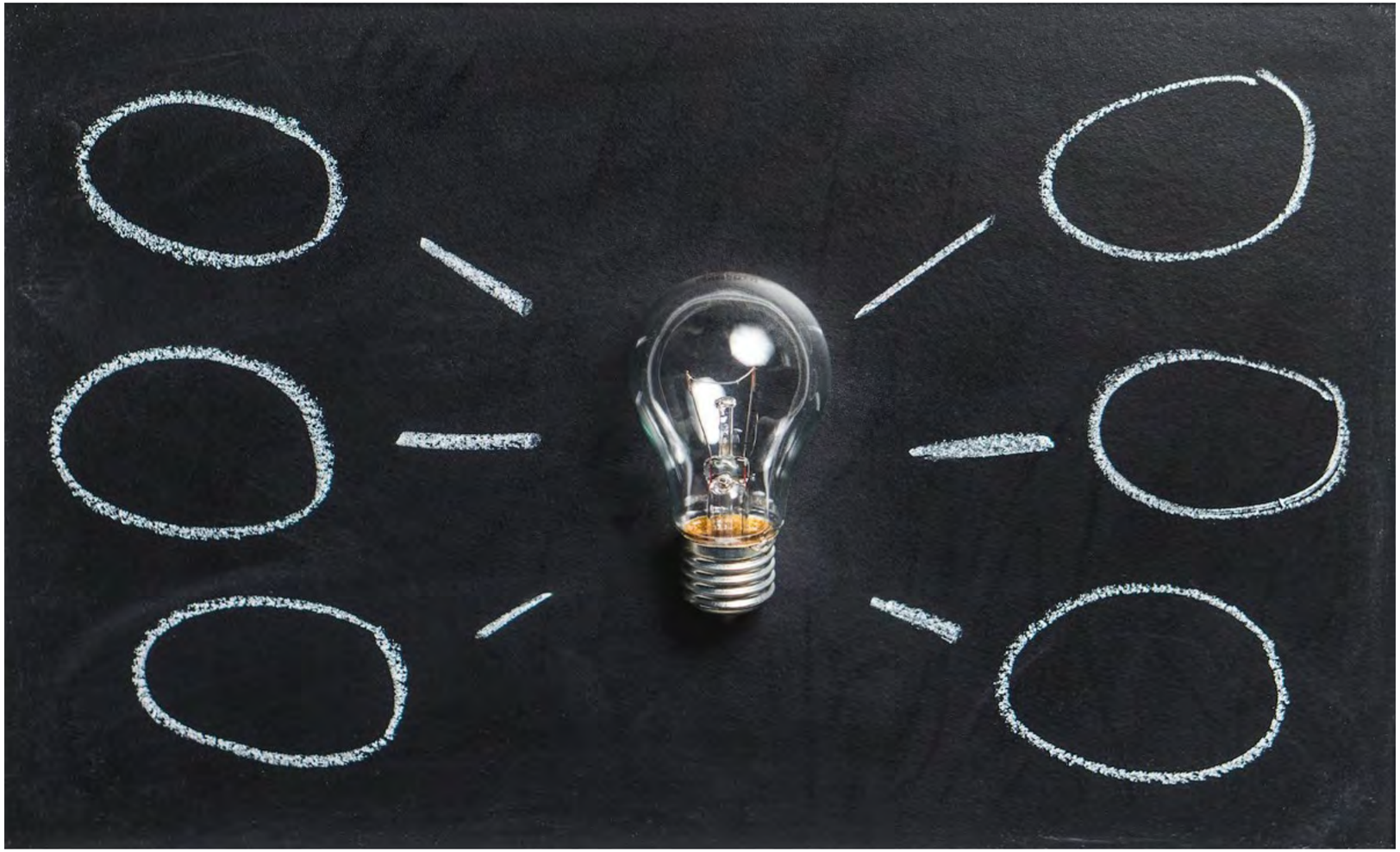
YouTube Videos Summary
Easy Copy with ChatGPT

Don't have time to watch the entire video(s), have YouTube Videos Summary Easy Copy with ChatGPT do it for you.

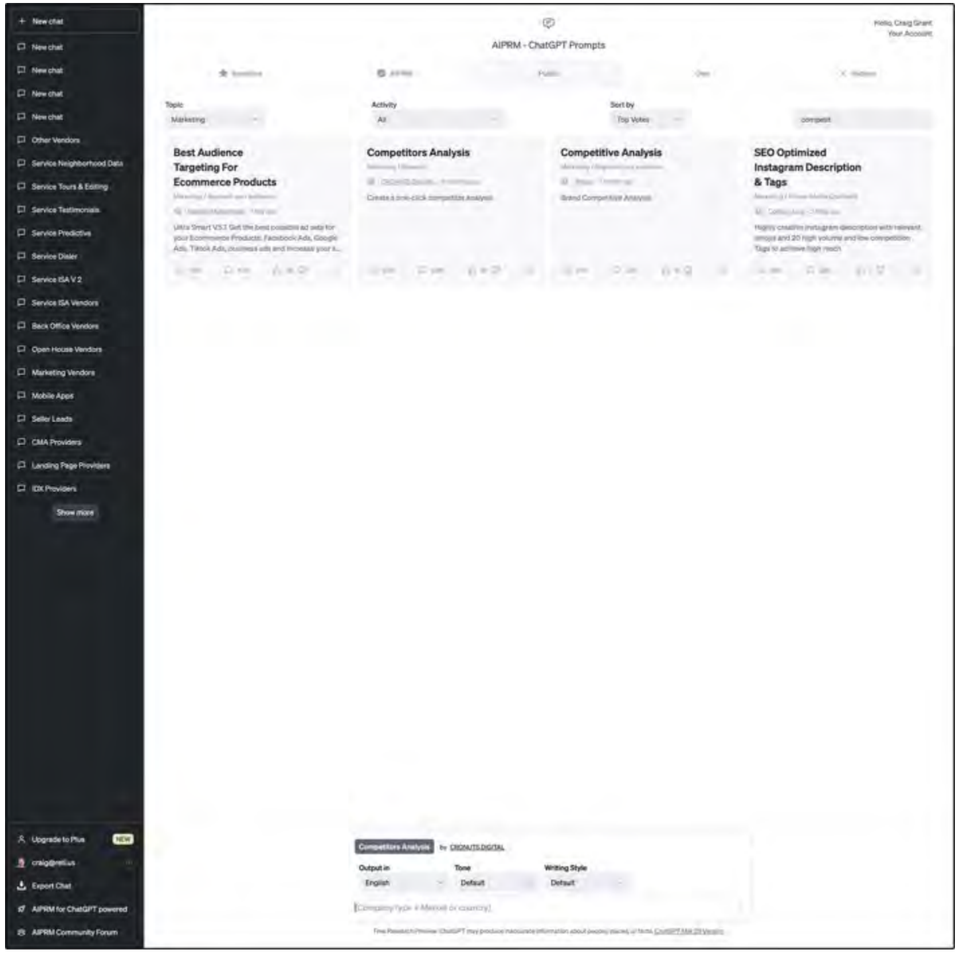


2

IDENTIFYING CONTENT IDEAS

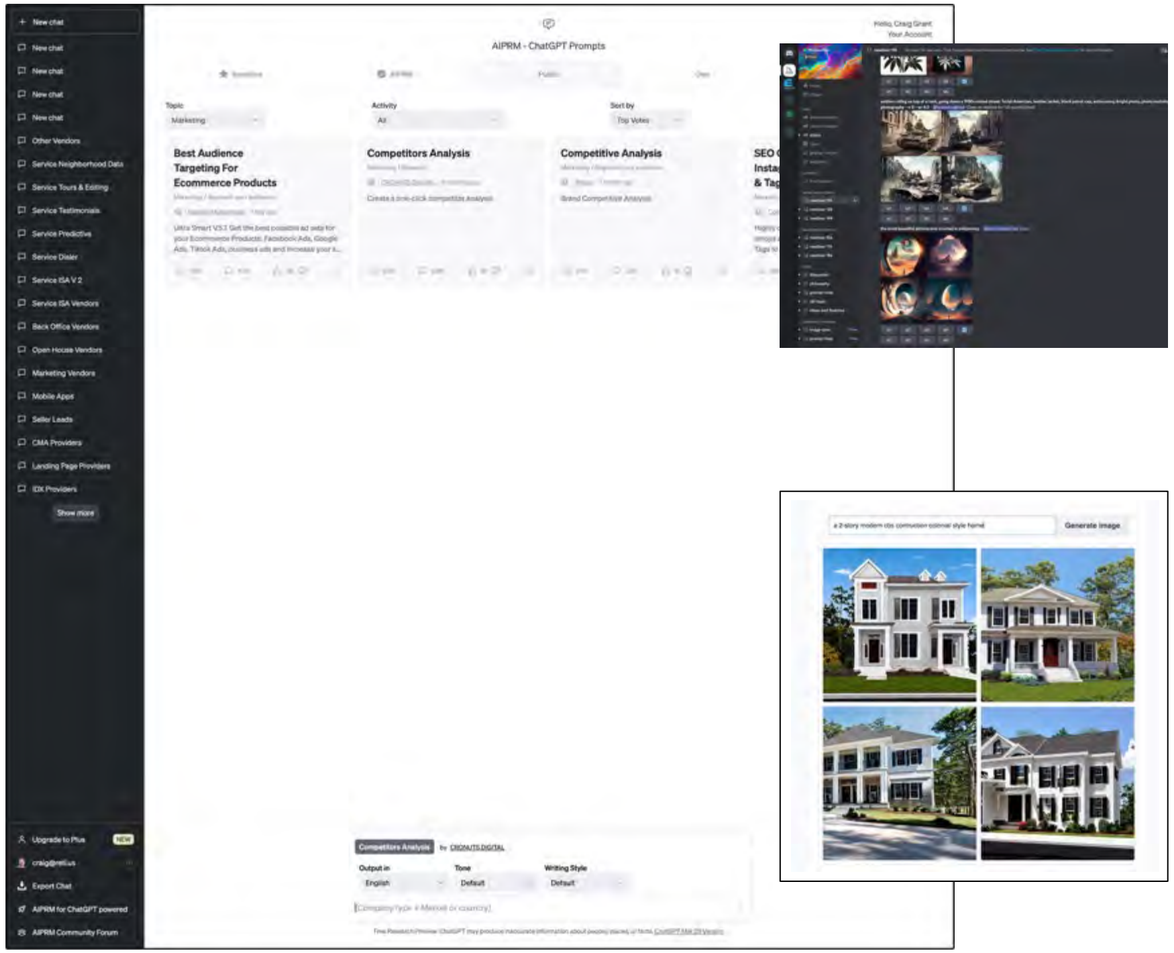


IDENTIFYING CONTENT IDEAS



Identify 52 blog post ideas a realtor should make if they are trying to increase their SEO score for senior retirees and gated communities in Stuart, FL

IDENTIFYING CONTENT IDEAS



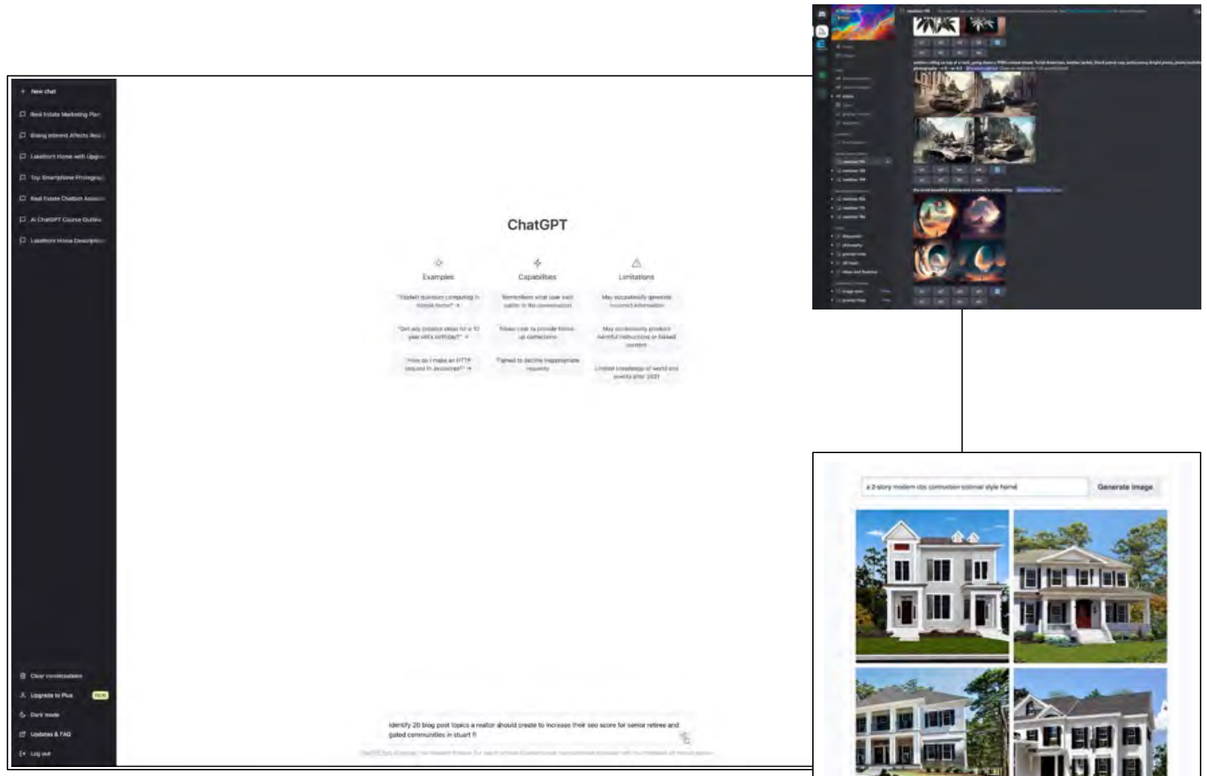
It can help you come up determine what are the best:

- Keywords for SEO of written content
- Hashtags for images, videos, & social media posts
- Headlines/titles
- Top bullet points
- And More

3

CONTENT CREATION

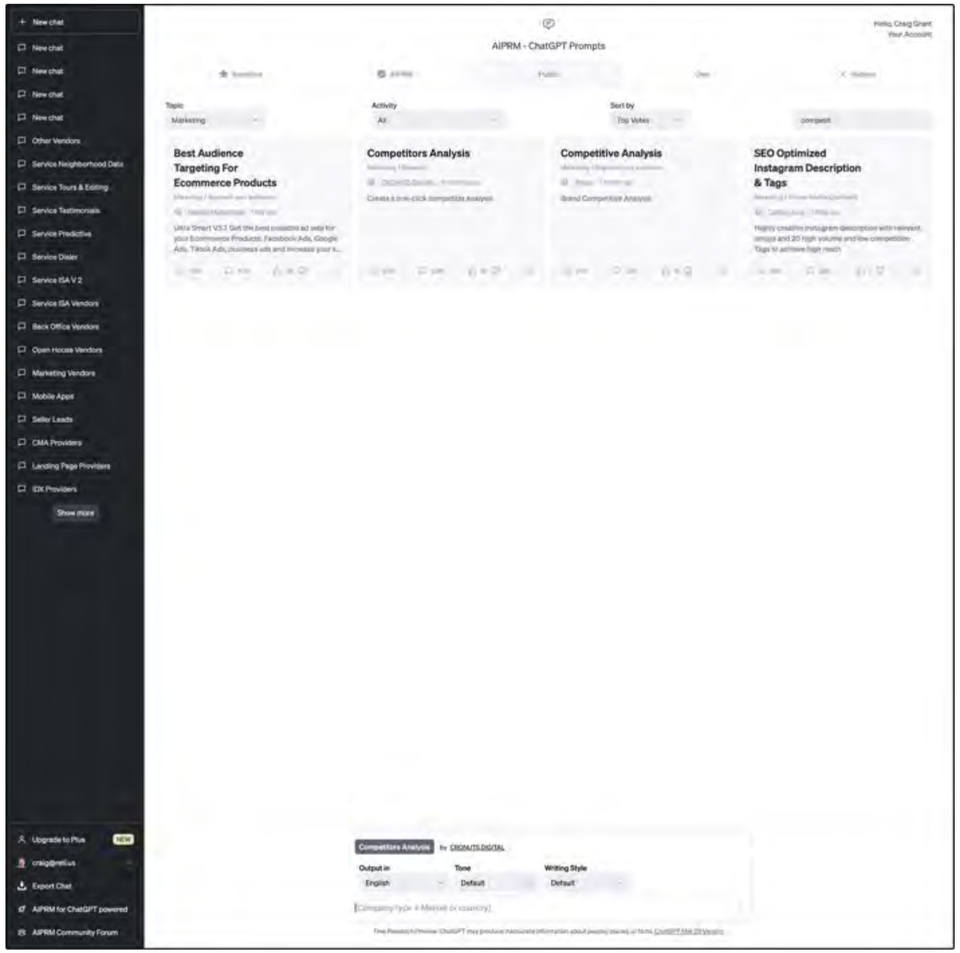
CONTENT CREATION



It can help create including:

- Social Media Posts
- Blog Writing
- Video Script Writing
- Ad Copy
- Emails
- Text Responses
- Phone Scripts
- And a whole lot more!

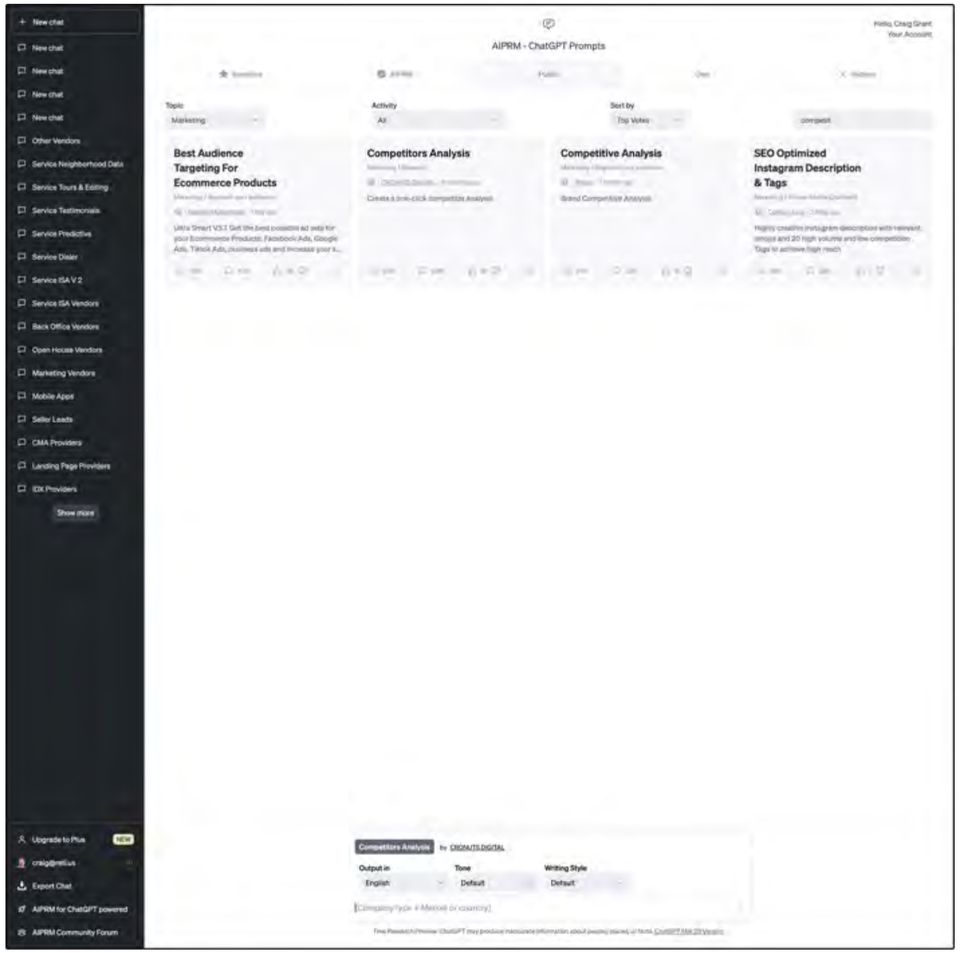
CONTENT CREATION



After the previous prompt to identify the top 52 topics to blog about:

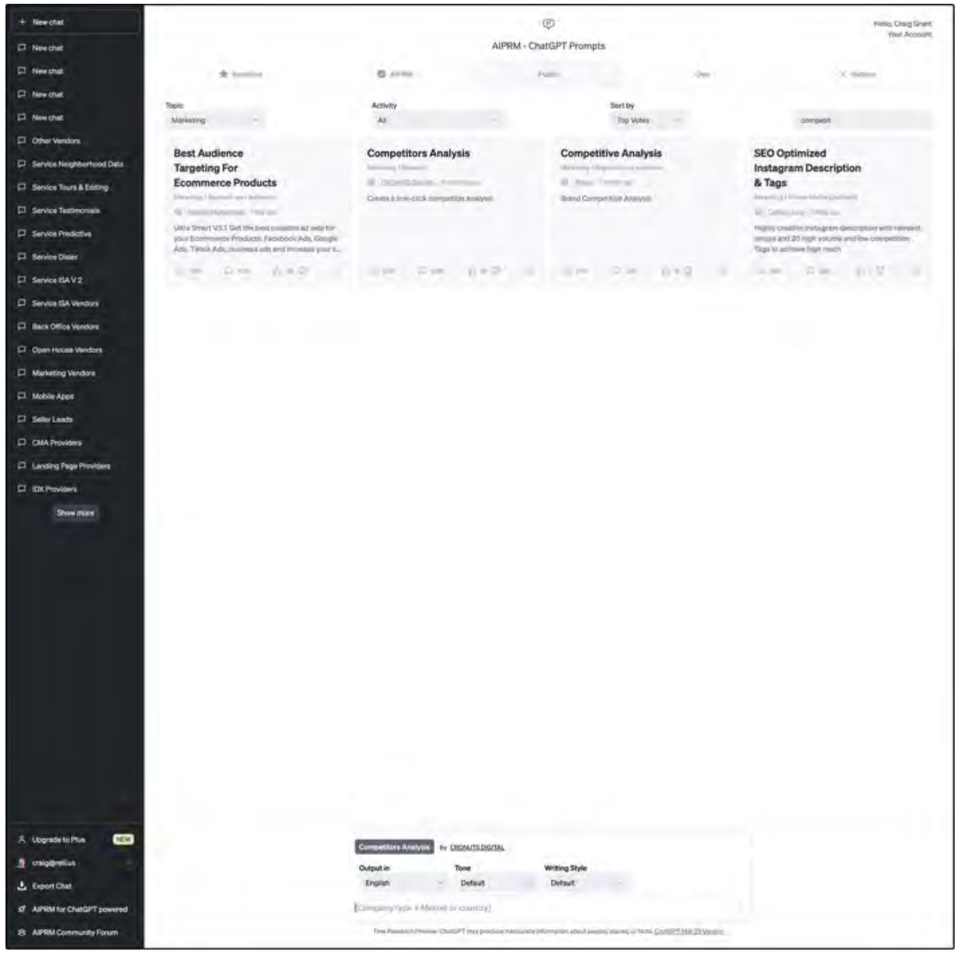
Now write a 500-750 word blog post ideas for idea #1
(repeat for idea #2, #3, etc.)

CONTENT CREATION



Now create a YouTube video script for idea #1
(repeat for #2, #3, etc.)

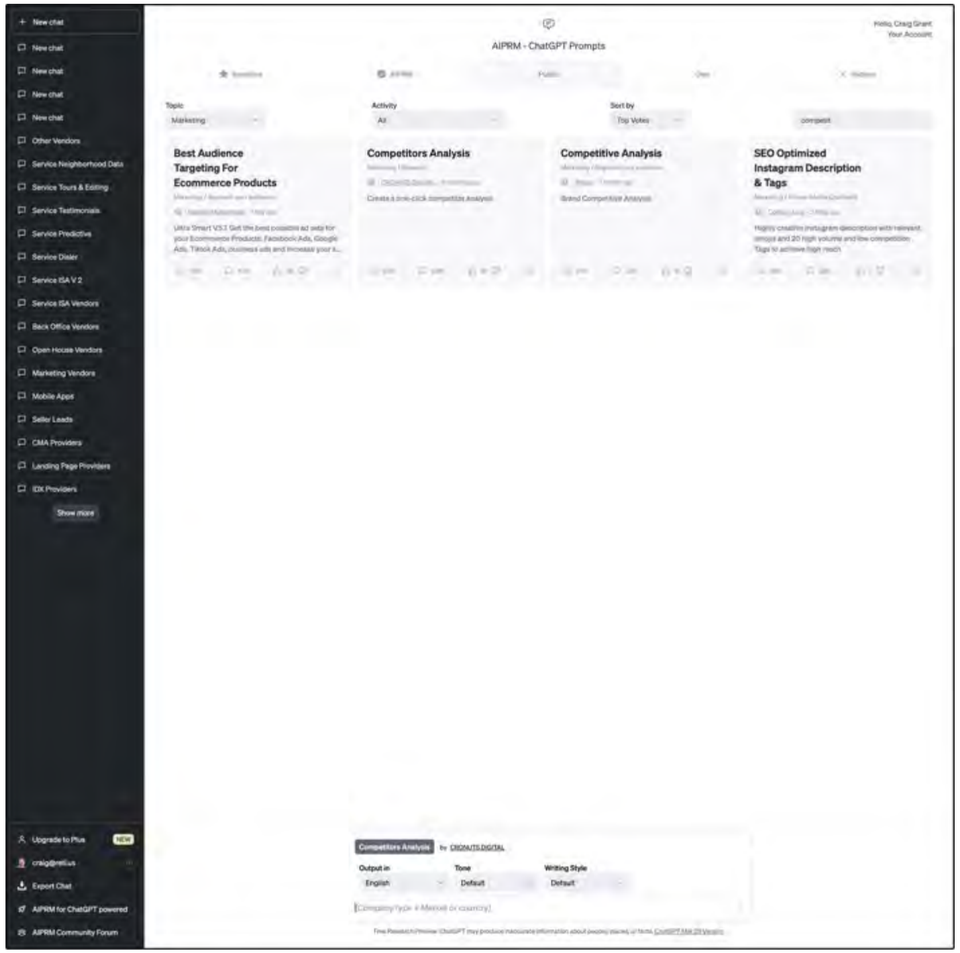
CONTENT CREATION



Now create an image for social media (or a specific site like Facebook) for idea #1

(repeat for #2, #3, etc.)

CONTENT CREATION

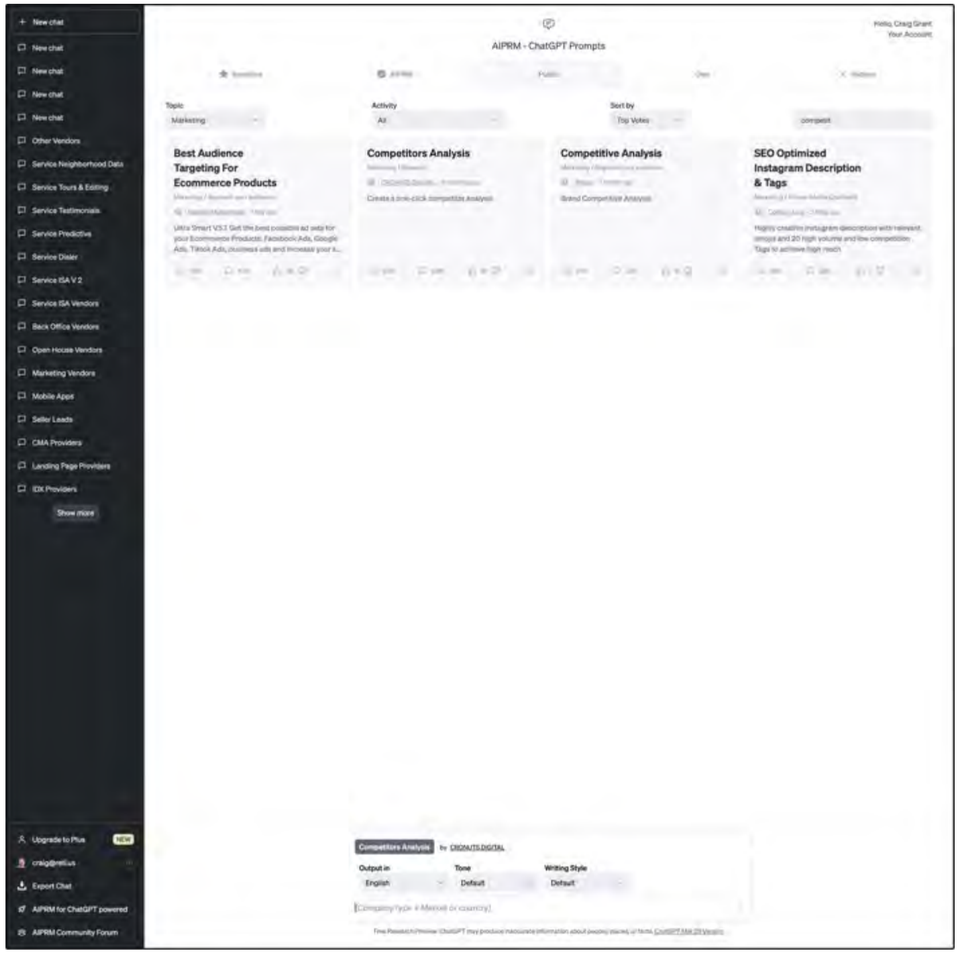


Create a blog post explaining how rising interest rates affect the real estate market

4

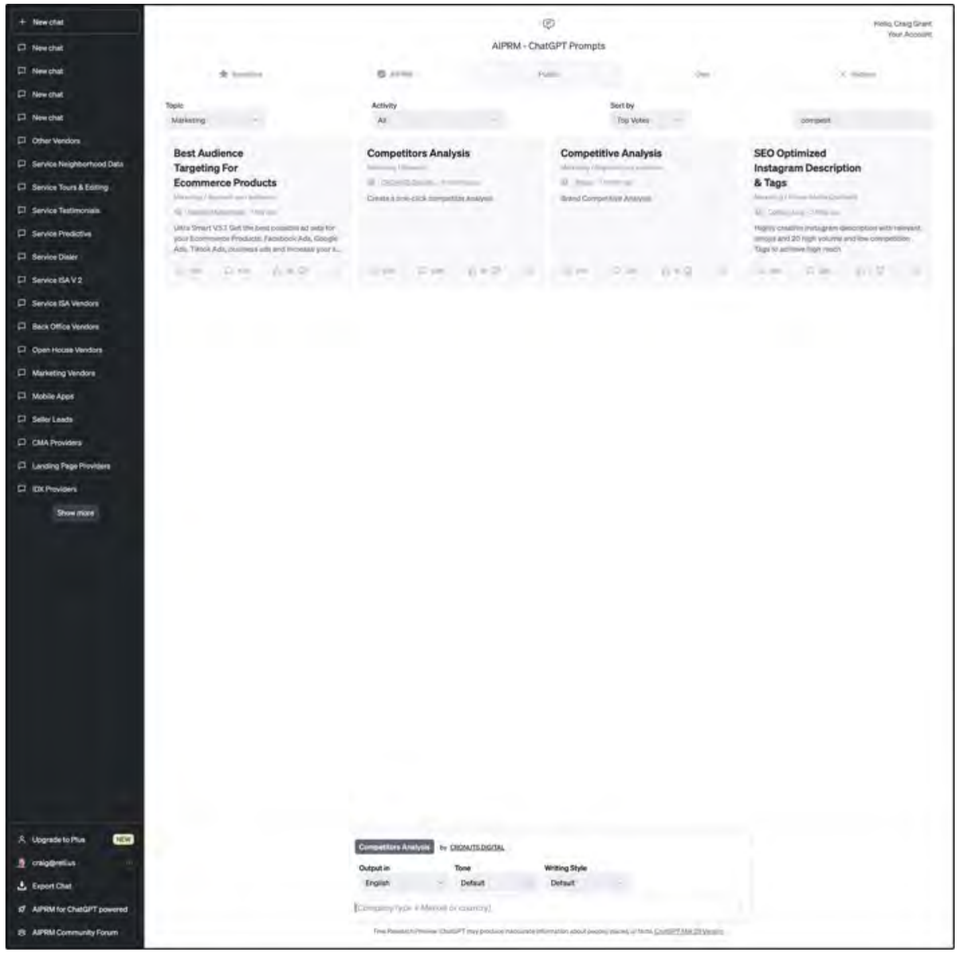
Property Descriptions

Property Descriptions



Factoring in federal fair housing laws, write a property description for a 3 bedrooms, 3 bathrooms, 3950 square foot home with a pool, split floor plan, new ac, new roof, large corner lot, lakefront views, plenty of upgrades, in the highly sought after lake tuscany subdivision in stuart florida

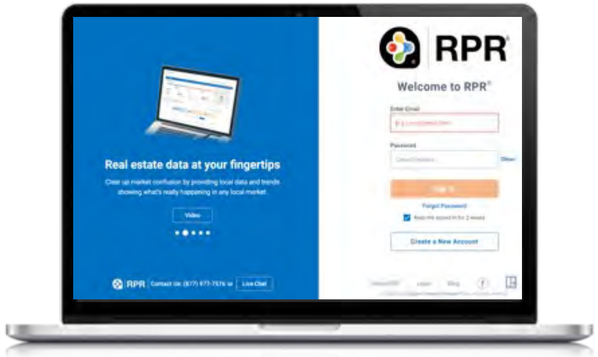
Property Descriptions



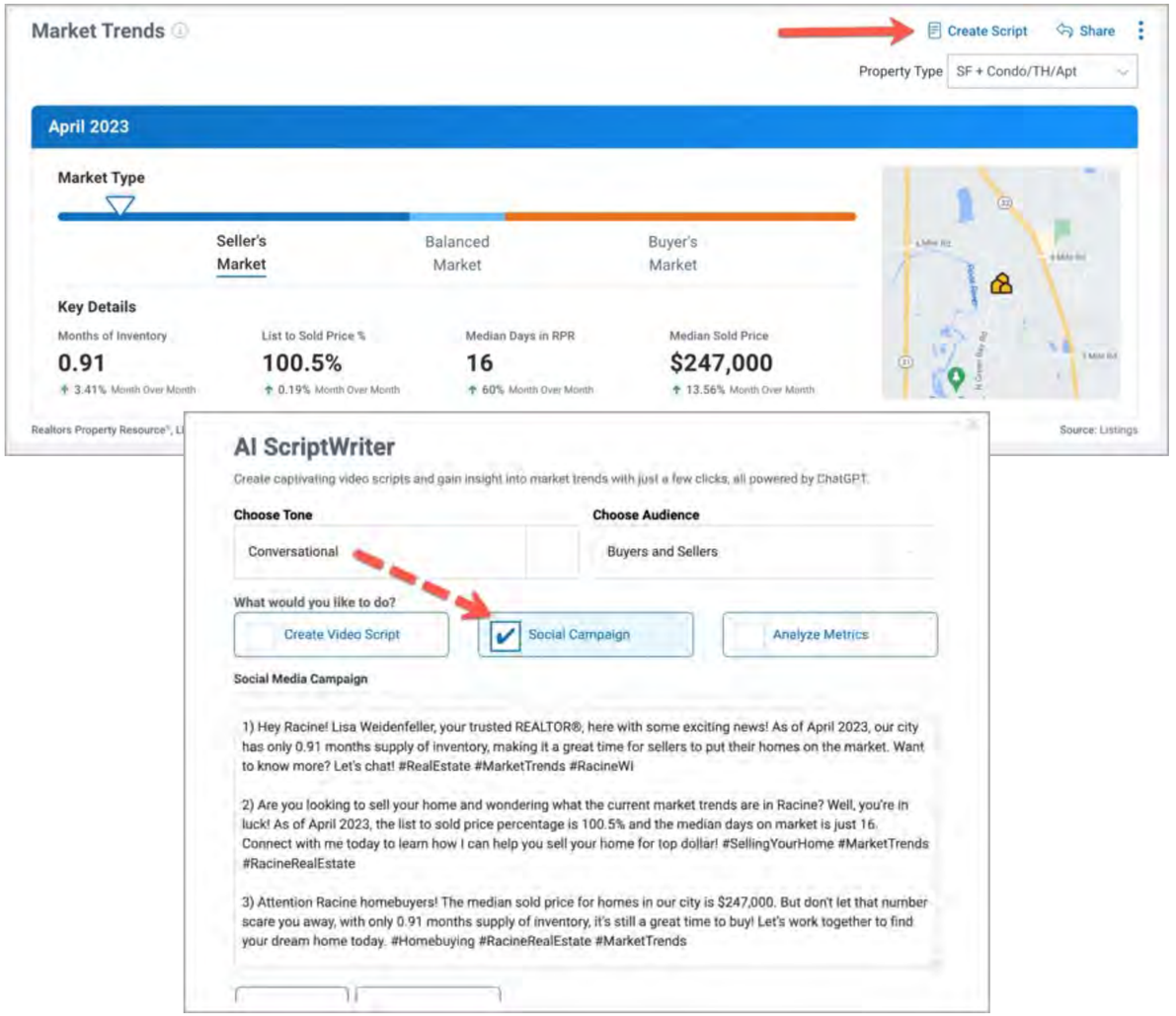
Now create a YouTube script for this property

RPR® REALTORS PROPERTY RESOURCE

narrpr.com



ScriptWriter takes current market information and creates unique marketing content for social media, video scripts, and content for blogs and client consultations.



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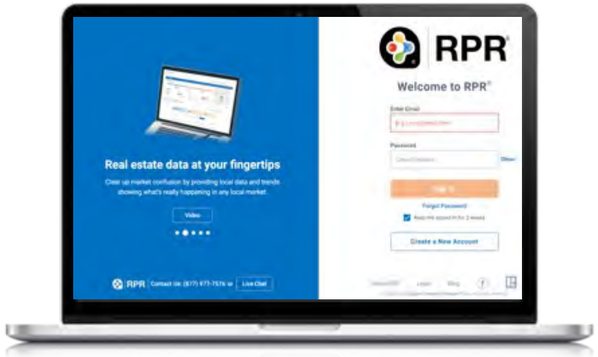
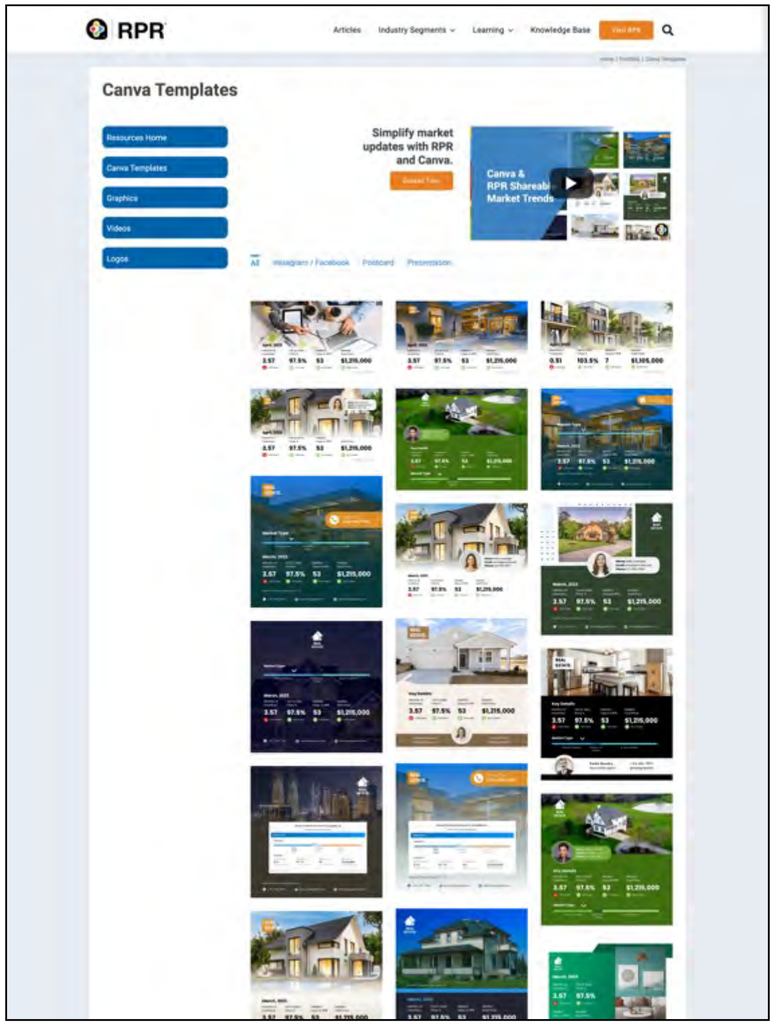
narrpr.com



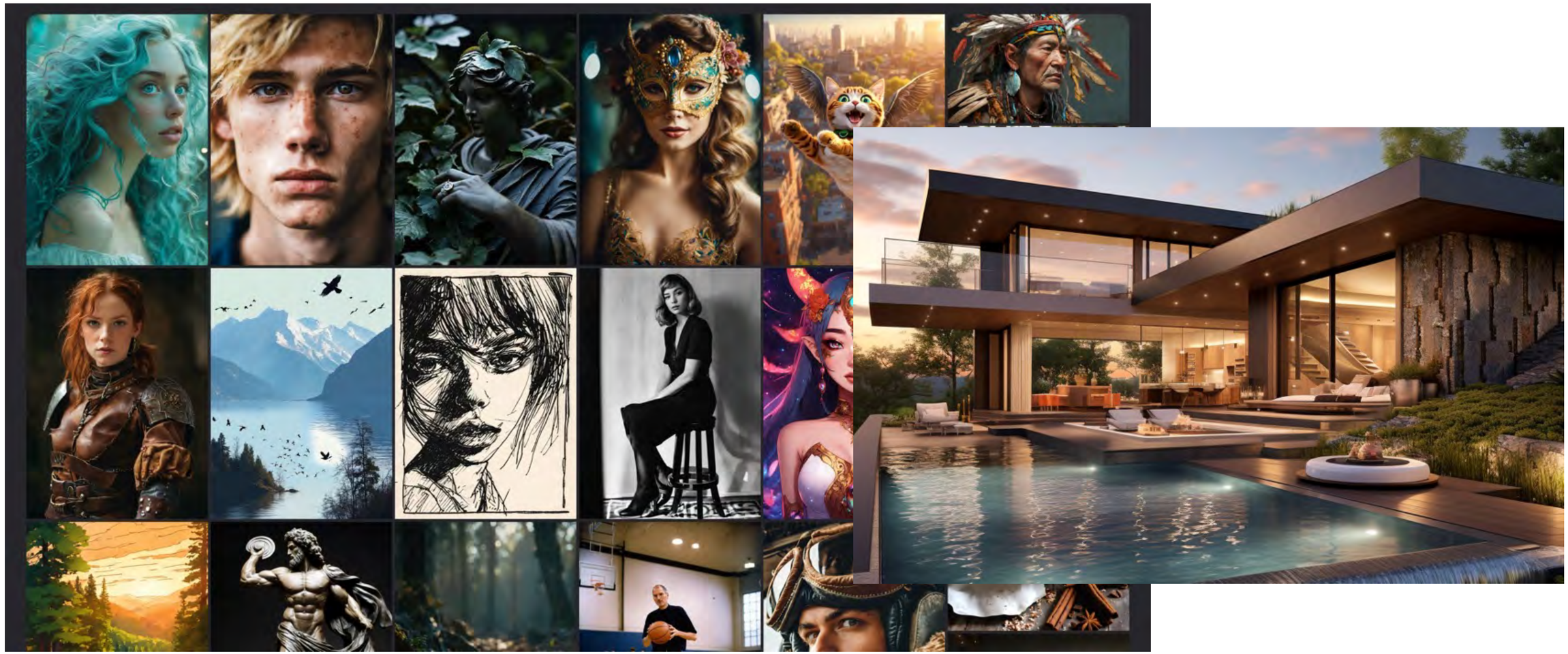
Canva Template Library

- Instagram/Facebook
- Post Cards
- Presentations



5

Providing Imagery



AI IMAGE GENERATORS

DALL·E

Gemini

Microsoft Designer

Copilot

Canva

Magic Media

stability.ai

Midjourney

Providing Imagery

AI Image Generating tools can yield the perfect image for any marketing piece, presentation, etc.

6

MARKETING MATERIALS

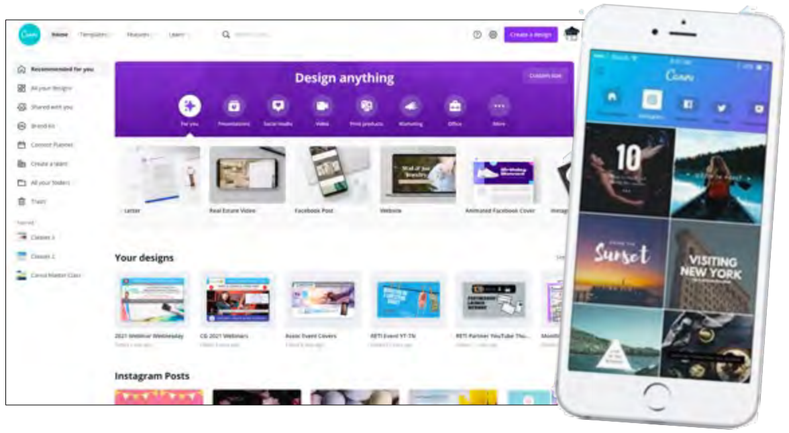
What is Canva?

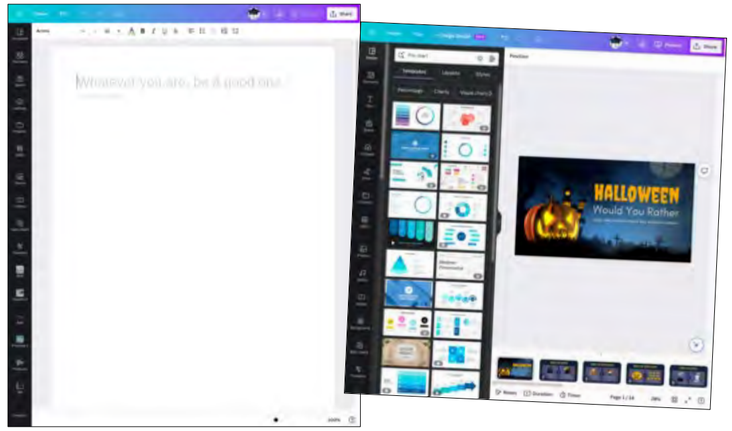
Can create just about any kind of marketing piece:

- Business Cards
- Flyers
- Brochures
- Social Media Posts/Ads
- Post Cards
- Animations
- Videos
- And More

Includes Docs Office Programs

- Word Docs
- Slide Deck Presentations
- Spreadsheets
- And More

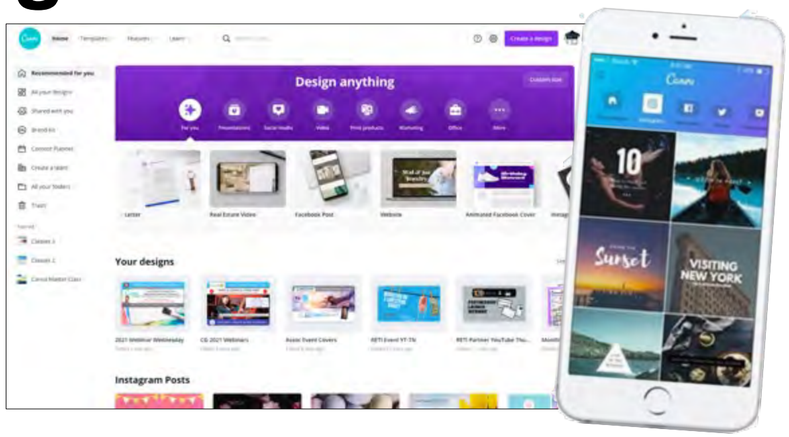


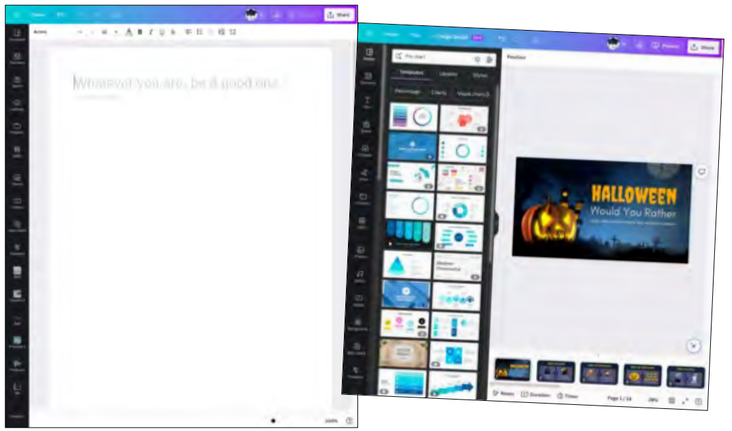


Canva What is Canva Pro?

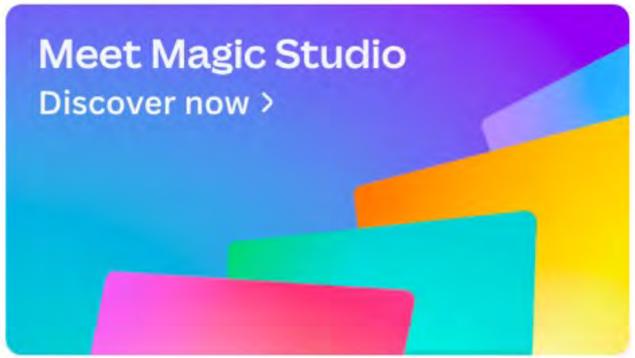
$14/mo or $120/yr includes:

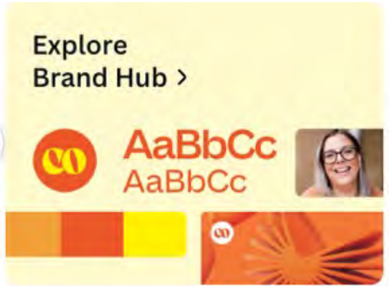
- Entire library (design templates, pictures, video clips, etc.) is included, no additional costs
- Many advanced features including Background Remover, Custom Effects, Smart Mockup, Templates, & more
- New **Magic Studio** AI Suite of Tools is included

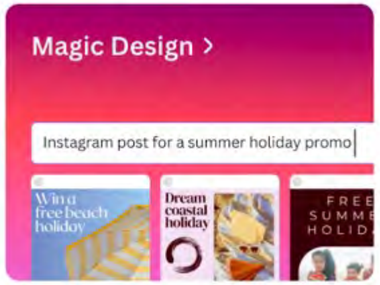


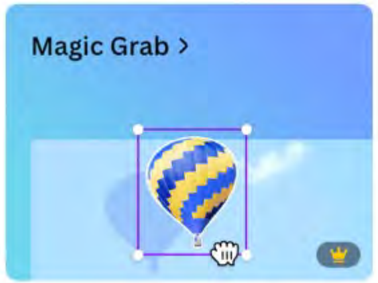


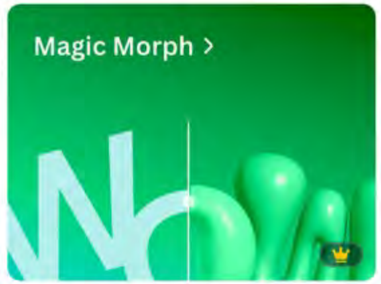
Canva Magic Studio AI Suite

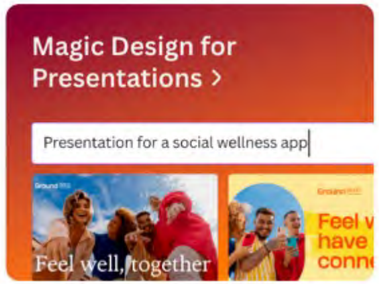


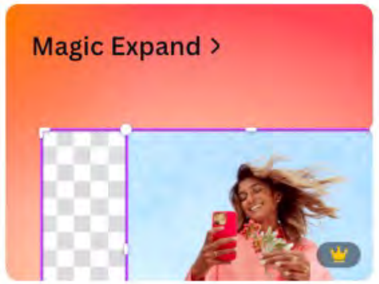


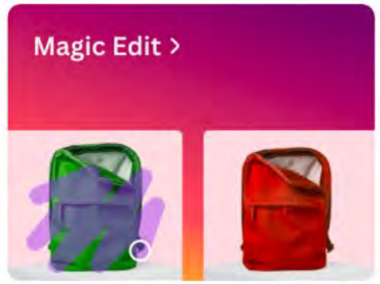


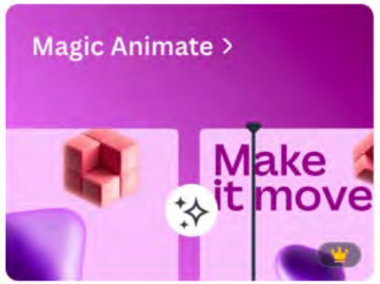


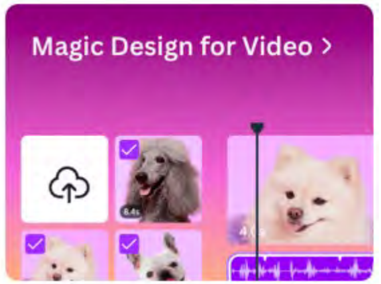








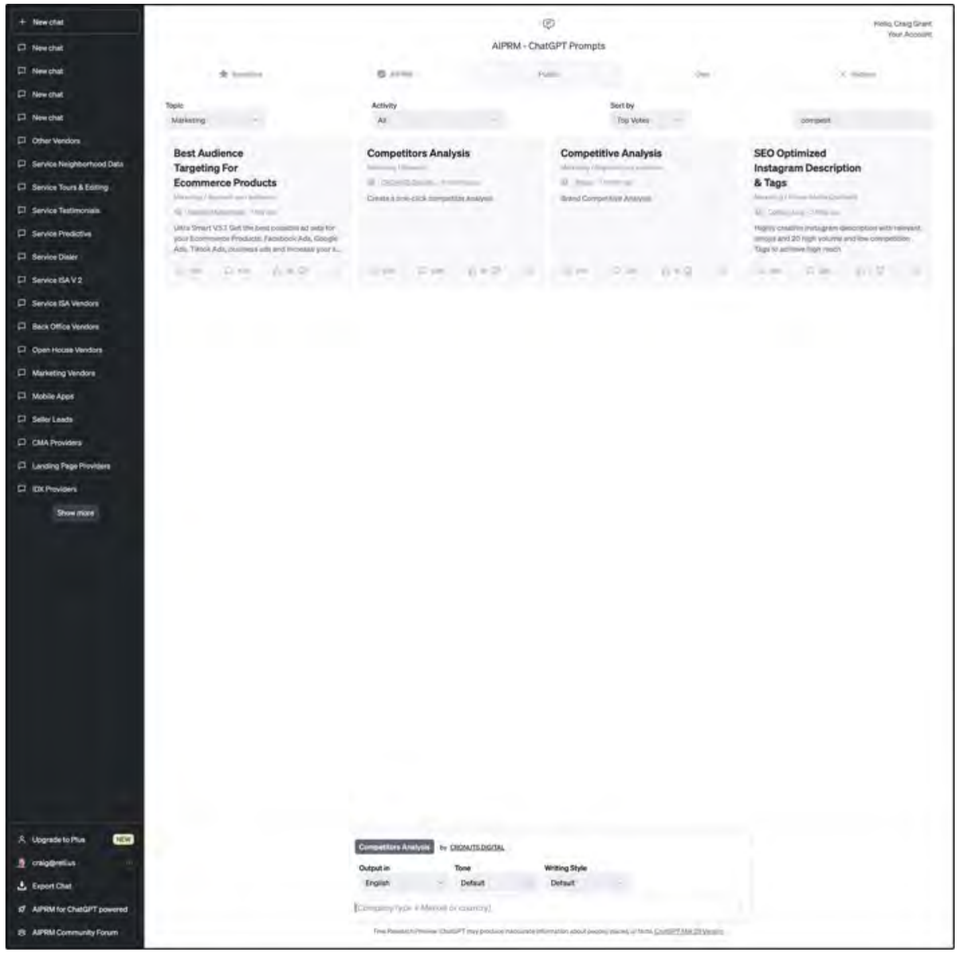




7

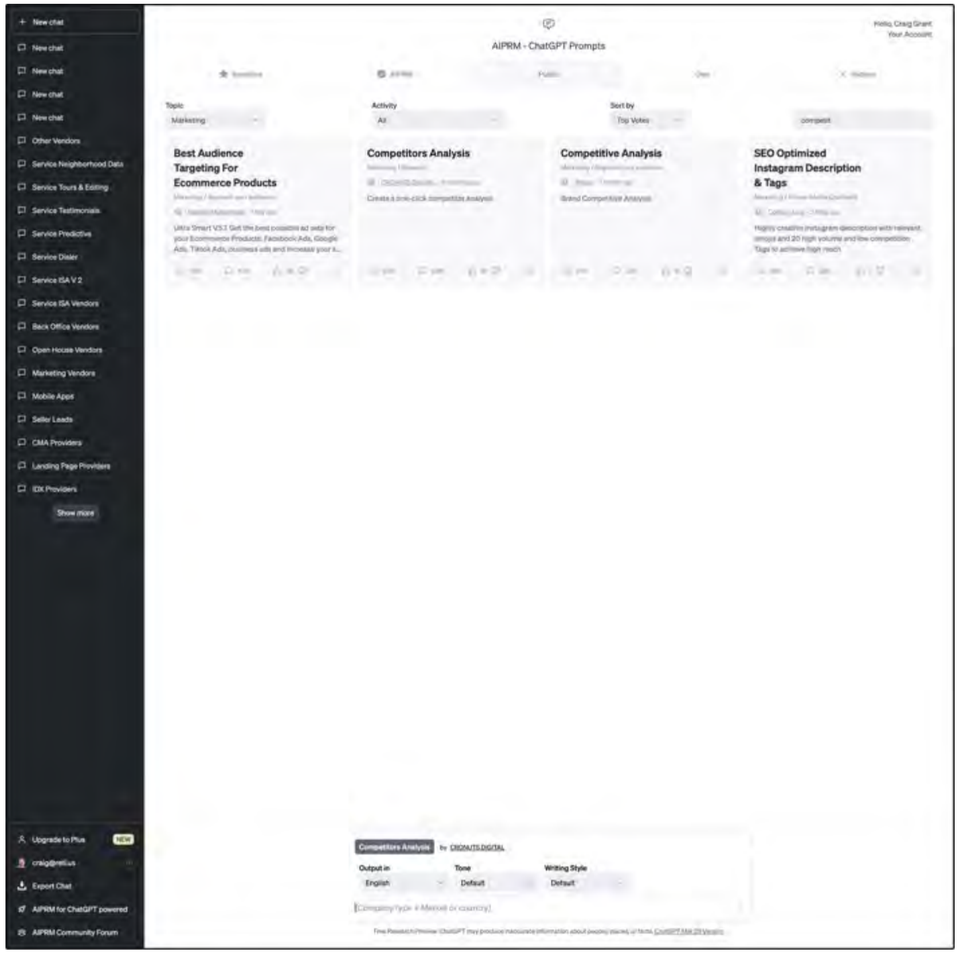
MARKETING PLANNING & MORE

MARKETING PLANNING & MORE



Create an annual marketing plan for a seasoned real estate agent who is wanting to increase their market share in the senior retiree and gated communities in Stuart, FL

MARKETING PLANNING & MORE

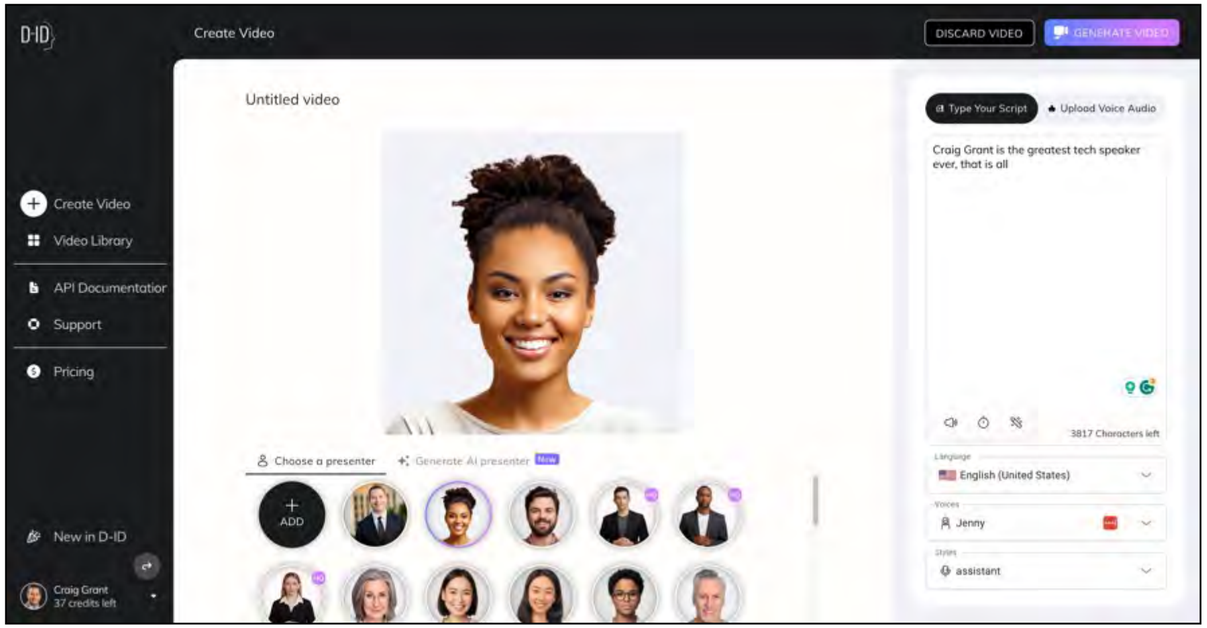


It can Create &/or Identify Your:

- Marketing Plan
- Ad &/or Communication Campaigns
- Target audience & how to best reach it
- Headlines, SEO keywords, & Hashtags
- Lead funnel creation
- Call to Action/Lead Capture
- And more

8

VIDEO WITH AI



VIDEO WITH AN AI AVATAR

d-id.com & synthesia.io allow you to:

- Choose or create an avatar face (including your own)
- Choose or upload your own voice
- Create or upload a script
- Narrated video creation in seconds

COMING SOON: SELF GUIDED 3D AI AVATAR TOUR

3D AI Avatar Property Tour

A potential buyer could be greeted by a 3D hologram of the real estate agent (or anyone for that matter) that provides them a guided and narrated tour of the property and able to address any questions they might have during the tour.

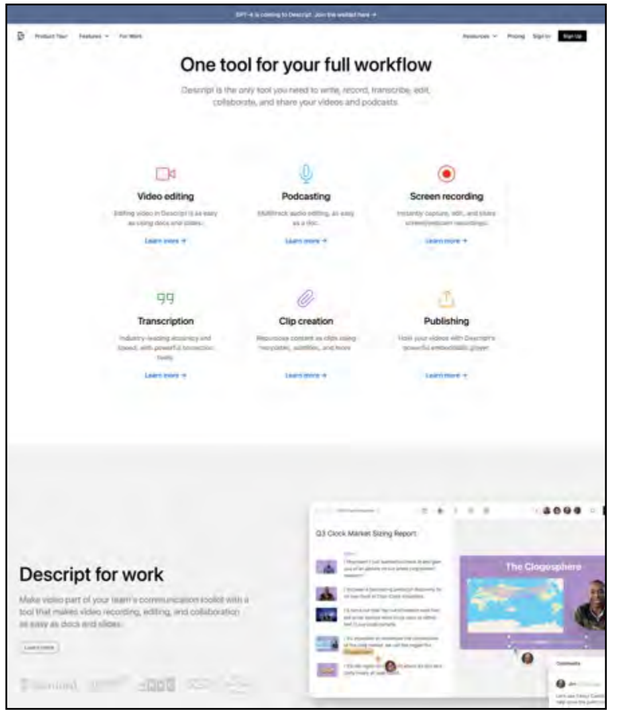
AI VIDEO CREATION + EDITING

descript

vidyo.ai

Allow you to:

- Write & edit scripts & transcriptions
- Create, edit, & make clips of video files with text
- Create, edit & make clips of audio with text
- One-stop shop for video, audio/podcasting
- Narrated video creation in seconds



AI TRANSFORMING VIDEO

HeyGen

Converts Video to over 25 different languages

BHuman

Merges Data to send personalized Video Messages

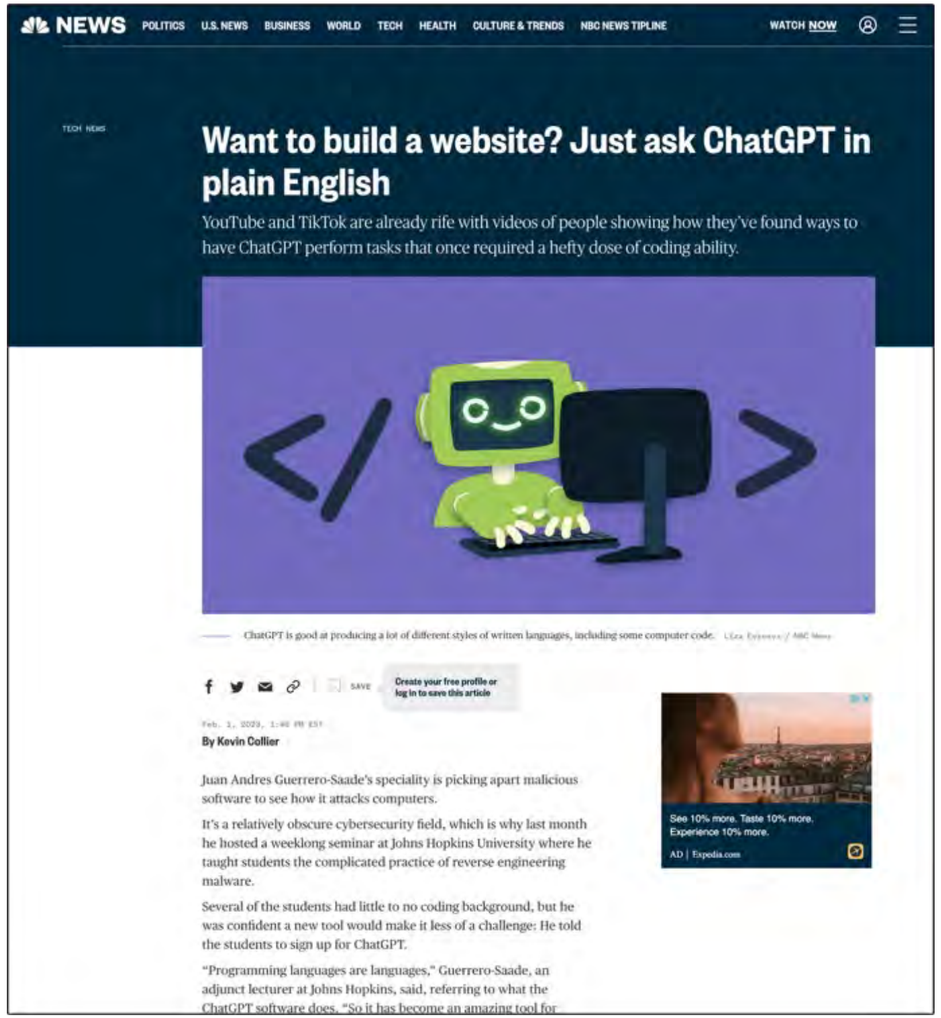
9

WRITE (OR EDIT) CODE

WRITE (OR EDIT) CODE

Are you sick of paying someone to build & host your website, have thought about building an app, or have a special project you've been wanting to do but don't have the time, money, skill, or coding knowledge to make it happen?

Scary enough, tools like ChatGPT can do all of this for you!



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TECH NEWS

Want to build a website? Just ask ChatGPT in plain English

YouTube and TikTok are already rife with videos of people showing how they've found ways to have ChatGPT perform tasks that once required a hefty dose of coding ability.

ChatGPT is good at producing a lot of different styles of written languages, including some computer code.

SAVE Create your free profile or log in to save this article

Feb. 1, 2023, 1:40 PM EST

By Kevin Collier

Juan Andres Guerrero-Saade's speciality is picking apart malicious software to see how it attacks computers.

It's a relatively obscure cybersecurity field, which is why last month he hosted a weeklong seminar at Johns Hopkins University where he taught students the complicated practice of reverse engineering malware.

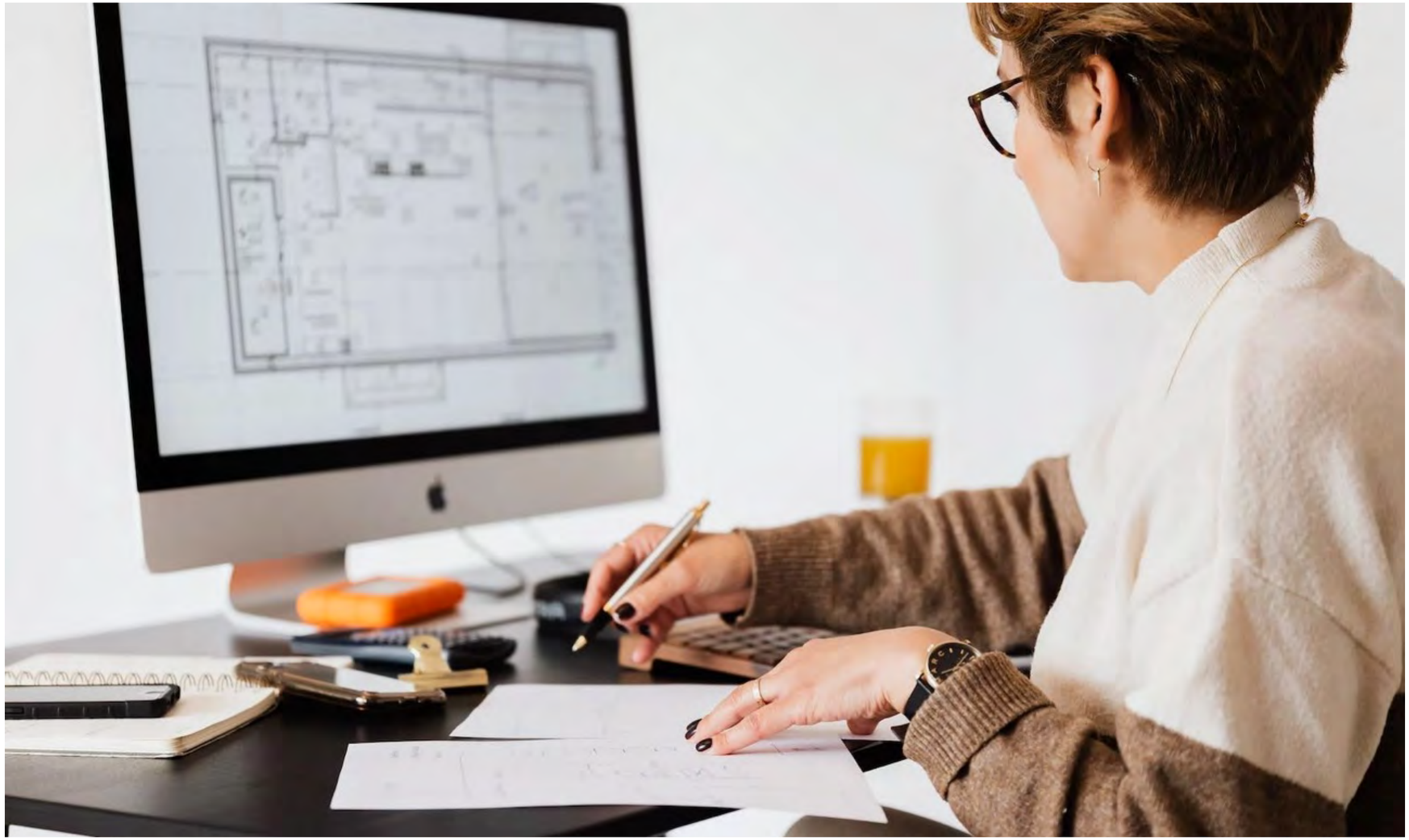
Several of the students had little to no coding background, but he was confident a new tool would make it less of a challenge: He told the students to sign up for ChatGPT.

"Programming languages are languages," Guerrero-Saade, an adjunct lecturer at Johns Hopkins, said, referring to what the ChatGPT software does. "So it has become an amazing tool for

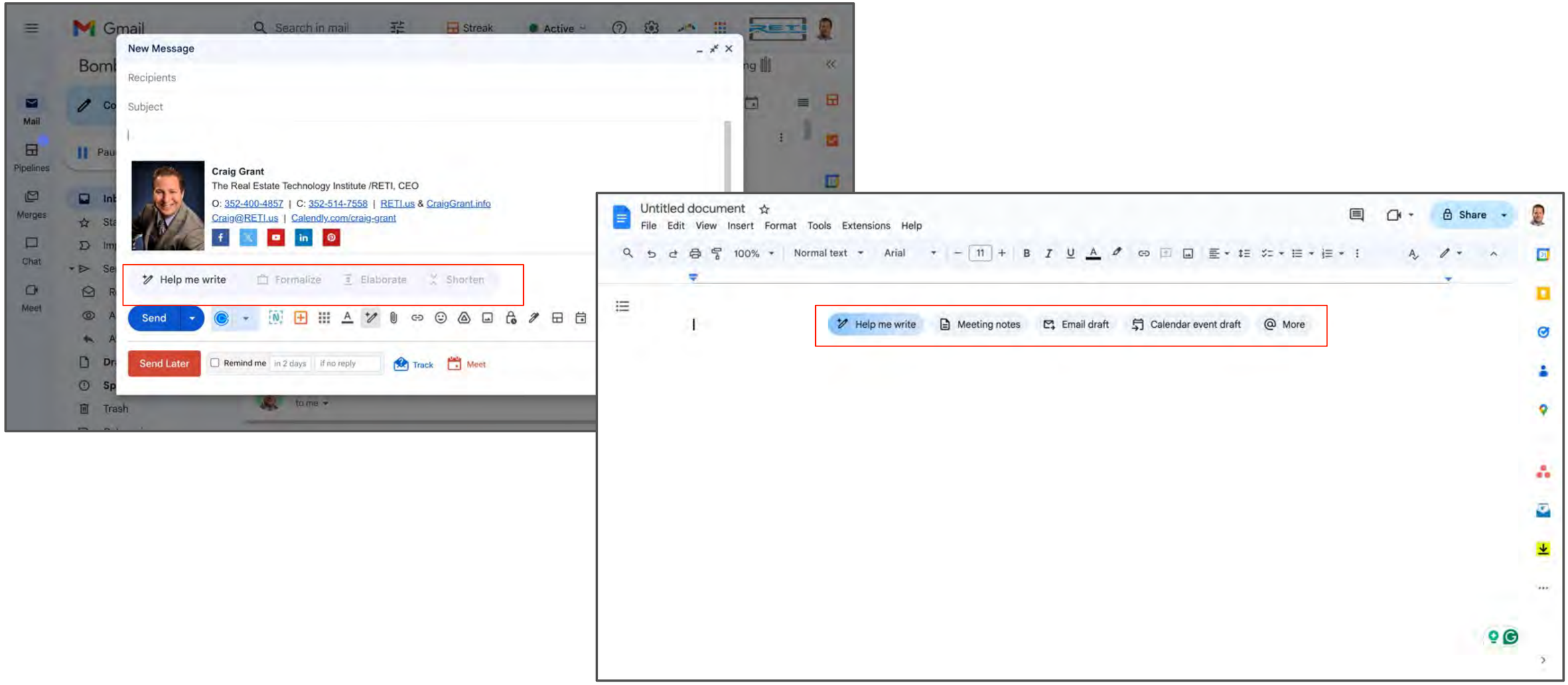
See 10% more. Taste 10% more. Experience 10% more.
AD | Expedia.com

10

OPTIMIZE THE OFFICE

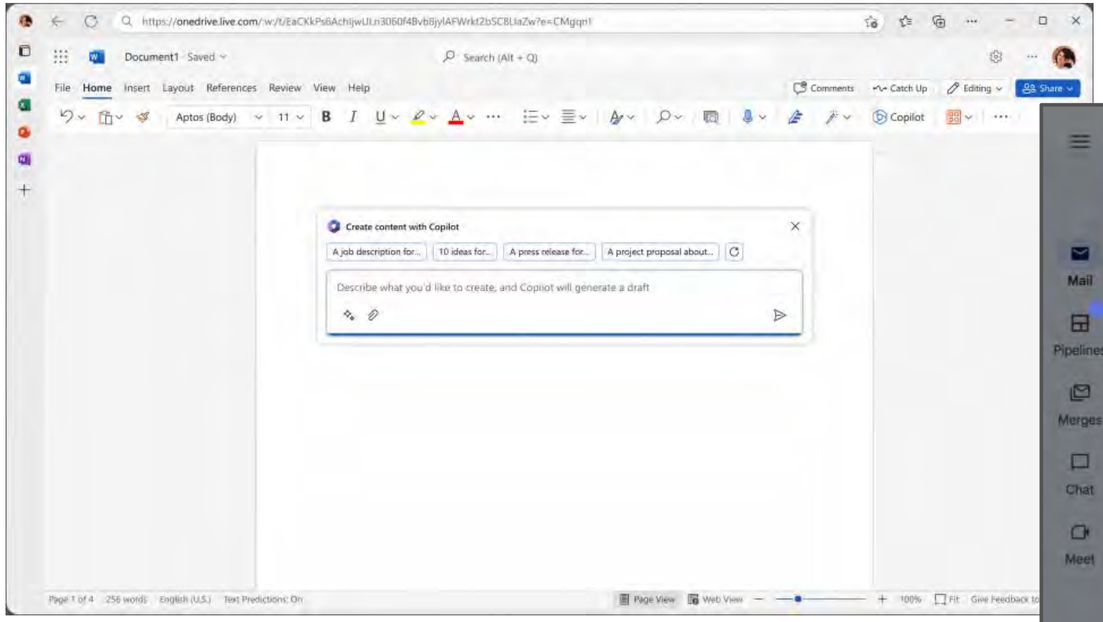


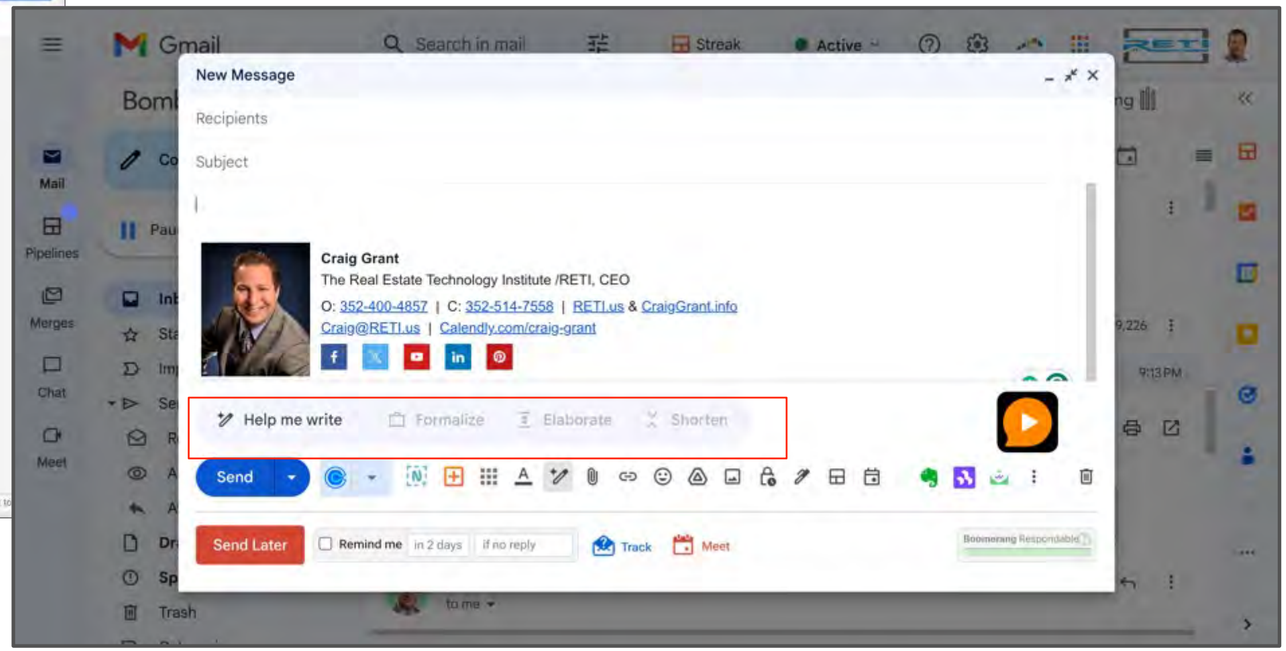
Google Gemini IN GMAIL & DOCS



Microsoft Copilot Google Gemini

This will fundamentally change the way we work replying to communications, creating documents, spreadsheets, presentations, and more.

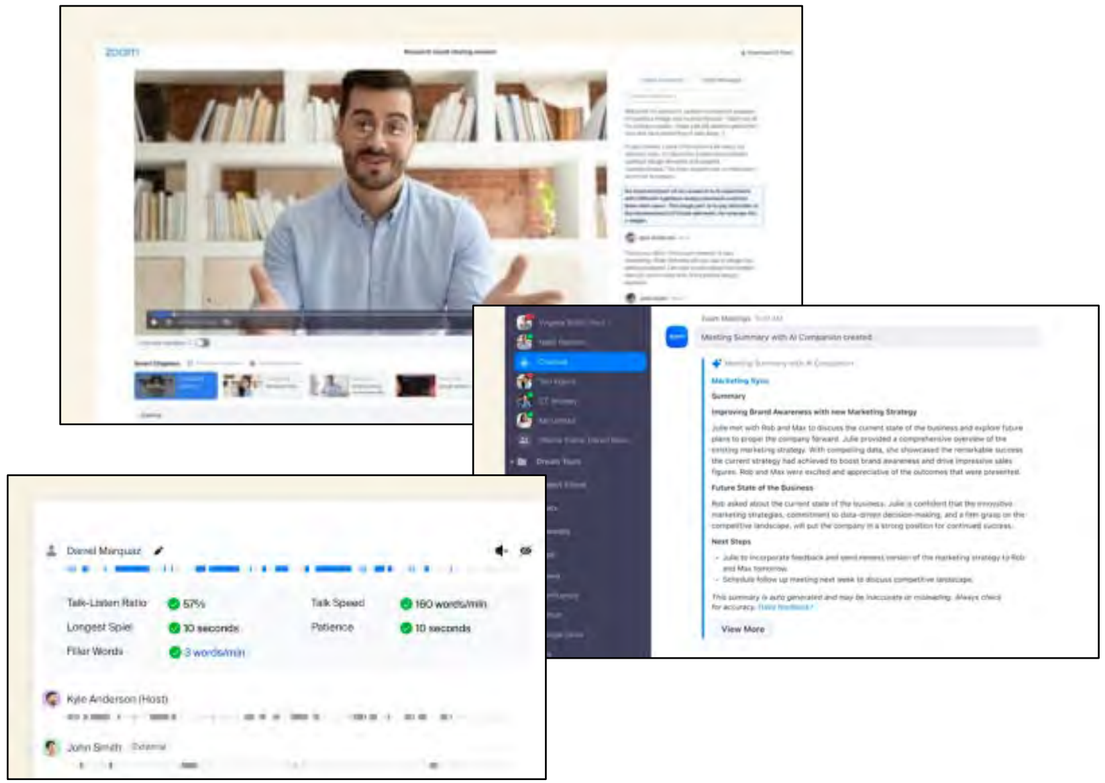




OPTIMIZE THE VIRTUAL OFFICE

Zoom AI Companion

- Intelligently record & transcribe meetings
- Summarize meetings notes & takeaways for each attendee
- Provide feedback on the presenters
- Dynamically white board
- Draft chat responses
- And more



Other programs like Otter.ai and Tactiq.io can integrate into other popular meeting platforms (Zoom, Google Meet, Microsoft Teams, etc.)

11

OPTIMIZE TIME & TASK MANAGEMENT

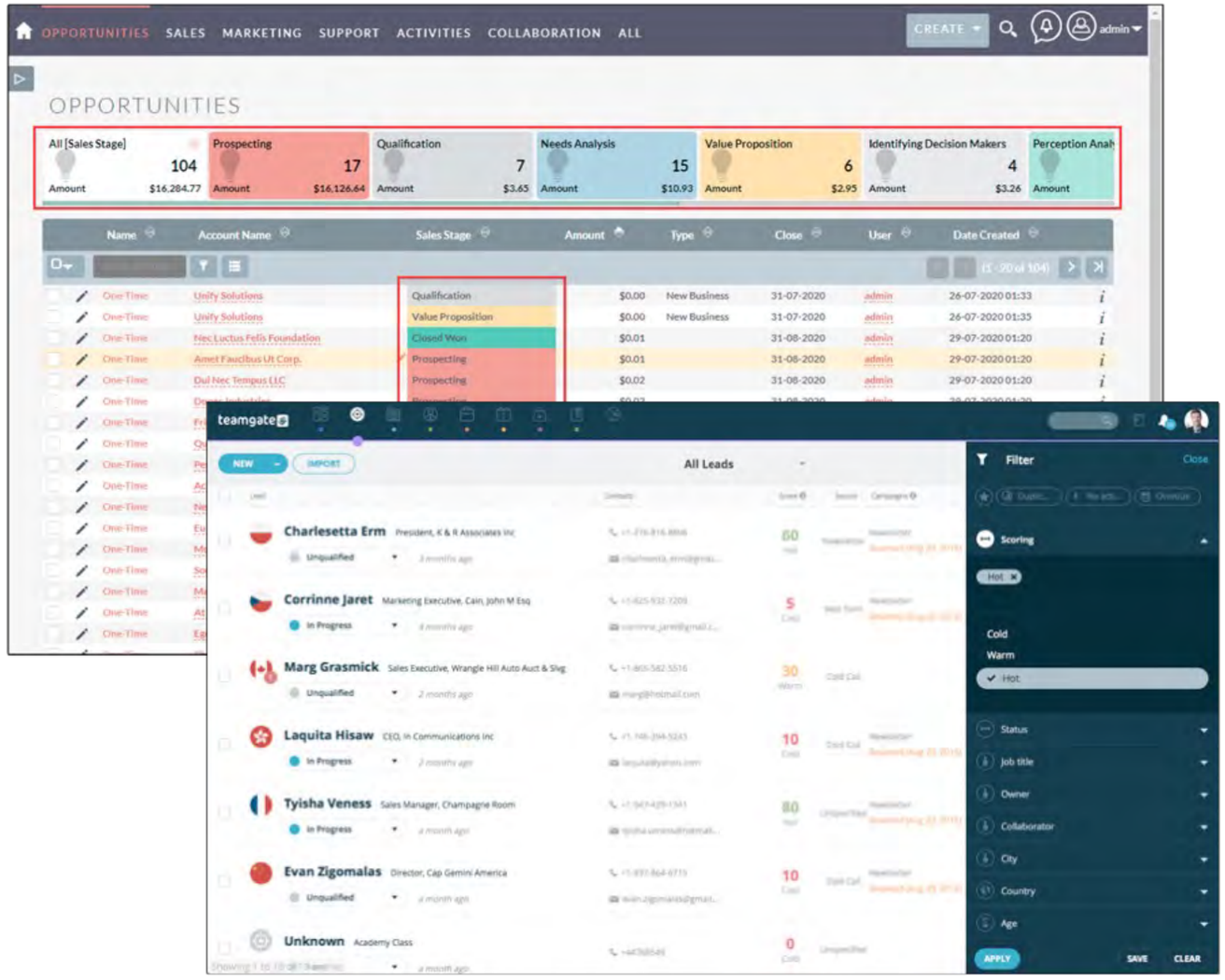
OPTIMIZE TIME & TASK MANAGEMENT

Is there something you do all the time or have to respond to the same emails/texts on a daily basis?

Then create a prompt that can automate that task and help you save a lot of time!

OPTIMIZE TIME & TASK MANAGEMENT

Most good CRMs have Task Management (to ensure you don't forget or miss anything) and Lead Scoring (to ensure you focus on the important contacts first) functionality built in, including some doing in automatically with AI

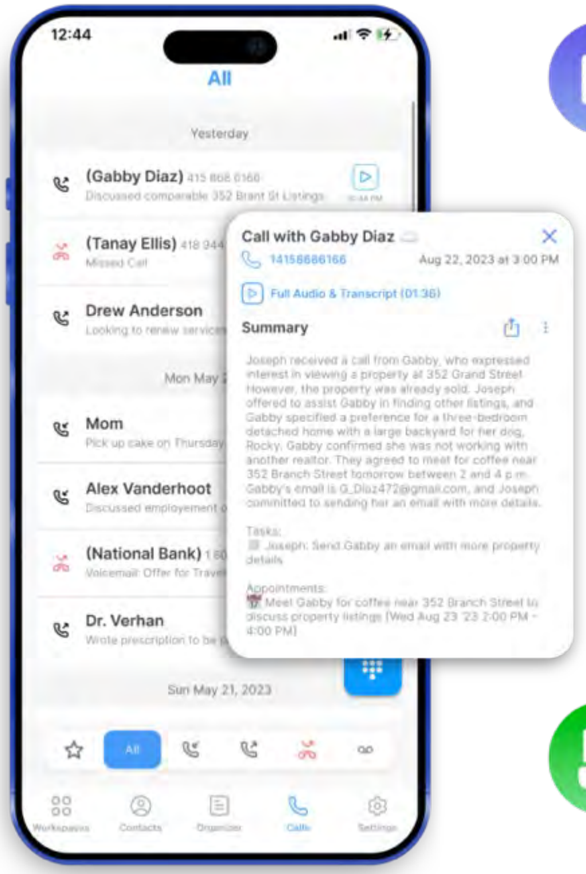


Productive.ai

Transcription
Capture and digitize conversations

Notes
Transcription, relevant details

Summaries
Automatic recap of every conversation



Task Detection
Action items added to task list

Scheduling
Google Calendar, Apple Calendar, O365

CRM Logging
Archive recordings, CRM Call Logs

SALESFORCE
HUBSPOT
KW COMMAND
WISE AGENT
ACTIVECAMPAIGN
BOOMTOWN
PIPEDRIVE
KVCORE
ZOHO
SALES LOFT
GMAIL
OUTREACH

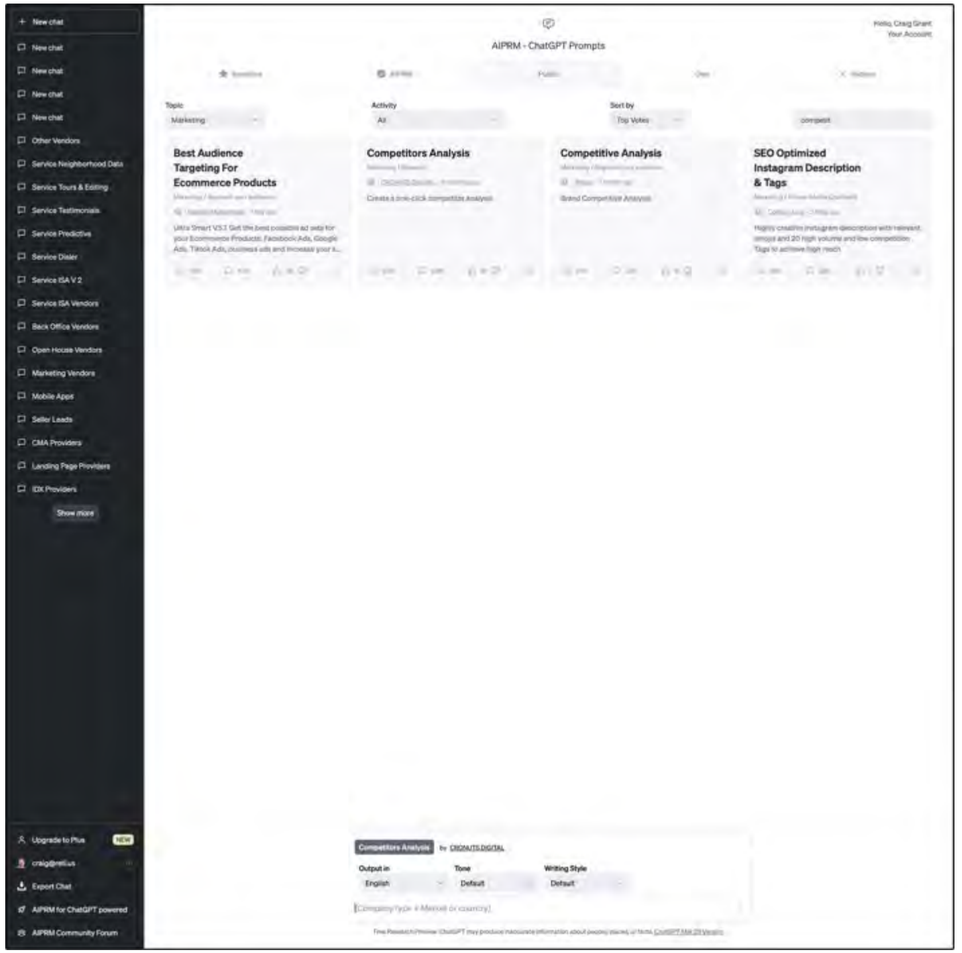
12

IMPROVE & PRIORITIZE COMMUNICATIONS

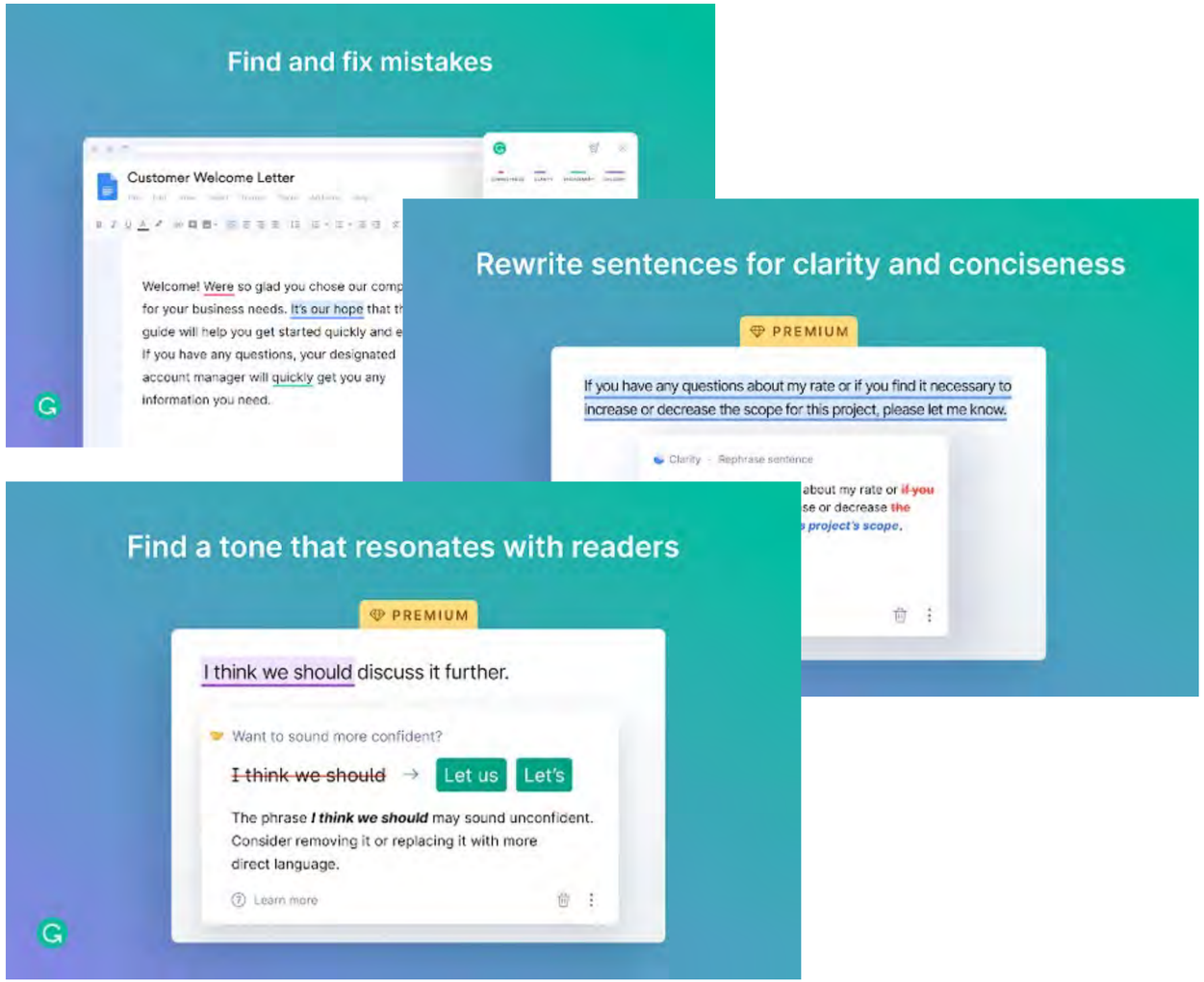
IMPROVE & PRIORITIZE COMMUNICATIONS

Generative AI can act like You (or a human representing you or your business) to:

- Provide chat support
- Provide phone conversations
- Respond to emails &/or texts
- Automate interactions
- And more

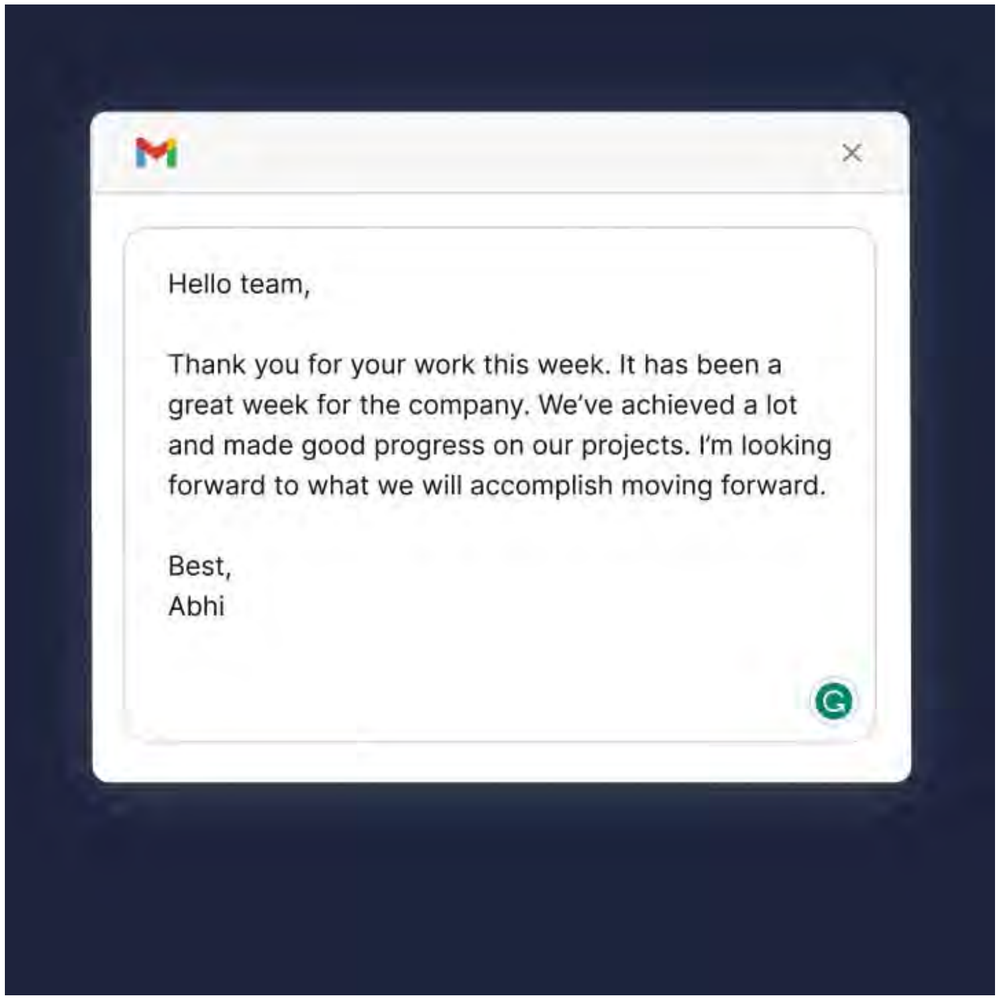


English class wasn't your favorite back in the day or concerned that some of the content ChatGPT is producing isn't grammatically correct? Grammarly's communication assistance with spell check, grammar check, punctuation check, and more.



grammarly

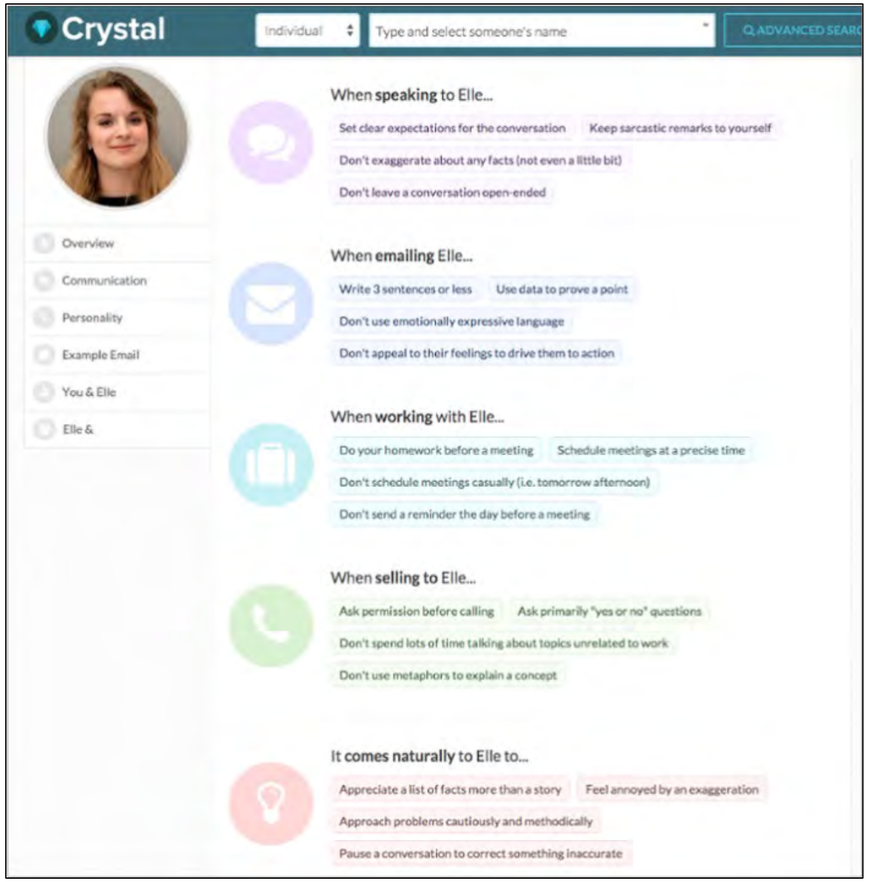
grammarlyGo addS the power & functionality of ChatGPT to write or create content making it even more of a powerhouse tool than it already is.



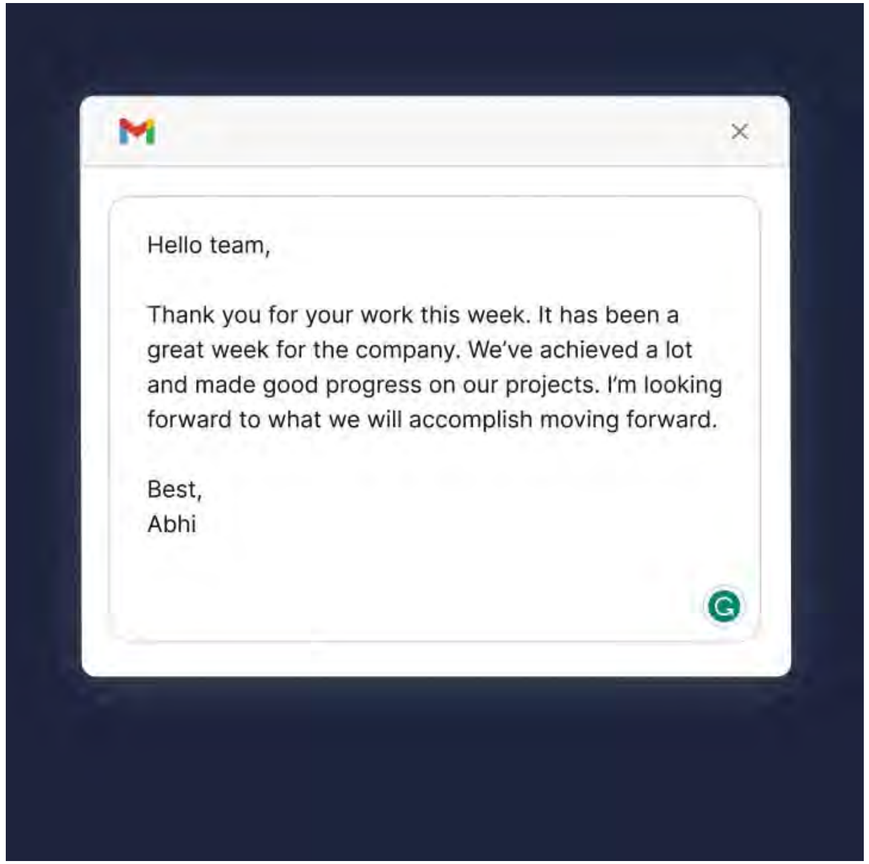
IMPROVE & PRIORITIZE COMMUNICATIONS

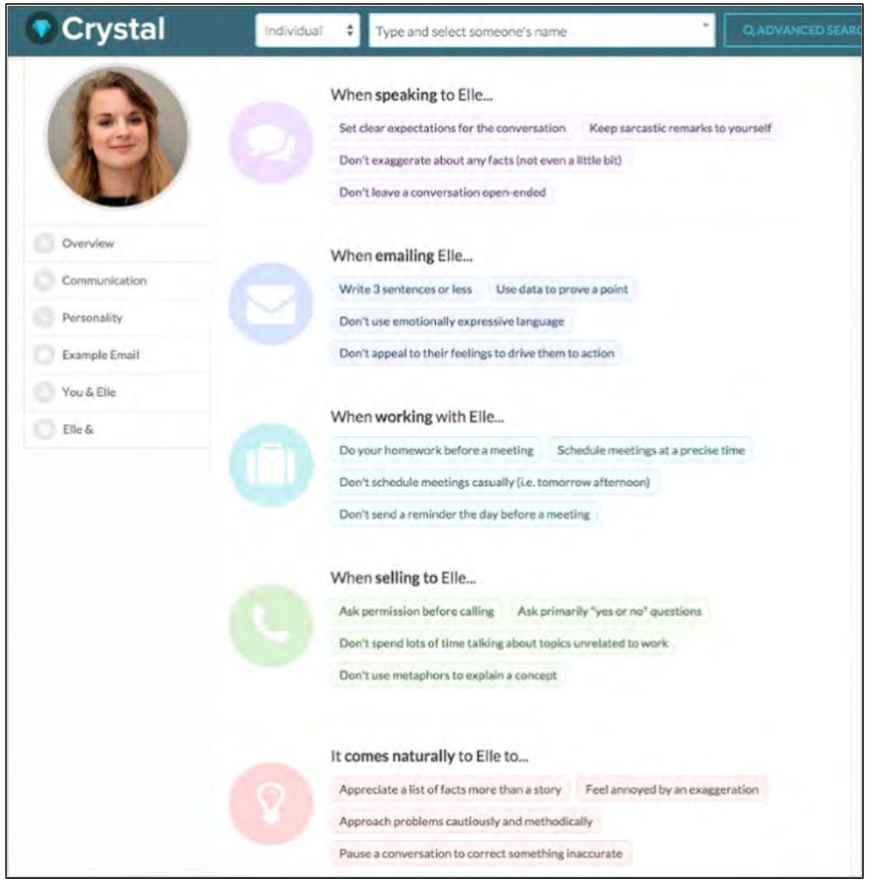
Generative AI can act like You (or a human representing you or your business) to:

- Define a Person's Buyer Persona to understand how to best approach &/or communicate with them (CrystalTalks.com or Human.ai)

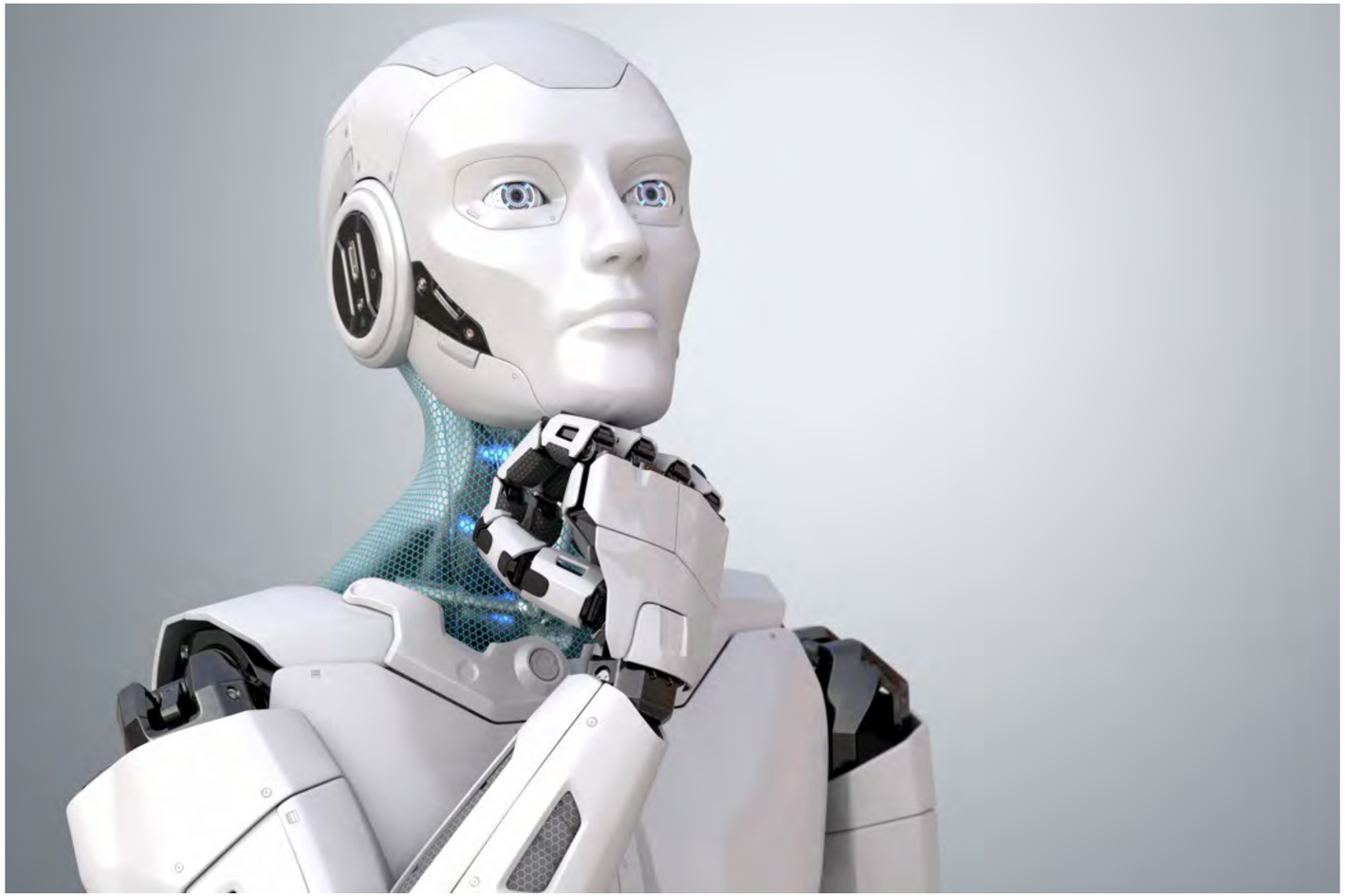


COMING SOON: PERSONALIZED COMMUNICATIONS





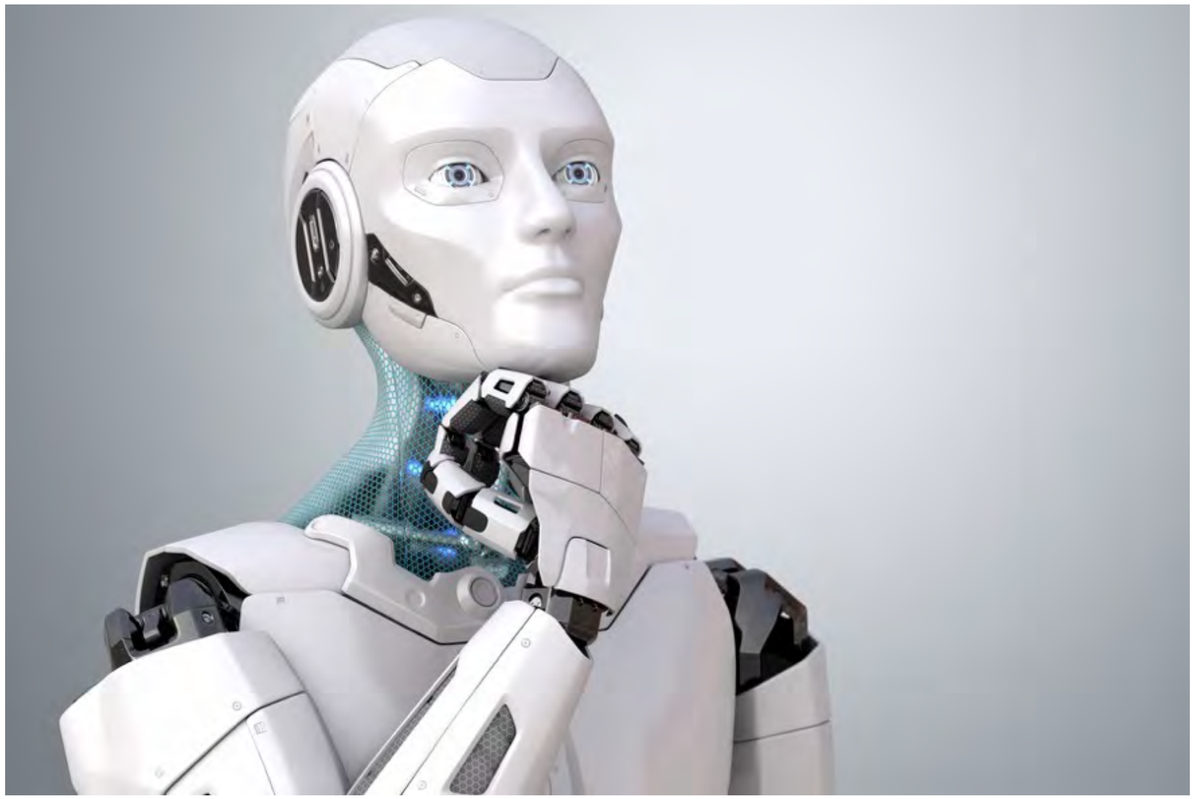
Problem Solving



Problem Solving

Generative AI can:

- Answer questions
- Solve problems
- Do math
- Provide projections
- Provide advice
- And more



14

CONDUCT RESEARCH & PROJECTS

CONDUCT RESEARCH & PROJECTS

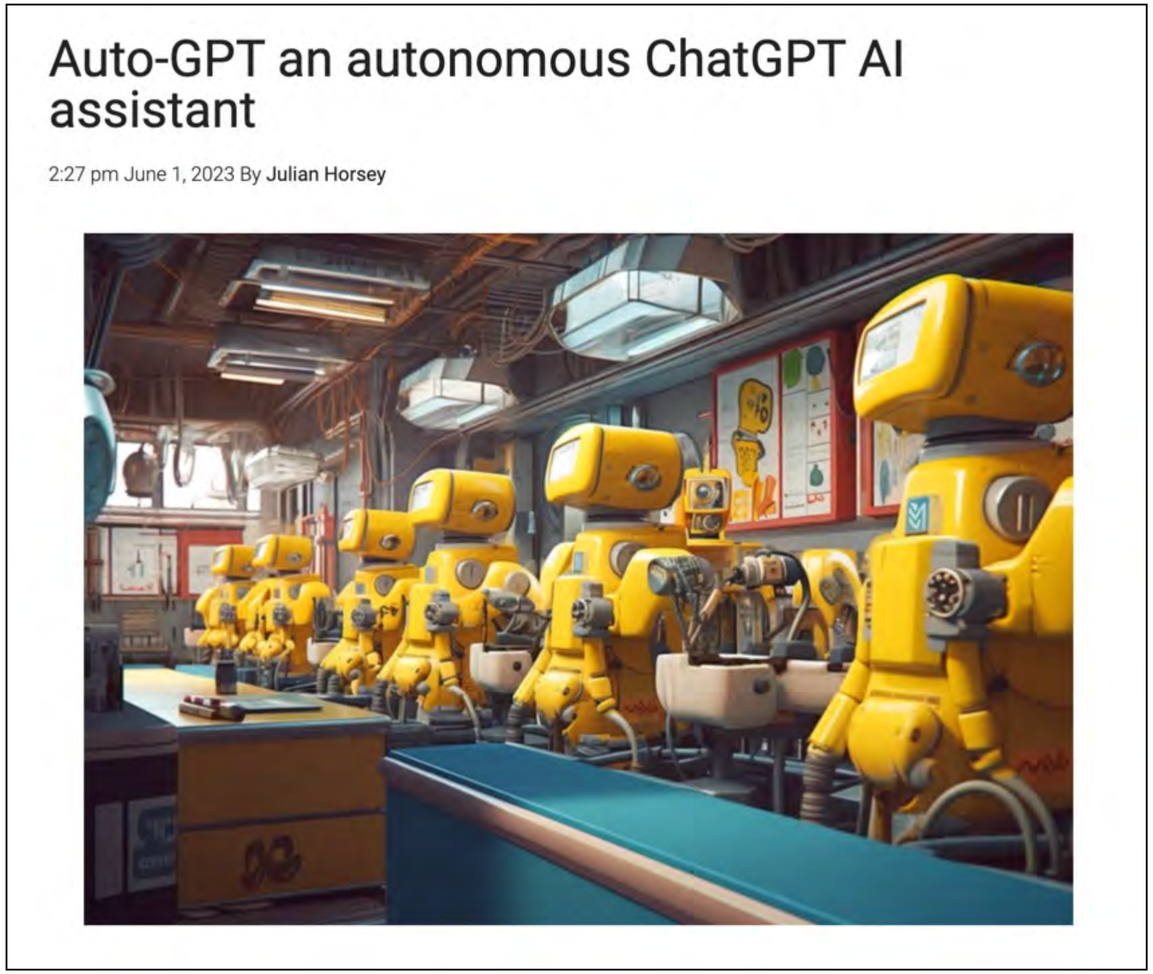
Generative AI can:

- Conduct research
- Do full projects
- And more

CONDUCT RESEARCH & PROJECTS

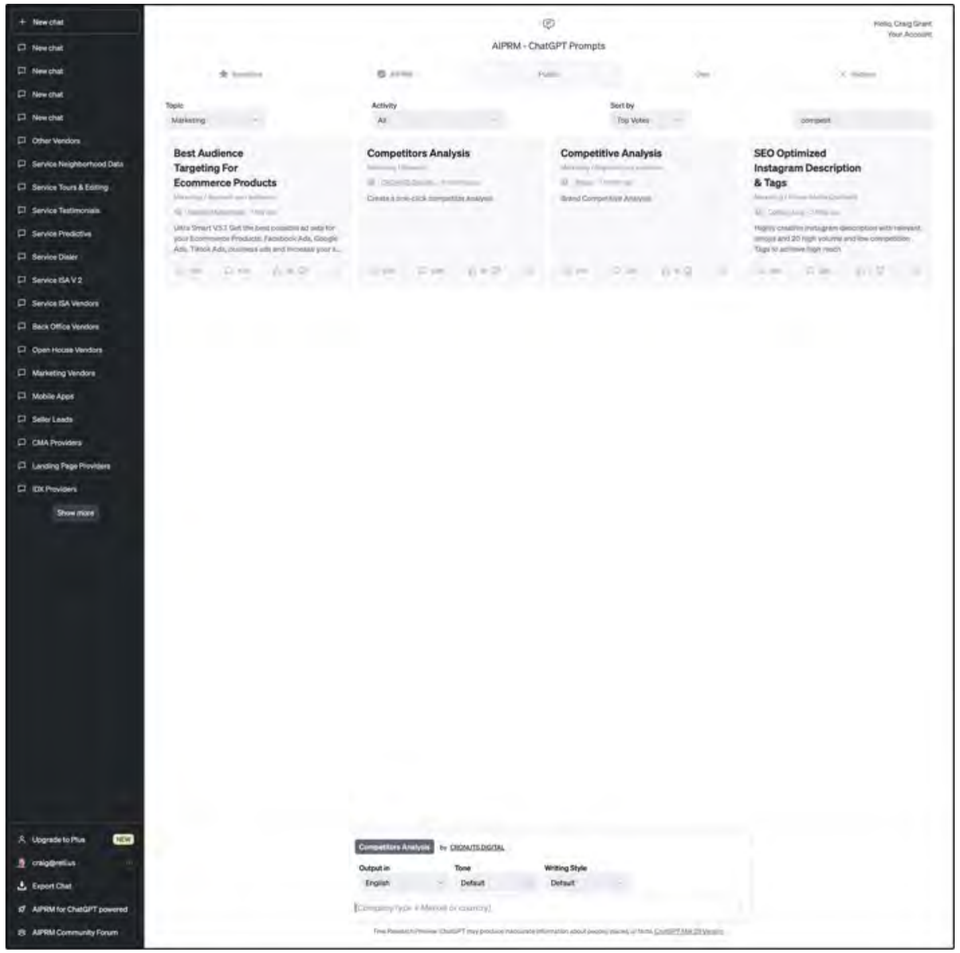
Auto-GPT

An autonomous AI assistant can not only do routine tasks, research and projects but even do them without real-time human prompts or interaction



Business Planning & More

Business Planning & More



Create an annual business plan for a seasoned real estate agent who is wanting to increase their market share in the senior retiree and gated communities in Stuart, FL

IDENTIFY POTENTIAL RISKS & THREATS

IDENTIFY POTENTIAL RISKS & THREATS

Generative AI can:

- Conduct a SWOT Analysis to help you identify your Strengths, Weaknesses, Opportunities, & Threats to your business
- Conduct Market research
- Conduct Competitor research
- And more

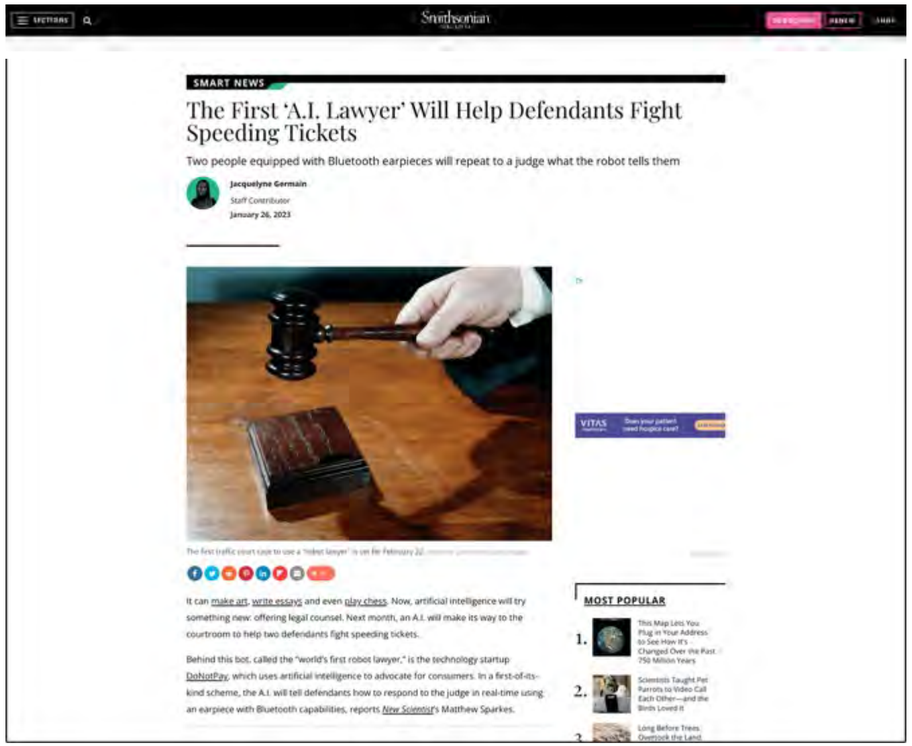
17

PROVIDE LEGAL ADVICE & GUIDANCE

PROVIDE LEGAL ADVICE & GUIDANCE

Generative AI can:

- Pass the American Bar Exam
- Understand and interpret laws & policies
- Provide in-depth or summarized reviews of documents & papers
- Provide advice &/or guidance on complex topics
- DoNotPay.com the 1st AI Lawyer



Smithsonian

SMART NEWS

The First 'A.I. Lawyer' Will Help Defendants Fight Speeding Tickets

Two people equipped with Bluetooth earpieces will repeat to a judge what the robot tells them

Jacquelyne Germain
Staff Contributor
January 26, 2023

It can make art, write essays and even play chess. Now, artificial intelligence will try something new: offering legal counsel. Next month, an A.I. will make its way to the courtroom to help two defendants fight speeding tickets.

Behind this bot, called the "world's first robot lawyer," is the technology startup DoNotPay, which uses artificial intelligence to advocate for consumers. In a first-of-its-kind scheme, the A.I. will tell defendants how to respond to the judge in real-time using an earpiece with Bluetooth capabilities, reports *New Scientist*'s Matthew Sparkes.

MOST POPULAR

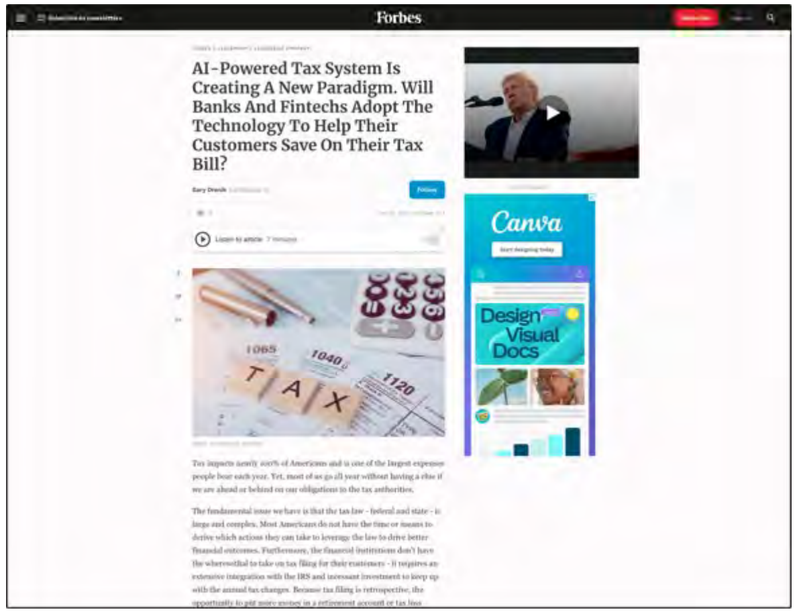
18

PROVIDE FINANCIAL ADVICE & GUIDANCE

PROVIDE FINANCIAL ADVICE & GUIDANCE

Generative AI can:

- Pass the CPA exam
- Understand and interpret tax laws & policies
- Provide in-depth or summarized reviews of documents & papers
- Provide advice &/or guidance on the stock market, investments, & financial trends
- FlyFin.tax & AITax.com are the 1st AI CPA/Tax Returns



STREAMLINE TRANSACTIONS

STREAMLINE TRANSACTIONS

Generative AI can:

- Review & summarize contracts
- Help you go through applications
- Identify the best (& worst) potential applicants
- Automate & secure steps in the transaction
- Automate communication & follow up during and after the transaction
- And more

SECURING TRANSACTIONS

SECURING TRANSACTIONS

Several industry vendors are actively working on automating & securing most (if not all) steps in real estate transactions in the blockchain

21

IMPROVE HOW WE EVALUATE PROPERTIES

IMPROVE HOW WE EVALUATE PROPERTIES

AI-driven algorithms can analyze large datasets to provide more accurate property valuations models based on trends, market conditions, & comparative analytics to help a potential buyer, seller, renter, or investor to make informed decisions on which properties to invest in (and when) that will produce the best ROI short & long term.

IMPROVE HOW WE EVALUATE PROPERTIES

Plus by analyzing imagery of a property & its competition/comps **AI can**:

- Identify the property condition
- Elements within the images such amenities, fixtures, upgrades, & improvements
- Details (make, condition, & materials) of those elements
- And more

IMPROVE HOW WE EVALUATE PROPERTIES

Then use this information to attach actual values to the property & compare it to those of neighboring properties

This will revolutionize how CMAs & Appraisals are done.

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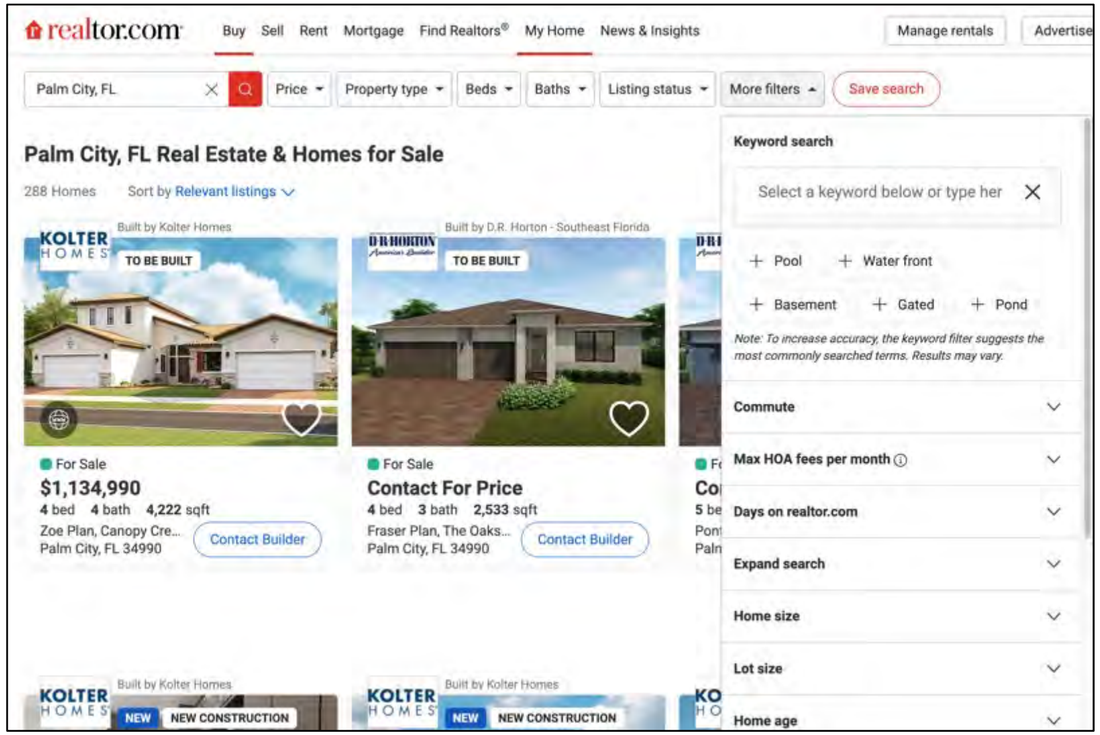
IMPROVE HOW PROPERTY SEARCH IS DONE

IMPROVE HOW PROPERTY SEARCH IS DONE

Currently property search tools (MLS or public IDX) are limited by the information gathered by the real estate agent & entered into the MLS which has a set number or fields.

Which means the ability to search is limited to those same fields in a property search form.



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IMPROVE HOW PROPERTY SEARCH IS DONE

By using AI & image detection it will expand a users ability to search for things that are not entered into the MLS.

This will completely change the way we search for properties & potentially eliminate search forms & make it much more conversational in nature.

IMPROVE HOW PROPERTY SEARCH IS DONE

For example, this type of search is currently not possible, but it will be soon:

"Find me a home that is at least 4 bd, 3 ba, over 3000 sq ft, has an infinity pool, raised hot tub with a waterfall, white cabinets & granite counter tops in the kitchen, & has a marble fireplace & bamboo floors in the master bedroom"

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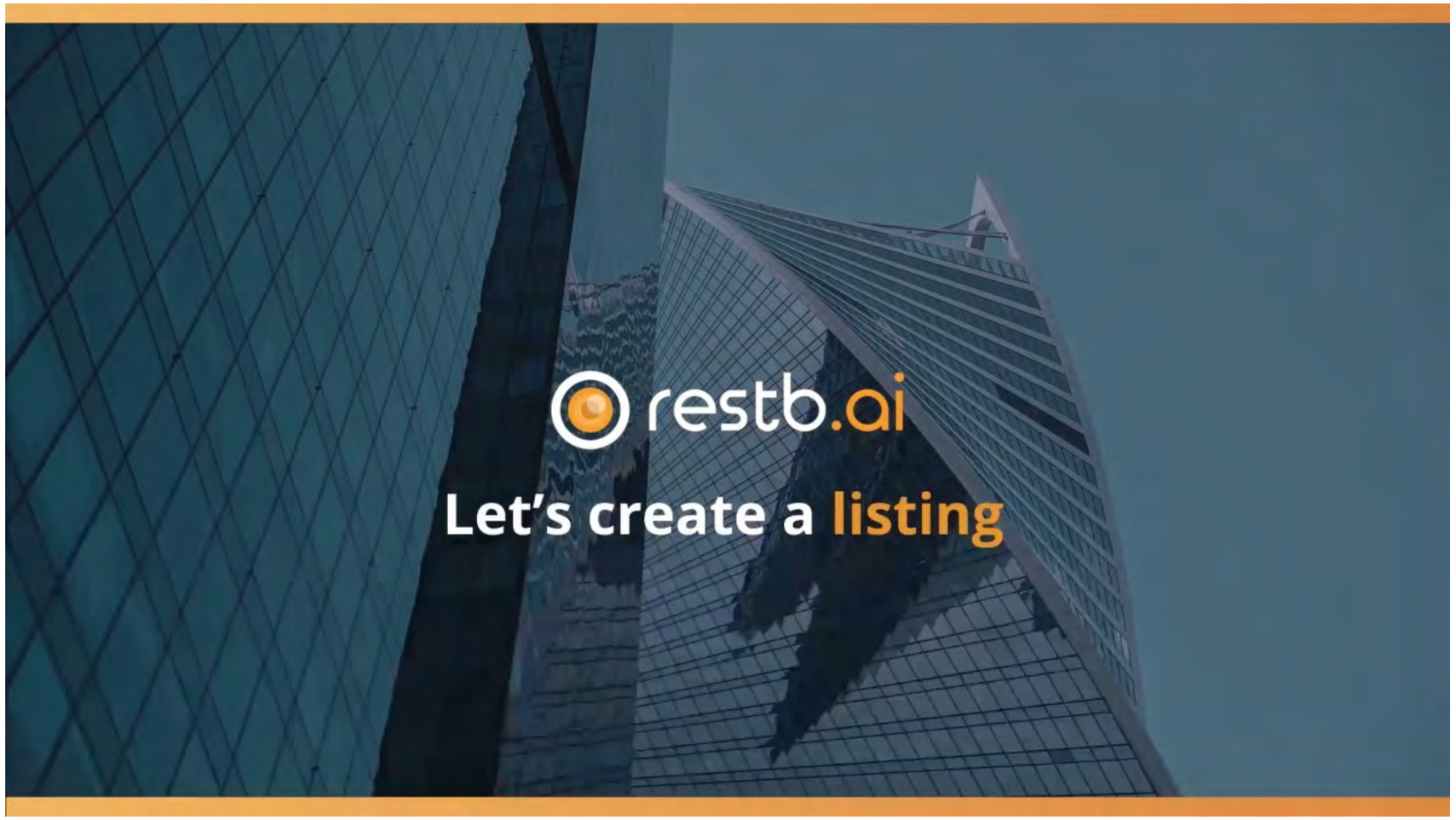
restb.ai

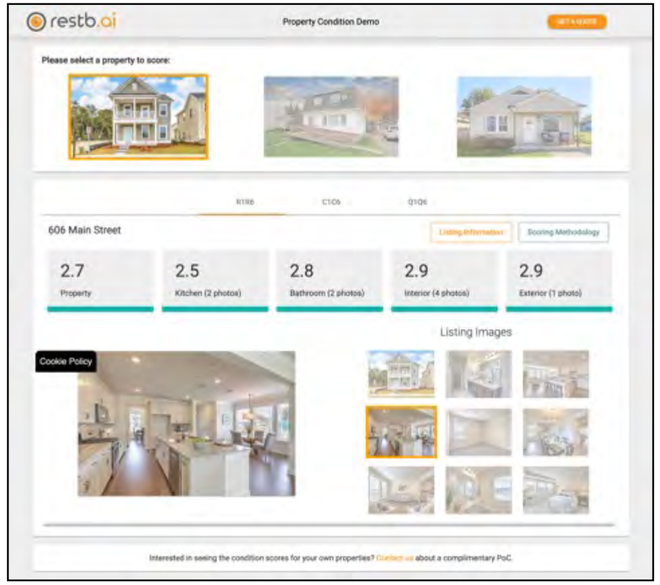
Crown molding cabinets
Ceiling fan
Crown molding cabinets
White cabinets
Range hood
Raised cabinets
Tv
U shaped kitchen
Refrigerator
Natural light
Stovetop
acksplash
Microwave
Double oven
Sink
Countertops
Kitchen island
Kitchen bar
Dishwasher
Tile floor

Beamed ceiling
Coffered ceiling
Tv
Built in shelves
Natural light
Fireplace
Hardwood floor
Hardwood floor

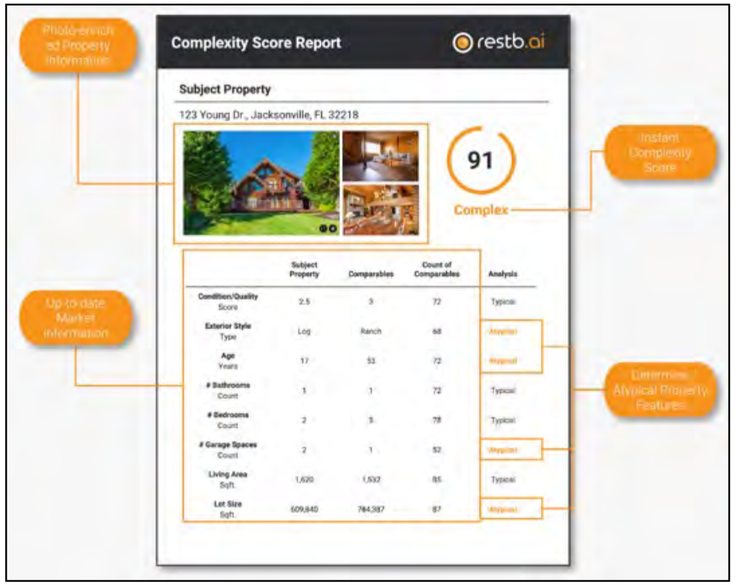
IMPROVE HOW CREATE/ENTER PROPERTIES

restb.ai




restb.ai
Property Condition Demo
Please select a property to score:
606 Main Street
2.7
Property
2.5
Kitchen (2 photos)
2.8
Bathroom (2 photos)
2.9
Interior (4 photos)
2.9
Exterior (1 photo)
Listing Images
Cookie Policy

Luxury
Excellent
Good
Average
Poor
Disrepair
Property Quality / Condition Score
And dive deeper into individual properties


Complexity Score Report
restb.ai
Subject Property
123 Young Dr., Jacksonville, FL 32218
91
Complex
Instant Complexity Score
Up-to-date Market Information
Determine Atypical Property Features

CLIENT (OR LEAD) SERVICING

CLIENT (OR LEAD) SERVICING

Seeing as AI tools help you be more efficient in your content creation, marketing, tasks, etc. it means you have more time to best serve the customer or lead

TOP 23 THINGS AI CAN DO IN REAL ESTATE

1. Automating Tasks
2. Identifying Content Ideas
3. Content Creation
4. Property Descriptions
5. Providing Imagery
6. Marketing Materials
7. Marketing Planning & More
8. Video with AI
9. Write (or Edit) Code
10. Optimize the Office
11. Optimize Time & Task Management

TOP 23 THINGS AI CAN DO IN REAL ESTATE

12. Improve & Prioritize Communications
13. Problem Solving
14. Conduct Research & Projects
15. Business Planning & More
16. Identify Potential Risks & Threats
17. Provide Legal Guidance
18. Provide Financial Guidance
19. Streamline Transactions
20. Securing Transactions
21. Improve How We Evaluate Properties
22. Improve How We Search for Properties
23. Client (or Lead) Servicing

Craig Grant

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CraigGrant.info or RETI.us

To download this presentation or connect with Craig, go to **RETI.us/cgevent** or scan the QR Code

THANK YOU!