Al in Real Estate: Practical Applications You Can Use Today



Presented by:



Al in Real Estate: Practical Applications You Can Use Today





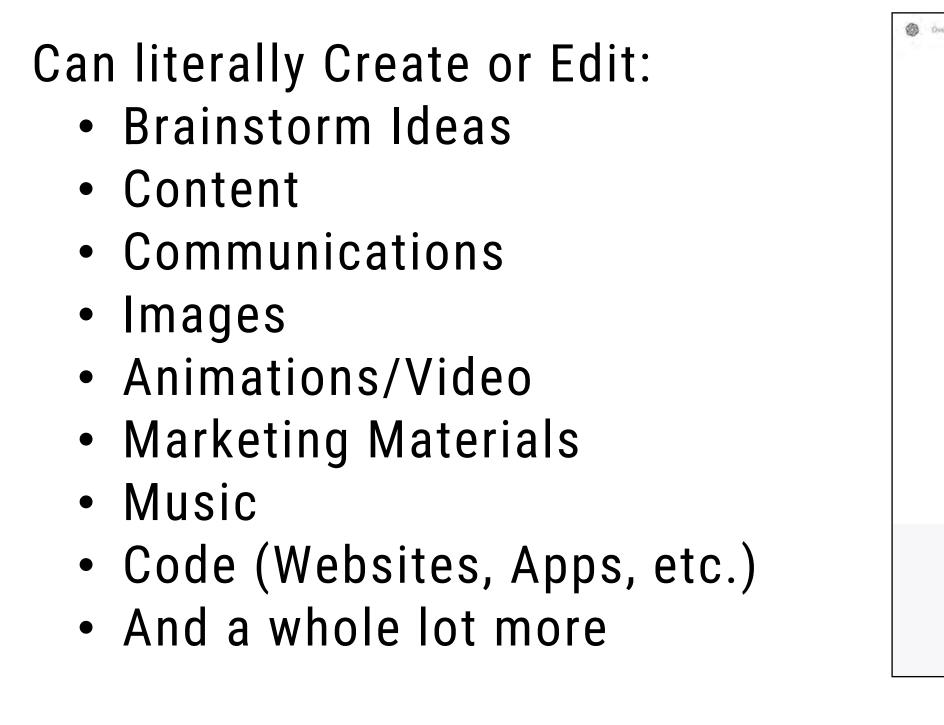


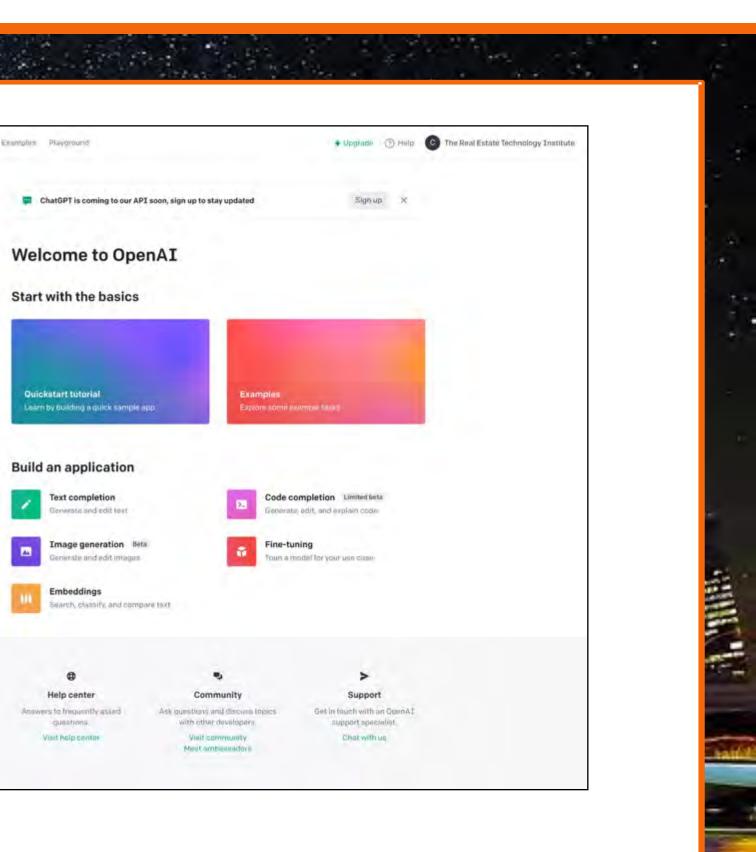
Craig@RETI.us CraigGrant.info or RETI.us



AIGGRA

GENERATIVE AI PLATFORMS (Not just ChatGPT)





Documentation

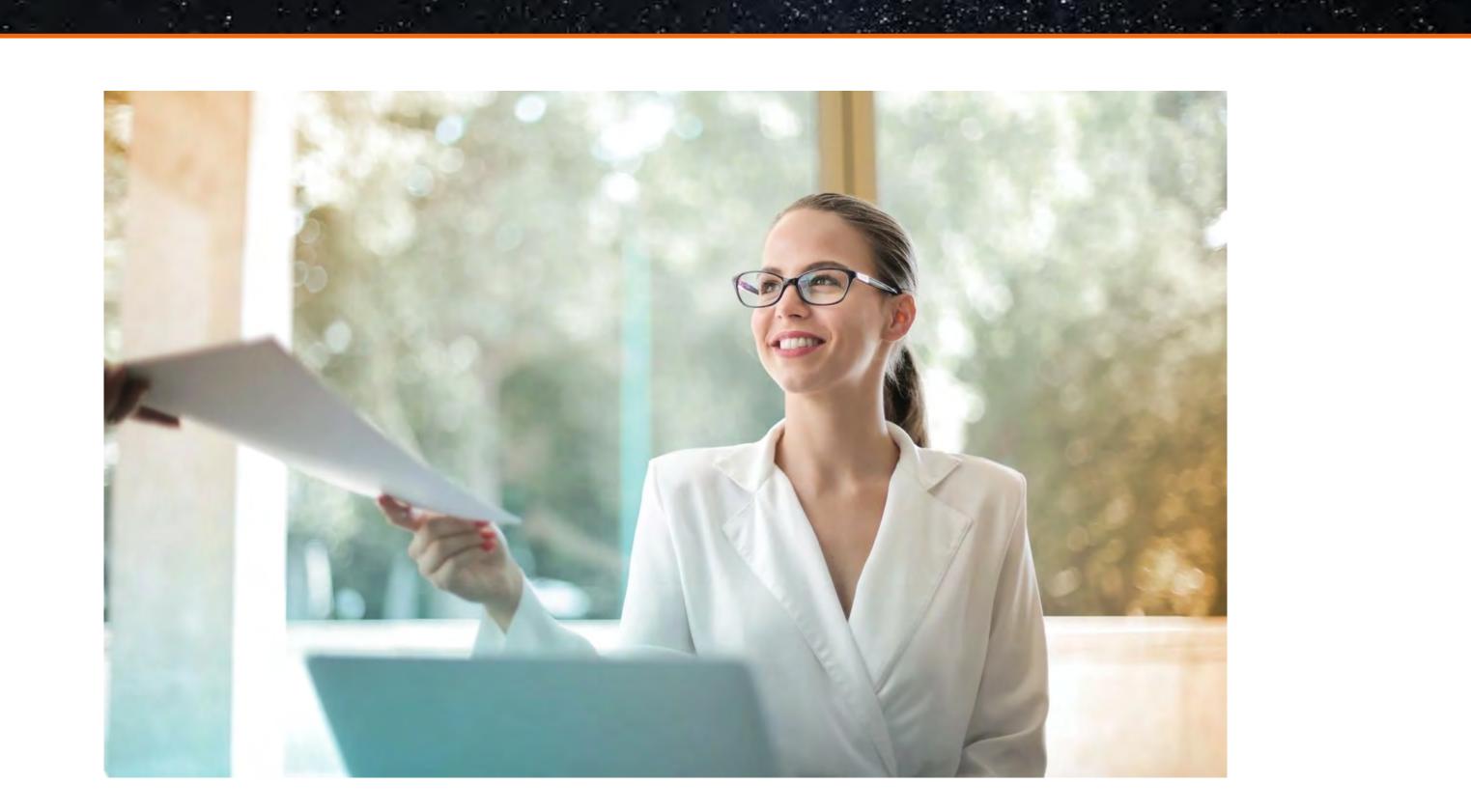
GENERATIVE AI PLATFORMS (Not just ChatGPT)

Really, their only limitation is your imagination!



23 Ways **Al Can Be Used** or is Impacting **REAL ESTATE**

AUTOMATING TASKS





AUTOMATING TASKS

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- something you do all the have to respond to the same texts on a daily basis?
- eate a prompt that can te that task and help you ot of time!

FIND AN AI SOLUTION FOR ANYTHING

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FIND AN AI SOLUTION FOR ANYTHING



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



Use ChatGPT to summarize YouTube videos

Summary of video

This Is How Rihanna Became A **Pop-Culture Icon**

Chapter 1 Who is RIHANNA?

Rihanna is a Barbadian singer, songwriter, actress, and businesswoman. She is one of the world's bestselling music artists, having sold over 250 million records worldwide.

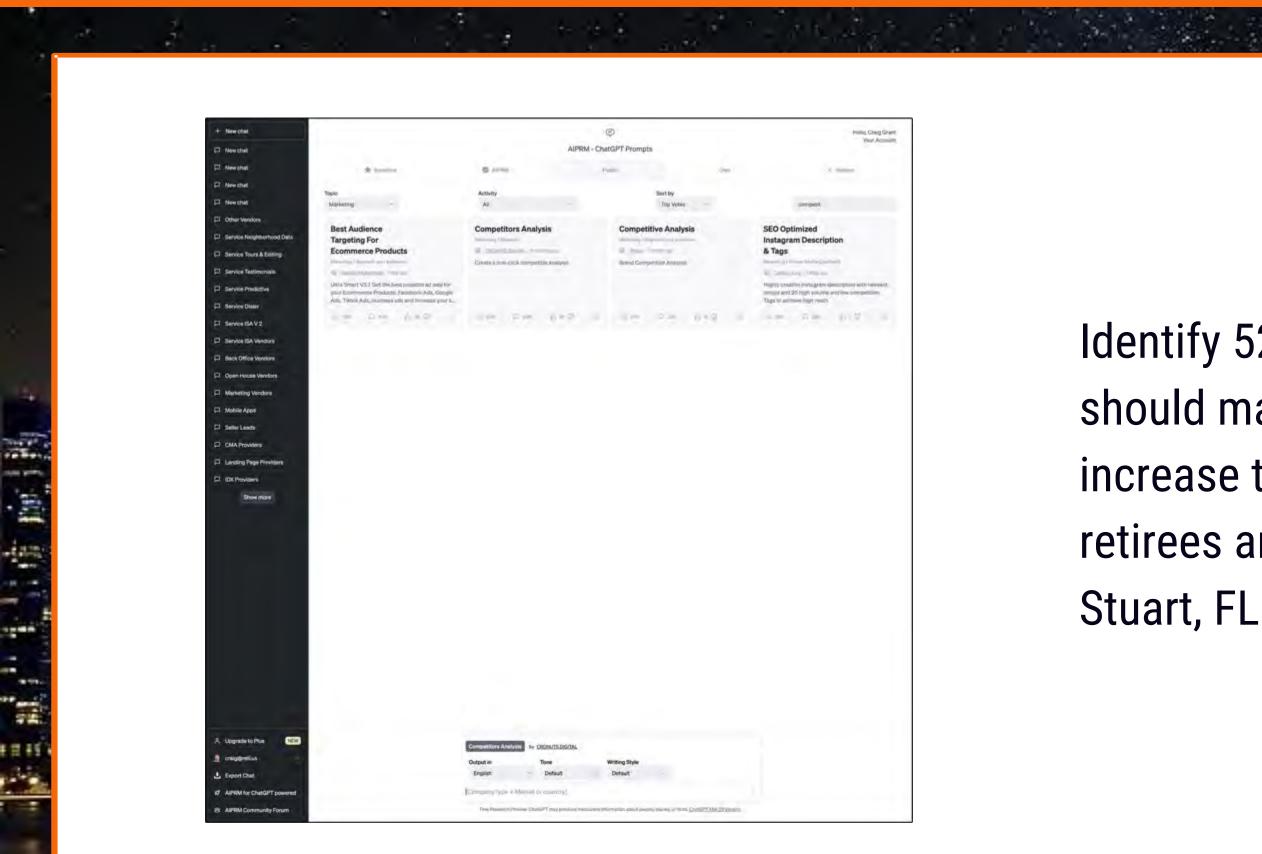
Chapter 2 What are her masterpieces?

Rihanna is best known for her hit singles, such as "Umbrella", "We Found Love", "Diamonds", "Stay", and "Work". She has also released several successful albums, including Music of the Sun, A Girl Like Me, Good Girl Gone Bad, Gene Lo

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

IDENTIFYING CONTENT IDEAS

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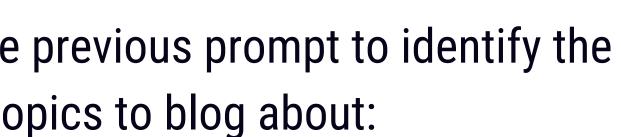


- It can help create including: Social Media Posts • Blog Writing • Video Script Writing • Ad Copy
- - Emails

 - Text Responses • Phone Scripts • And a whole lot more!



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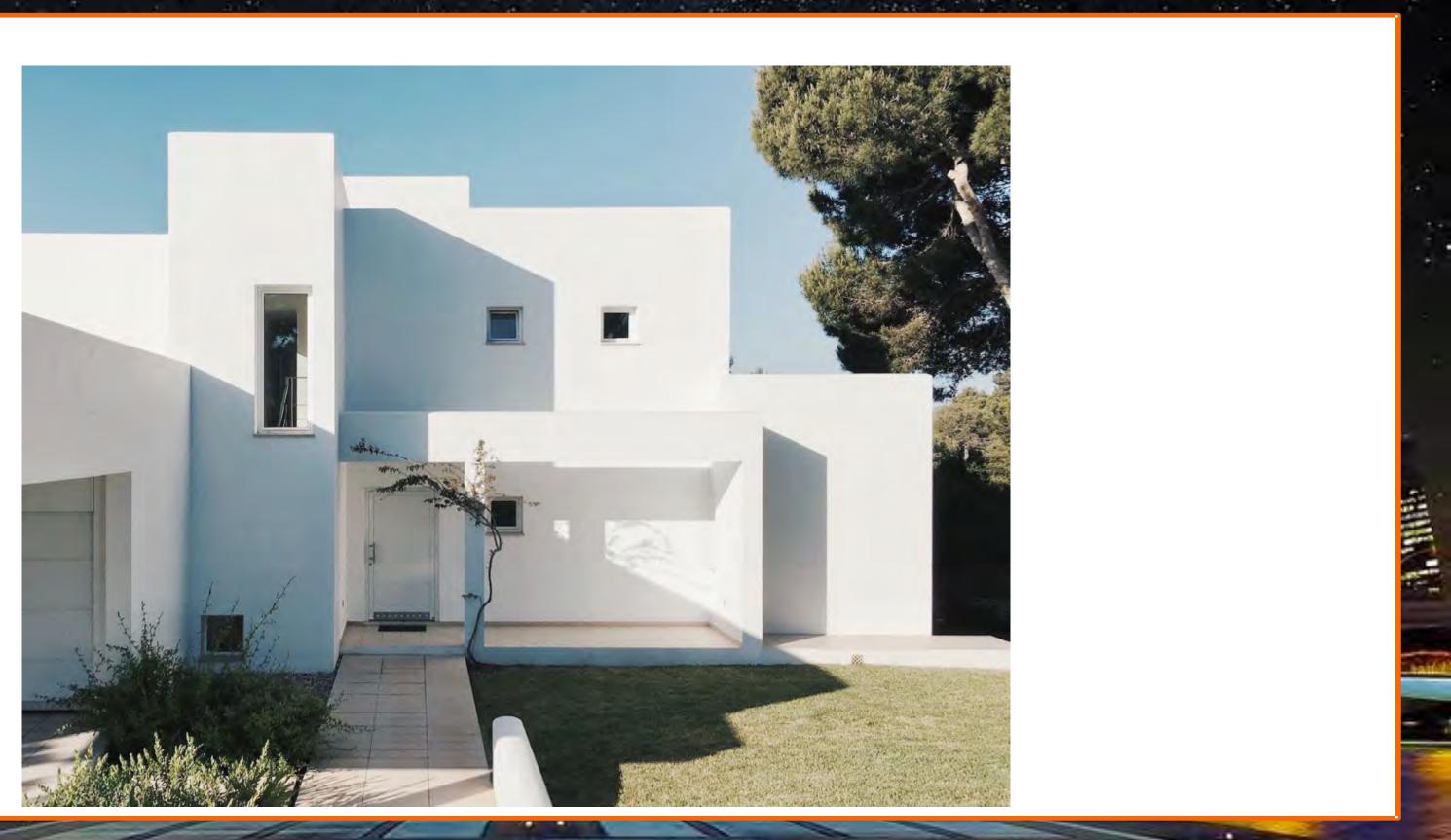
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Property Descriptions





Property Descriptions

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Property Descriptions

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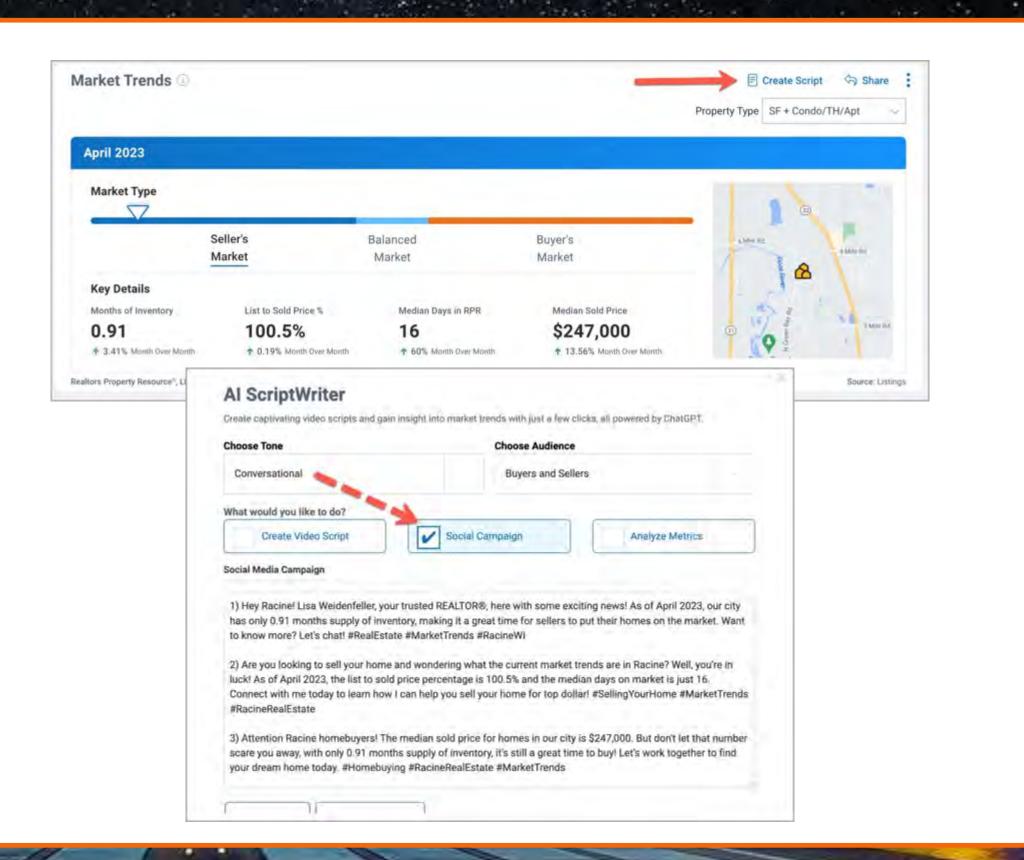
v create a YouTube script for property



narrpr.com



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







RPR



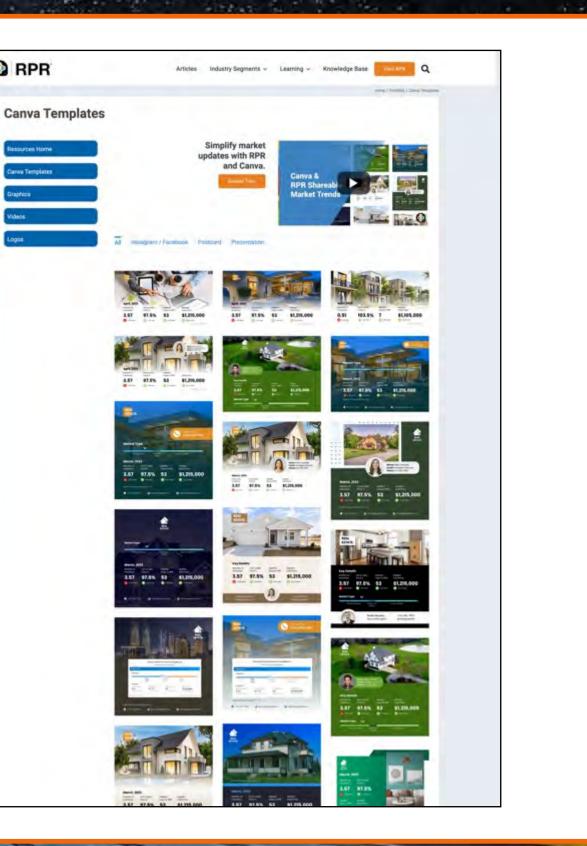
Canva Template Library

- Instagram/Facebook
- Post Cards

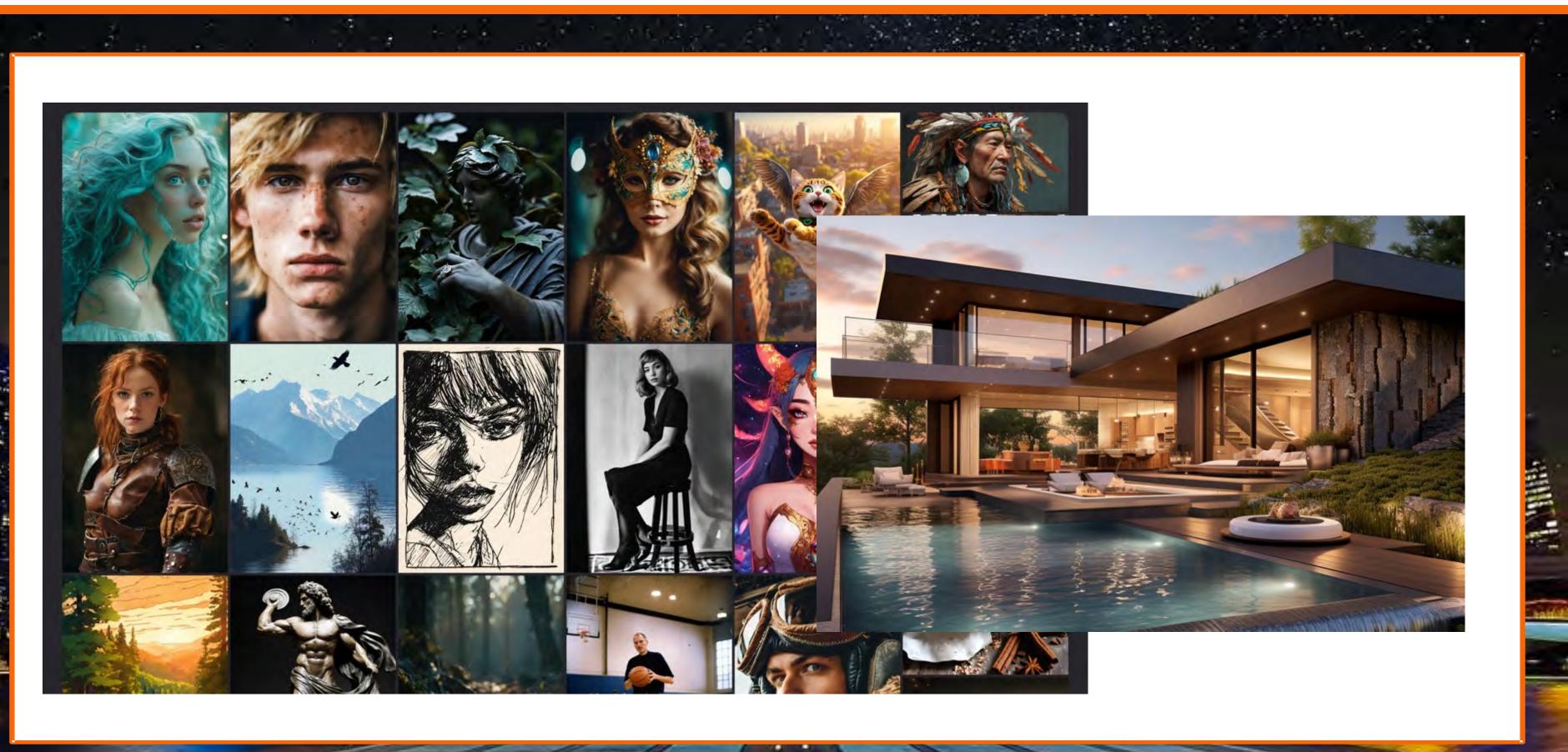
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Providing Imagery



AI IMAGE GENERATORS



Microsoft Designer

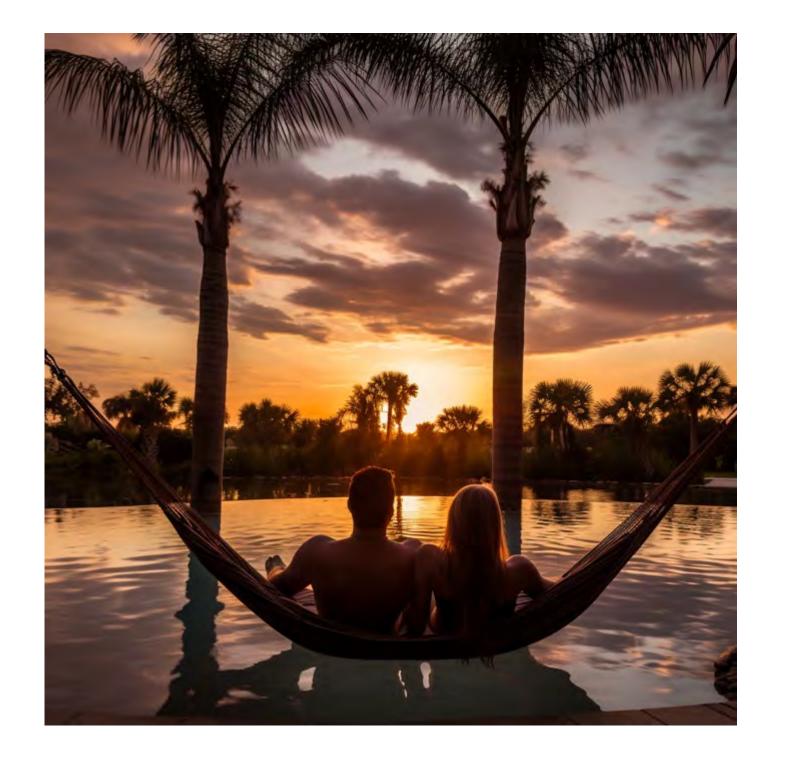
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Providing Imagery

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



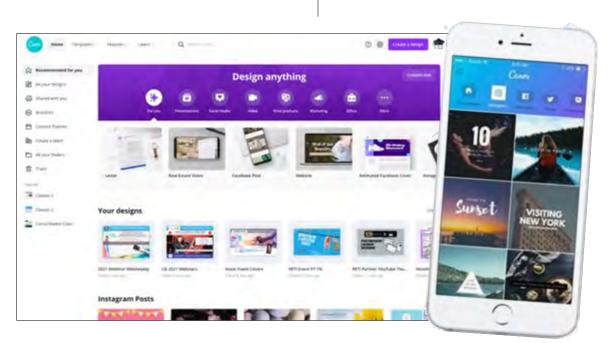




Canva What is Canva?

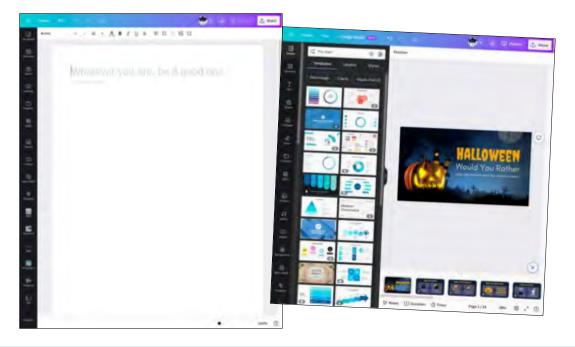
Can create just about any kind of marketing piece:

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



d of marketing piece: Includes Docs Office Programs Word Docs Slide Deck Presentations Spreadsheets

And More

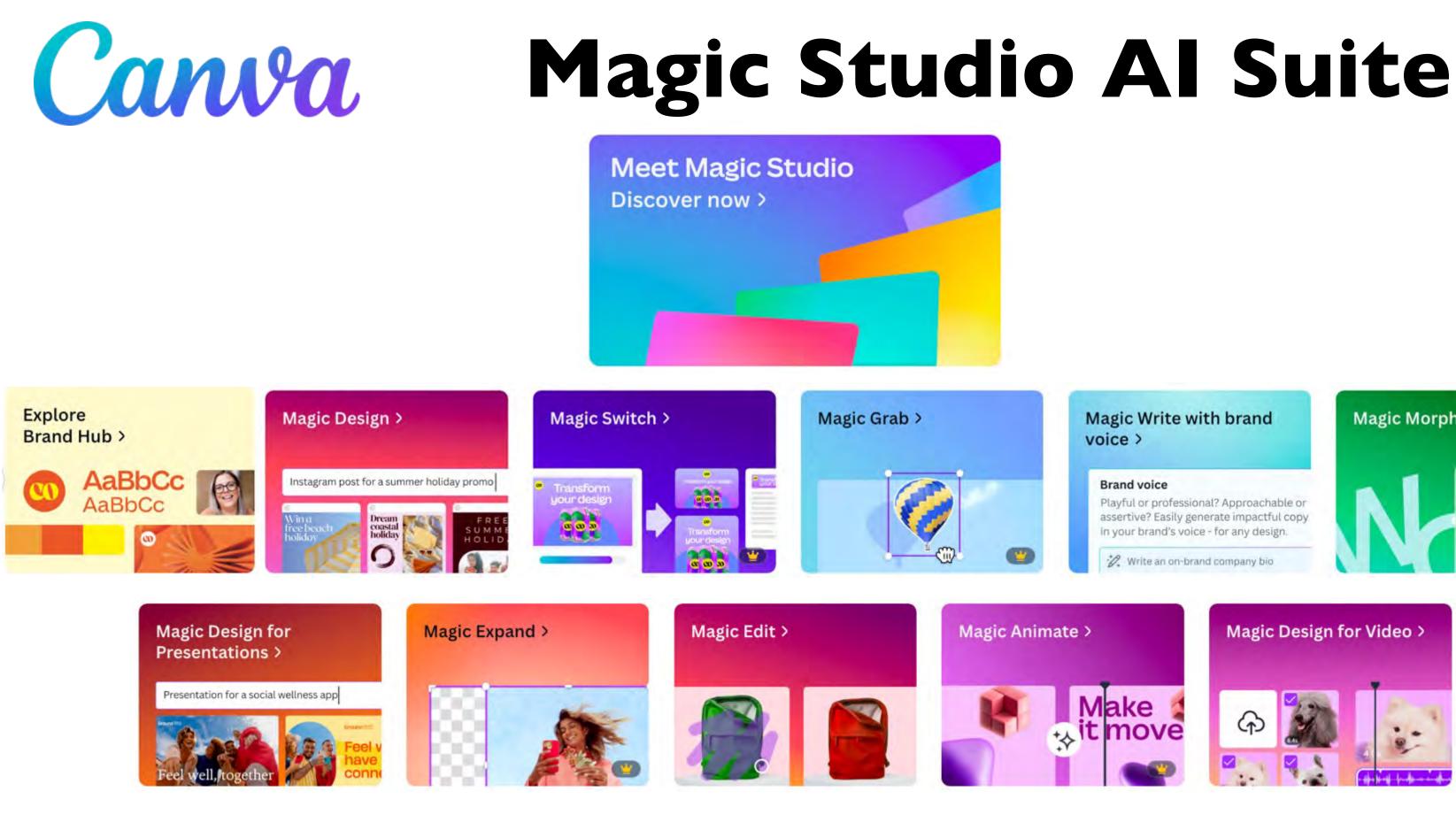


(anna What is Canva Pro?

\$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





Magic Morph >







MARKETING PLANNING & MORE

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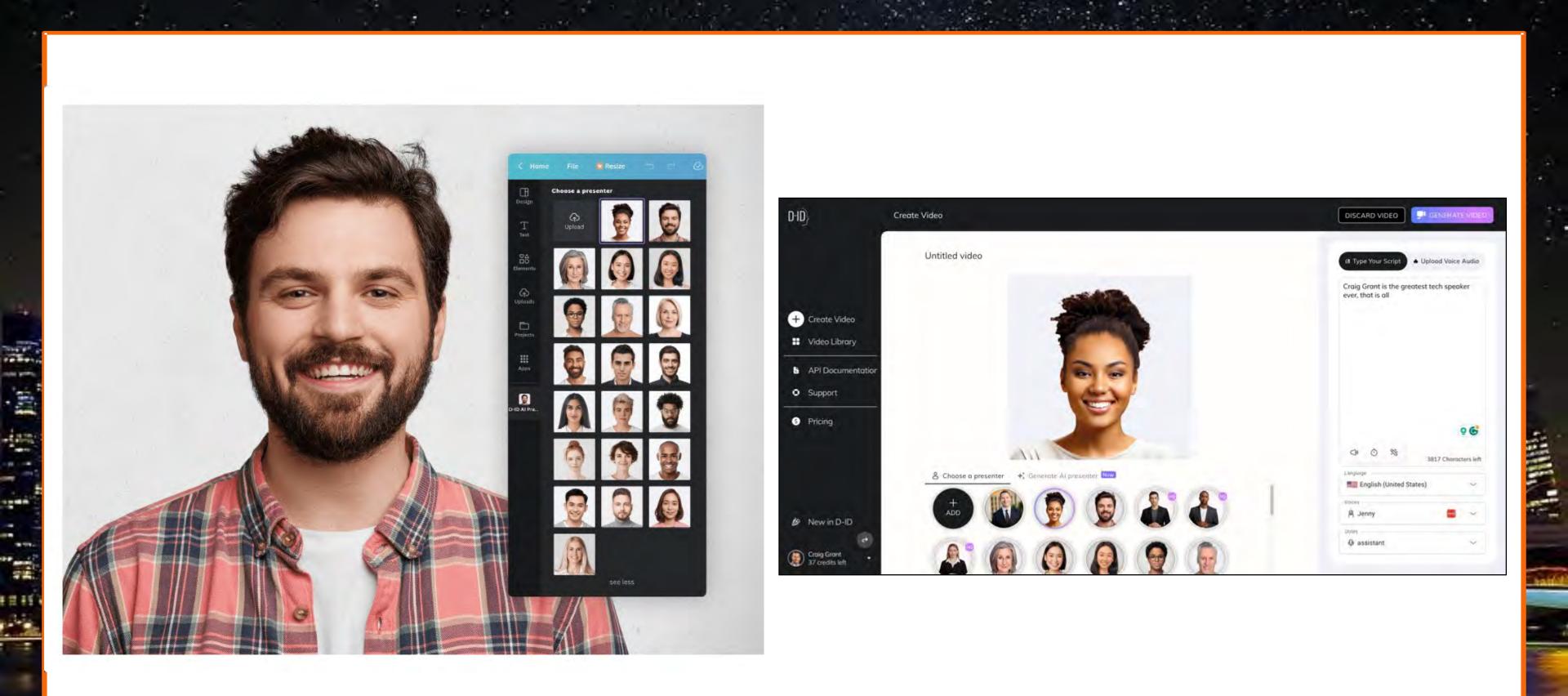
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MARKETING PLANNING & MORE

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VIDEO WITH AI

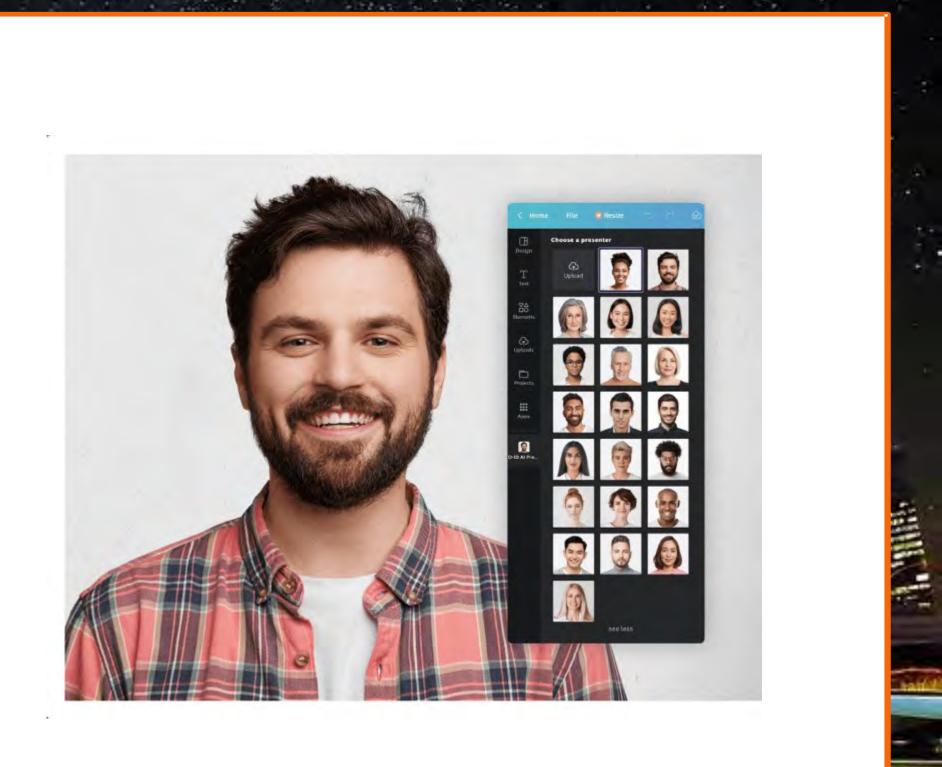


VIDEO WITH AN AI AVATAR

<u>d-id.com</u> & <u>synthesia.io</u> allow you to:

synthesia

- 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

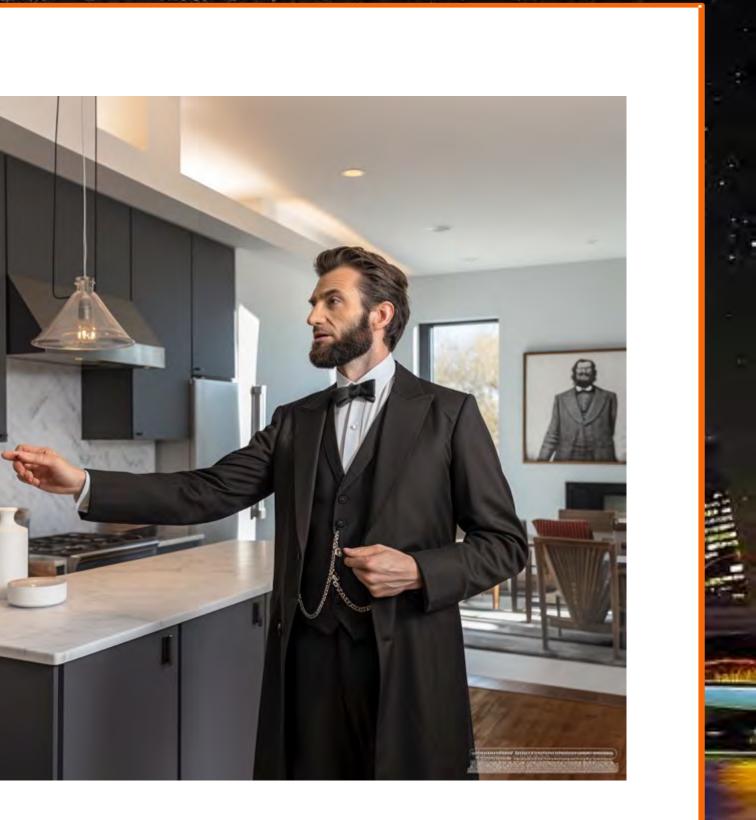




COMING SOON: SELF GUIDED 3D AI AVATAR TOUR

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.



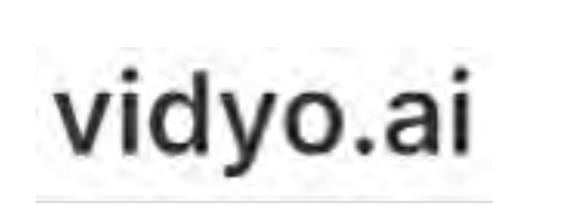
AI VIDEO CREATION + EDITING

descript



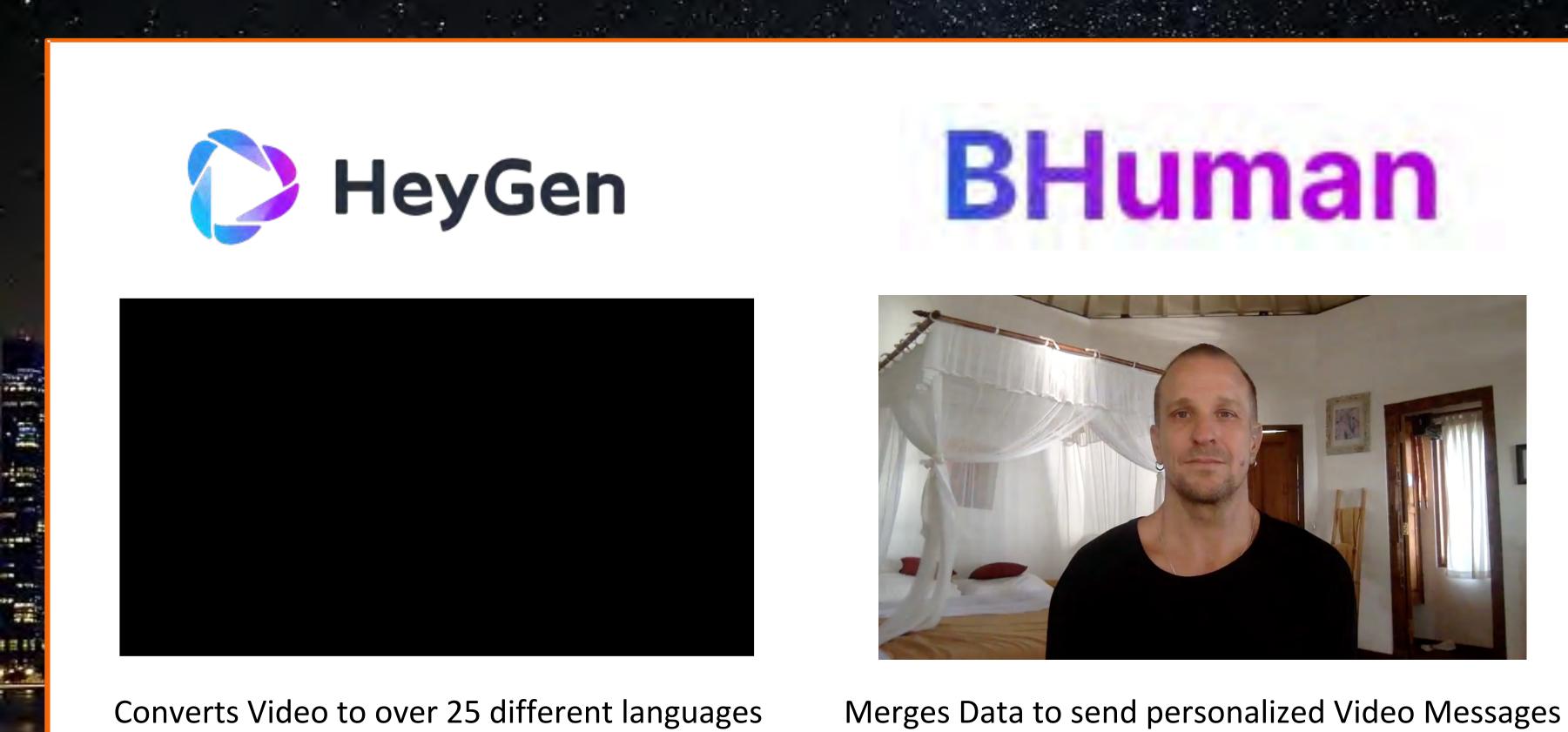
Allow you to:

- 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



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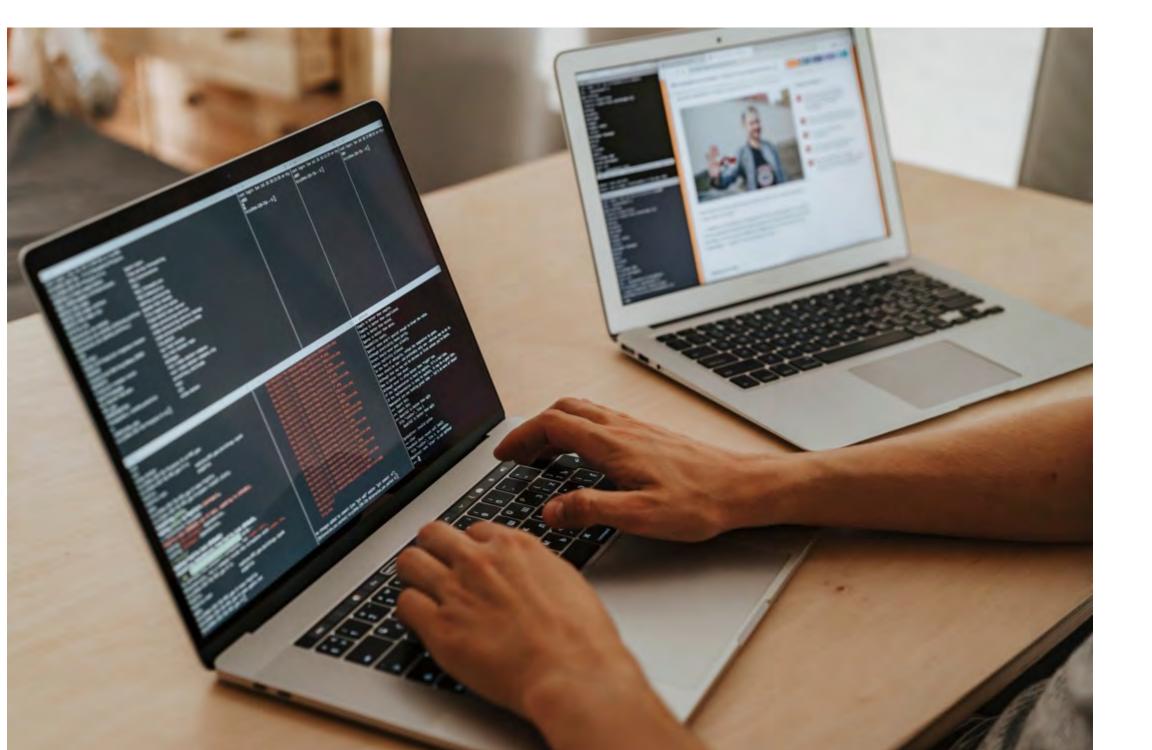
AI TRANSFORMING VIDEO





WRITE (OR EDIT) CODE

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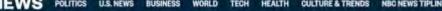




WRITE (OR EDIT) CODE

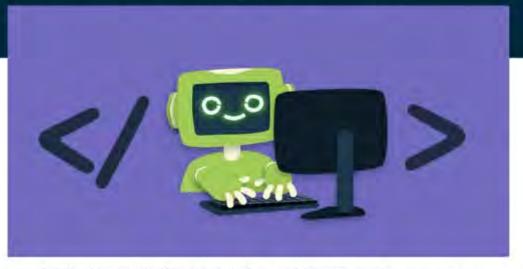
Are you sick of paying someone to build & host your website, have thought about building an app, or have a special project you've been wanting to do but don't have the time, money, skill, or coding knowledge to make it happen?

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



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. Use hyperses / AntChange



Create your free profile o log in to save this article

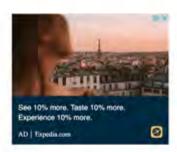
Feb. 1, 2023, 1:40 (9) (5) By Kevin Collier

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.

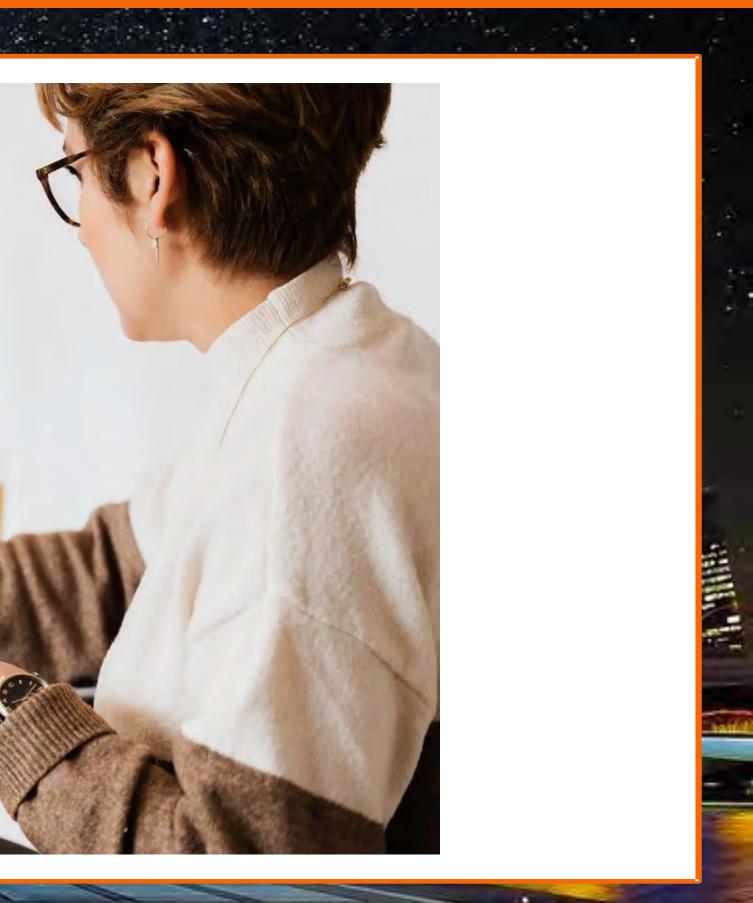
Several of the students had little to no coding background, but he was confident a new tool would make it less of a challenge: He told the students to sign up for ChatGPT.

"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



OPTIMIZE THE OFFICE





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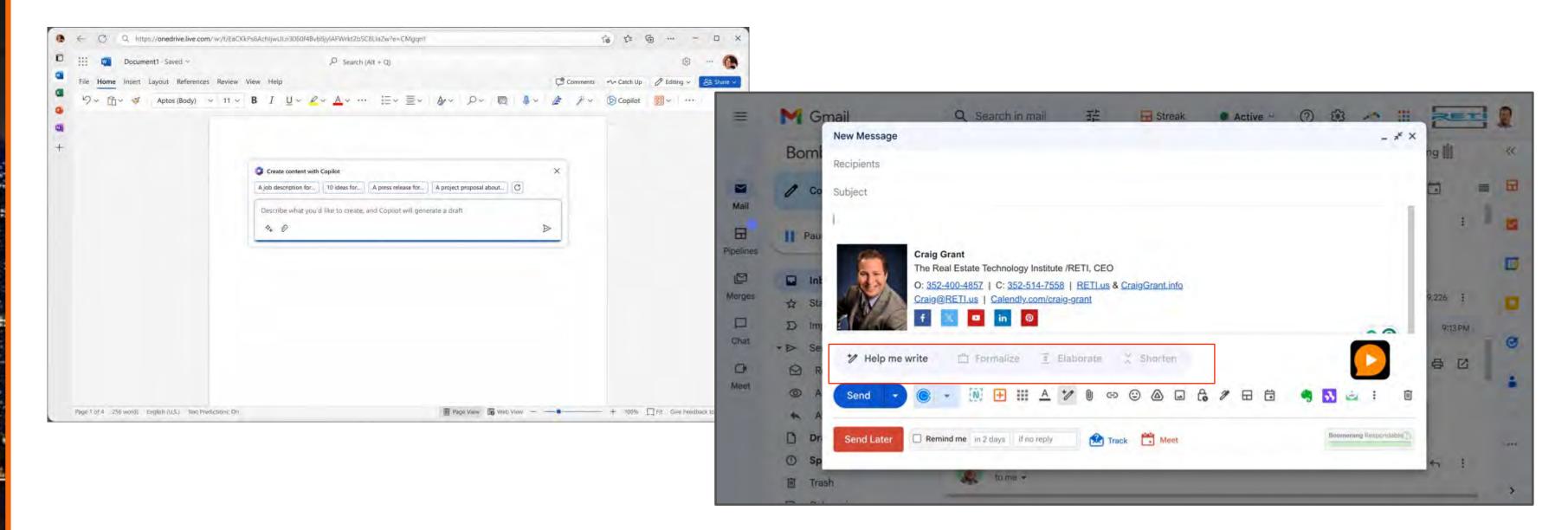
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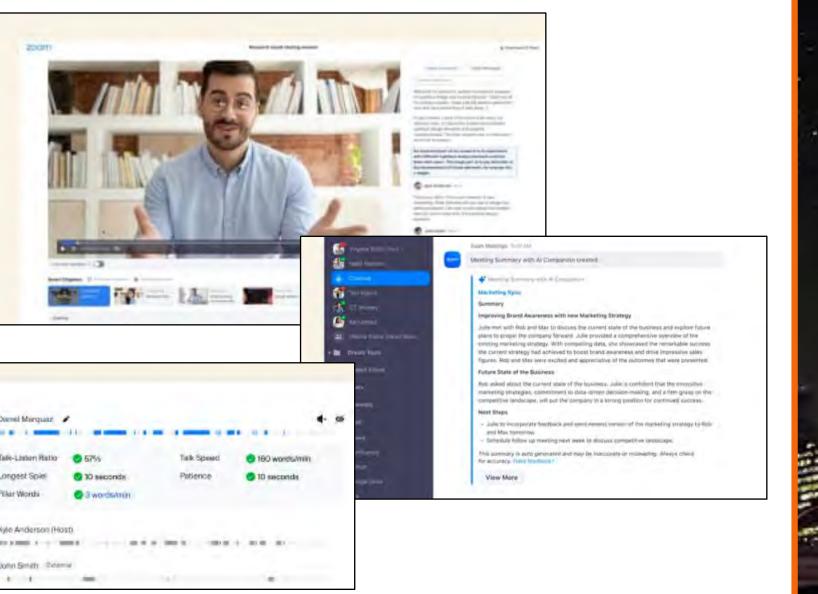


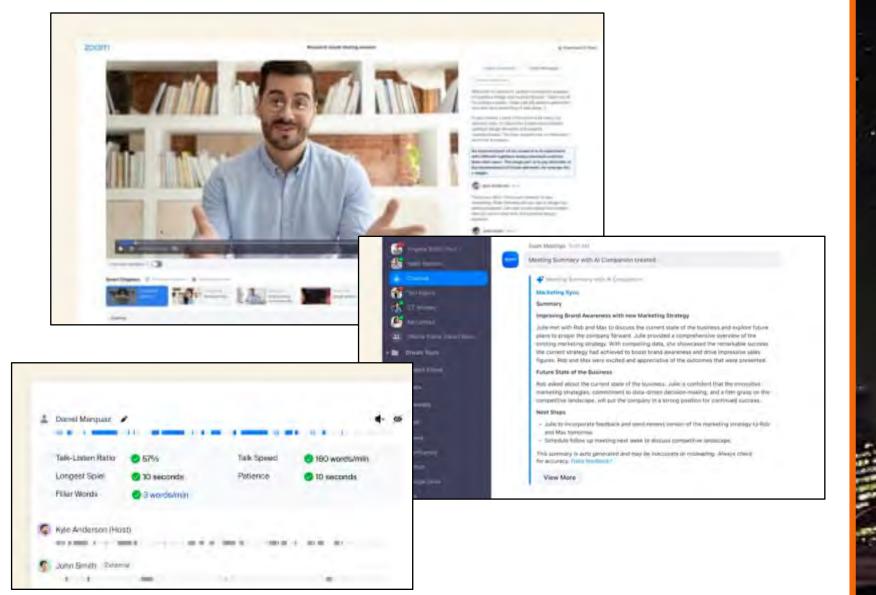
This will fundamentally change the way we work replying to communications, creating documents, spreadsheets, presentations, and more.



OPTIMIZE THE VIRTUAL OFFICE

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

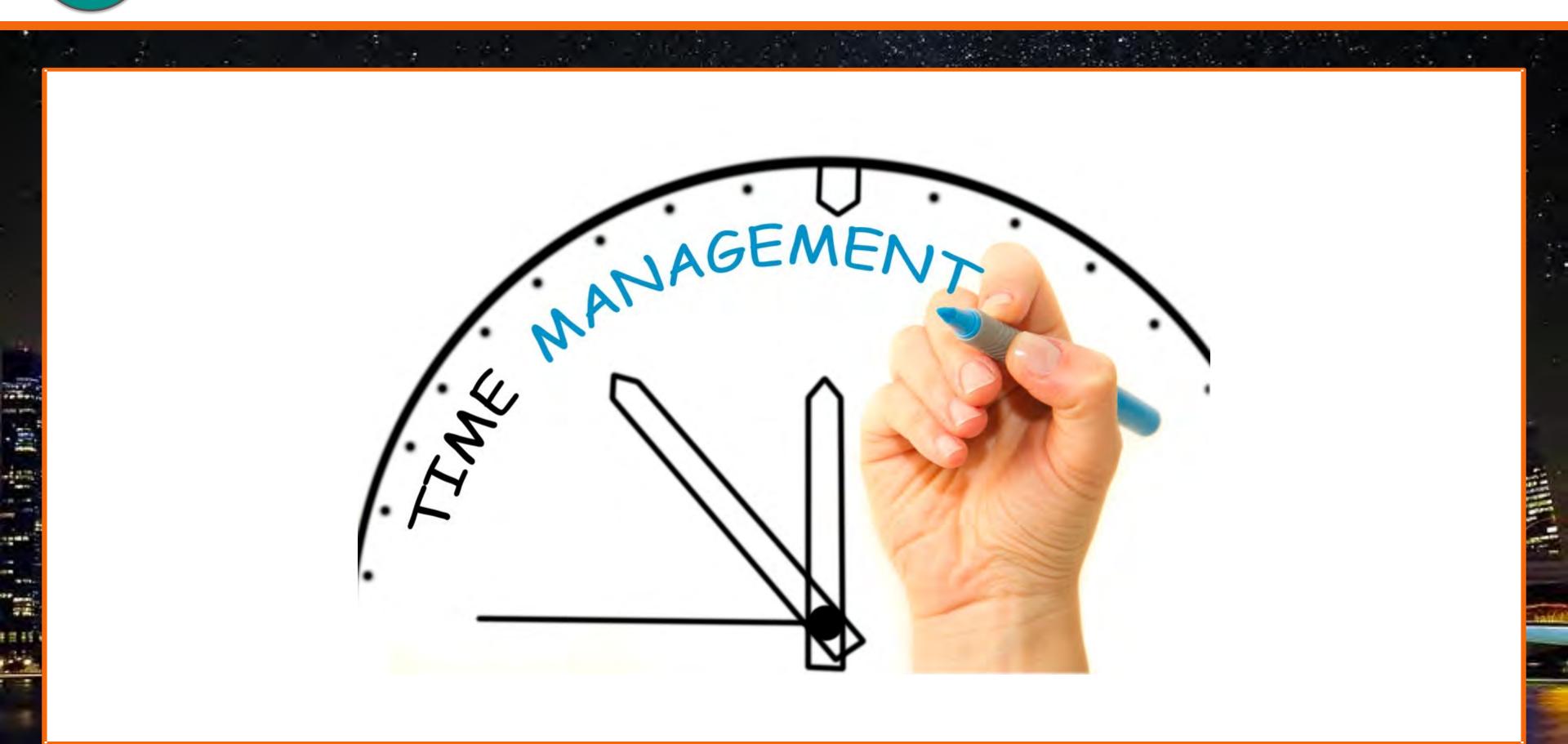




Other programs like Otter.ai and Tactiq.io can integrate into other popular meeting platforms (Zoom, Google Meet, Microsoft Teams, etc.)

Zoom Al Companion

OPTIMIZE TIME & TASK MANAGEMENT

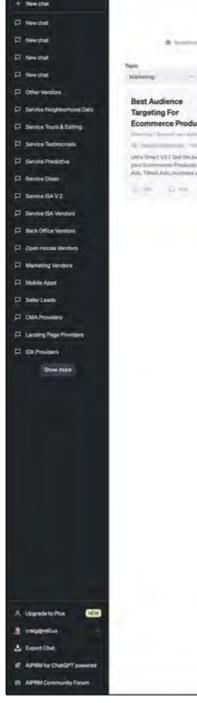


OPTIMIZE TIME & TASK MANAGEMENT

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!

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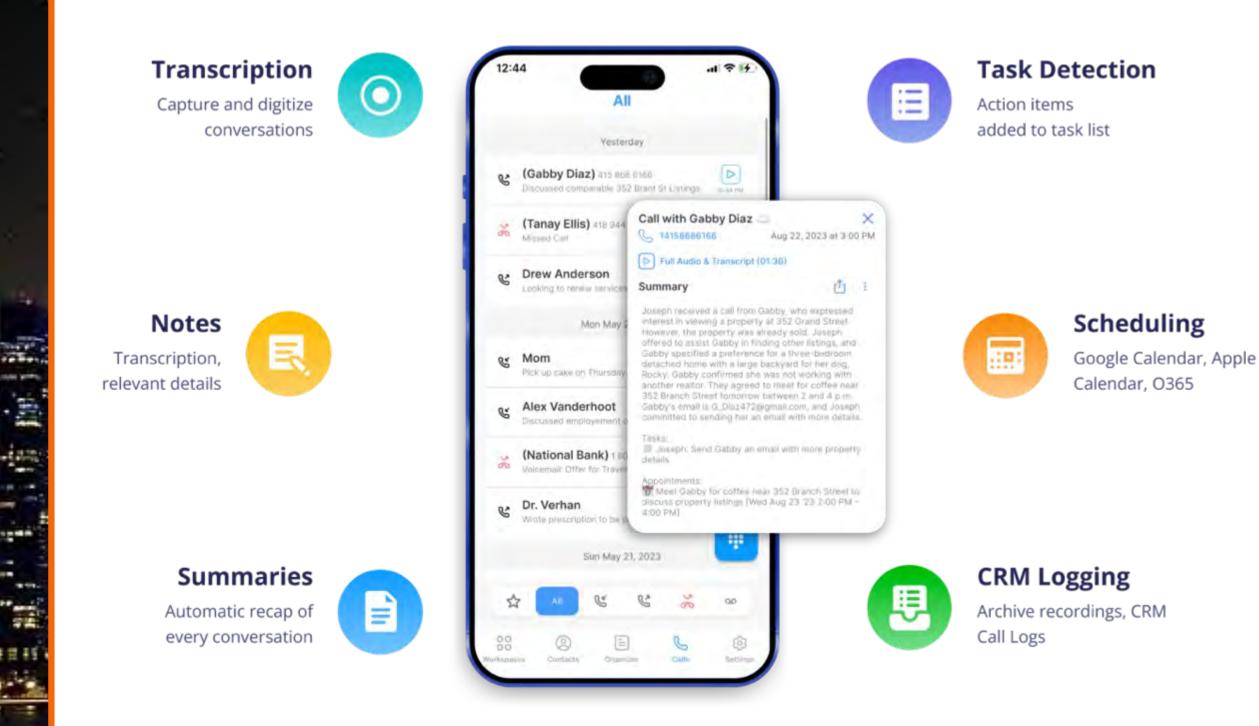
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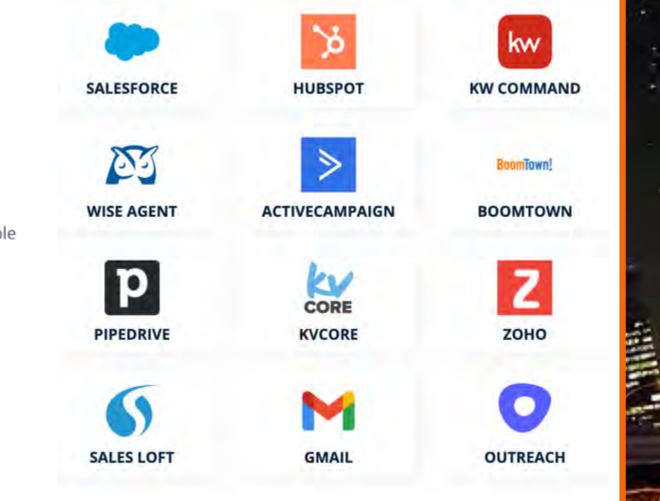
OPTIMIZE TIME & TASK MANAGEMENT

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

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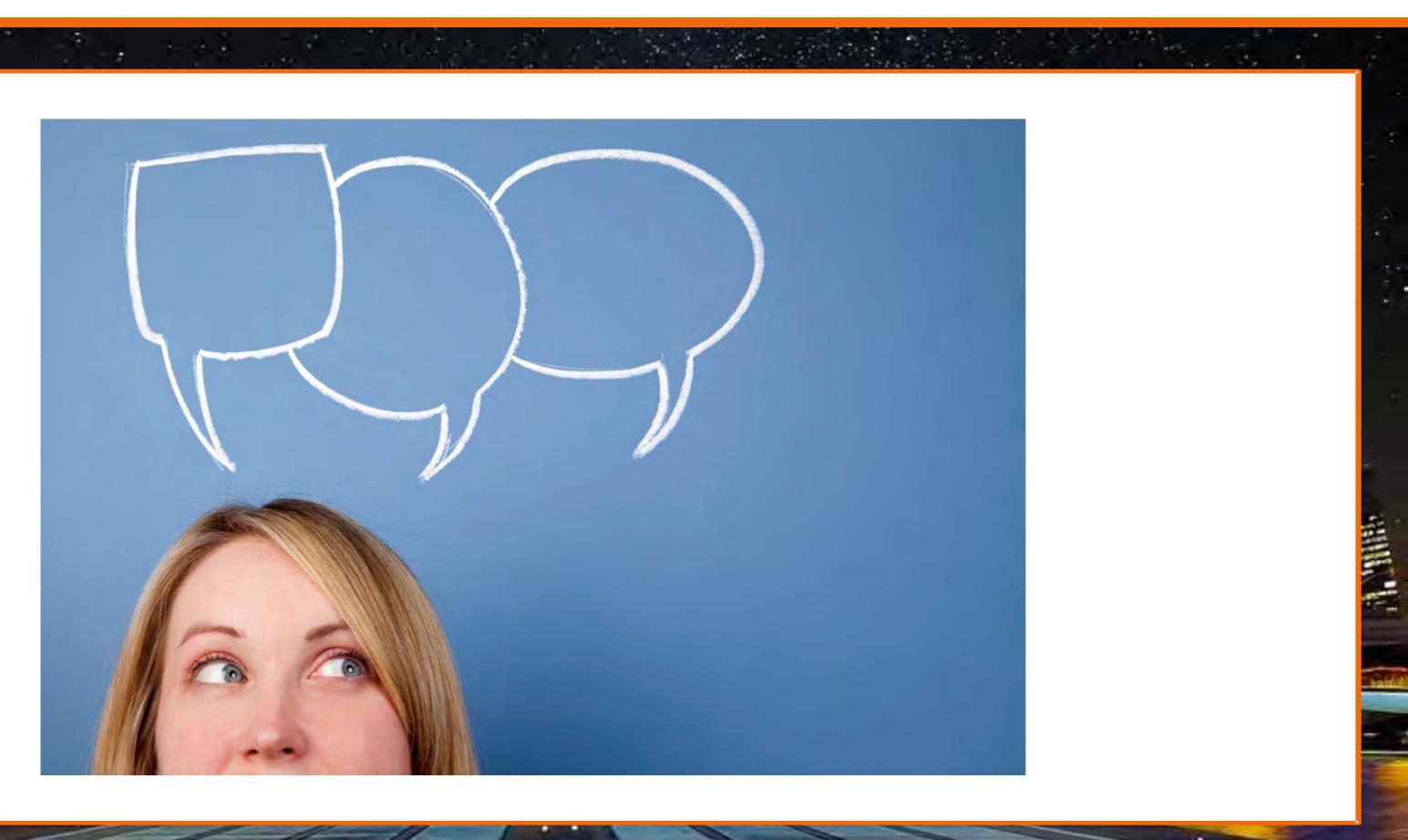








IMPROVE & PRIORITIZE COMMUNICATIONS



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

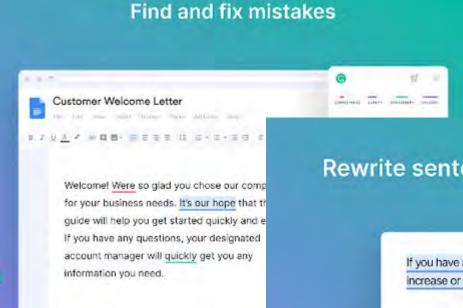
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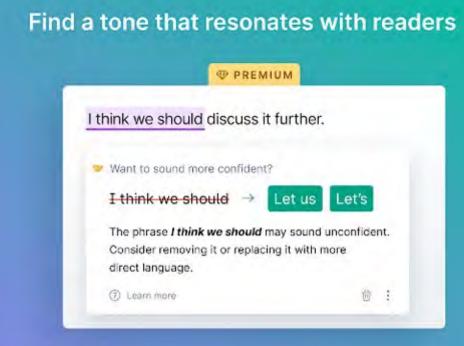
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English class wasn't your favorite back in the day or concerned that some of the content ChatGPT is producing isn't grammatically correct? Grammarly's communication assistance with spell check, grammar check, punctuation check, and more.





Rewrite sentences for clarity and conciseness

PREMIUM

If you have any questions about my rate or if you find it necessary to increase or decrease the scope for this project, please let me know.

Clarity - Rephrase sentence

bout my rate or if you se or decrease the roject's scope.

前:



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



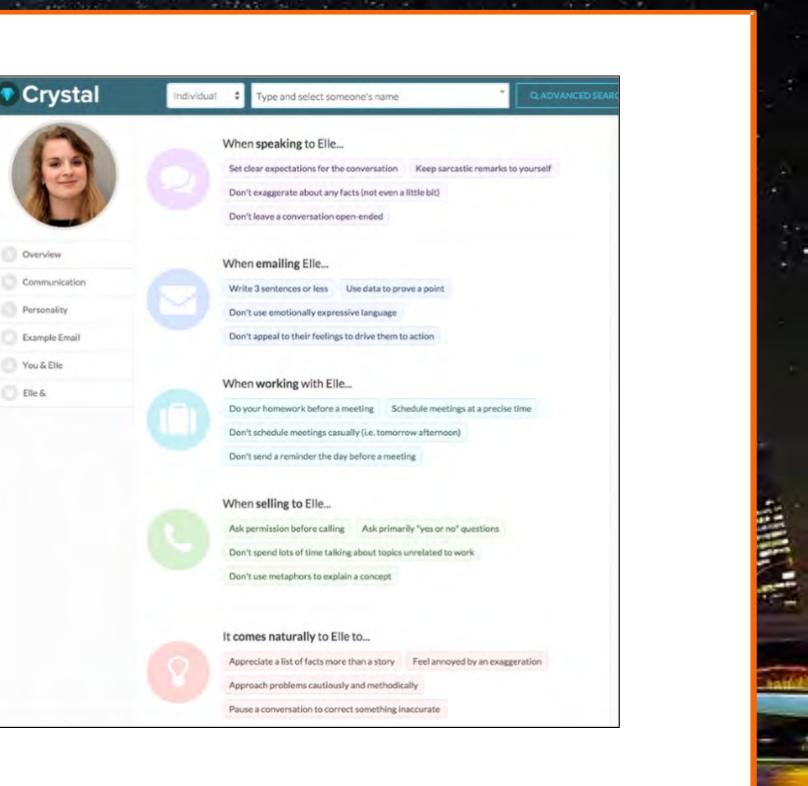
Thank you for your work this week. It has been a great week for the company. We've achieved a lot and made good progress on our projects. I'm looking forward to what we will accomplish moving forward.

×

IMPROVE & PRIORITIZE COMMUNICATIONS

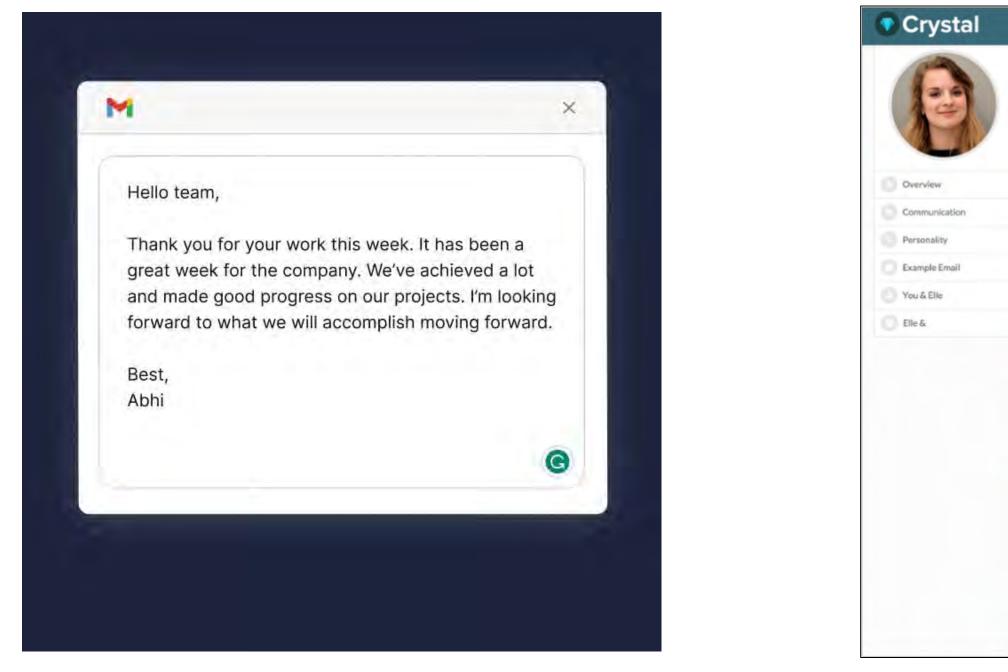
Generative AI can act like You (or a human representing you or your business) to:

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



Elle &

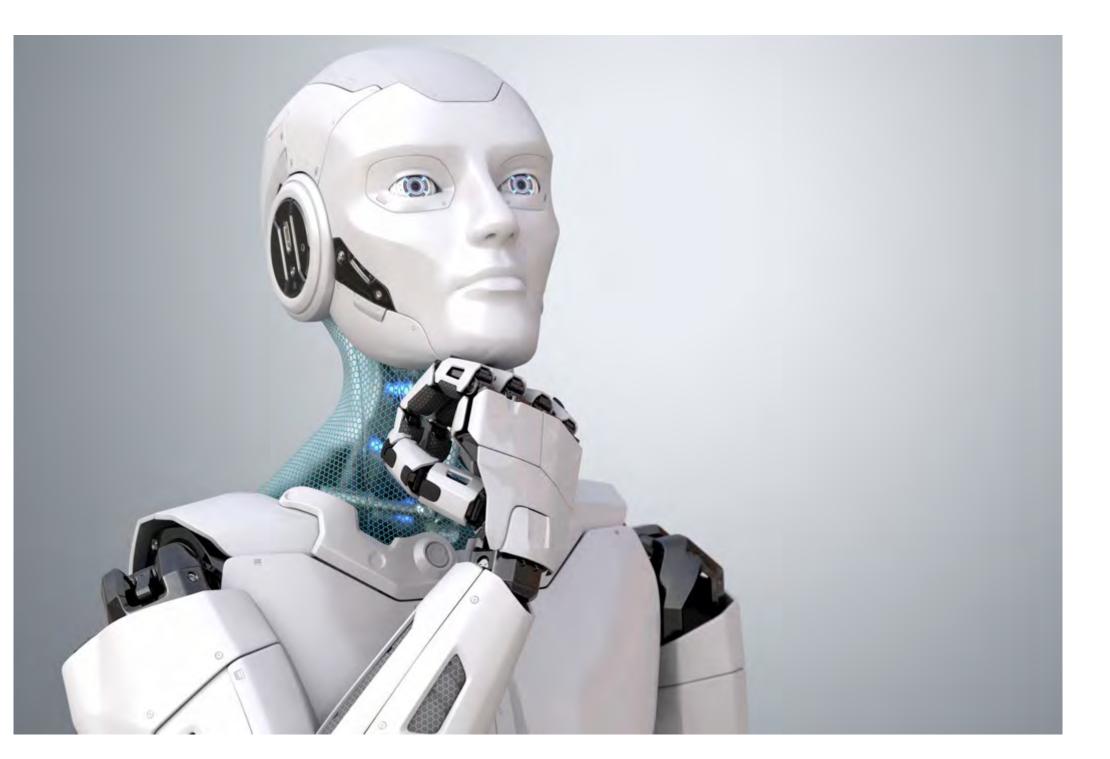
COMING SOON: PERSONALIZED COMMUNICATIONS



ndividu	al Type and select someone's name CADVANCED SEA
	When speaking to Elle
	Set clear expectations for the conversation Keep sarcastic remarks to yourself
	Don't exaggerate about any facts (not even a little bit)
	Don't leave a conversation open-ended
	When emailing Elle
	Write 3 sentences or less Use data to prove a point
	Don't use emotionally expressive language
	Don't appeal to their feelings to drive them to action
	When working with Elle
	Do your homework before a meeting Schedule meetings at a precise time
	Don't schedule meetings casually (i.e. tomorrow afternoon)
	Don't send a reminder the day before a meeting
	When selling to Elle
	Ask permission before calling Ask primarily "yes or no" questions
	Don't spend lots of time talking about topics unrelated to work
	Don't use metaphors to explain a concept
	It comes naturally to Elle to
	Appreciate a list of facts more than a story Feel annoved by an exaggeration
	Approach problems cautiously and methodically
	Pause a conversation to correct something inaccurate

Problem Solving

13



THE P

Problem Solving

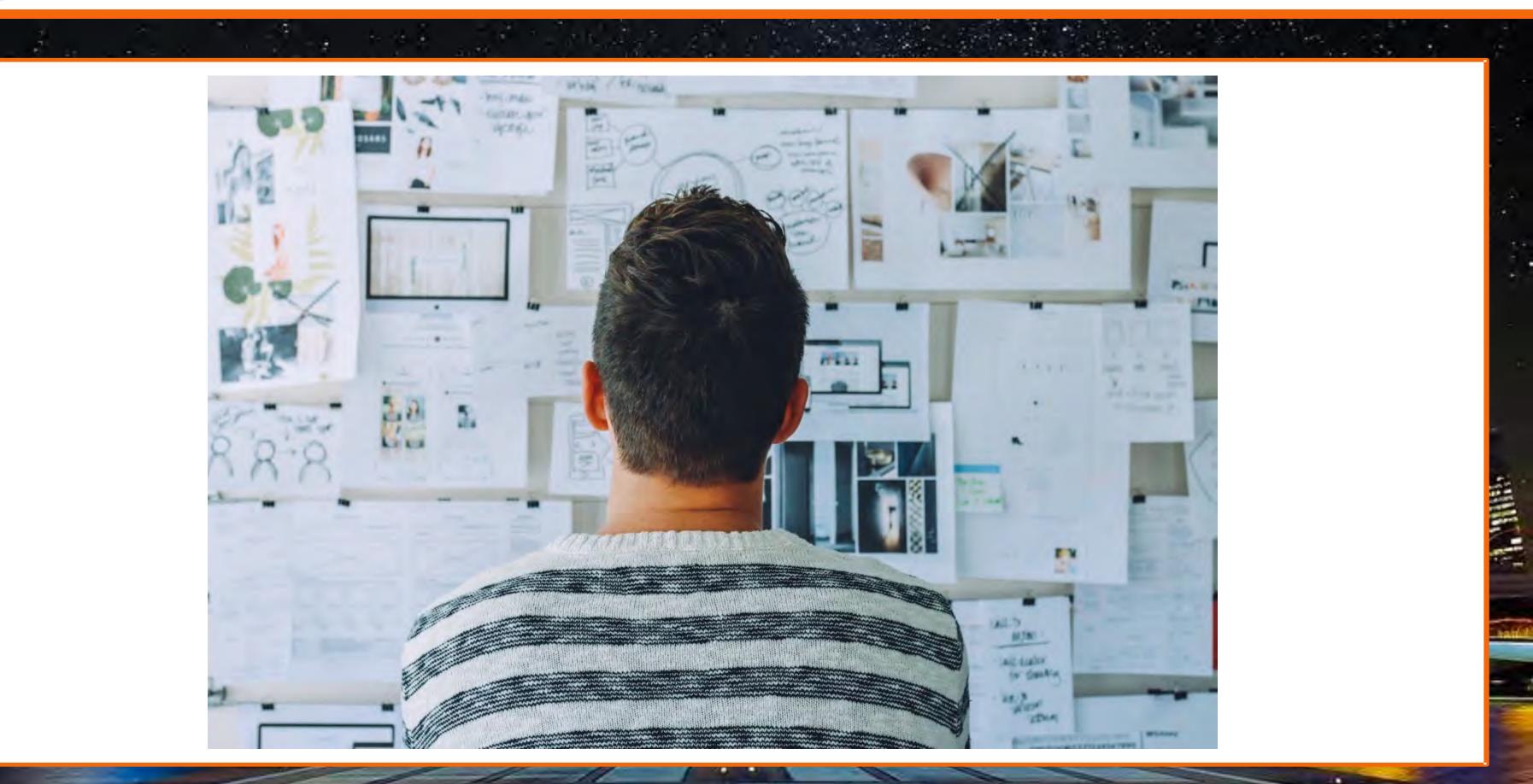
Generative Al can:

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





CONDUCT RESEARCH & PROJECTS



CONDUCT RESEARCH & PROJECTS

Generative AI can:

- Conduct research
- Do full projects
- And more



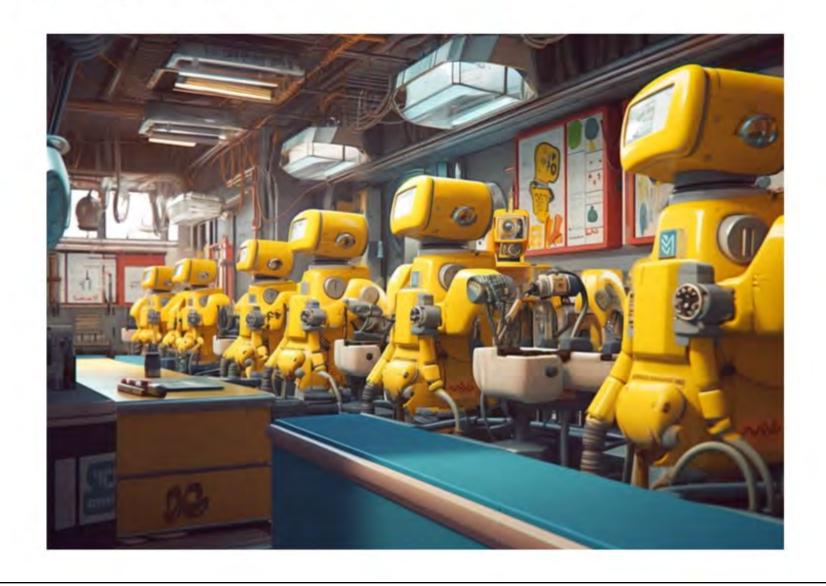
CONDUCT RESEARCH & PROJECTS

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

assistant

2:27 pm June 1, 2023 By Julian Horsey



Auto-GPT an autonomous ChatGPT AI

Business Planning & More







Business Planning & More

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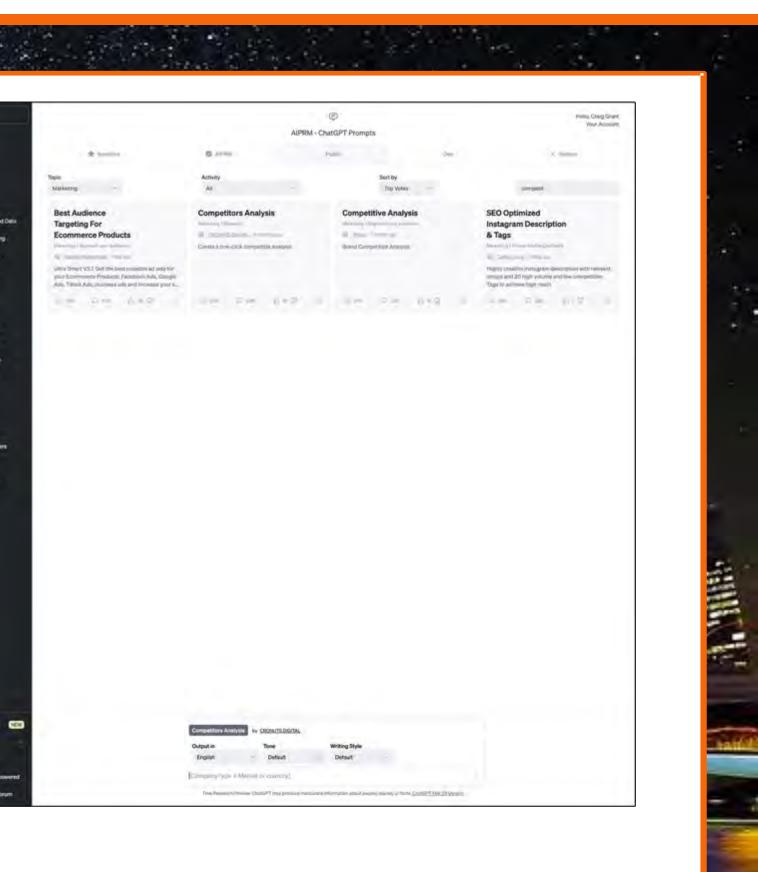




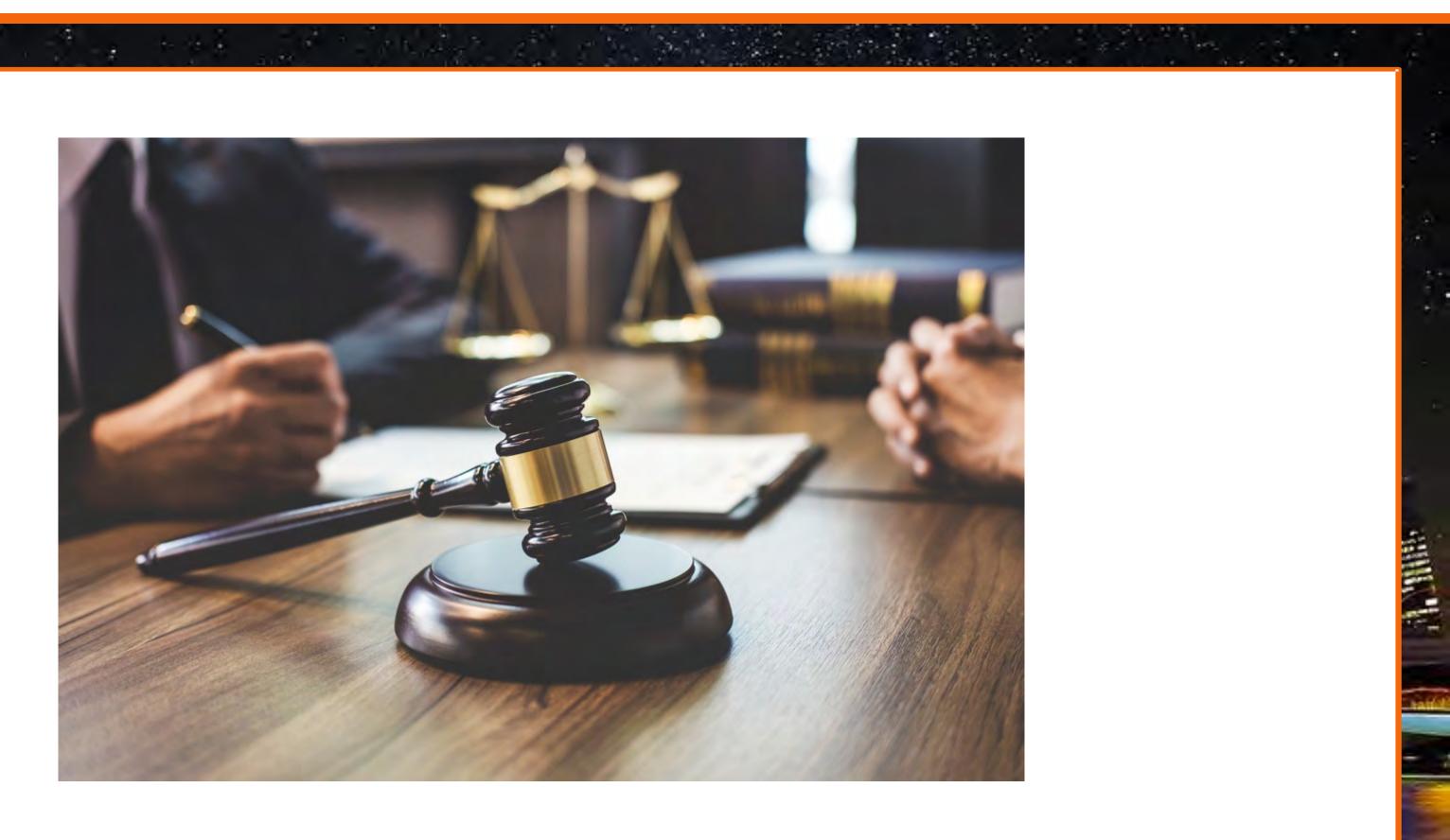
IDENTIFY POTENTIAL RISKS & THREATS

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



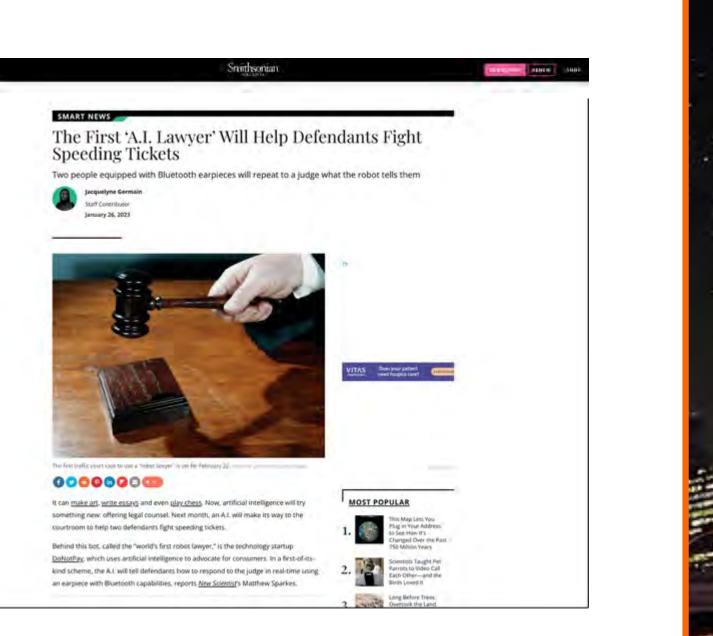
PROVIDE LEGAL ADVICE & GUIDANCE



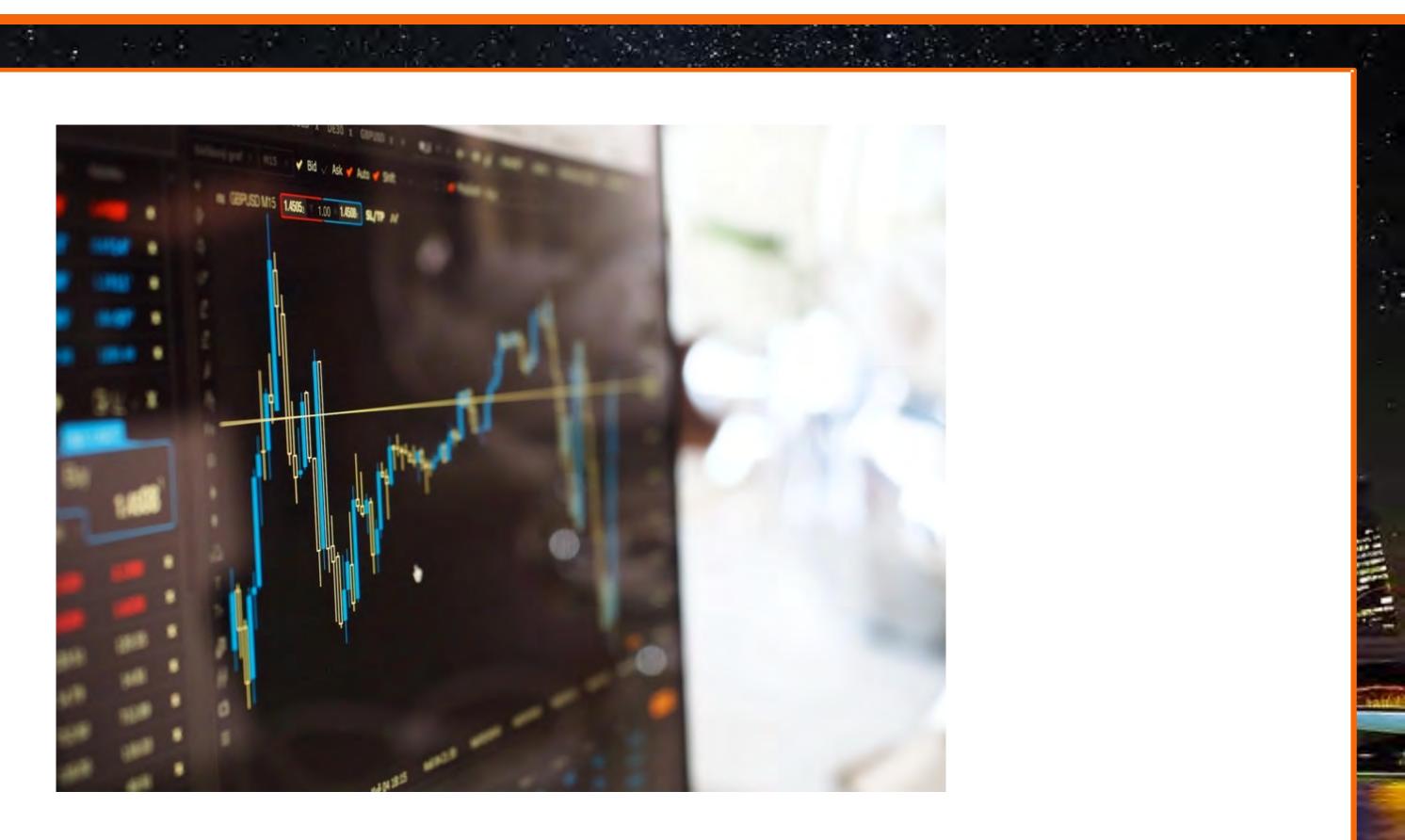
PROVIDE LEGAL ADVICE & GUIDANCE

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



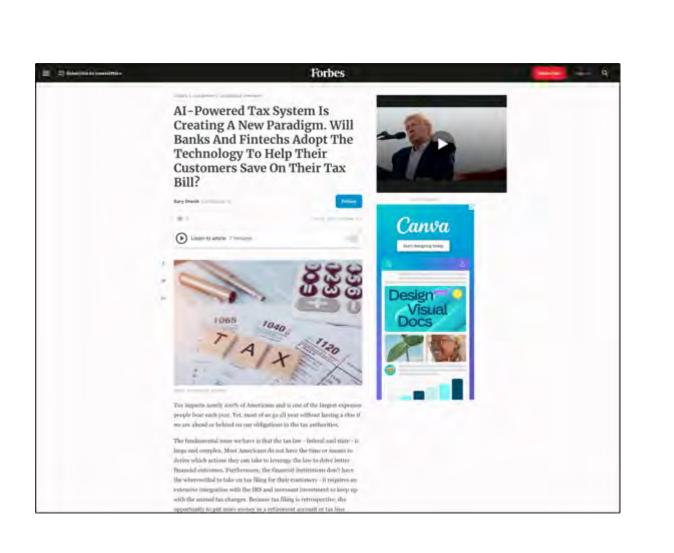




PROVIDE FINANCIAL ADVICE & GUIDANCE

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 & AlTax.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

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







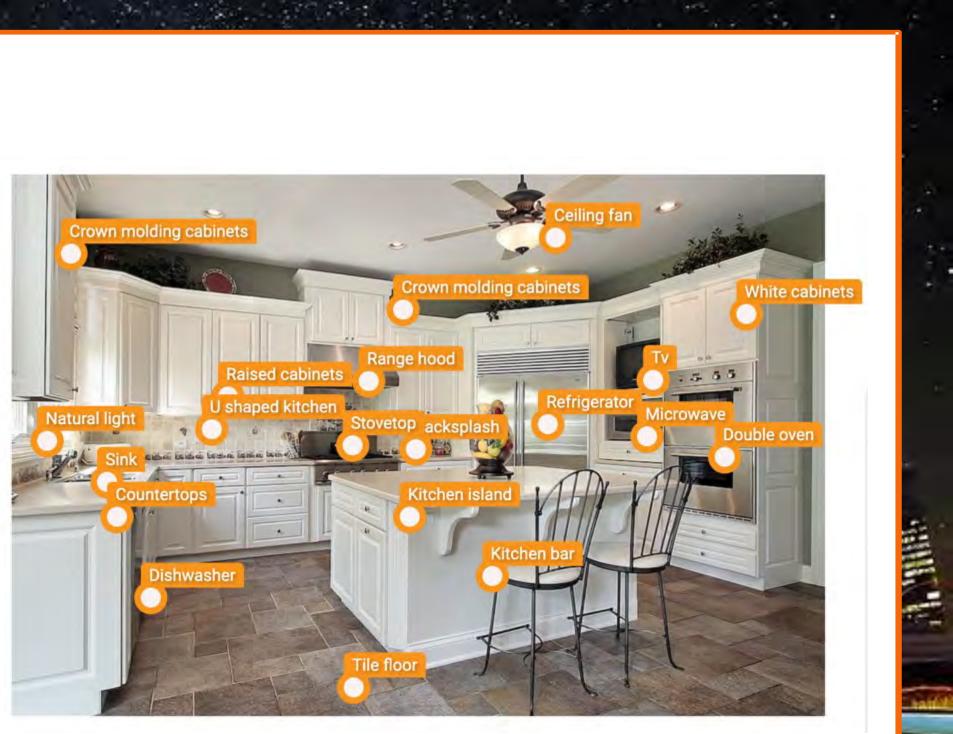
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Al-driven algorithms can analyze large datasets to provide more accurate property valuations models based on trends, market conditions, & comparative analytics to help a potential buyer, seller, renter, or investor to make informed decisions on which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



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

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



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.







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.

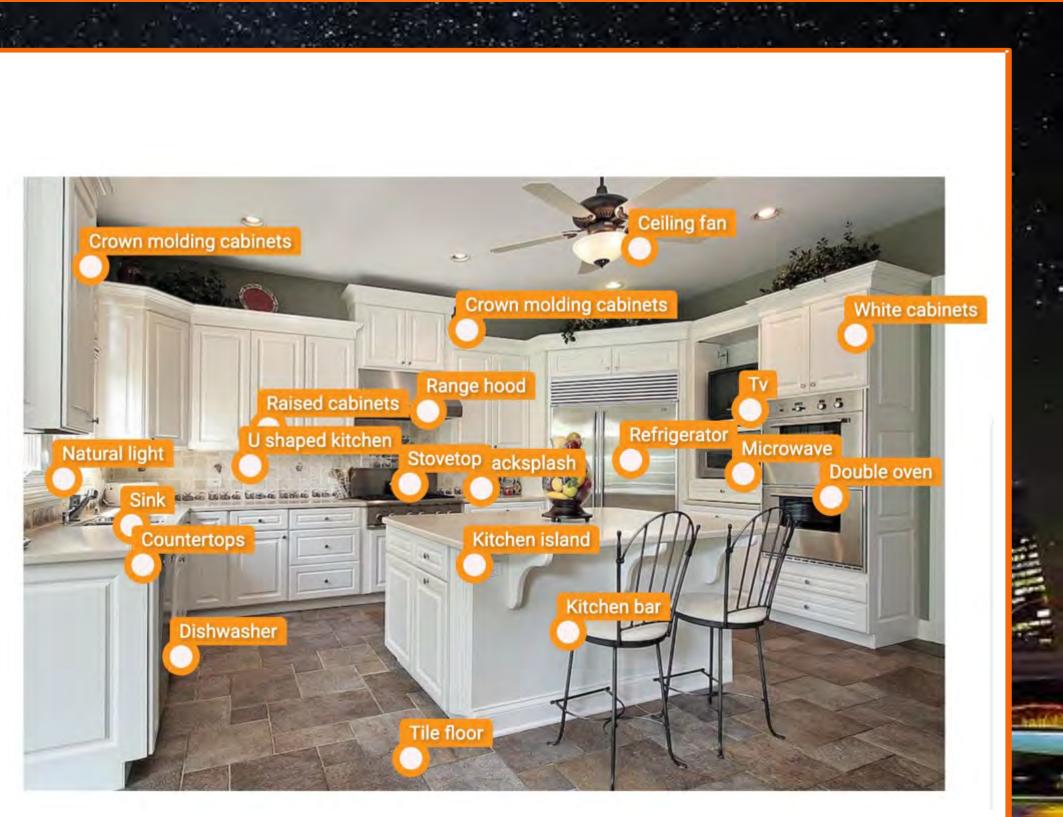
Which means the ability to search is limited to those same fields in a property search form.



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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.

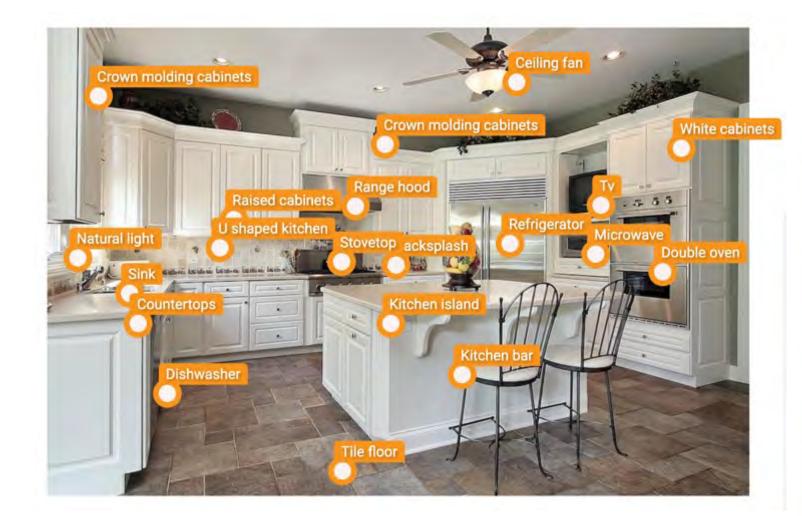


For example, this type of search is currently not possible, but it will be soon:

"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"

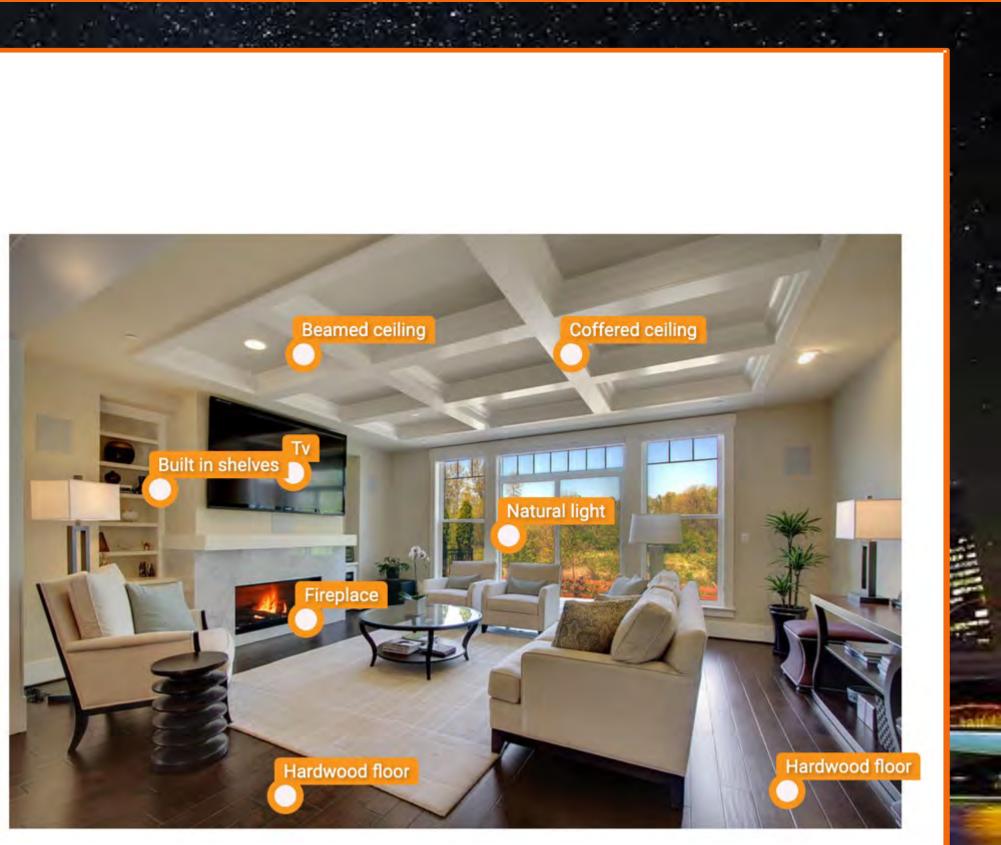




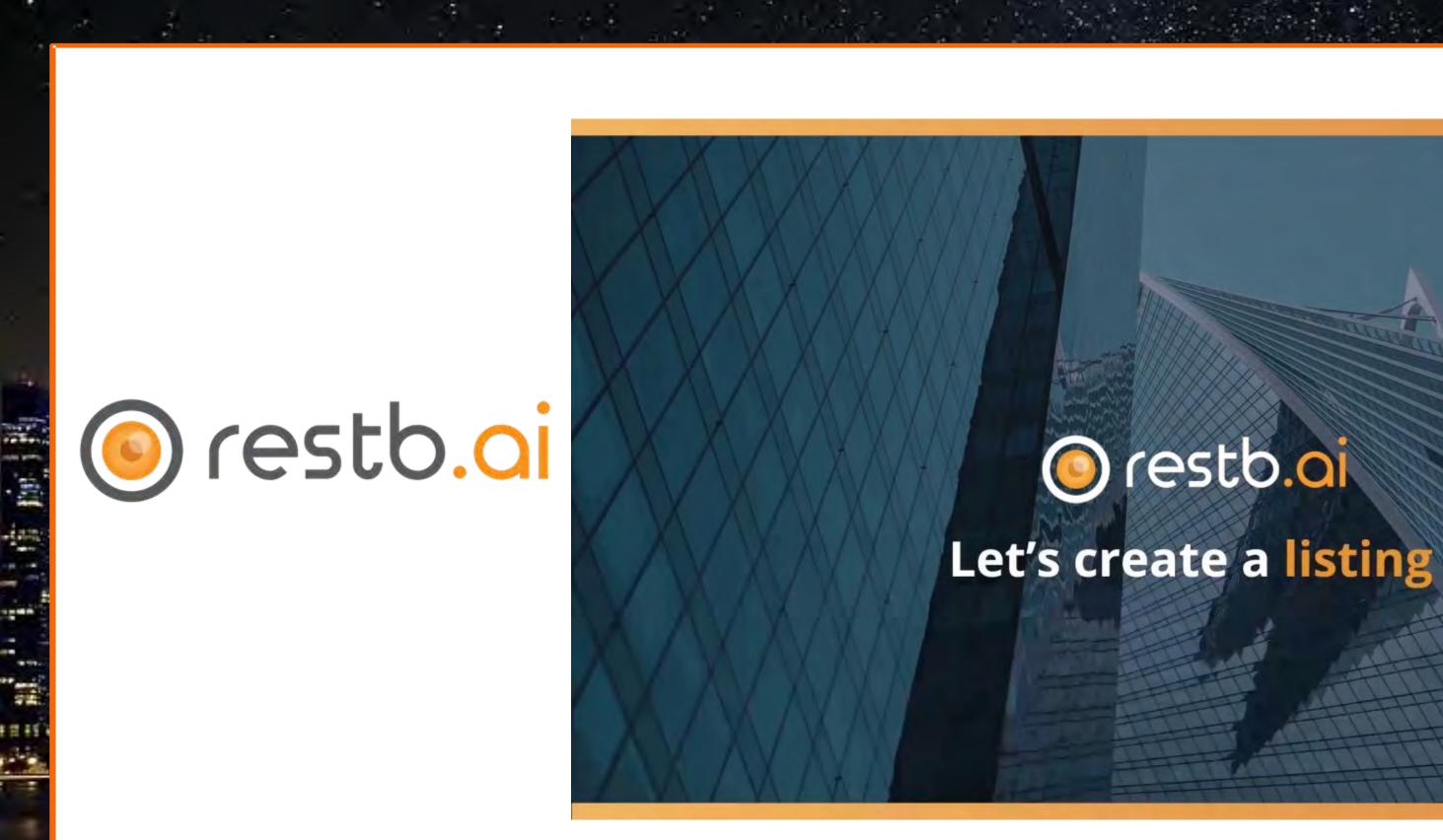


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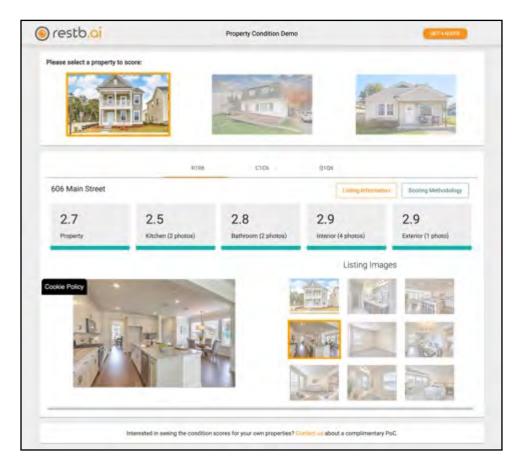
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IMPROVE HOW CREATE/ENTER PROPERTIES







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CLIENT (OR LEAD) SERVICING





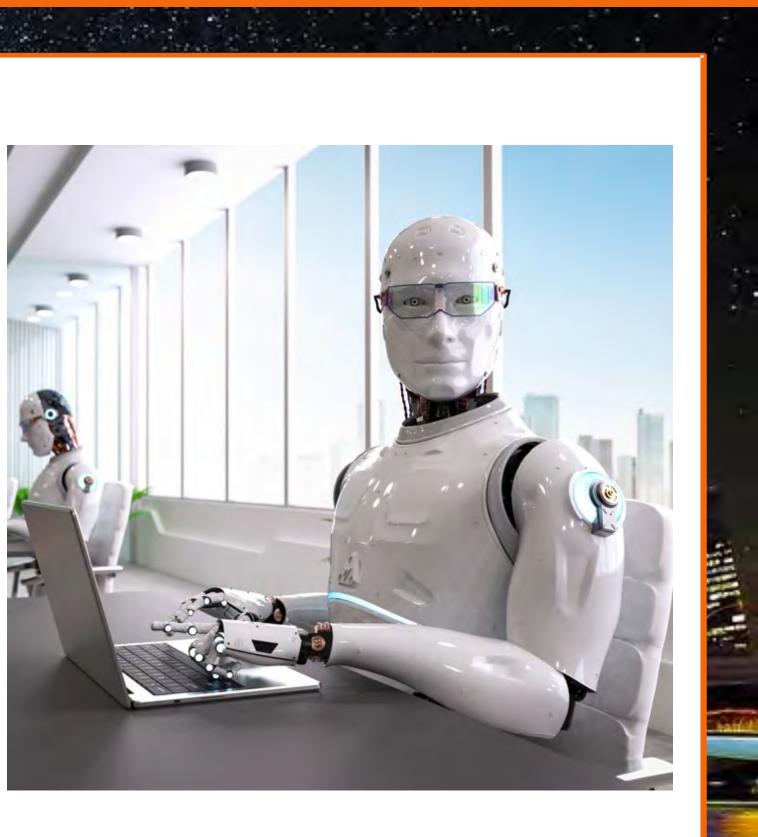
CLIENT (OR LEAD) SERVICING

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



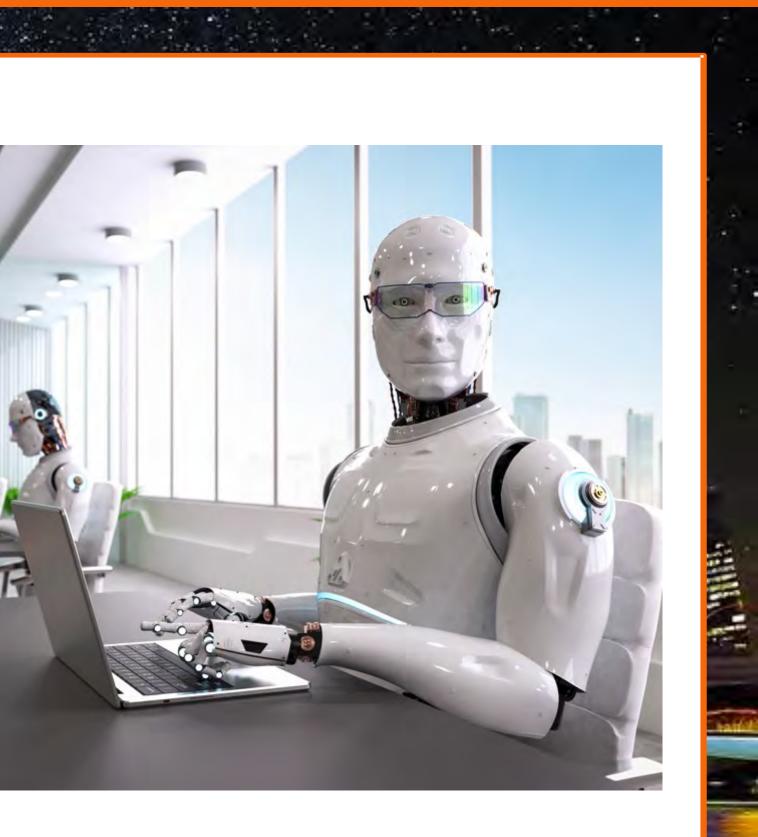


- 1. Automating Tasks
- Identifying Content Ideas 2.
- **Content Creation** 3.
- **Property Descriptions** 4.
- 5. Providing Imagery
- 6. Marketing Materials
- 7. Marketing Planning & More
- 8. Video with Al
- 9. Write (or Edit) Code
- 10. Optimize the Office
- 11. Optimize Time & Task Management



23) THINGS AI CAN DO IN REAL ESTATE TOP

- 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





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AIGGRA

THANK YOU!