




Setting the Stage for AI In Real Estate


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The background of the image is a blurred photograph of a network switch or patch panel. Several blue Ethernet cables are plugged into the ports, and their connectors are visible in the foreground. In the background, there are out-of-focus yellow and orange lights, likely from the switch's internal components or other equipment in the server room. The overall color palette is dominated by blues and greys, with the warm lights providing a contrast.

“AI is one of the most important things humanity is working on. It is more profound than electricity or fire.”

- Sundar Pichai, CEO of Google



Sora - Generative AI for Video



Creating video from text

Prompt:

- A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians.

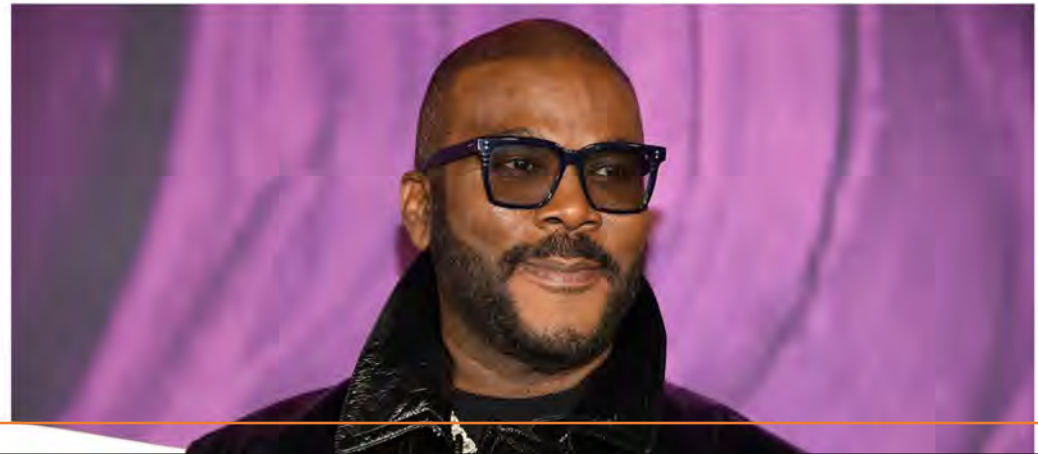


You cannot ignore it.

February 2024

Tyler Perry Puts \$800M Studio Expansion on Hold After Seeing OpenAI's Sora: "Jobs Are Going to Be Lost"

The actor, filmmaker and studio owner is raising the alarm about the impact of the tech, saying, "I feel like everybody in the industry is running a hundred miles an hour to try and catch up, to try and put in guardrails."



Sora - Generative AI for Video

- How will it be used in real estate?
 - Creation of Marketing Videos for Listings
 - Simulated Drone Video from still images
 - Stock video of certain towns, monuments, points of interest



AI will not replace REALTORS!

- But a REALTOR using AI will be able to outperform you
- MIAMI Realtors is a nationally recognized leader in AI for our members!



The image features a glowing green padlock as a central visual element, positioned slightly to the left of the center. The padlock has a textured, almost crystalline appearance with bright green highlights. It is set against a dark blue background filled with a complex network of glowing white and light blue lines that resemble a circuit board or a digital data map. These lines radiate outwards from the padlock, creating a sense of connectivity and flow. Overlaid on the right side of the padlock is the text "Is AI Safe?" in a clean, white, sans-serif font. The text is centered vertically relative to the padlock and is clearly legible against the darker background.

Is AI Safe?

Copyright challenges in the age of AI: Who owns AI-generated content?



Caveats



Copyright – Cases
have been filed



Plagiarism



Data Privacy



Accuracy



CRAFT Framework

- Clarity
- Robustness
- Action
- Forethought
- Ten X

This is a great exercise for ChatGPT



Clarity

- Distill complex info into a clear coherent format.
- Ask me 20 questions to craft the mission statement

Robustness

- Thoroughness of thought
 - Additional scrutiny and validation
- Gap analysis, Compliance checks, synergy with other data
 - What is the “One more step”

Action

- Goal oriented Outcomes
- Lower activation energy
- Knowledge to action





Forethought

- Predictive Analysis and Planning
- Market Trends
- Downstream implications

Ten X

- Ten X - aim for 10 fold increase in efficiency or productivity –
- EXAMPLE: brainstorm 100 ideas based off our initial guide/rules
- Give it the seed and anchoring and let it go nuts.



How MIAMI Protects You and Your Brand

- Understand the terms of usage
- Plagiarism checkers
- Deep Contract review for protections
- Including copyright

<http://miamirealtors.com/ai>



More tools announced every day



ChatGPT



chocolate
chips.ai™

Virtual Staging AI



NILA JUNE

INSTANT PROPERTY DESCRIPTIONS



Chatsonic



Midjourney

Before



After



Virtual Staging - <https://www.virtualstagingai.app>

Virtual Staging - <https://www.virtualstagingai.app>

Our Pricing Plans

Choose the right plan for you, cancel anytime.

\$3 / image

Pay as you go

Purchase tokens

Basic plan

\$15 / month

Most chosen

Get started

Cancel anytime

- ✓ 12 input photos/mo
- ✓ Unlimited revisions
- ✓ All room types and styles

Standard plan

\$35 / month

Best value

Get started

Cancel anytime

- ✓ 50 input photos/mo
- ✓ Unlimited revisions
- ✓ All room types and styles

Enterprise plan

\$149 / month

For large brokerages

Get started

Cancel anytime

- ✓ 250 input photos/mo
- ✓ Unlimited revisions
- ✓ All room types and styles

Virtual Staging - <https://www.virtualstagingai.app>

- Fast – renders in second
- Inexpensive
- Improving all the time
- MIAMI Members get 40% all plans – coupon code - MIAMI





NILA JUNE

INSTANT PROPERTY DESCRIPTIONS

Let's get started!

1. Which of the following best describes your listing?

- ☐ It's a house
- ☐ It's an apartment or condo

Next

Let's get started!

2. Please give this property description a unique name. Street address works fine. *

1975 Schoettler Rd

3. What's a good email address where you can receive the property description? *

liz.sturrock@gmail.com

4. What's the state or province where your listing is located?

wisconsin

5. What's the city or town? (examples: Orlando, Melbourne, Miami. You can skip the state name or abbreviation.)

tomahawk

Characters used: 8 (minimum 3).
Characters used: 8 out of 18.

6. And more specifically, what part of town?

☒ The home is in a part of town known as (examples: Five Points, Cherry Creek, etc.):

Lake Nokomis *

☐ The home is in a real estate development called (examples: Quail Valley Estates, Coldstream): *

Property description, short version

[Copy](#)

Close to local shopping, plus Lake Nokomis and sunset views! Situated in a highly sought-after neighborhood in Lake Nokomis, here is a lifestyle opportunity that belongs at the top of every home shopper's list. This 3-bedroom, 2-bathroom cottage offers the elegant simplicity of low-hassle living. The property is within a pedestrian range of Lake Nokomis and the Willow Flowage. Enjoy stunning views of Lake Nokomis and sunset. The interior includes stylish lighting and vaulted ceilings. The kitchen glows with fresh updates. The 3 bedrooms are ready for your decorative touch. Unfinished basement is perfect for storage or conversion. Detached two-car garage. **Schedule your showing today before this gem is gone!**

Nila June premium automated property descriptions

Property description, long version

[Copy](#)

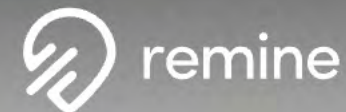
A charmer in the prime Lake Nokomis area, this 3-bedroom 2-bath cottage awaits its new owners. Tucked away on a quiet, low-traffic street, the home is close to parks and open spaces (Lake Nokomis and the Willow Flowage). You'll enjoy picturesque views of Lake Nokomis and the sunset.

As you step into the stunning entryway, comforting features within will welcome you home. The atmosphere is suffused with an abundance of natural light. Vaulted ceilings are good for air circulation and a "big sky" feel. The kitchen is recently updated, and features marvelous counter space and major appliances in an attractive layout. The 3 bedrooms—ready for guests or residents, and for your decorative touch—are a great place to turn in for the evening.

A brief driveway connects to a detached two-car garage that is available for its original purpose or for conversion.

Remine: Data-Driven Marketing Strategies

- Leveraging AI-based data analysis to identify target demographics
- Remine Mobile's proprietary Buy Score and Sell Score data is a game-changer.
 - The Sell Score, for example, helps identify off-market residential properties that are more likely to transact sooner than others in their area by applying filters such as Ownership Time and Absentee Owner.
 - By combining the Home Equity filter with the Sell Score and Ownership Time filters, Remine's powerful predictive analytics provide even greater insights to help unlock opportunities on the map.



8:43

Search

54487

MapListSort & Filter (2)

Off-Market

9399 BRIDGE LAKE RD
TOMAHAWK, WI 54487

Value	Loan Bal.	Net Eq.	Sell Score
\$387k est.	-	\$358k est.	Low

Off-Market

2085 MARGARET DR
TOMAHAWK, WI 54487

Value	Loan Bal.	Net Eq.	Sell Score
\$398k est.	-	\$352k est.	High

Off-Market

8:44

Search

54487

MapListSort & Filter (2)

Off-Market

2075 HAZY BAY RD
TOMAHAWK, WI 54487

Value	Loan Bal.	Net Eq.	Sell Score
\$465k est.	-	\$354k est.	High

Off-Market

2129 SUNSET DR
TOMAHAWK, WI 54487

Value	Loan Bal.	Net Eq.	Sell Score
\$471k est.	-	\$432k est.	Low

Off-Market



FLYNN PATRICK J • Owner Occupant

Value	Loan Bal.	Net Eq.	Sell
\$475k est.	\$109k est.	\$366k est.	Dis

ort

Google

Start RouteShare Route

Public Record

Tax Year	2022
Tax Bill	\$4,182
Land	\$99,200
Improvement	\$142,100
Exemptions	Homestead
TOTAL	\$241,300

chocolate
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>> chocolatechips.ai



Email



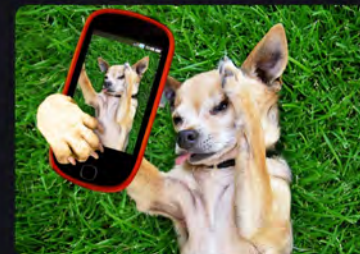
Text to Image



Image Transform



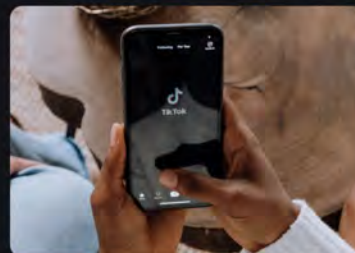
Meta (Facebook)



Instagram



Twitter



TikTok



Pinterest

Welcome Miami Realtors!

(and your 3,000,000 + consumers) to
Finding Homes—the **voice** of real estate.

Finding Homes

Powered by  LUNDY



Accessibility and Fair Housing Protections
Improved Usability

LUNDY in Spanish Clip

Embrace the New Frontier

- Use AI to enhance the work you are doing
- Be open, Be cautious

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