TOP Ways AI & ChatGPT Are Rocking! Real Estate

Presented by: CRAIGGRANT

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MAIN PLATFORM OPTIONS

OpenAI

Google

Microsoft

ChatGPT

Gemini

Copilot

Jasper

Claude

Hugging Face

deepseek

perplexity

GENERATIVE AI PLATFORMS (Not just ChatGPT)

Really, their only limitation is your imagination!

Rock the MARKET PALM BEACH

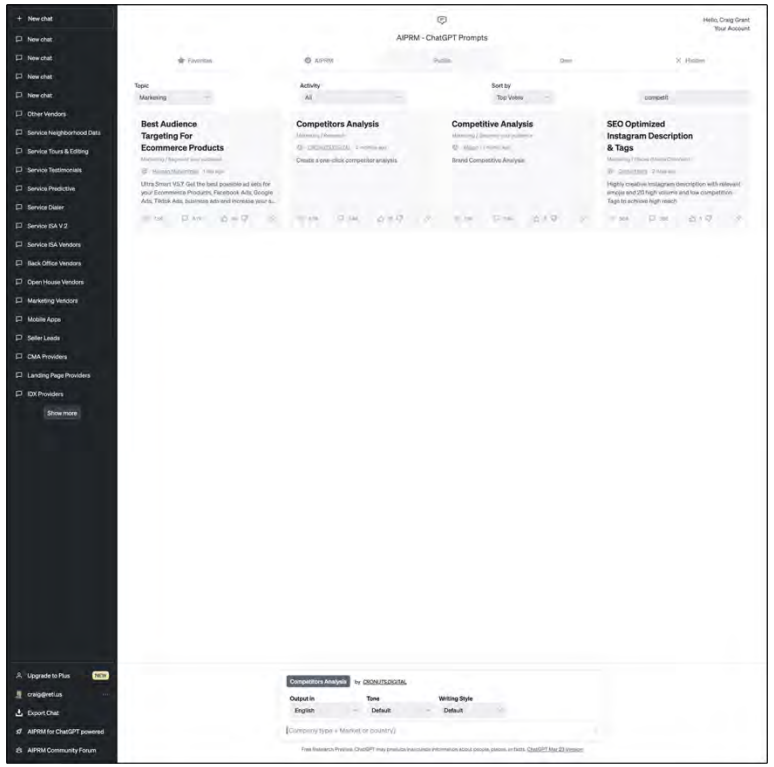
JTHS JUPITER TEQUESTA HOBE SOUND MIAMI a Division of MIAMI REALTORS

23 Ways AI Can Be Used or is Impacting REAL ESTATE

1

AUTOMATING TASKS

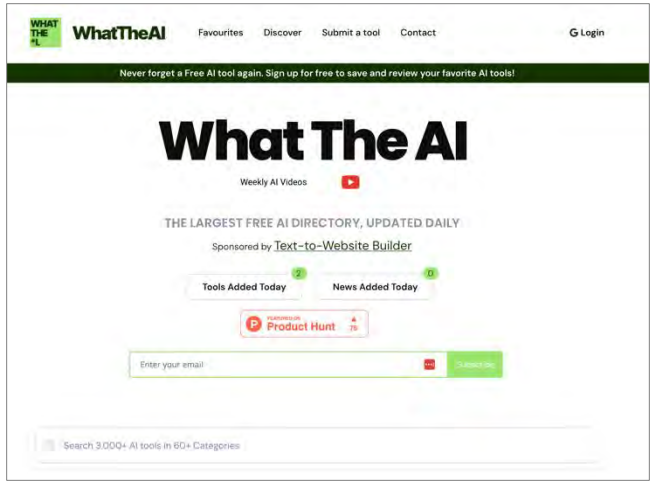
AUTOMATING TASKS

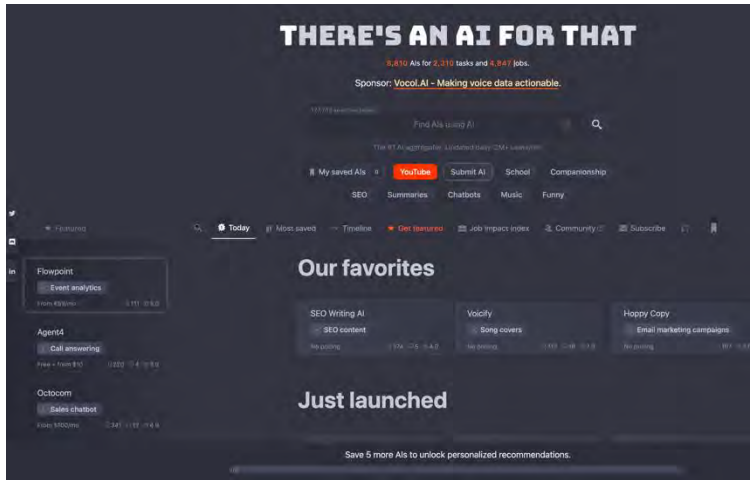


Is there something you do all the time or have to respond to the same emails/texts on a daily basis?

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

FIND AN AI SOLUTION FOR ANYTHING

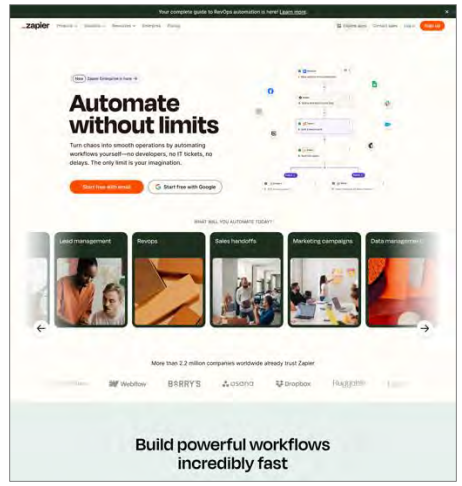




Search & find AI Products with Reviews on

WhatTheAI.tech Or TheresAnAIForThat.com

zapier



Or find automation zaps on

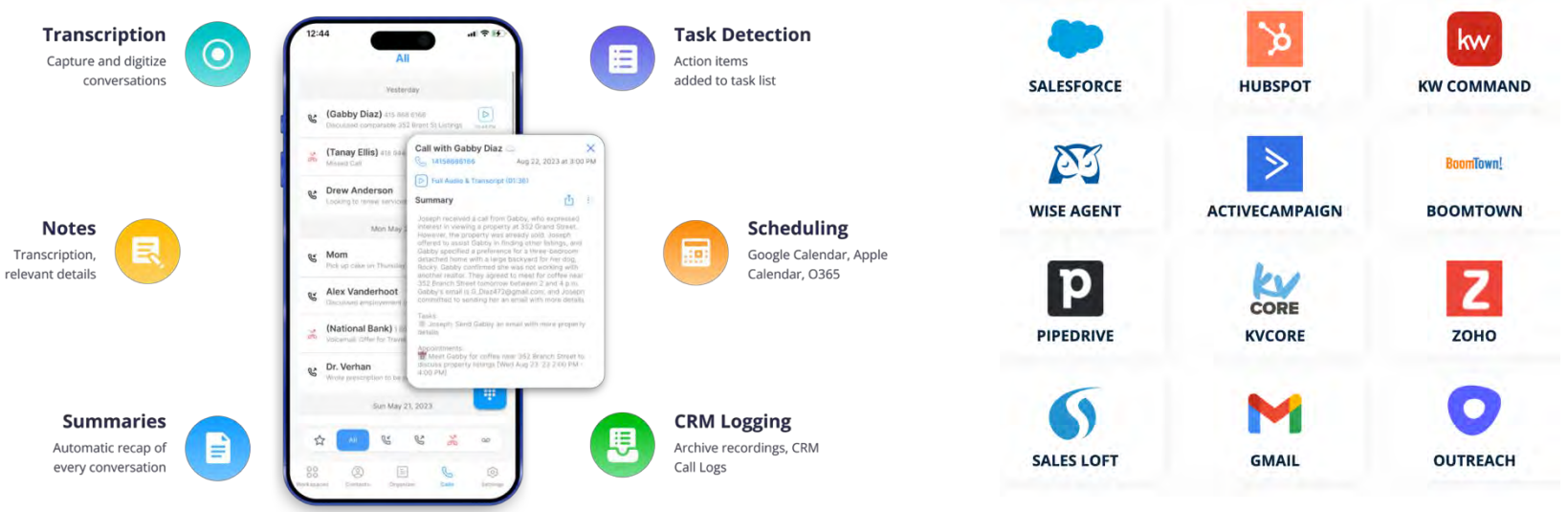
Zapier.com

AI Assistants

They can perform a variety of tasks, such as:

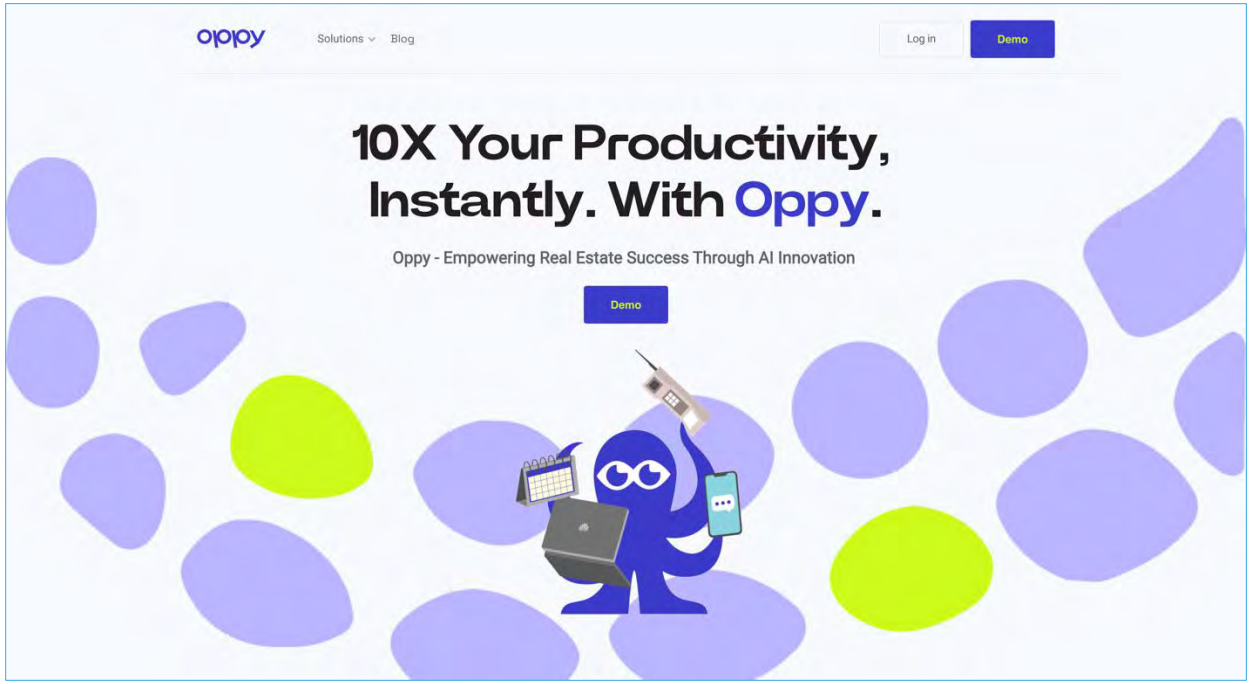
- Scheduling reminders & appointments
- Answering questions
- Managing to-do lists
- Making calls
- Reading & sending messages
- Retrieving weather reports
- Reading news articles
- Making recommendations
- And more

Productive.ai



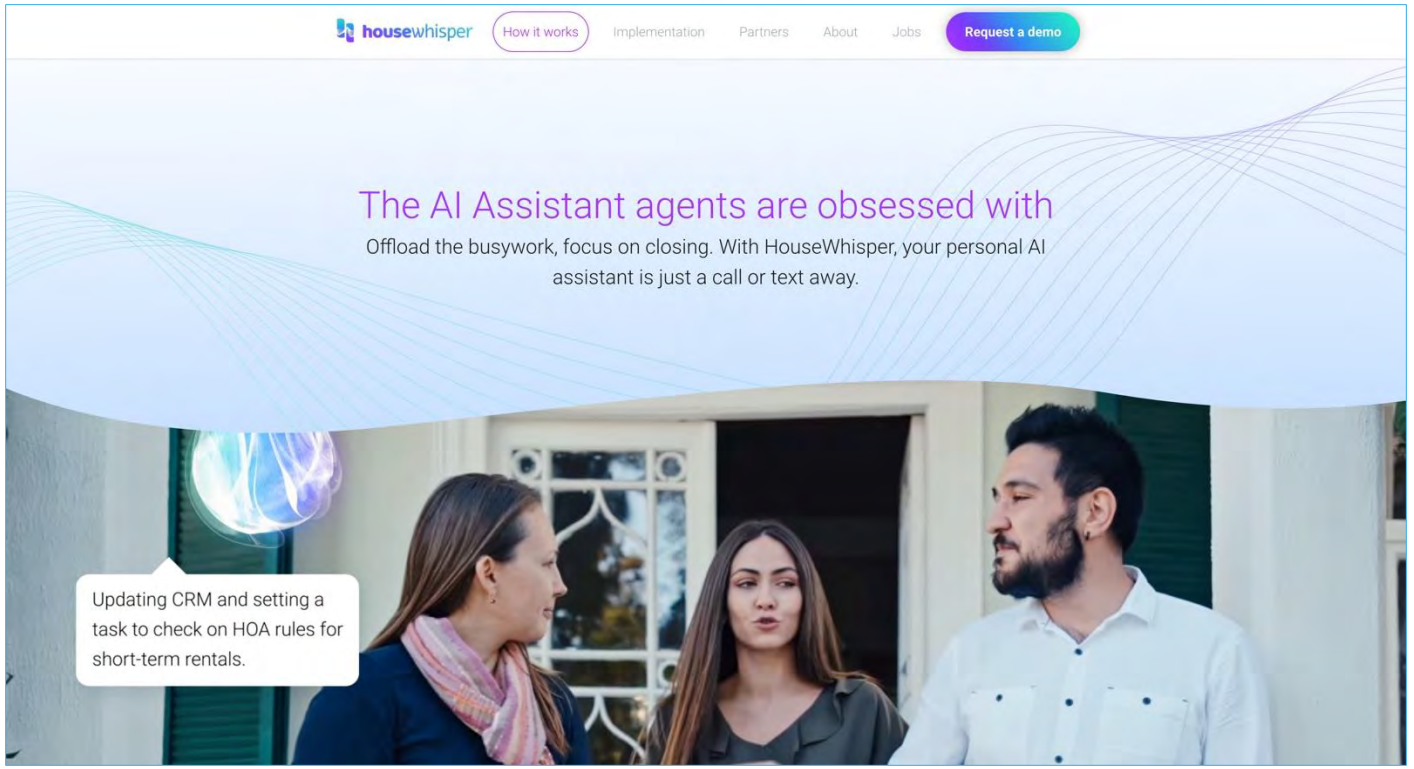
[Productive.ai]

Mobile app that listens to your communications with clients & then does the CRM & calendar entry based on what it hears during those communications.



Oppy.pro

AI Chatbot that can help you with tasks, managing lead stages, proactively tracking appointments, & more. Can be used for sales, training, customer service, recruitment, etc.

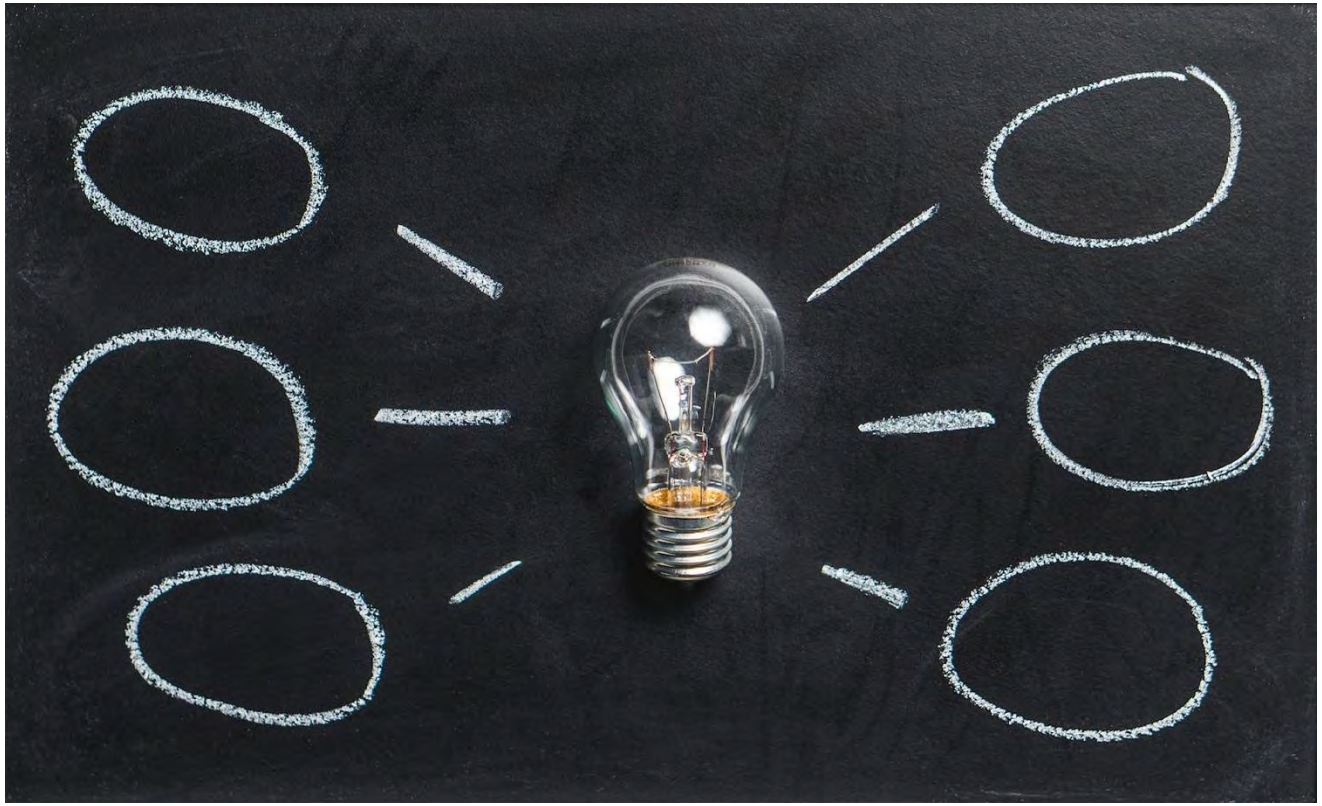


HouseWhisper.ai

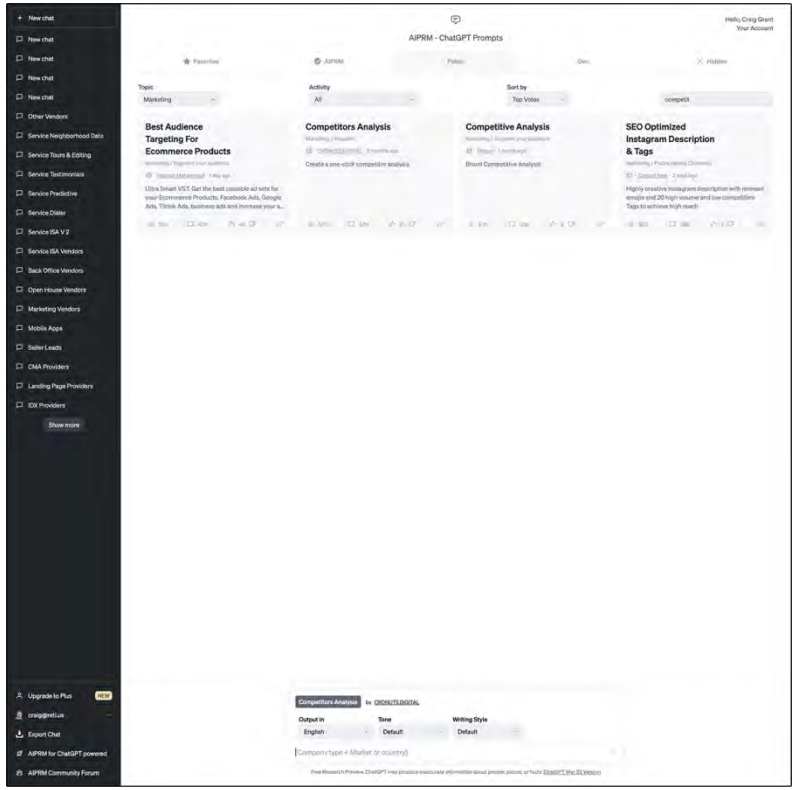
Integrates with CRM to handle updates, tasks, and reminders via text or call & managing lead stages, proactively tracking appointments, and highlighting key details to help you build stronger connections

2

IDENTIFYING CONTENT IDEAS

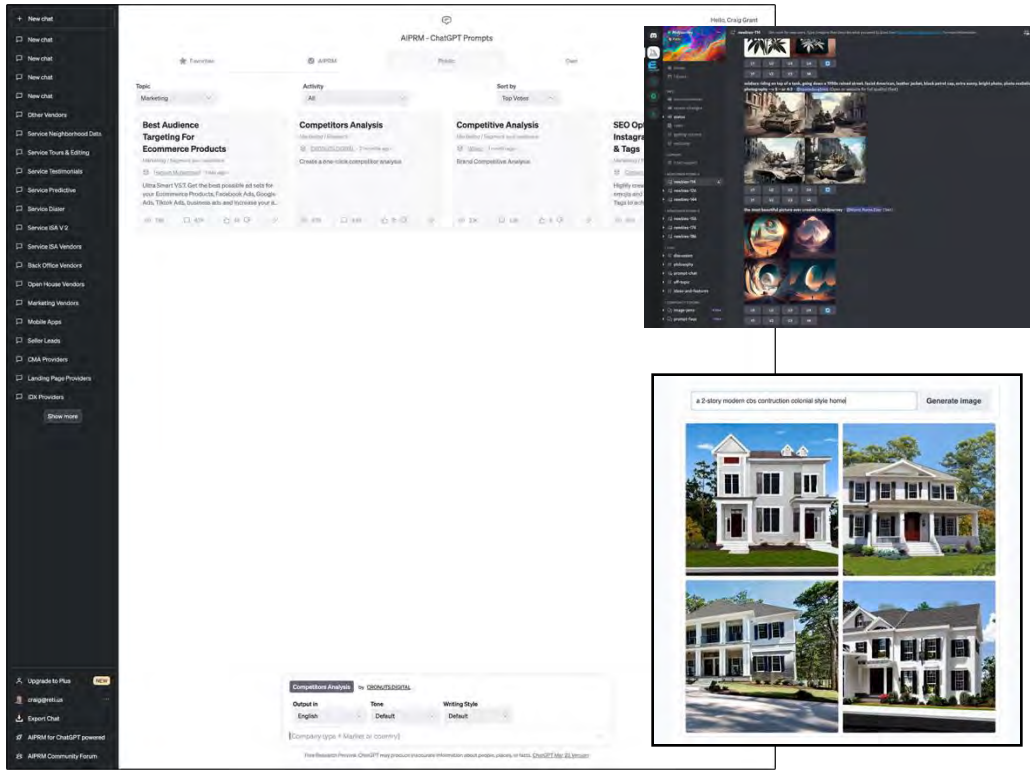


IDENTIFYING CONTENT IDEAS



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 Miami Shores, FL

IDENTIFYING CONTENT IDEAS



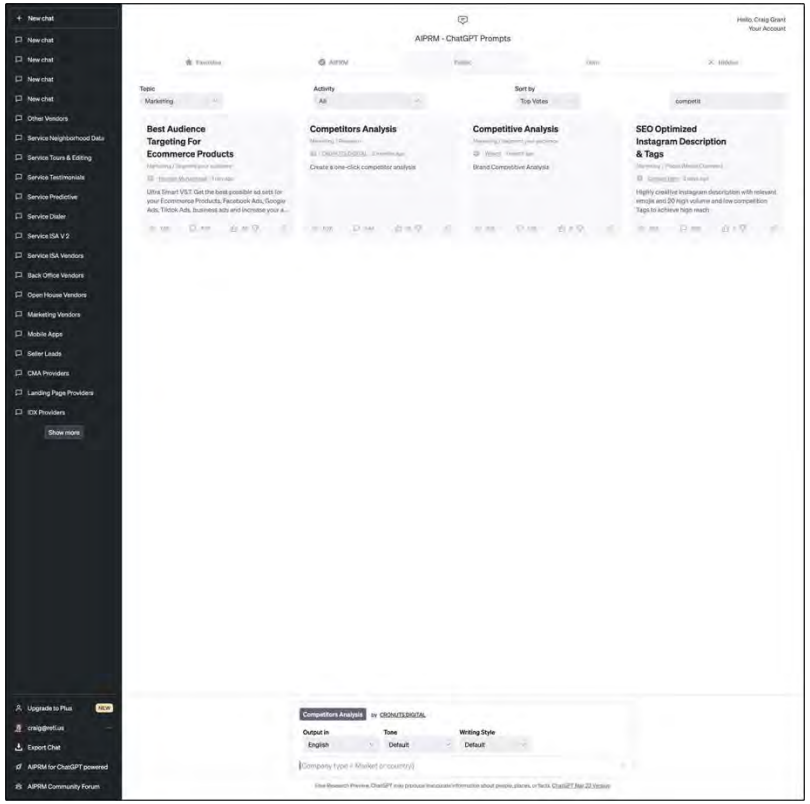
It can help you come up determine what are the best:

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

3

CONTENT CREATION

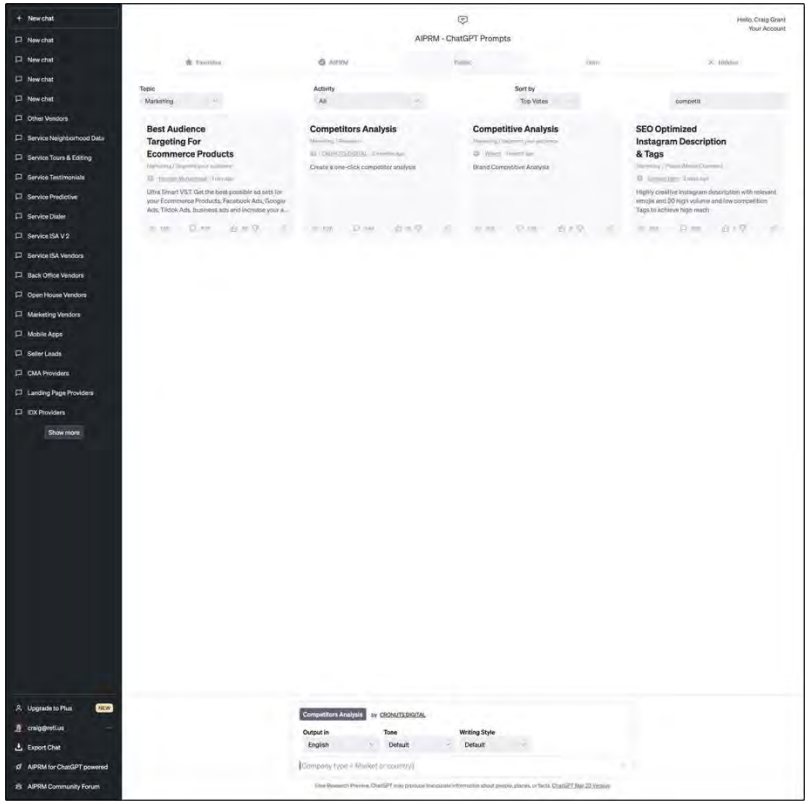
CONTENT CREATION



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!

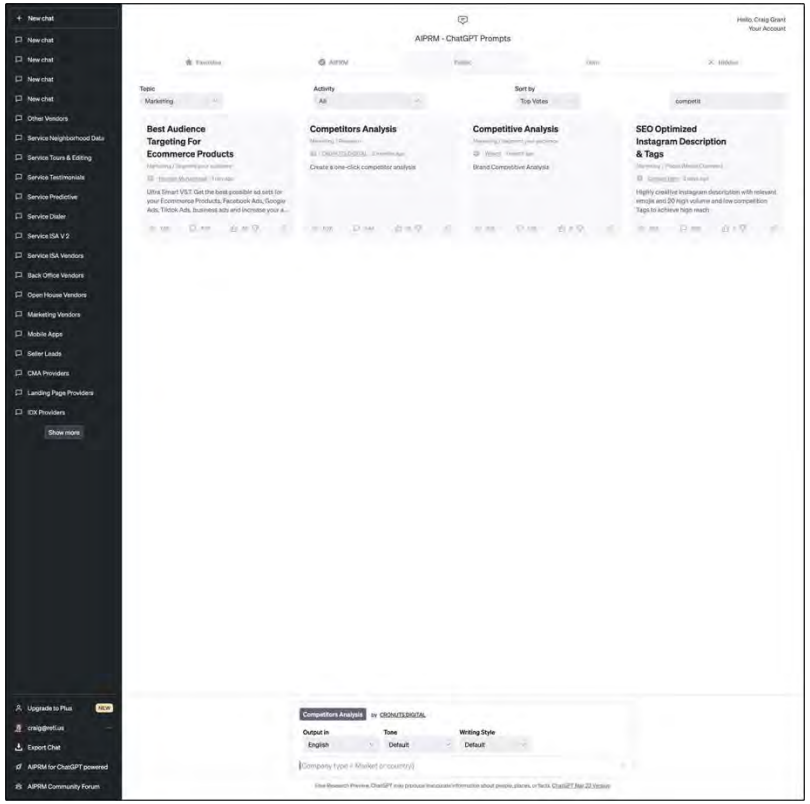
CONTENT CREATION



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

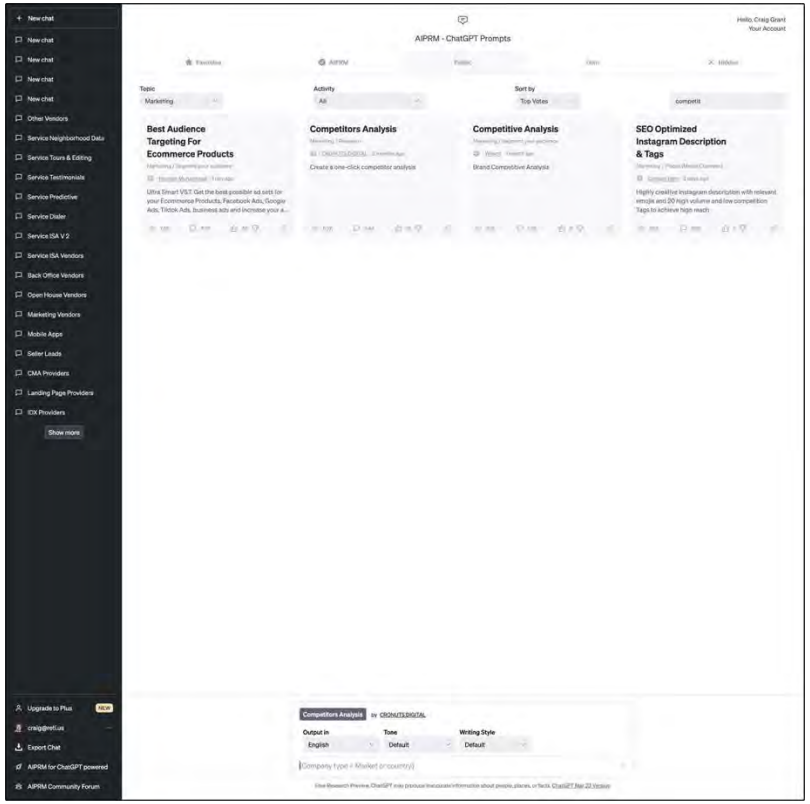
Now write a 500-750 word blog post ideas for idea #1
(repeat for idea #2, #3, etc.)

CONTENT CREATION



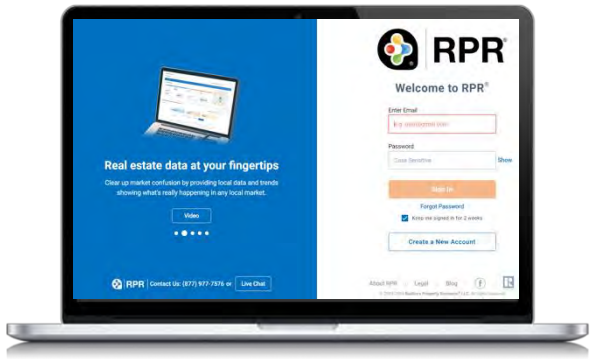
Now create a YouTube video script for idea #1
(repeat for #2, #3, etc.)

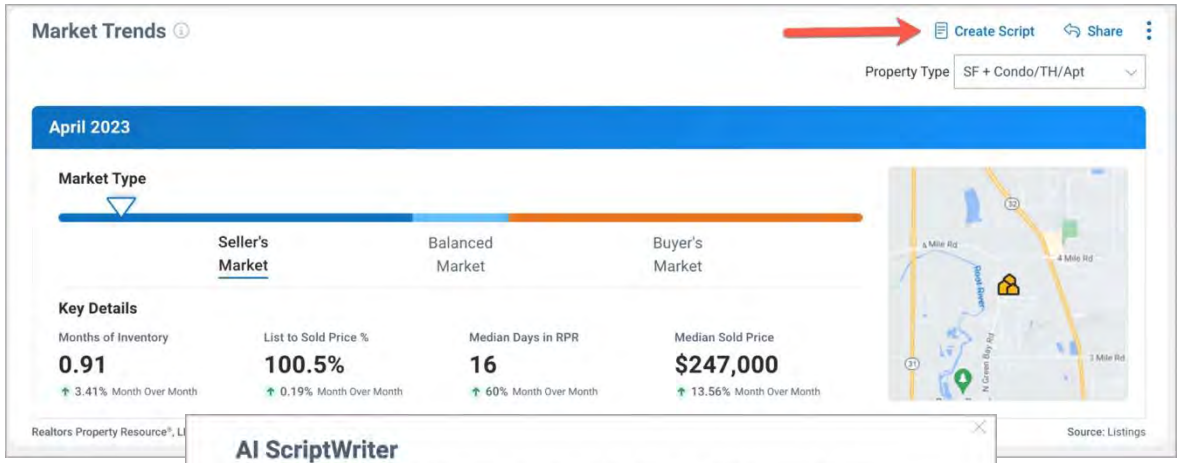
CONTENT CREATION



Now create an image for social media (or a specific site like Facebook) for idea #1
(repeat for #2, #3, etc.)

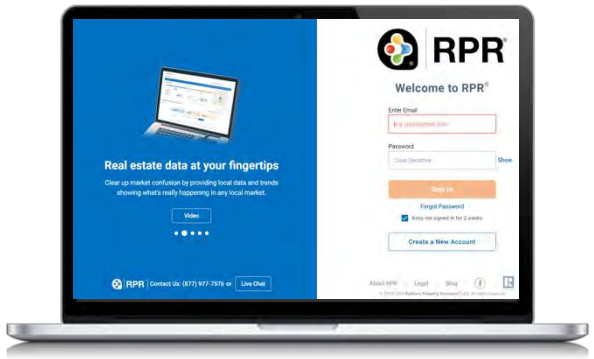
RPR® REALTORS PROPERTY RESOURCE

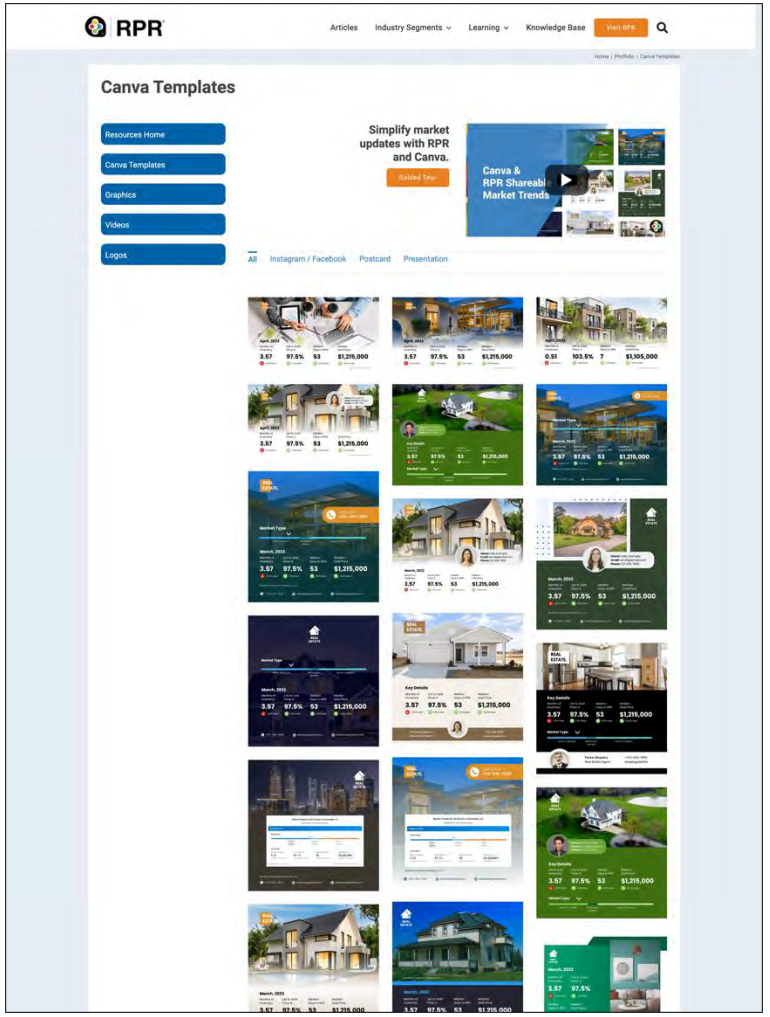




ScriptWriter takes current market information and creates unique marketing content for social media, video scripts, and content for blogs and client consultations.

RPR® REALTORS PROPERTY RESOURCE

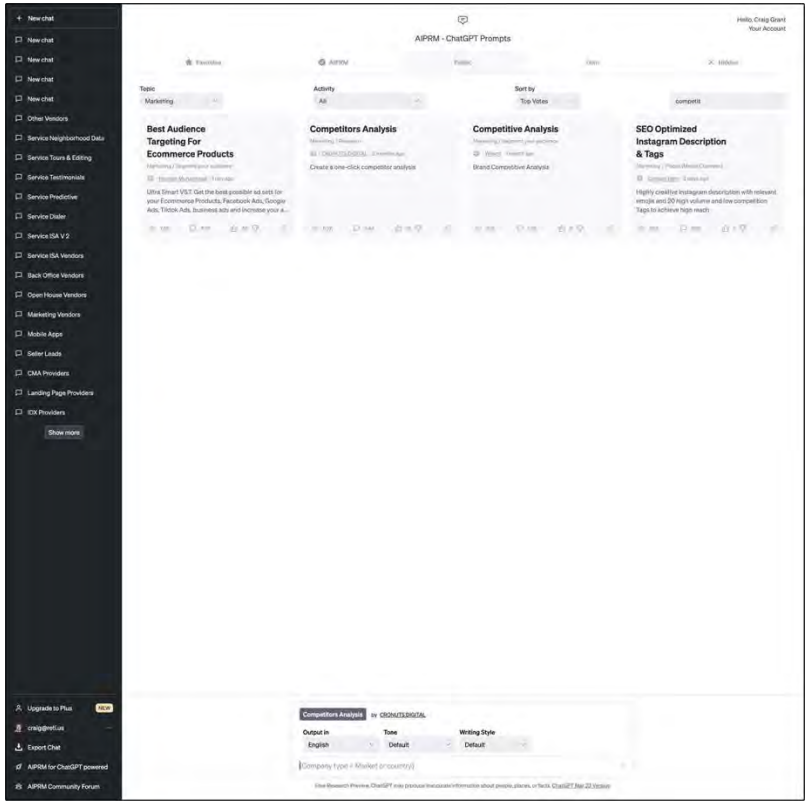




Canva Template Library

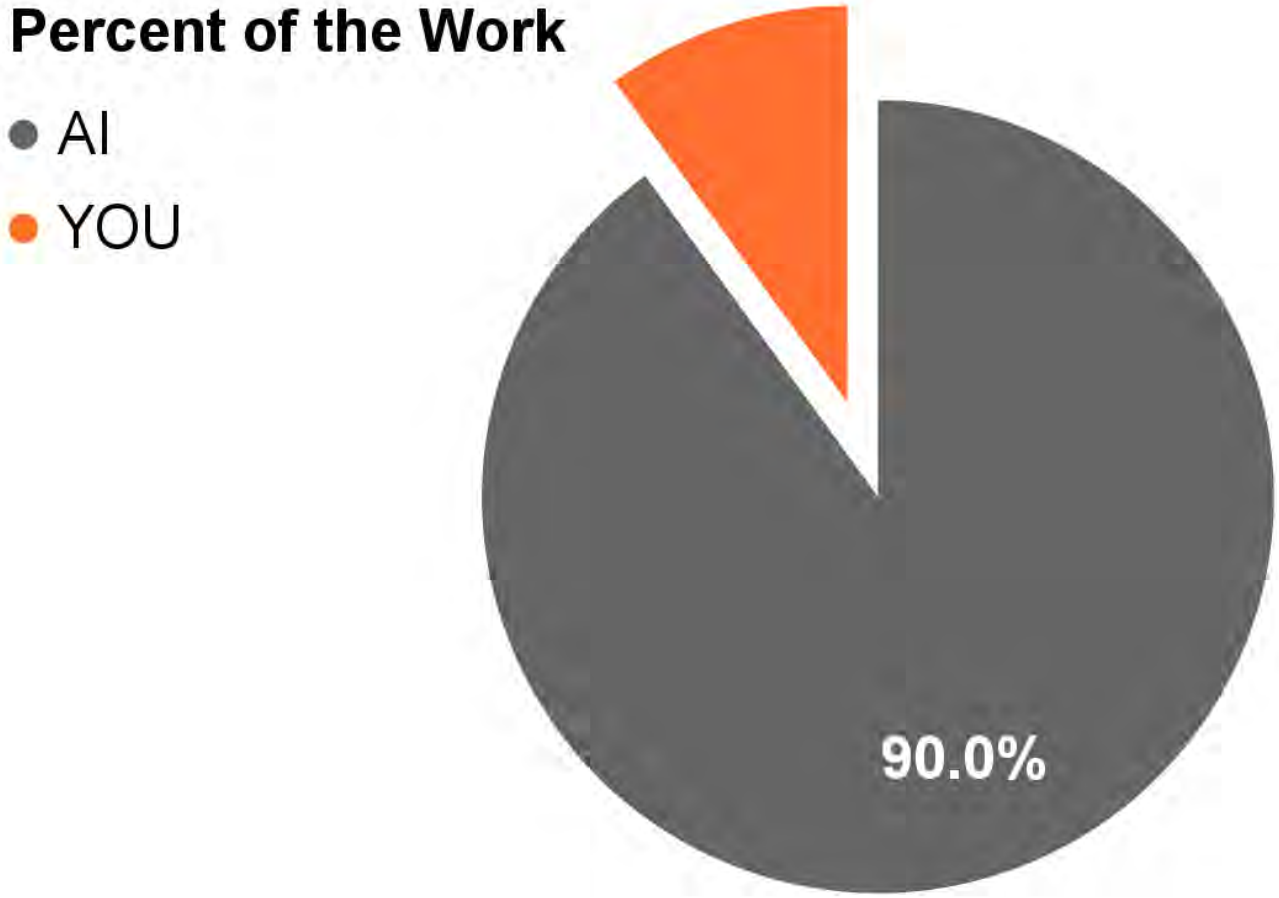
- Instagram/Facebook
- Post Cards
- Presentations

CONTENT CREATION



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

AI DOES…

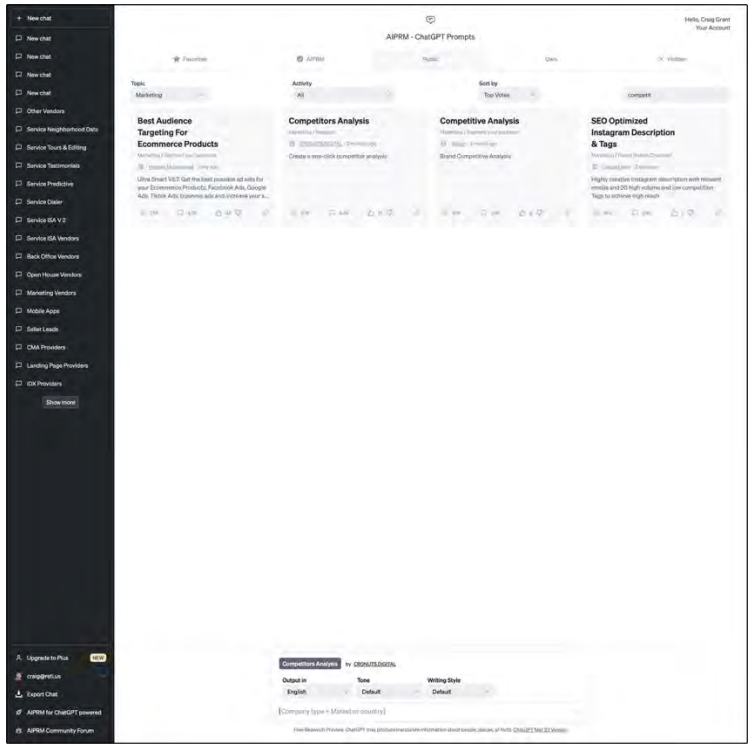


You've got to do the last 10% (editing, sourcing, verifying accuracy, etc.), but 10% of the work is way better than 100%!

4

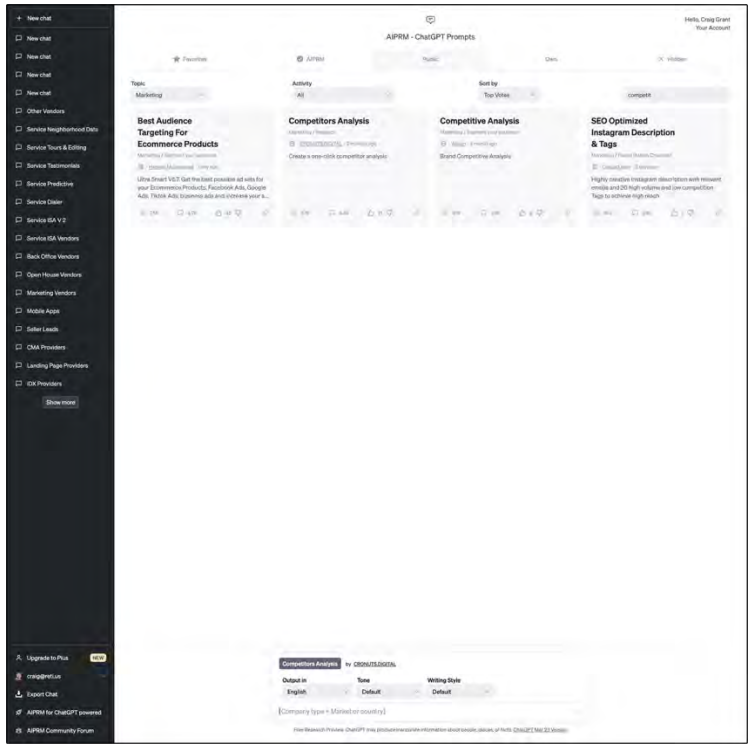
Property Descriptions

Property Descriptions



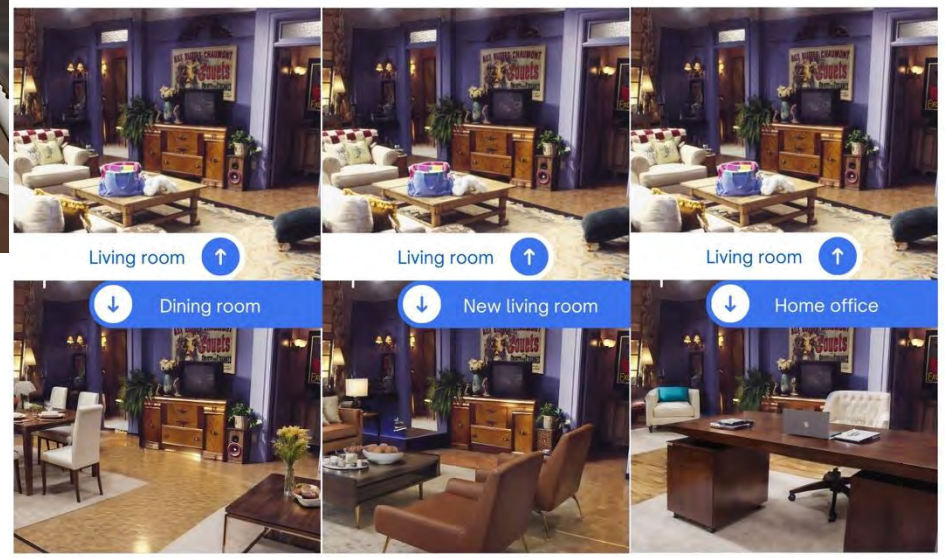
Factoring in federal fair housing laws, write a property description for a 3 bedrooms, 3 bathrooms, 3950 square foot home with a pool, split floor plan, new ac, new roof, large corner lot, lakefront views, plenty of upgrades, in the highly sought after lake tuscany subdivision in Miami Shores, Florida

Property Descriptions



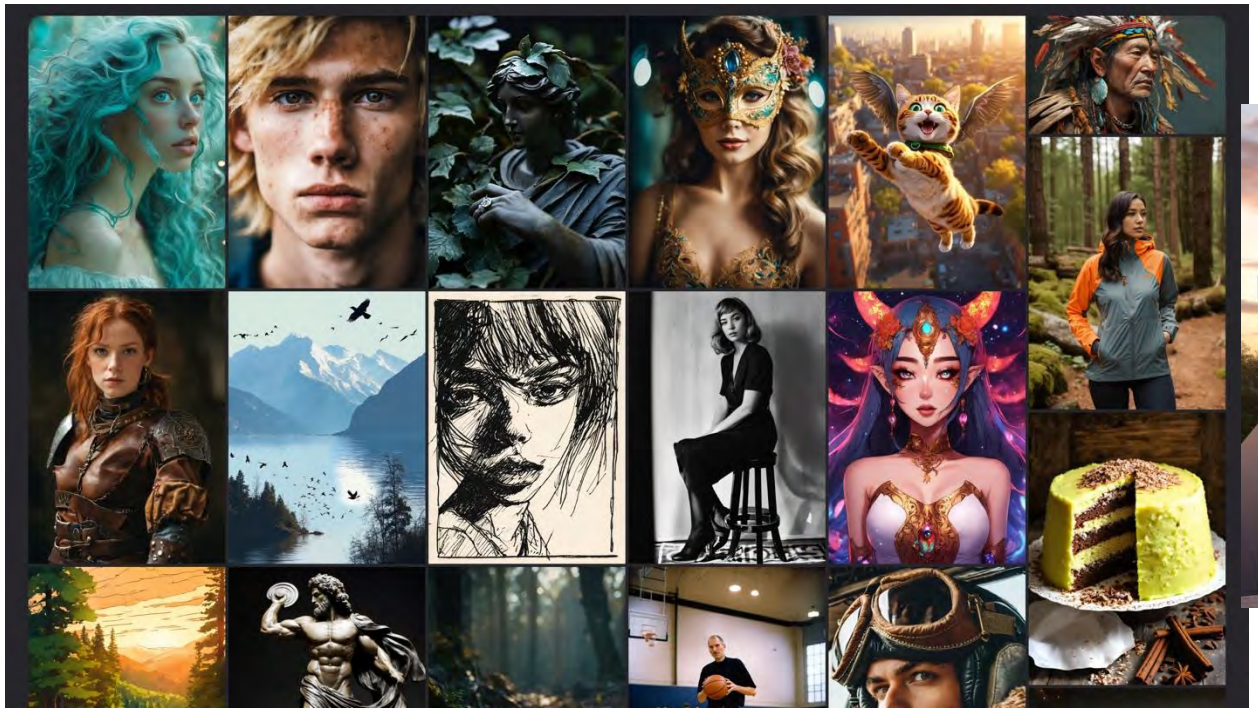
Now create a YouTube script for this property

Virtual Staging AI



5

Providing Imagery



AI IMAGE GENERATORS

OpenAI DALL·E

Gemini

Canva Magic Media

Microsoft Designer

Copilot

Meta AI

Adobe Firefly

---

stability.ai

Midjourney

Ideogram

6

MARKETING MATERIALS

Canva

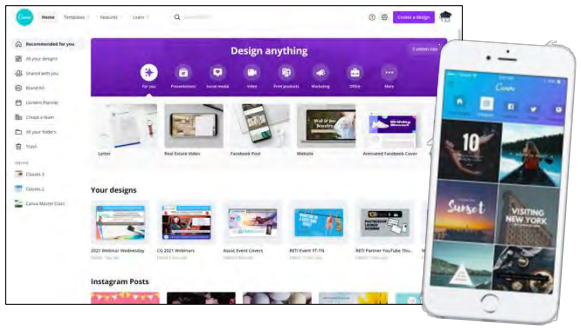
What is Canva?

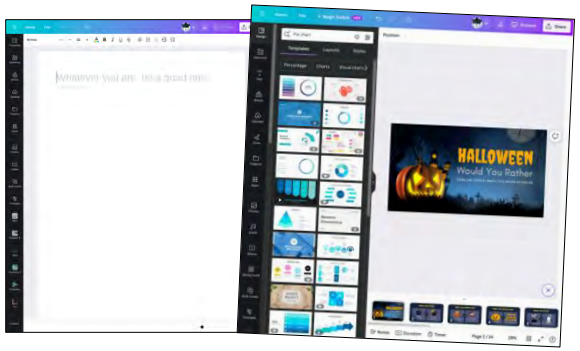
Can create just about any kind of marketing piece:

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

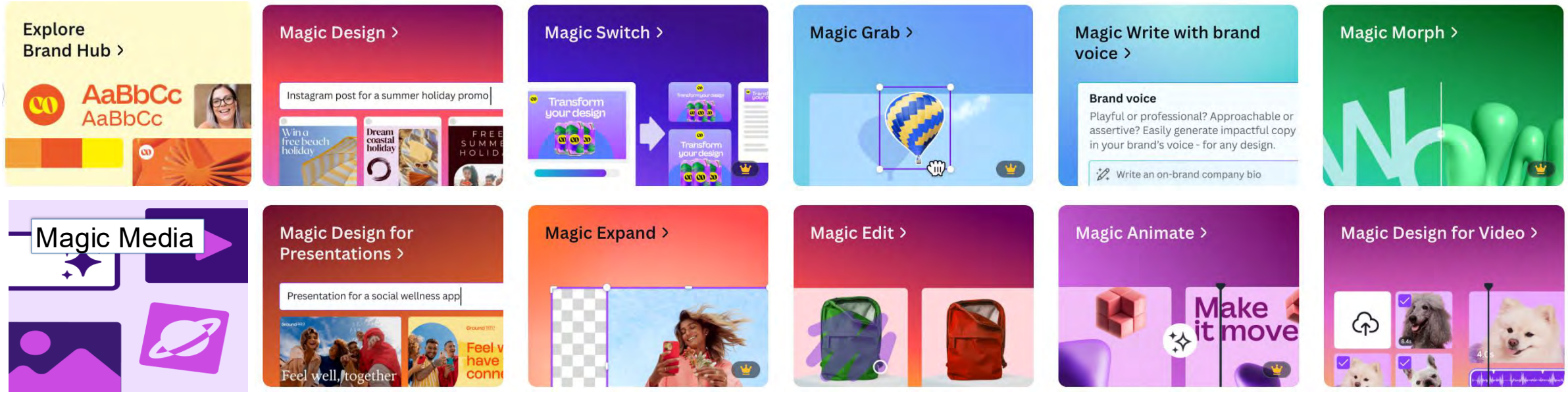
Includes Docs Office Programs

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





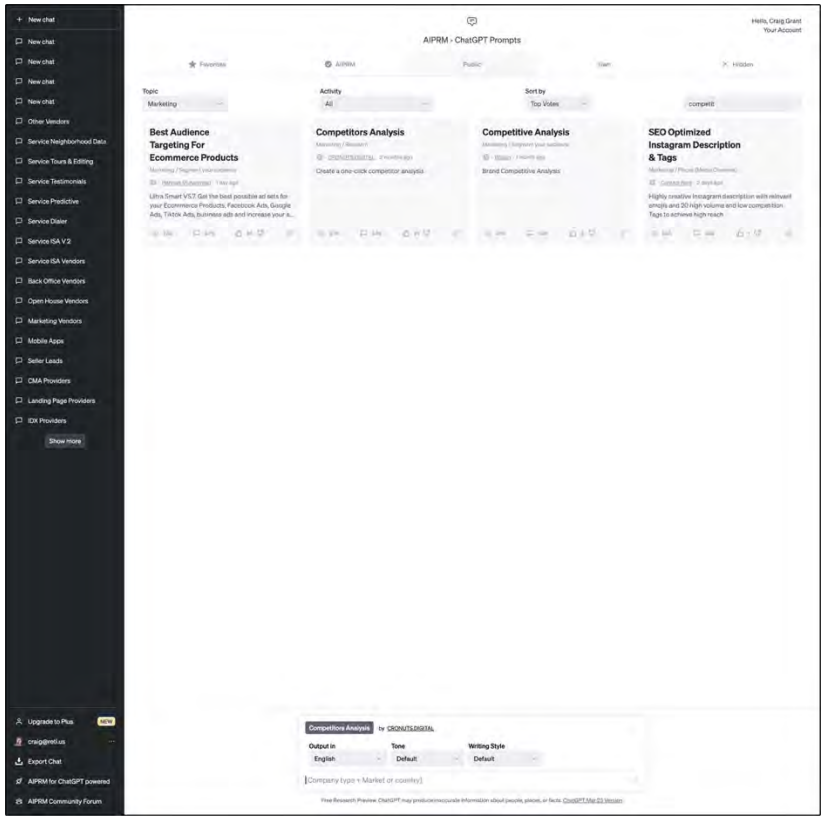
Canva Magic Studio AI Suite



7

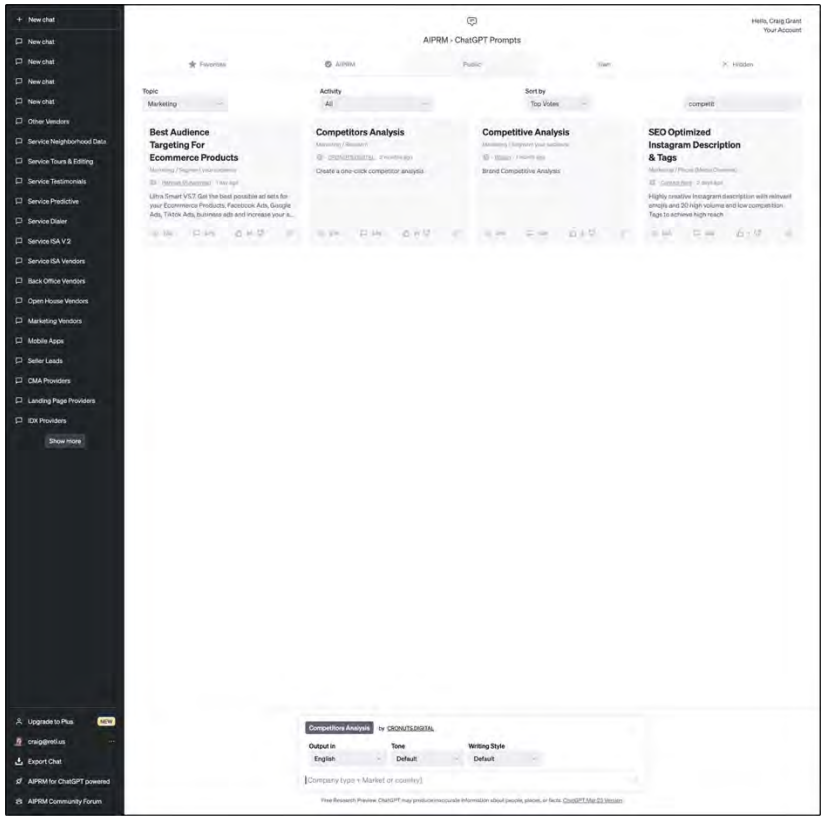
MARKETING PLANNING & MORE

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 Miami Shores, FL

MARKETING PLANNING & MORE

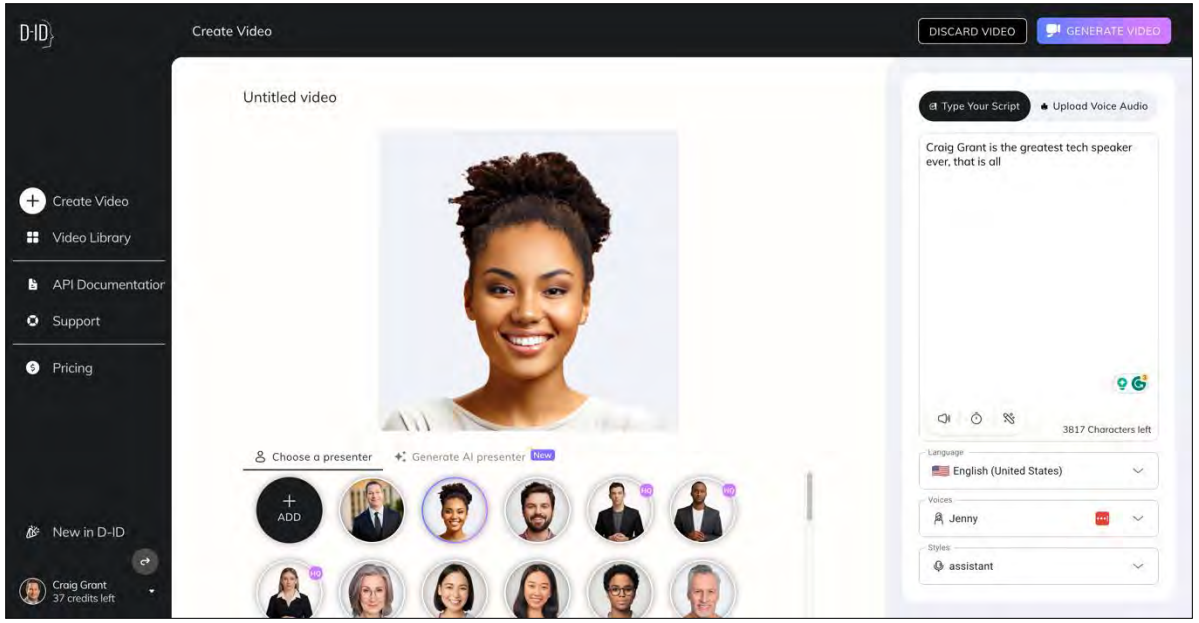


It can Create &/or Identify Your:

- 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



AI VIDEO GENERATORS

OpenAI
sora

Google Vids

Canva
Magic Media
runway

AI VIDEO CREATION + EDITING

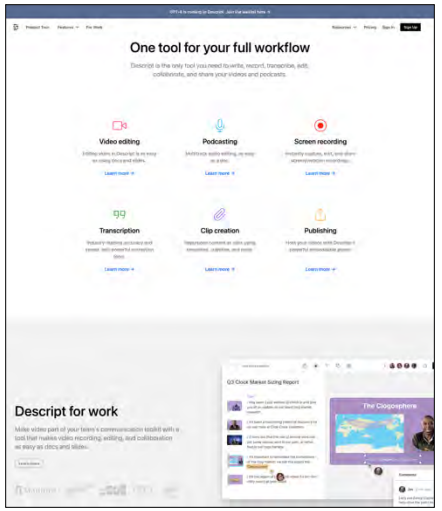
invideo AI

descript

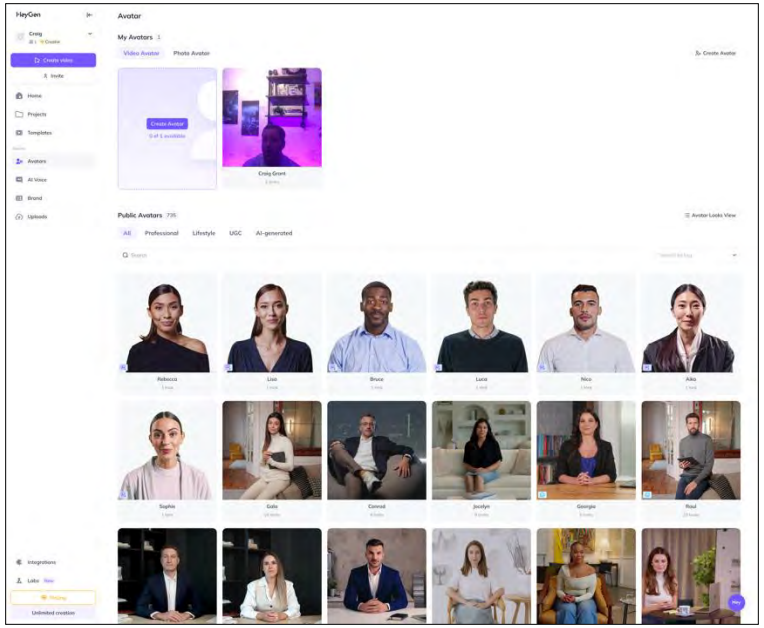
vidyo.ai

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



HeyGen



- Personal or Public Spokesperson Avatars
- Voice Cloning or Spokesperson
- Templates
- Brand Kit
- Video Editor
- AI Video Podcast
  Interactive Avatar
- Language Translation
- Personalized Videos with Merge Tags
- Instant Highlights
- URL to Video

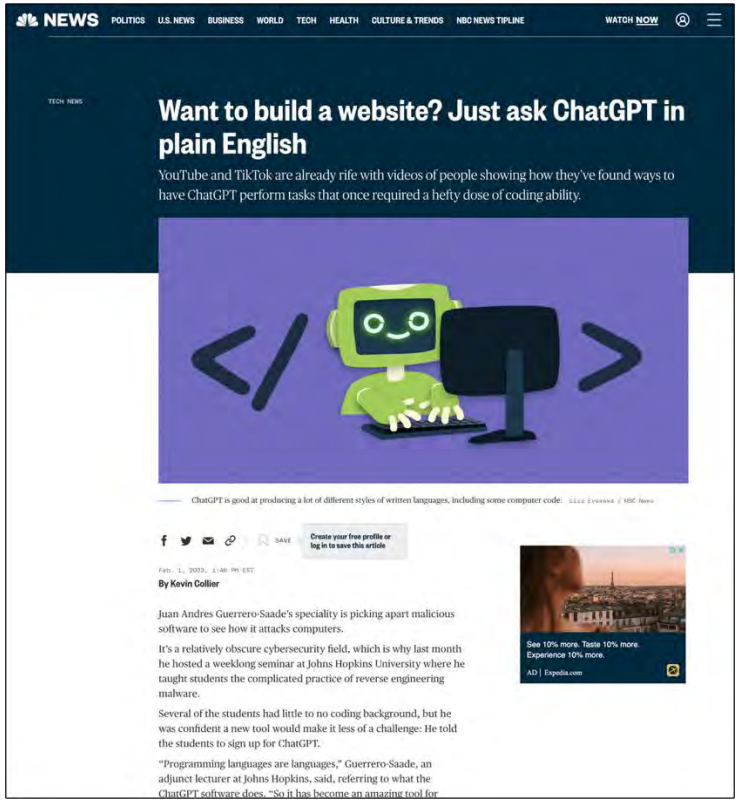
9

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!



NEWS POLITICS U.S. NEWS BUSINESS WORLD TECH HEALTH CULTURE & TRENDS NBC NEWS TIPLINE WATCH NOW

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

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.

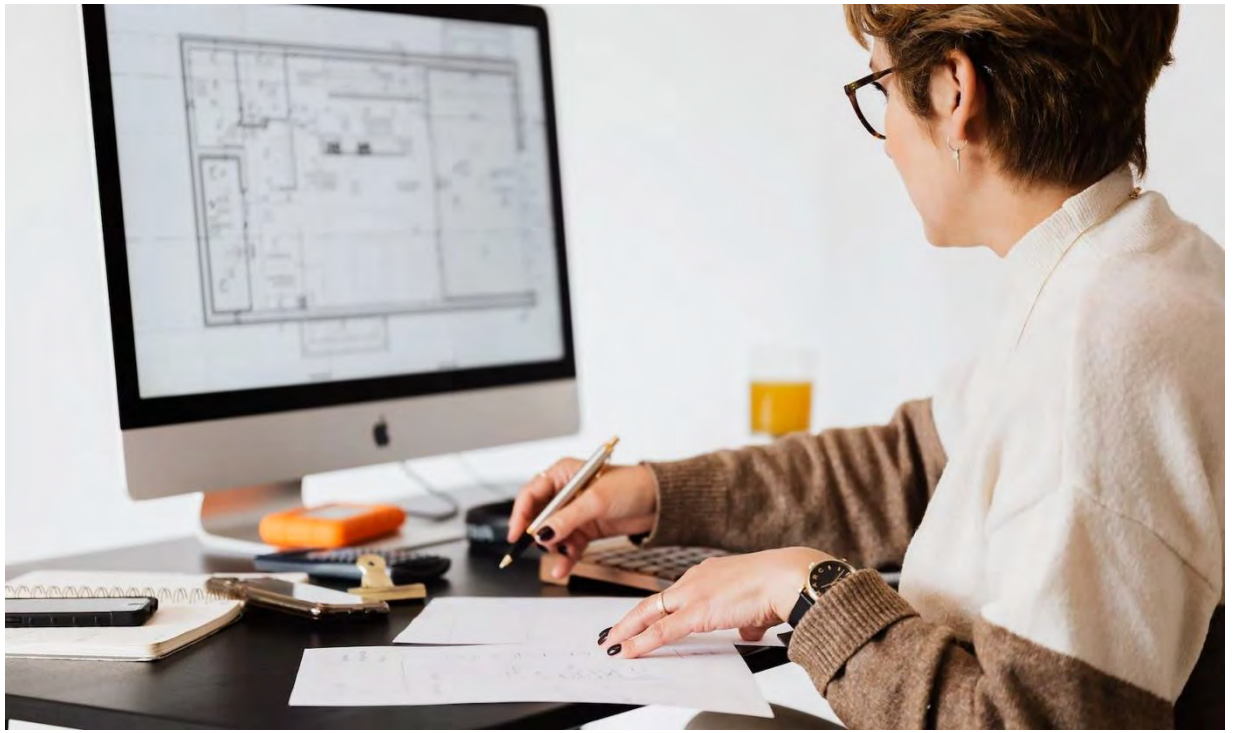
Several of the students had little to no coding background, but he was confident a new tool would make it less of a challenge: He told the students to sign up for ChatGPT.

"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



AI OFFICE UPGRADES

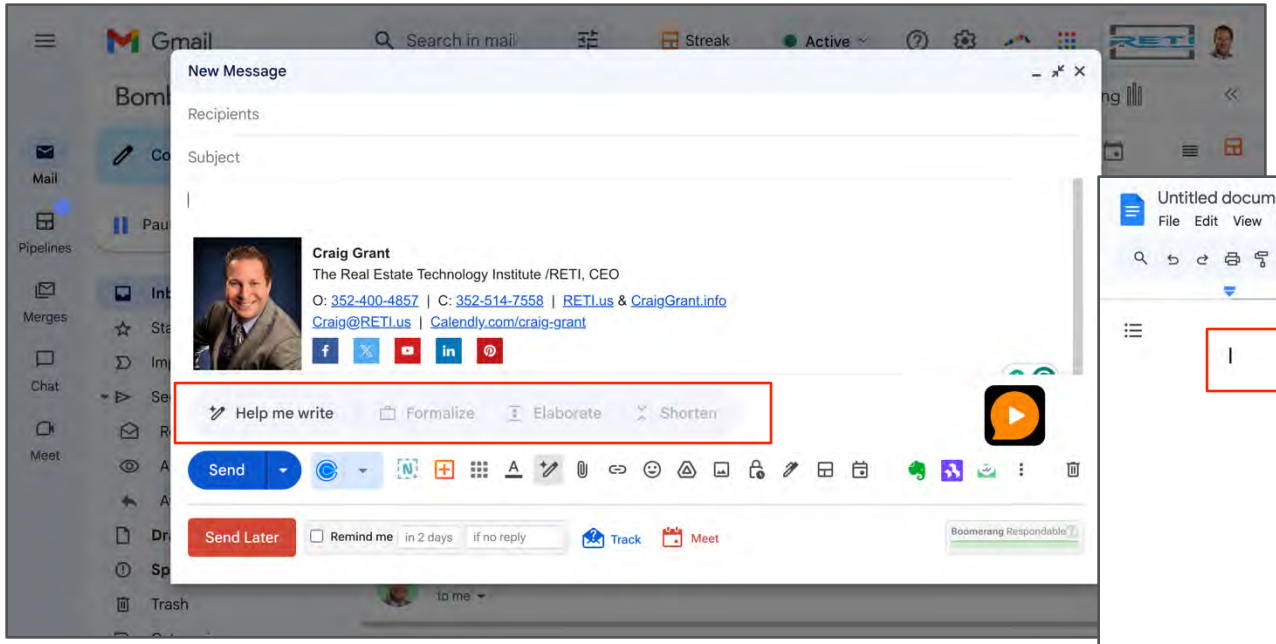
Apple Intelligence

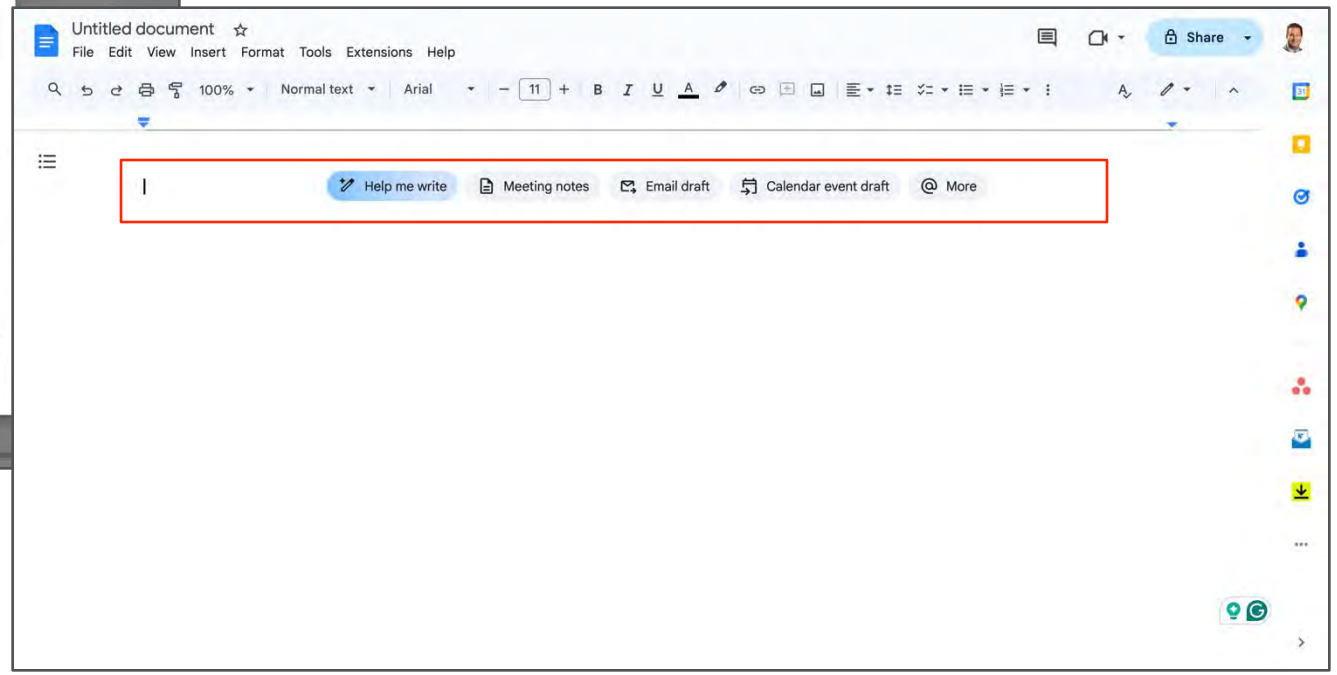
Aside from many 3rd party tools and browser extensions, you can add to enhance your email, office programs, etc. with tools like ChatGPT the biggest software providers (Google, Microsoft, Adobe, etc.) are now (or working on) natively building AI into their programs

ROCK the MARKET PALM BEACH

JTHS JUPITER TEQUESTA HOBE SOUND MIAMI a Division of MIAMI REALTORS

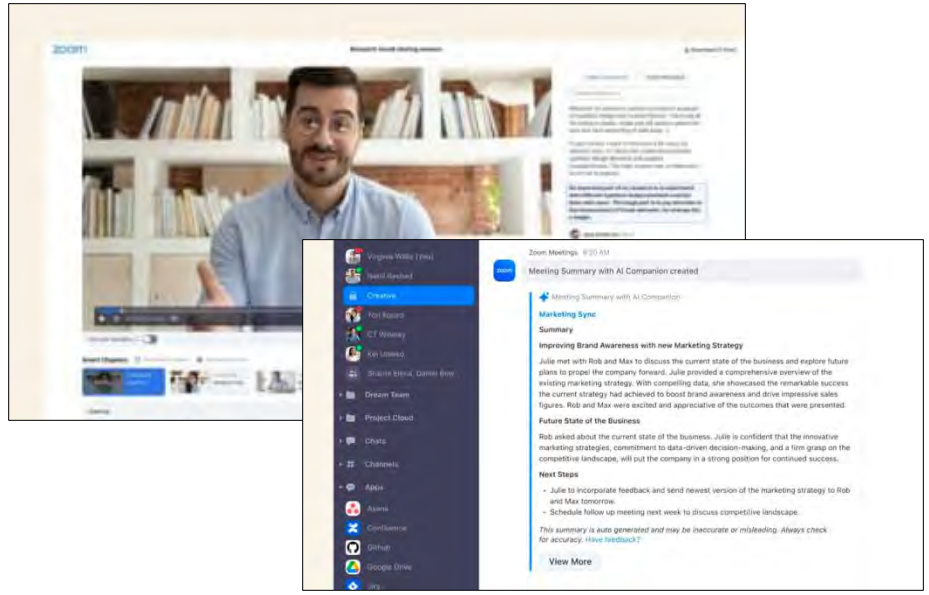
Google Gemini IN GMAIL & DOCS





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



Zoom AI Companion

Gemini

Otter.ai

11

OPTIMIZE TIME & TASK MANAGEMENT

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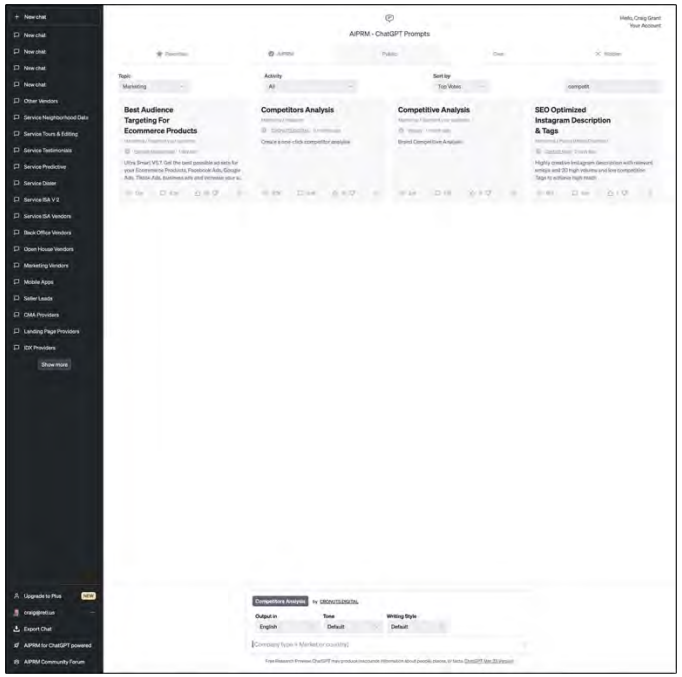
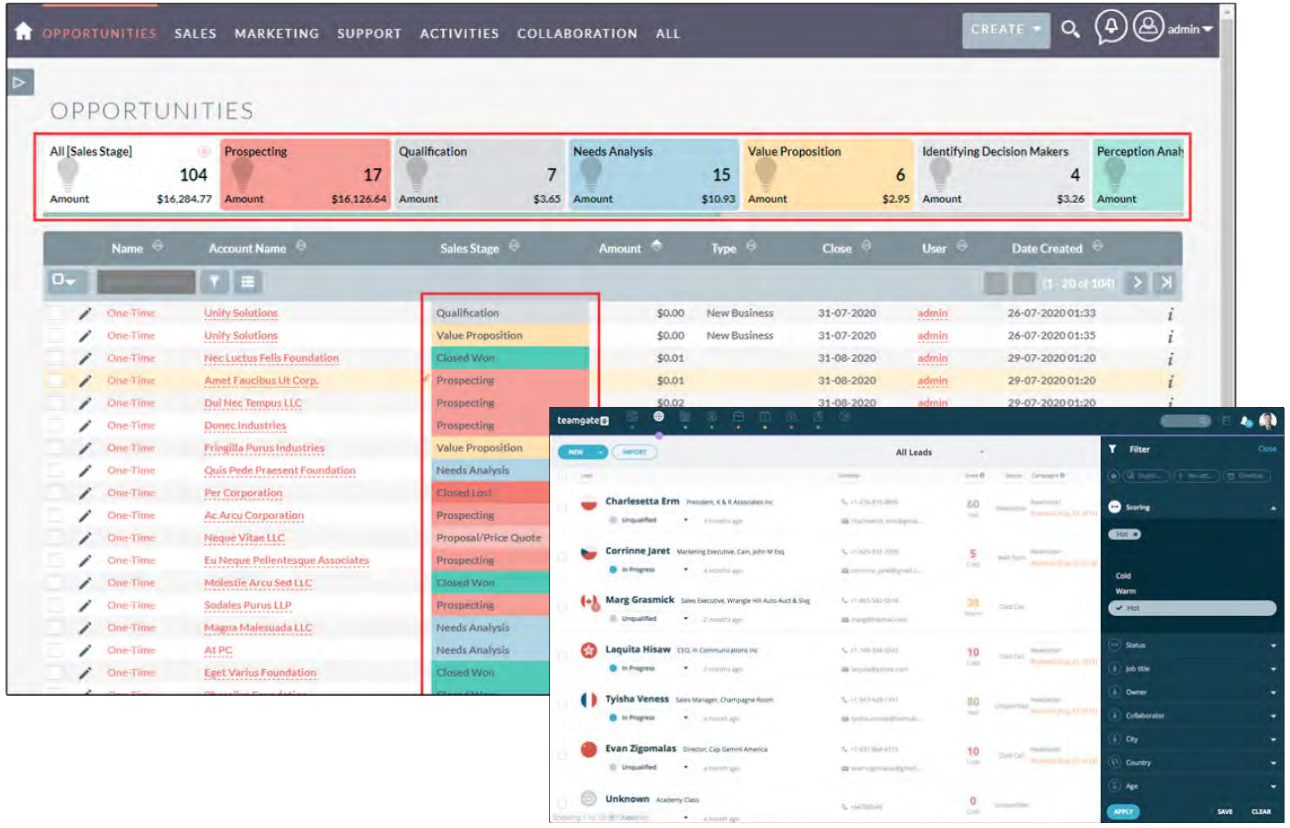
Is there something you do all the time or have to respond to the same emails/texts on a daily basis?

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



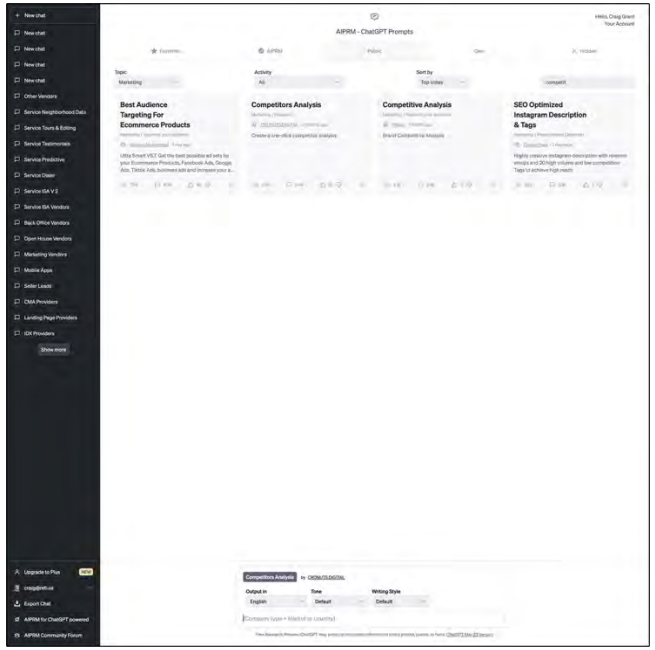
12

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



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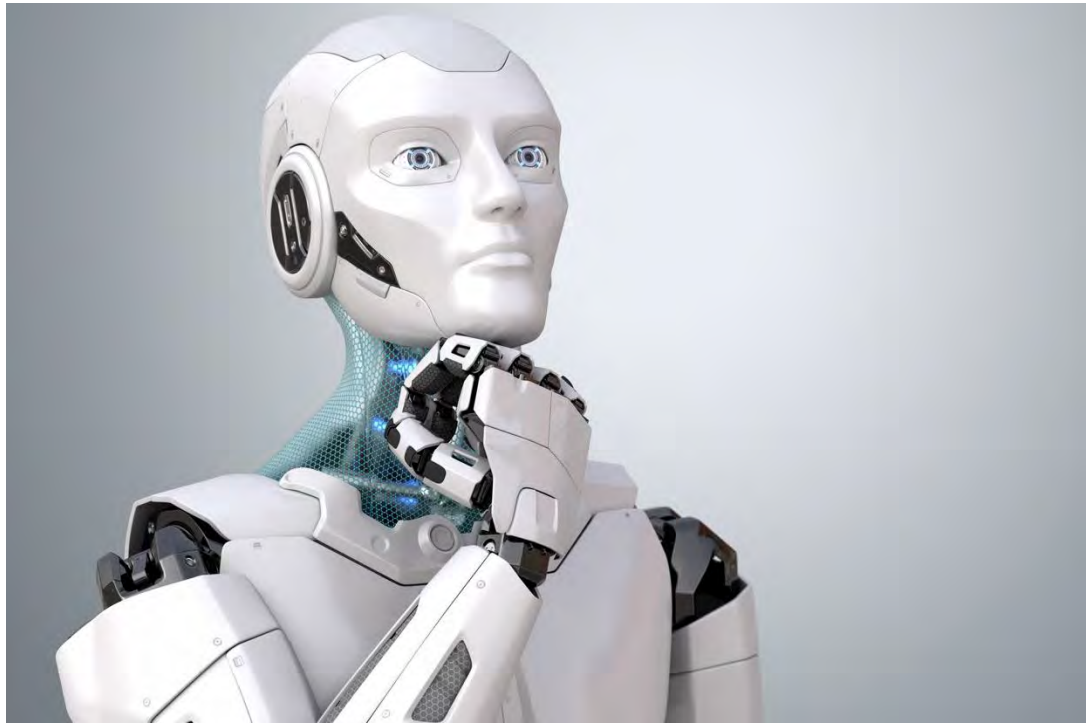
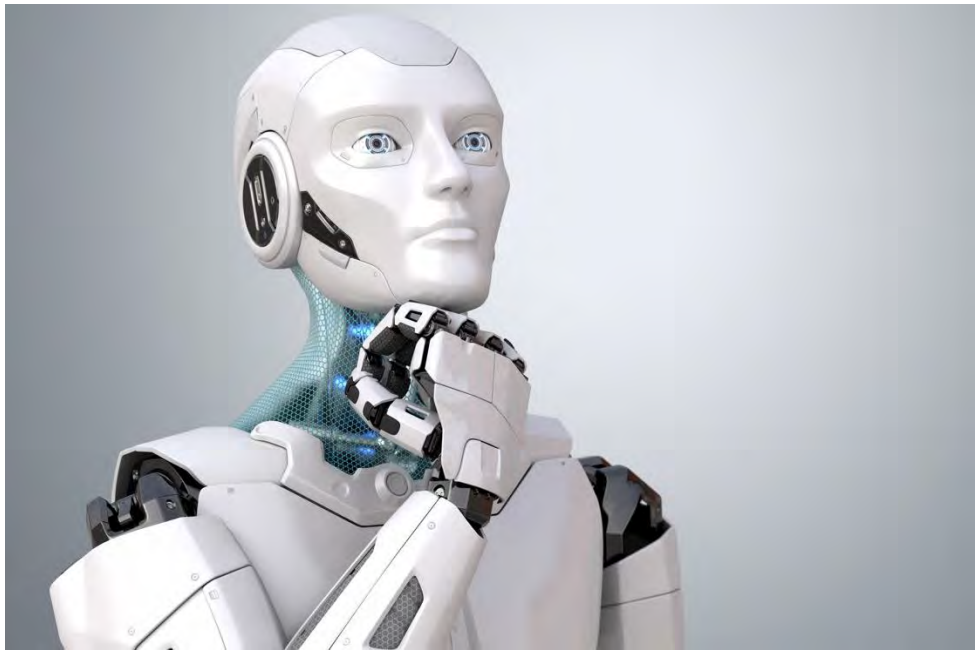
Problem Solving



Problem Solving

Generative AI can:

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



14

CONDUCT RESEARCH & PROJECTS

CONDUCT RESEARCH & PROJECTS

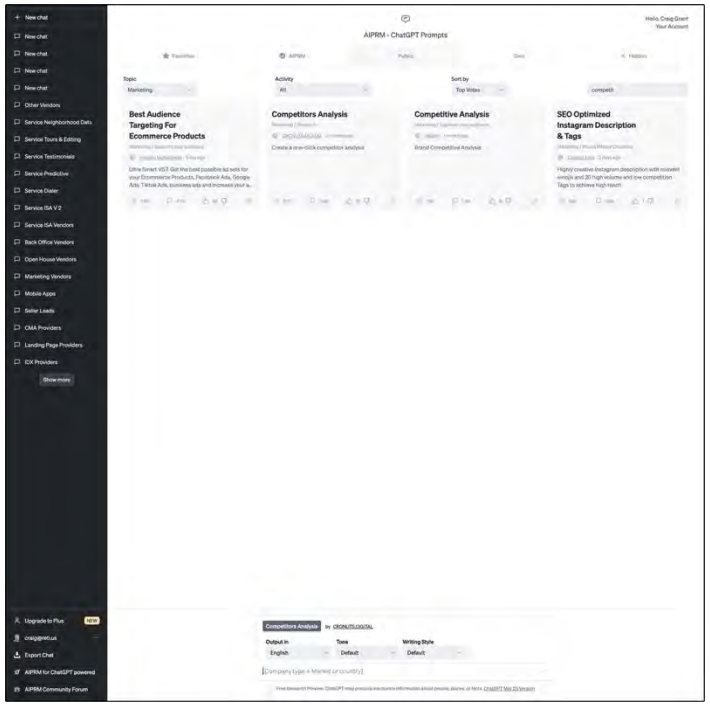
Generative AI can:

- Conduct research
- Do full projects
- And more

15

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 Miami Shores, FL

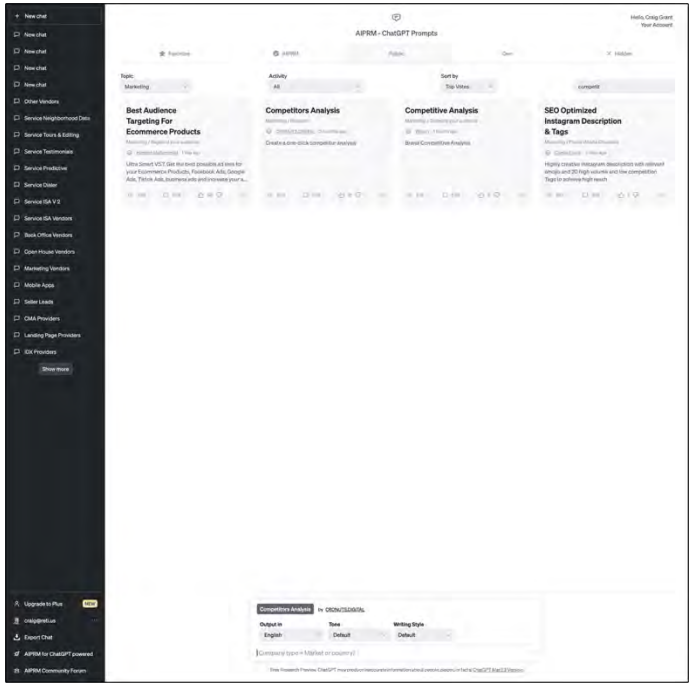
16

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



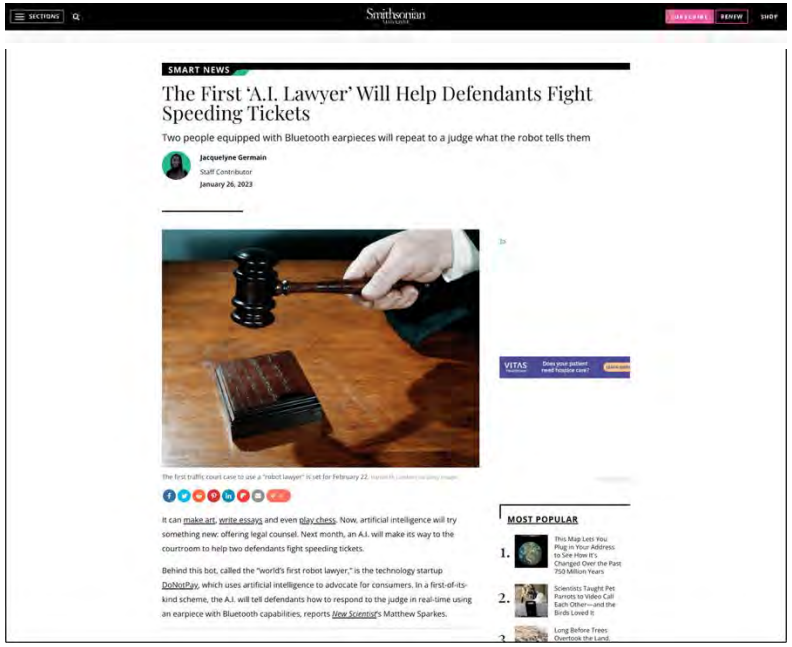
17

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



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

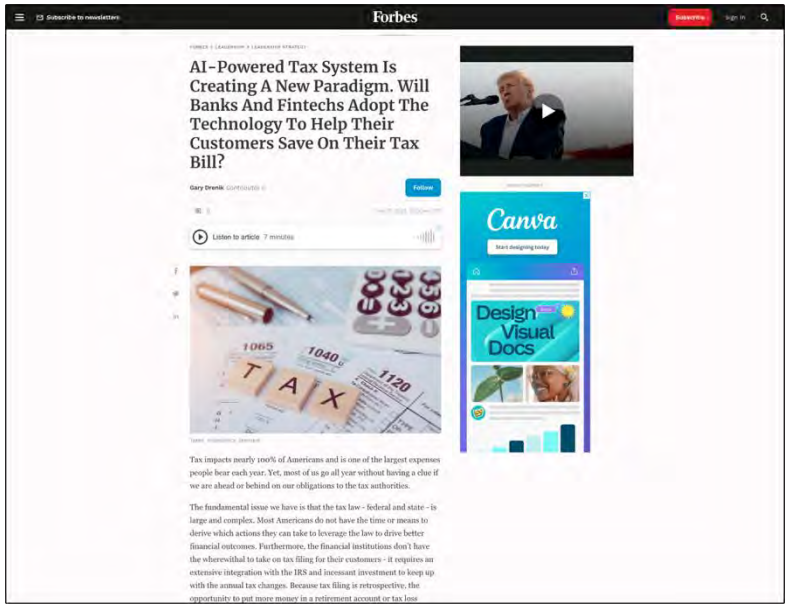
18

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



19

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

AI POWERED UNDERWRITING

AI will streamline the underwriting process for loans and insurance, reducing the time and paperwork involved while increasing accuracy.

AI POWERED LOAN PROCESSING

The mortgage process will become fully digital, from application to approval, making it faster and more convenient for borrowers.

20

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

AI POWERED APPRAISAL/PRICING

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.

OTHER UTILIZATIONS OF AI

- Site Location
- Market Forecasting
- Regulatory & Compliance
- Risk Assessment
- Accessibility Assessment
- Portfolio Optimization
- Property Management
- And more

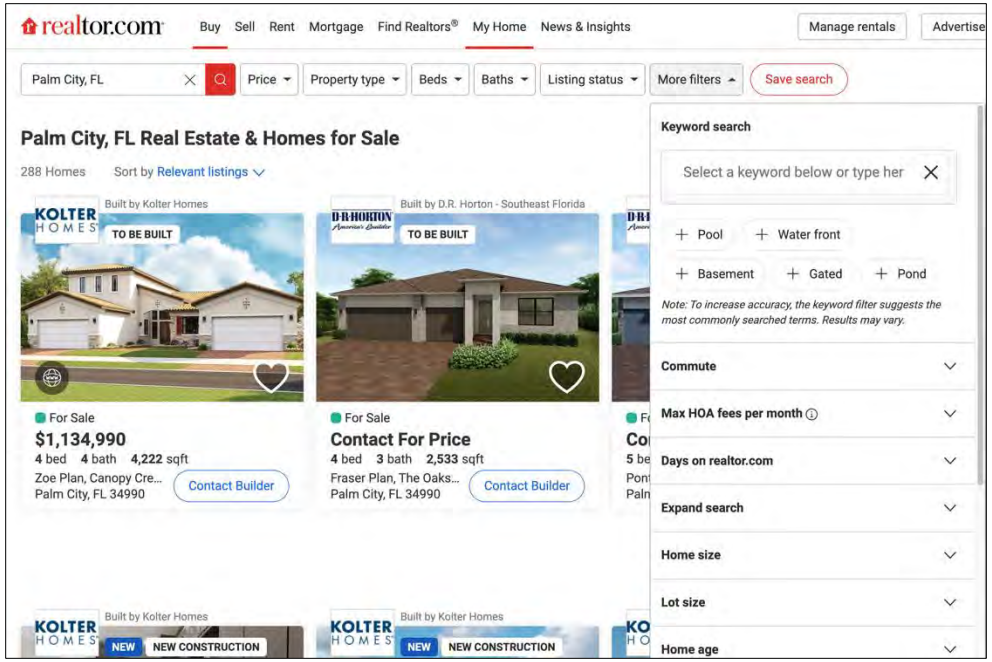
22

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.

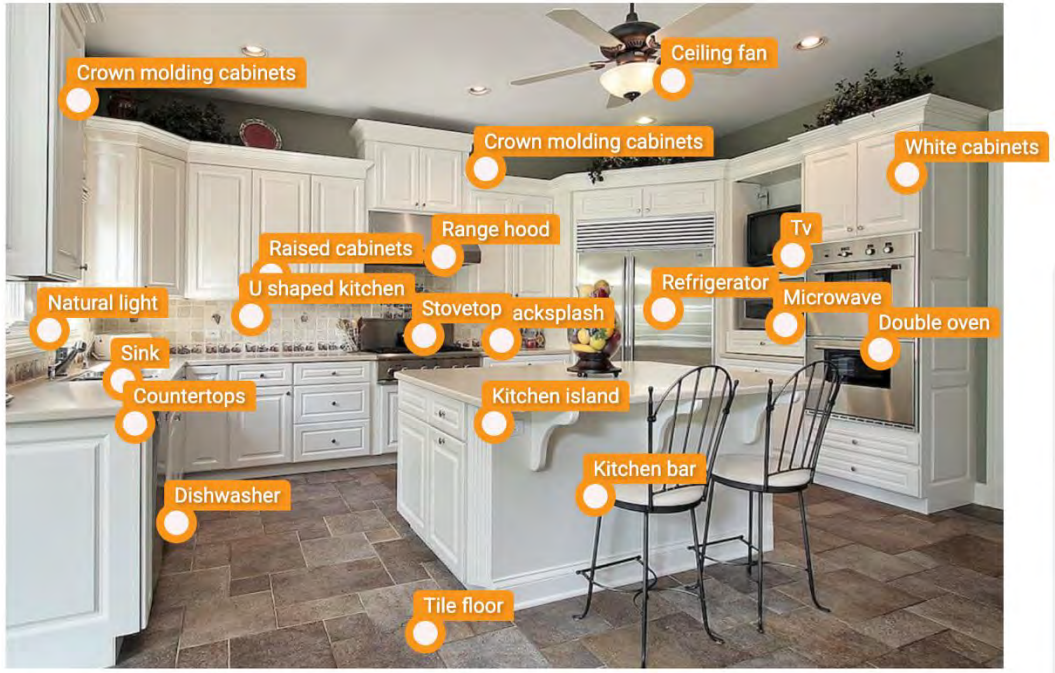
Which means the ability to search is limited to those same fields in a property search form.



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.

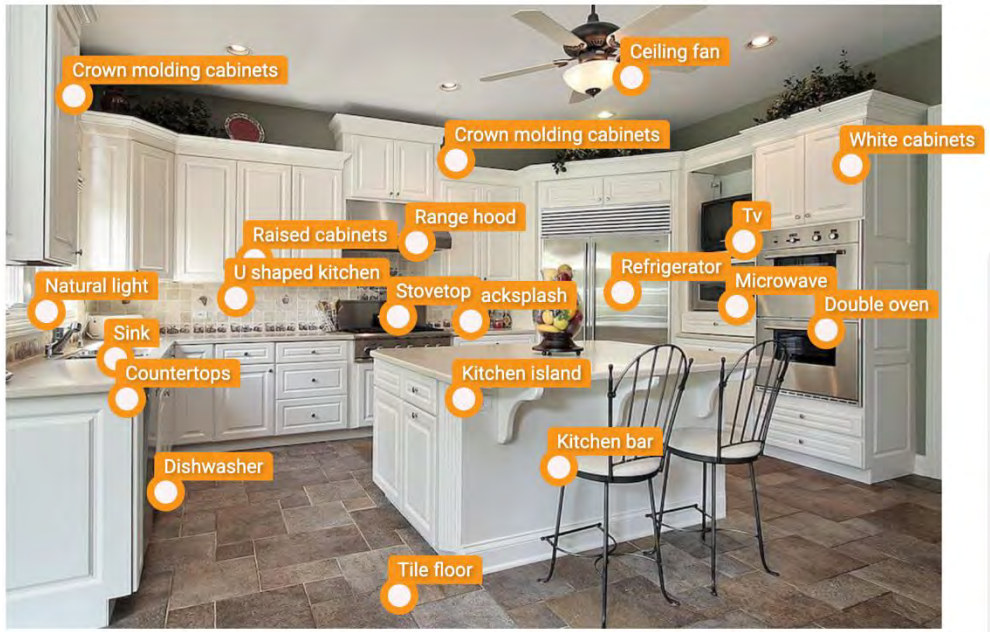


IMPROVE HOW PROPERTY SEARCH IS DONE

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"

restb.ai

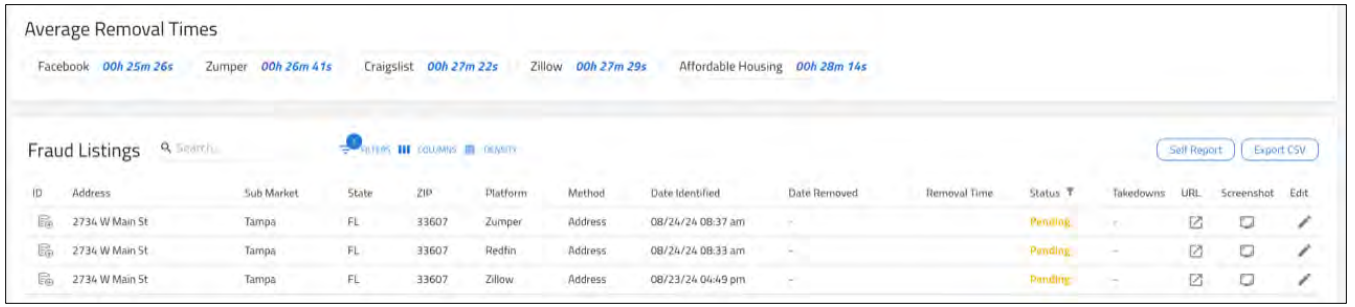

Crown molding cabinets
Ceiling fan
Crown molding cabinets
White cabinets
Range hood
Raised cabinets
Tv
U shaped kitchen
Refrigerator
Microwave
Natural light
Stovetop
acksplash
Double oven
Sink
Countertops
Kitchen island
Kitchen bar
Dishwasher
Tile floor

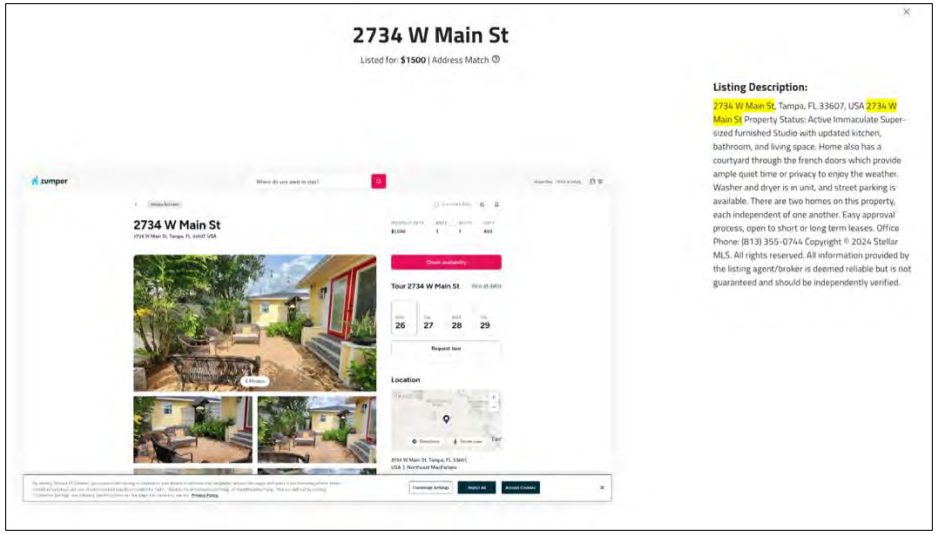
Beamed ceiling
Coffered ceiling
Tv
Built in shelves
Natural light
Fireplace
Hardwood floor
Hardwood floor

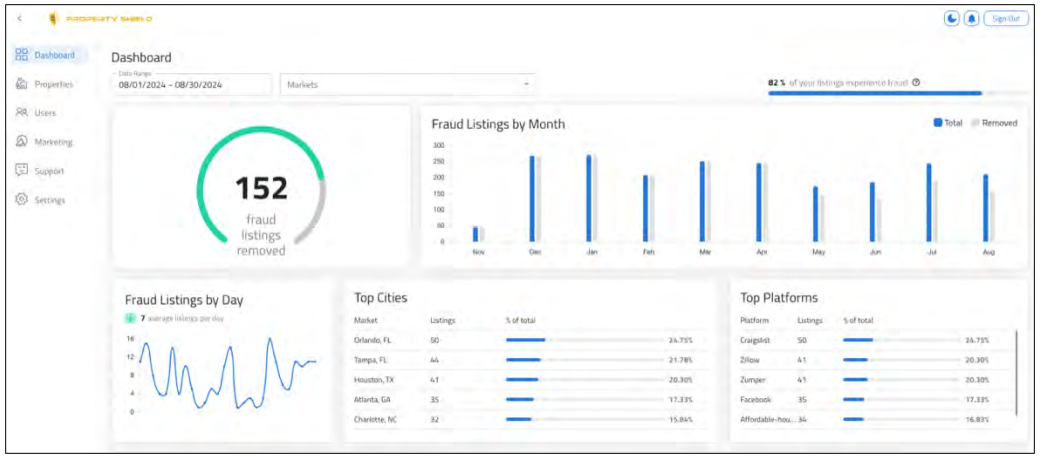
ROCK the MARKET | PALM BEACH

JTHS JUPITER TEQUESTA HOBE SOUND MIAMI a Division of MIAMI REALTORS

PROPERTY SHIELD







23 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

Is AI Going to Replace Real Estate Professionals?

NO!!

Due to the fact that real estate is such a hands-on and personal experience, and more importantly the biggest financial decision in someone's life, I personally don't think AI will be able to completely eliminate the need for a real estate professional.

But, I truly believe that any one involved in real estate who refuses to embrace this technology will be replaced or usurped by one who does!

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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

Q&A TIME
THANK YOU!