TOP WAYS AI & ChatGPT Are ROCKING! Real Estate

Presented by:

CRAIGGRANT

RETI REAL ESTATE TECHNOLOGY INSTITUTE & RETI US

Craig Grant

Stuart, FL

Craig@RETI.us

CraigGrant.info or RETI.us

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MAIN PLATFORM OPTIONS

GENERATIVE AI PLATFORMS (Not just ChatGPT)

Really, the only limitation is your imagination!

1

AUTOMATING TASKS

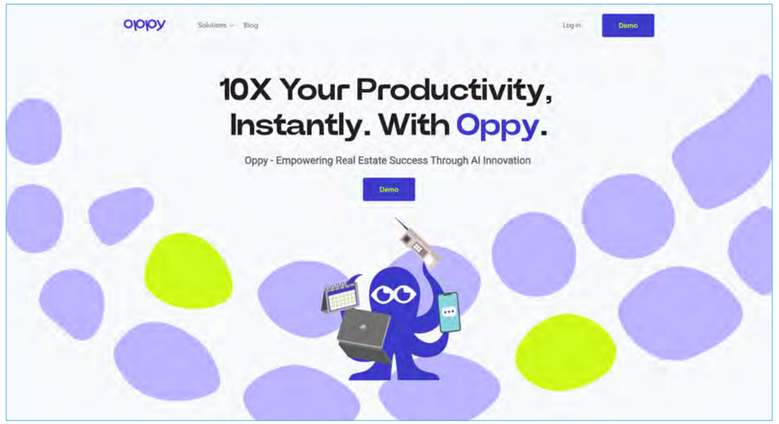
AI ASSISTANTS

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

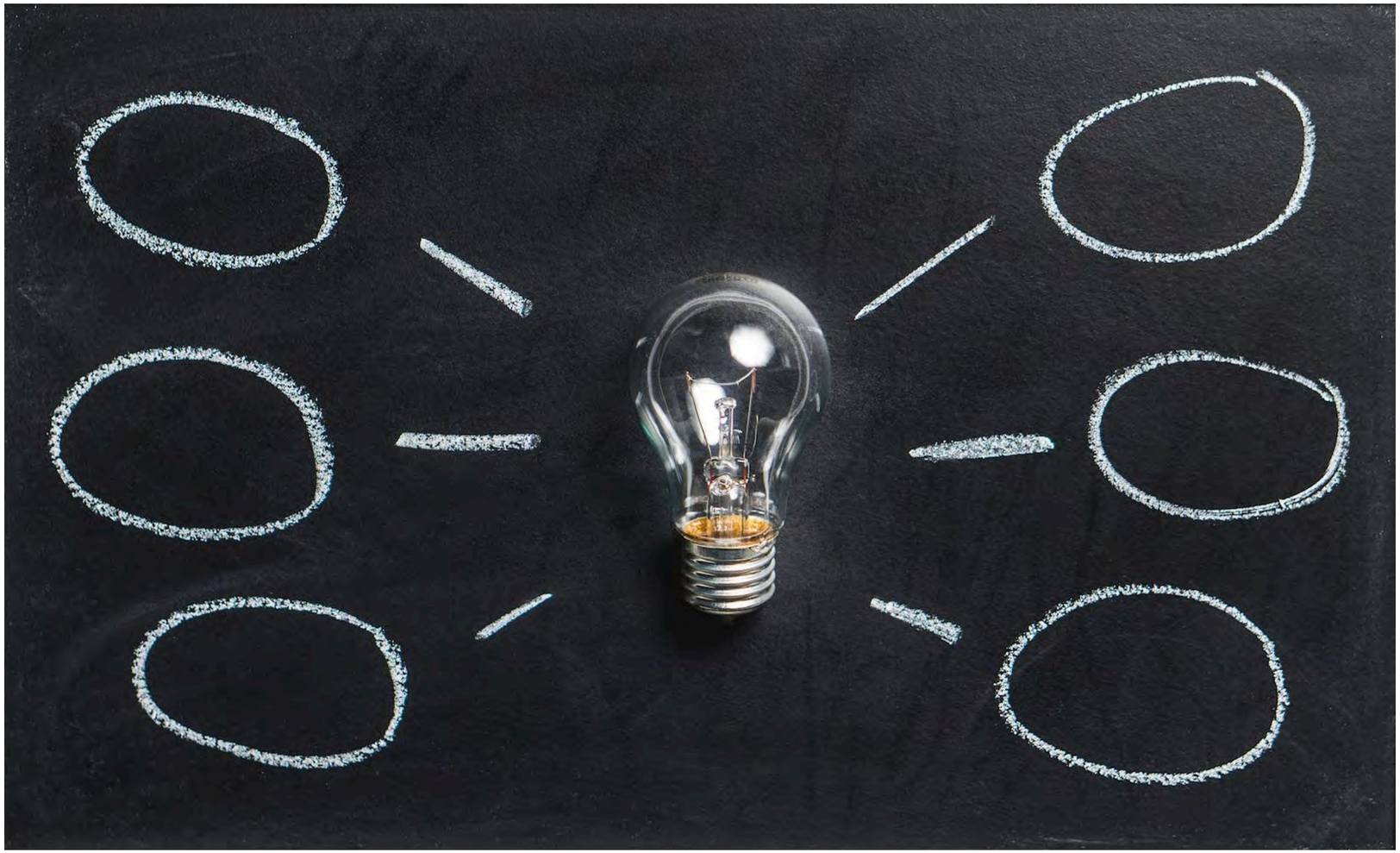
Oppy Oppy.pro

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.



2

IDENTIFYING CONTENT IDEAS



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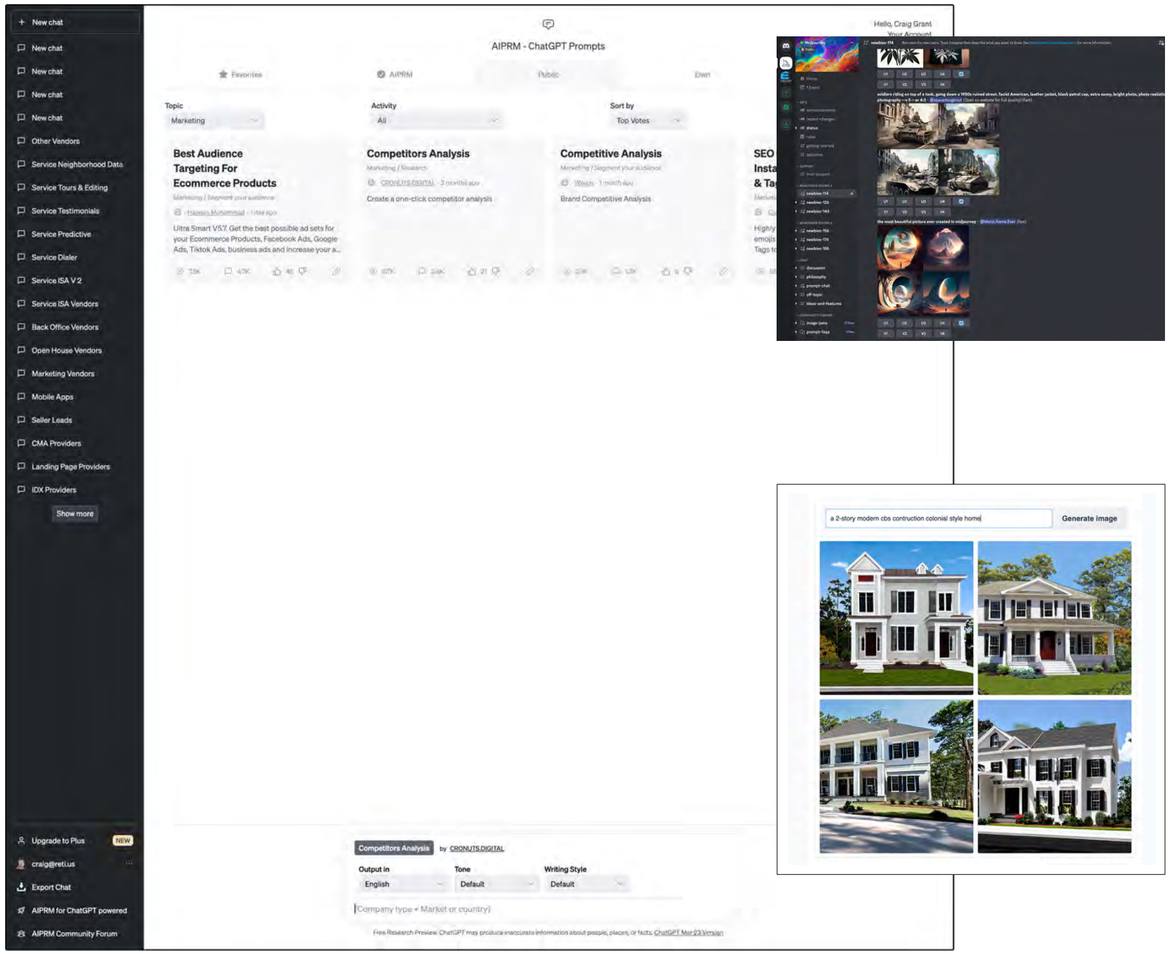
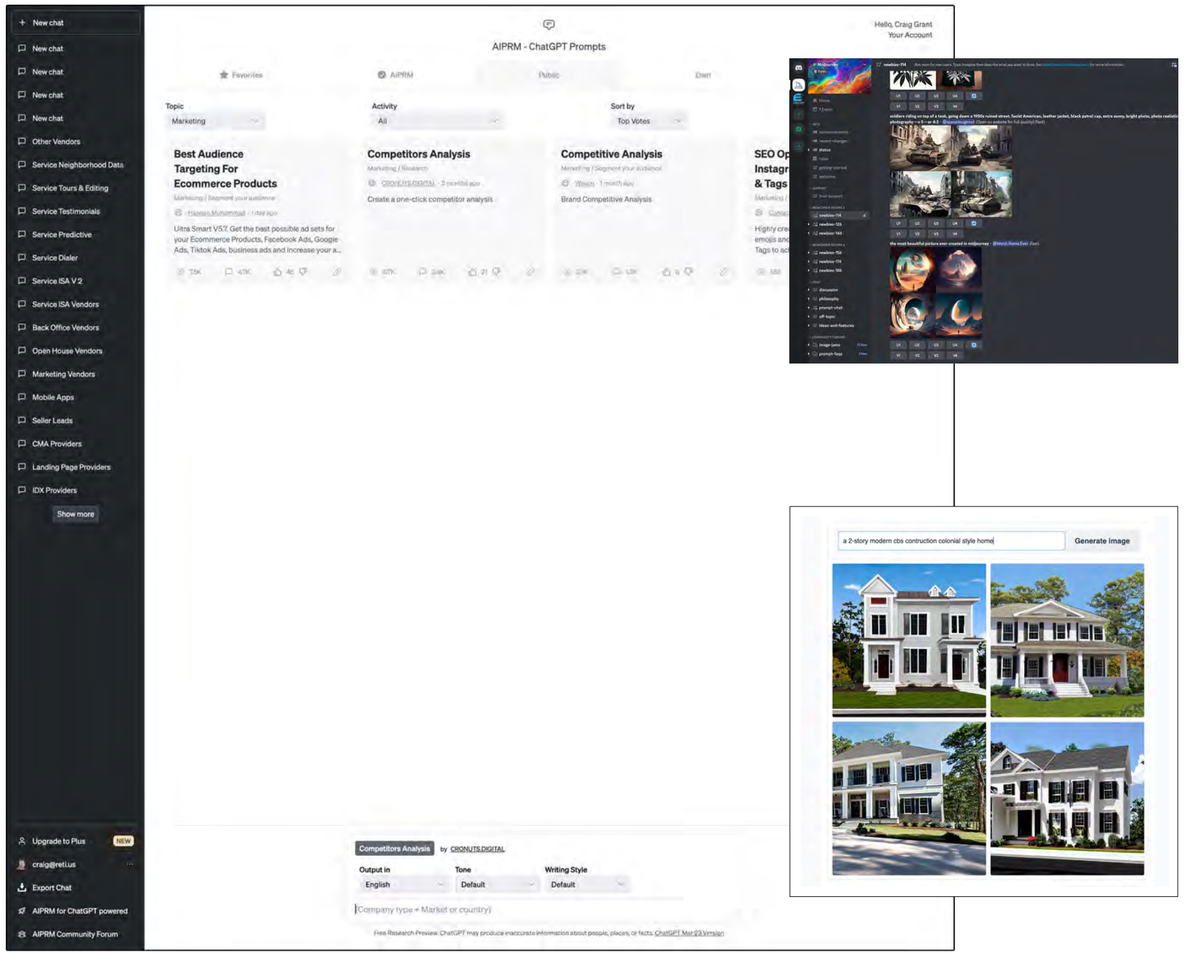


It can help you come up determine what are the best:

- 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

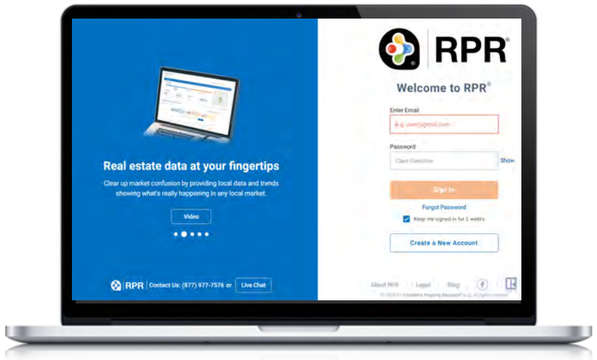


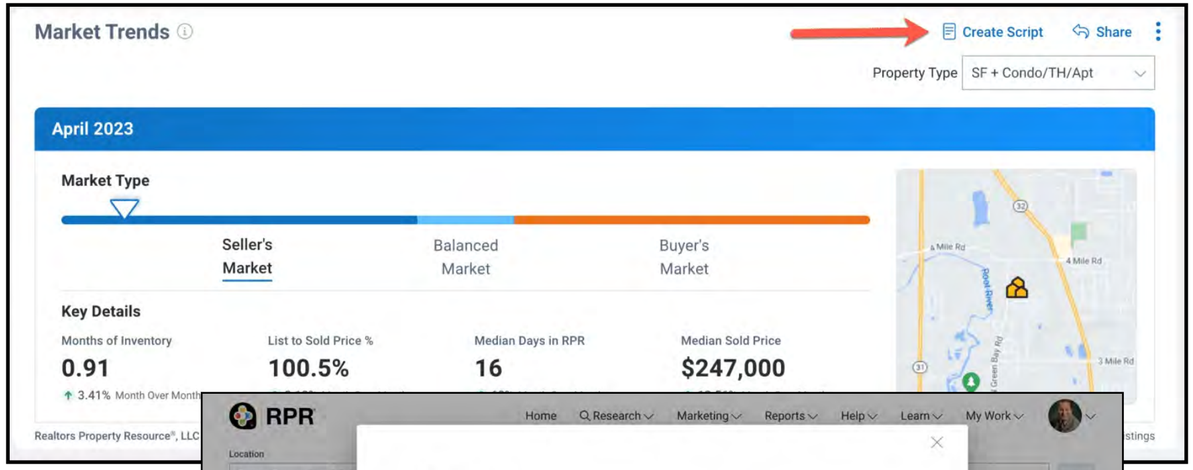
It can help create including:

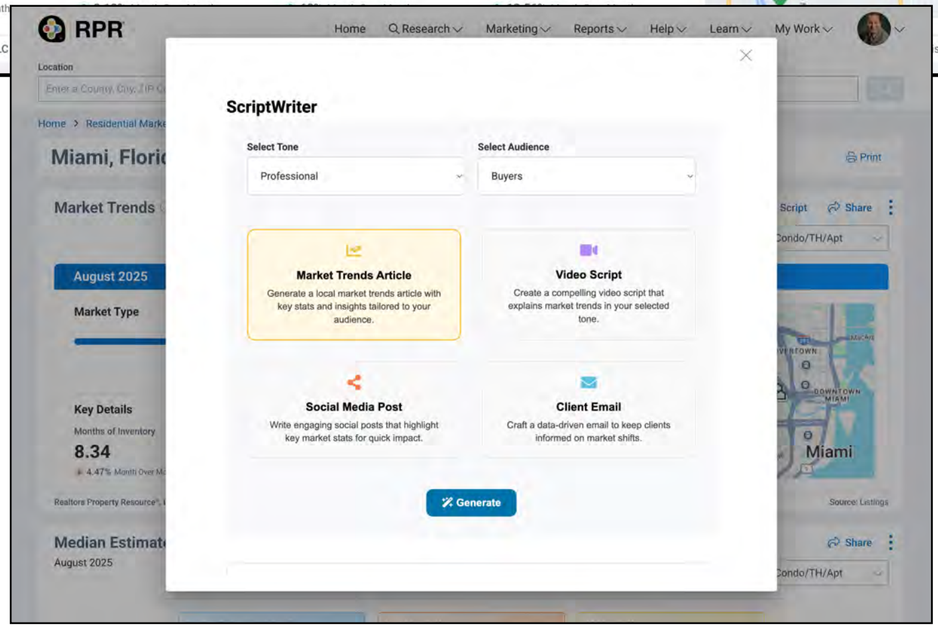
- Social Media Posts
- Blog Writing
- Video Script Writing
- Ad Copy
- Emails
- Text Responses
- Phone Scripts
- And a whole lot more!

RPR® | REALTORS PROPERTY RESOURCE

narrpr.com

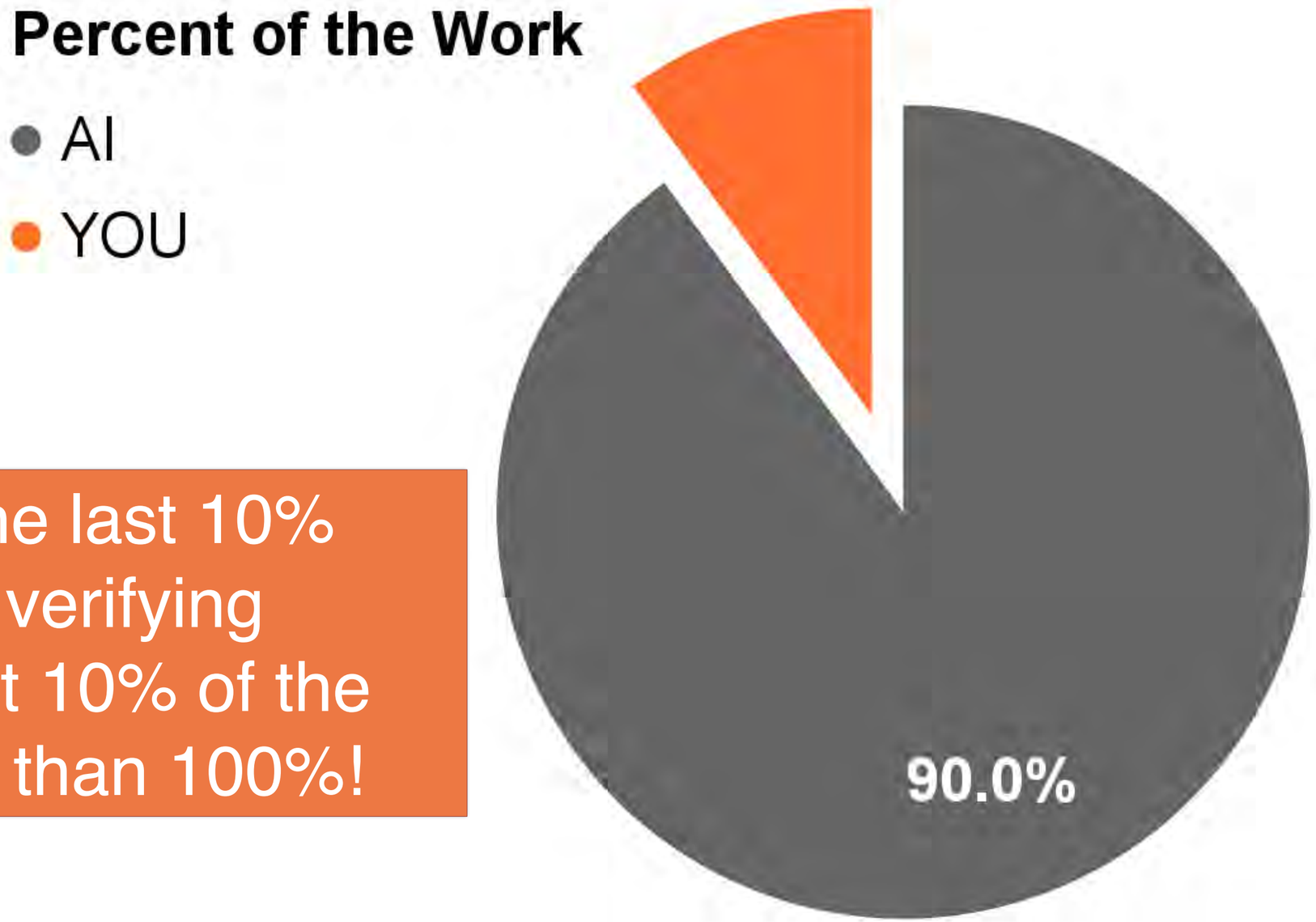






ScriptWriter takes current market information and creates unique marketing content for social media, video scripts, and content for blogs and client consultations.

AI DOES…



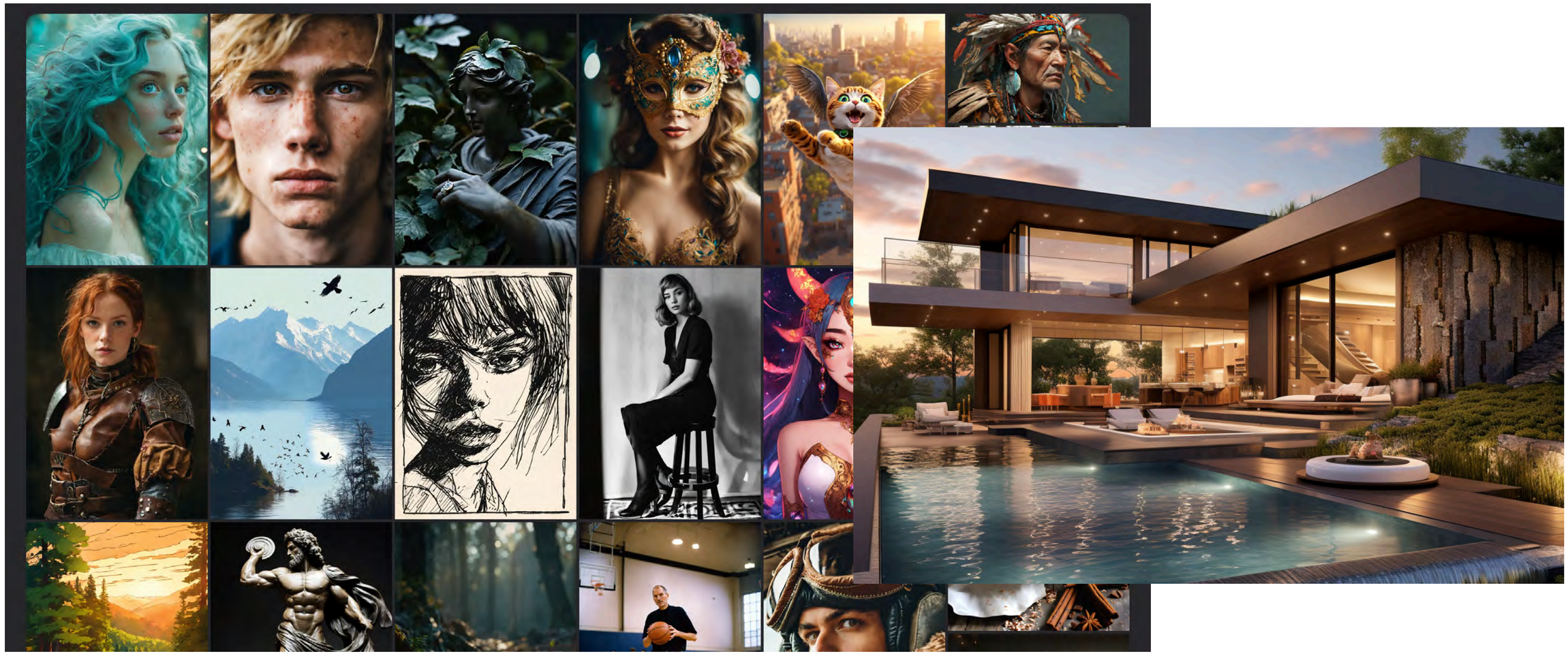
You've got to do the last 10% (editing, sourcing, verifying accuracy, etc.), but 10% of the work is way better than 100%!

4

PROPERTY DESCRIPTIONS

5

PROVIDING IMAGERY



AI IMAGE GENERATORS

OpenAI DALL·E

Gemini

Canva Magic Media

Microsoft Designer

Copilot

Meta AI

Adobe Firefly

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stability.ai

Midjourney

Ideogram

6

MARKETING MATERIALS

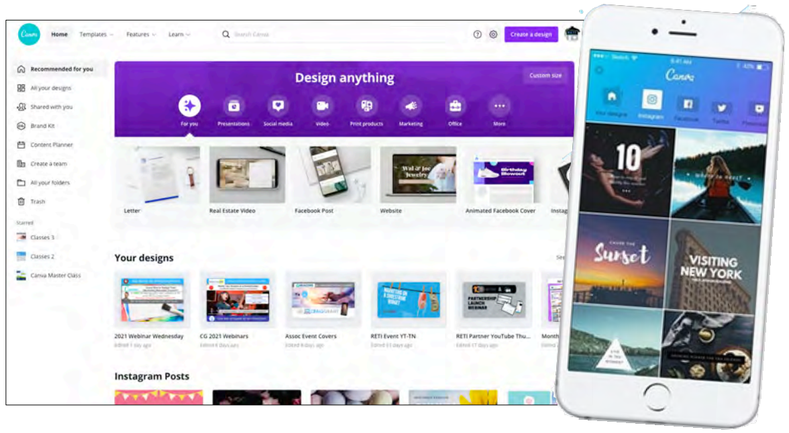
What is Canva?

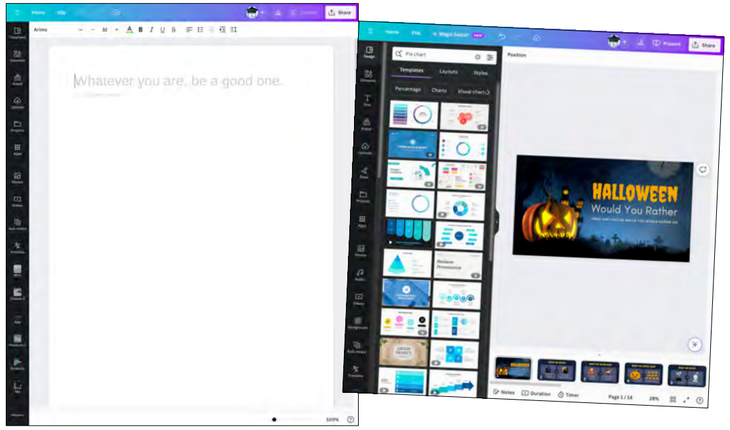
Can create just about any kind of marketing piece:

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

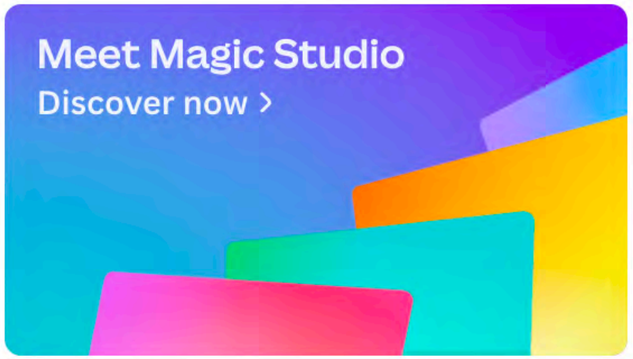
Includes Docs Office Programs

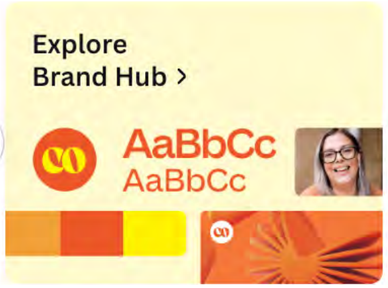
- Word Docs
- Slide Deck Presentations
- Spreadsheets
- And More

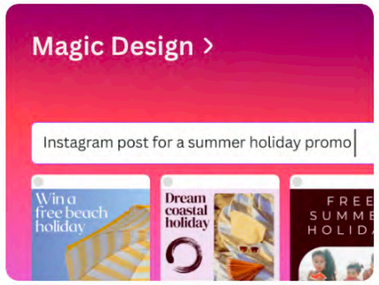


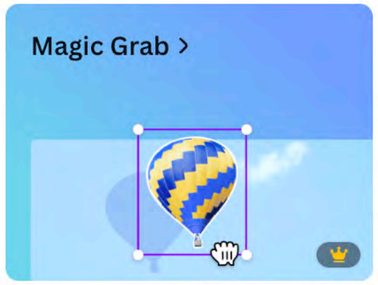


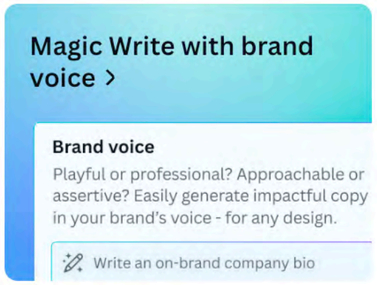
Canva Magic Studio AI Suite

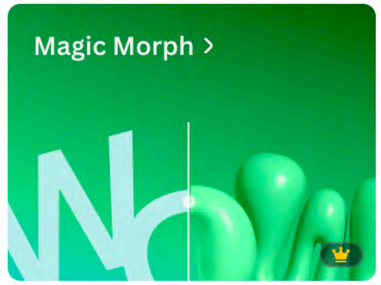


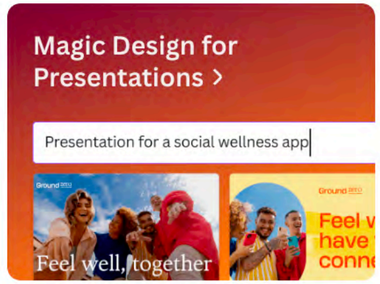


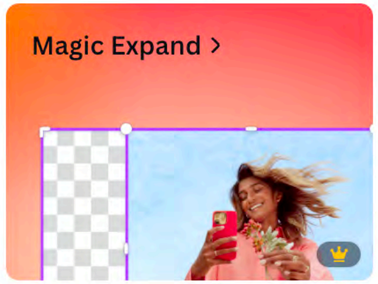


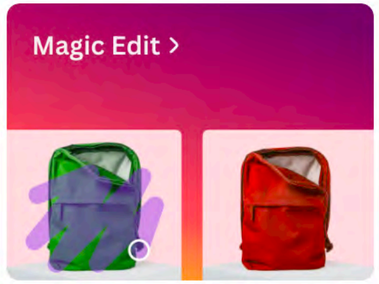


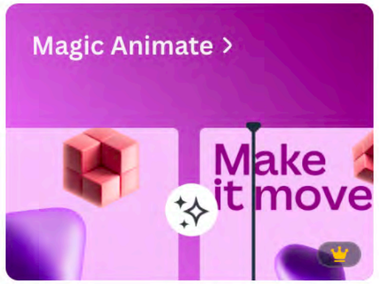


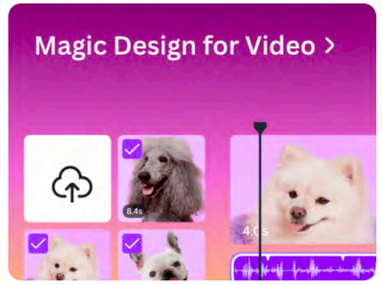












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MARKETING PLANNING & MORE

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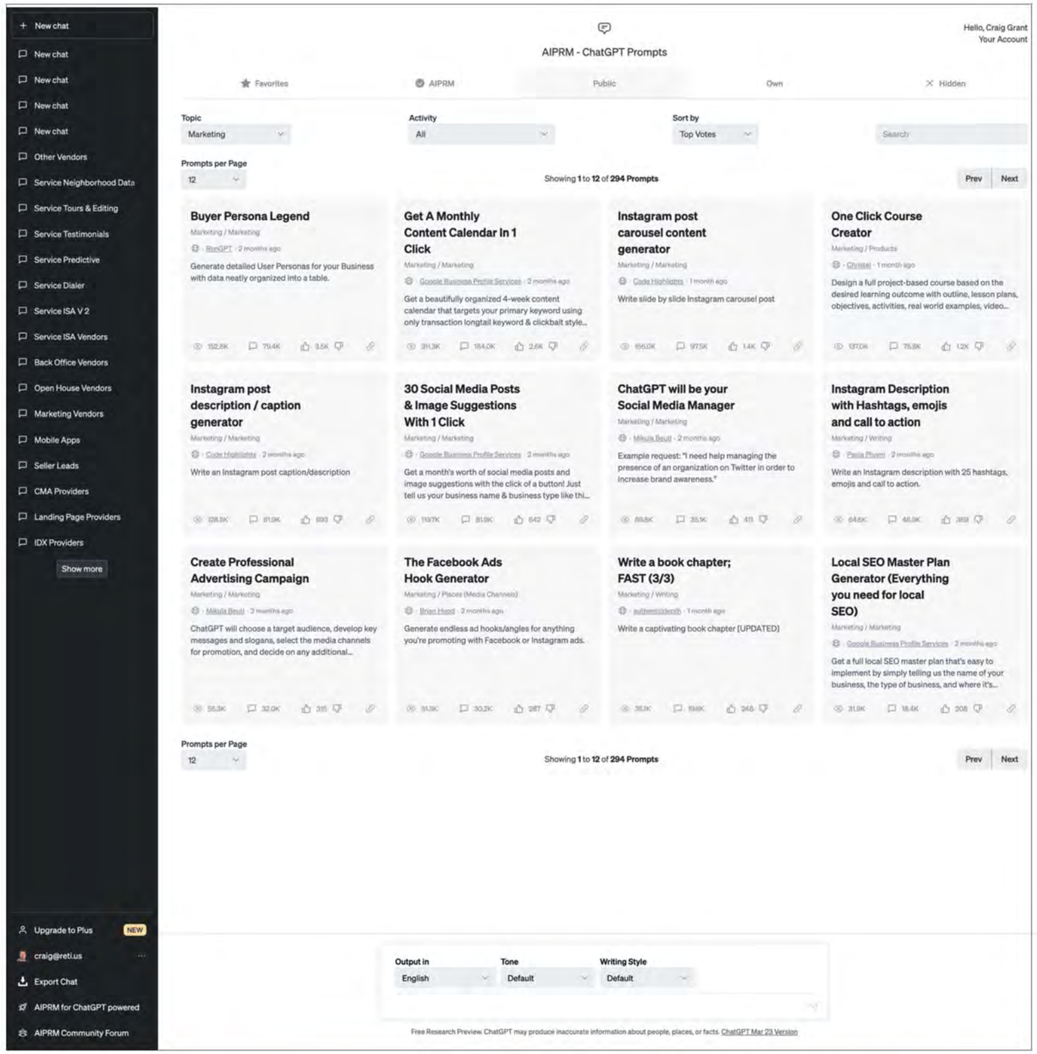
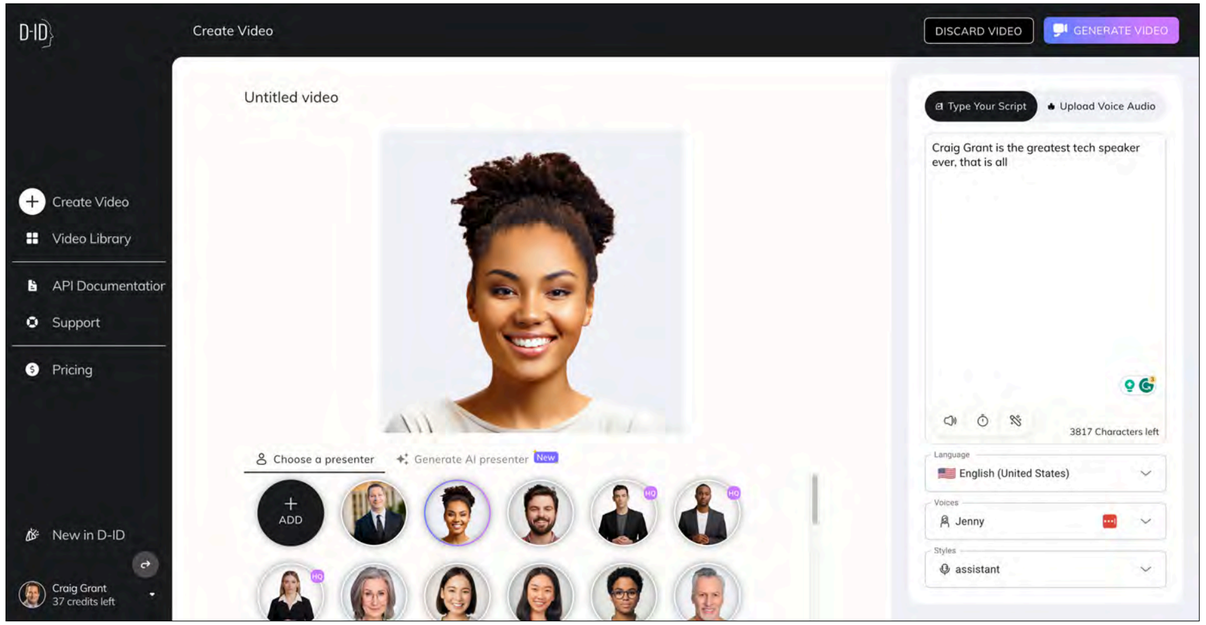


It can Create &/or Identify Your:

- 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 Editors

invideo AI

descript

vidyo.ai

AI Avatar & More

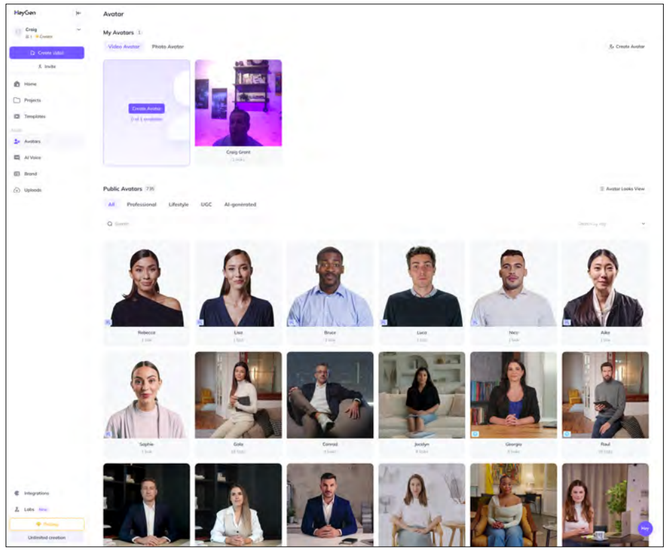
D-ID

synthesia

HeyGen

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

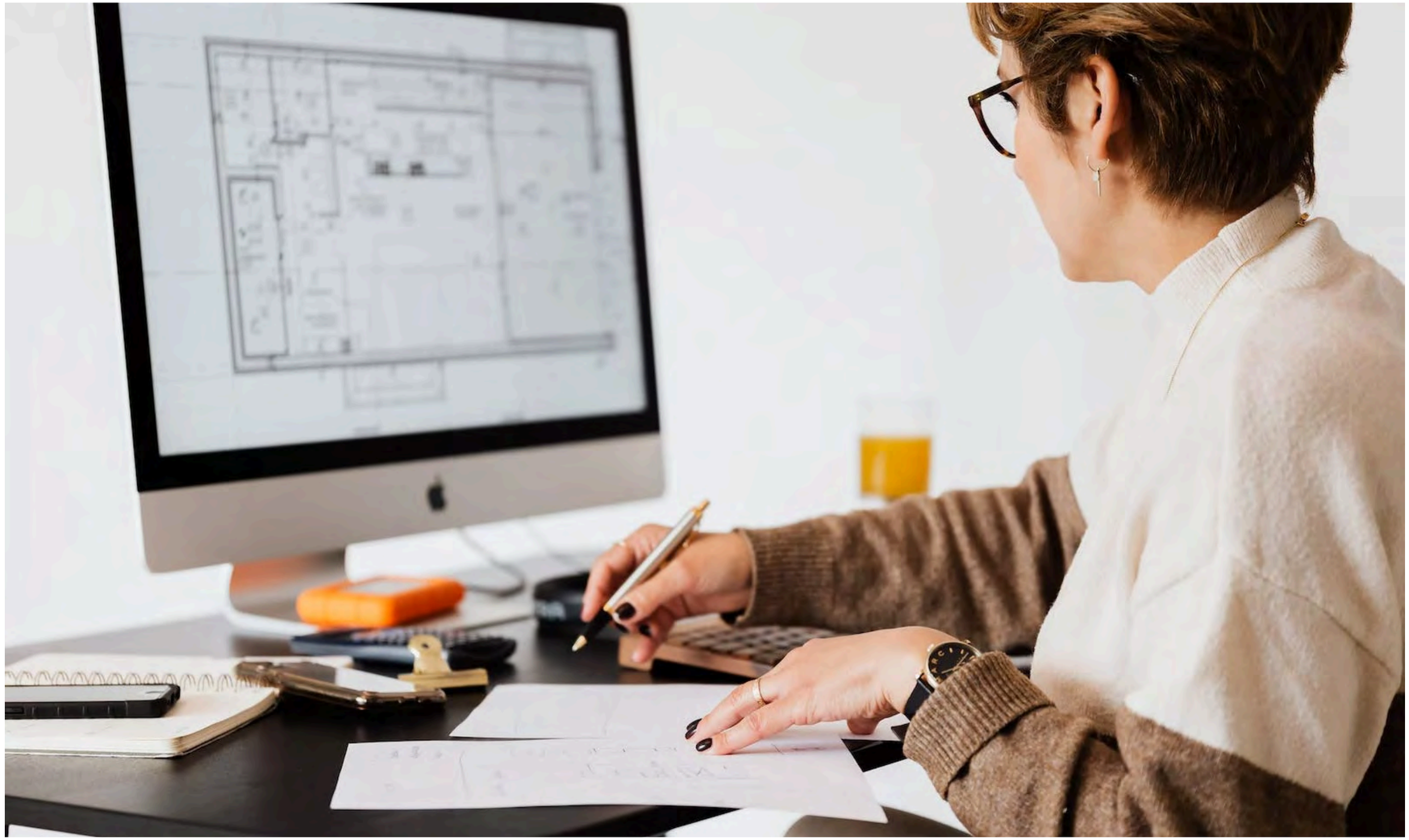


9

WRITE (OR EDIT) CODE

10

OPTIMIZE THE OFFICE

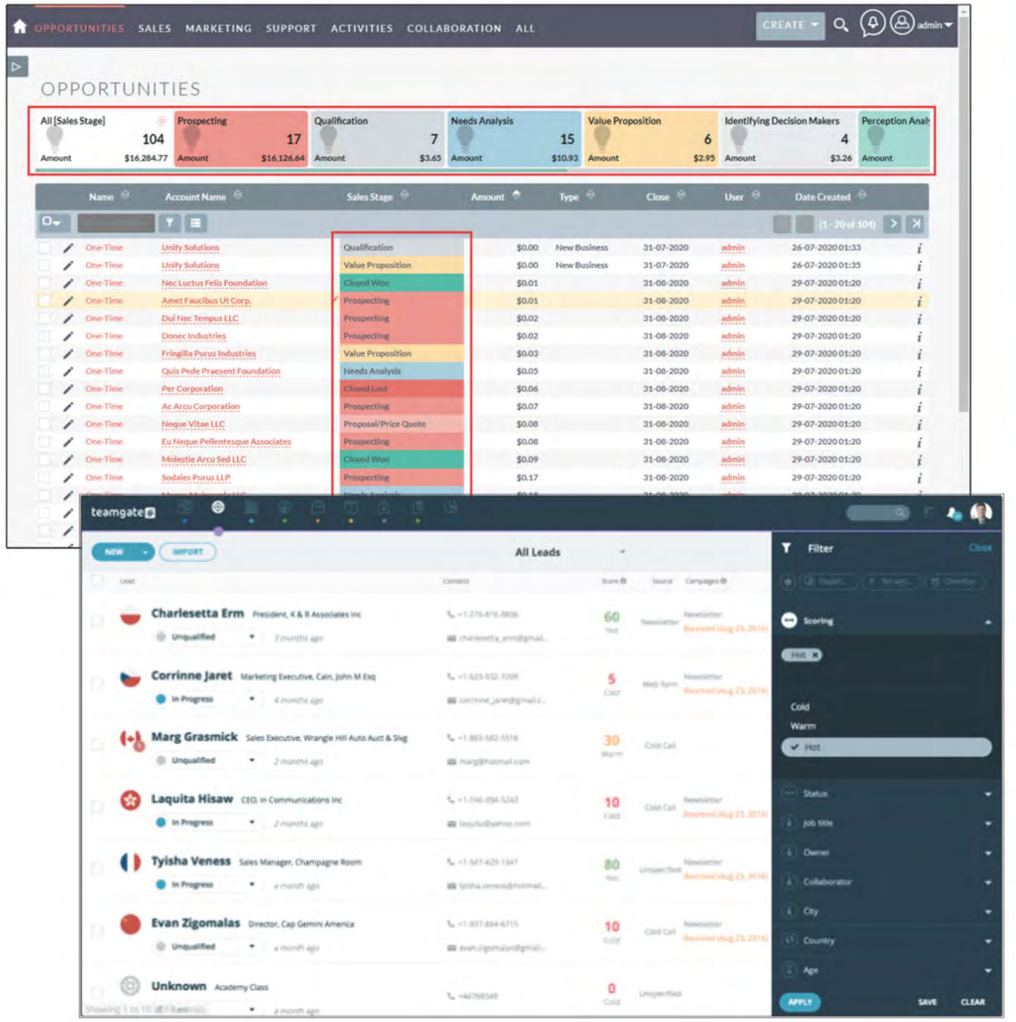


11

OPTIMIZE TIME & TASK MANAGEMENT

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

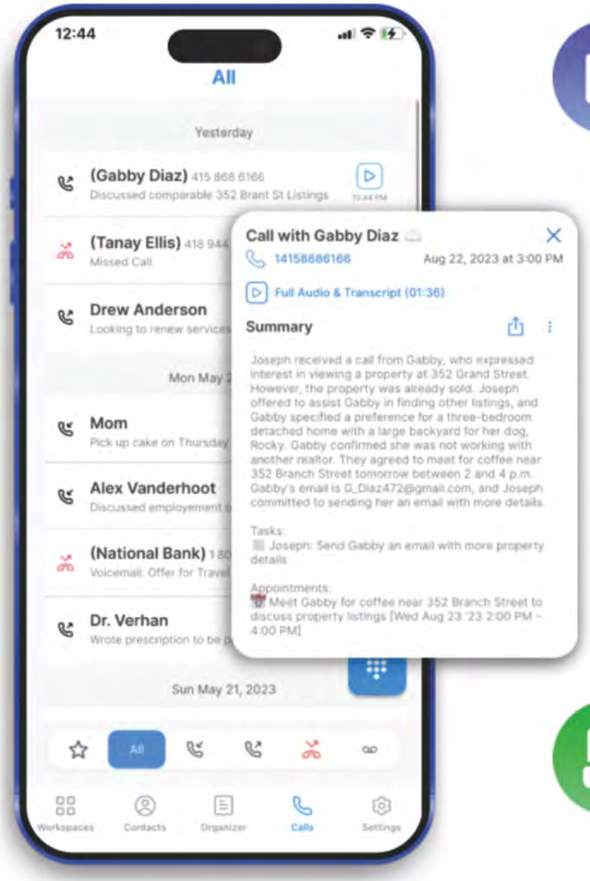


Productive.ai

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

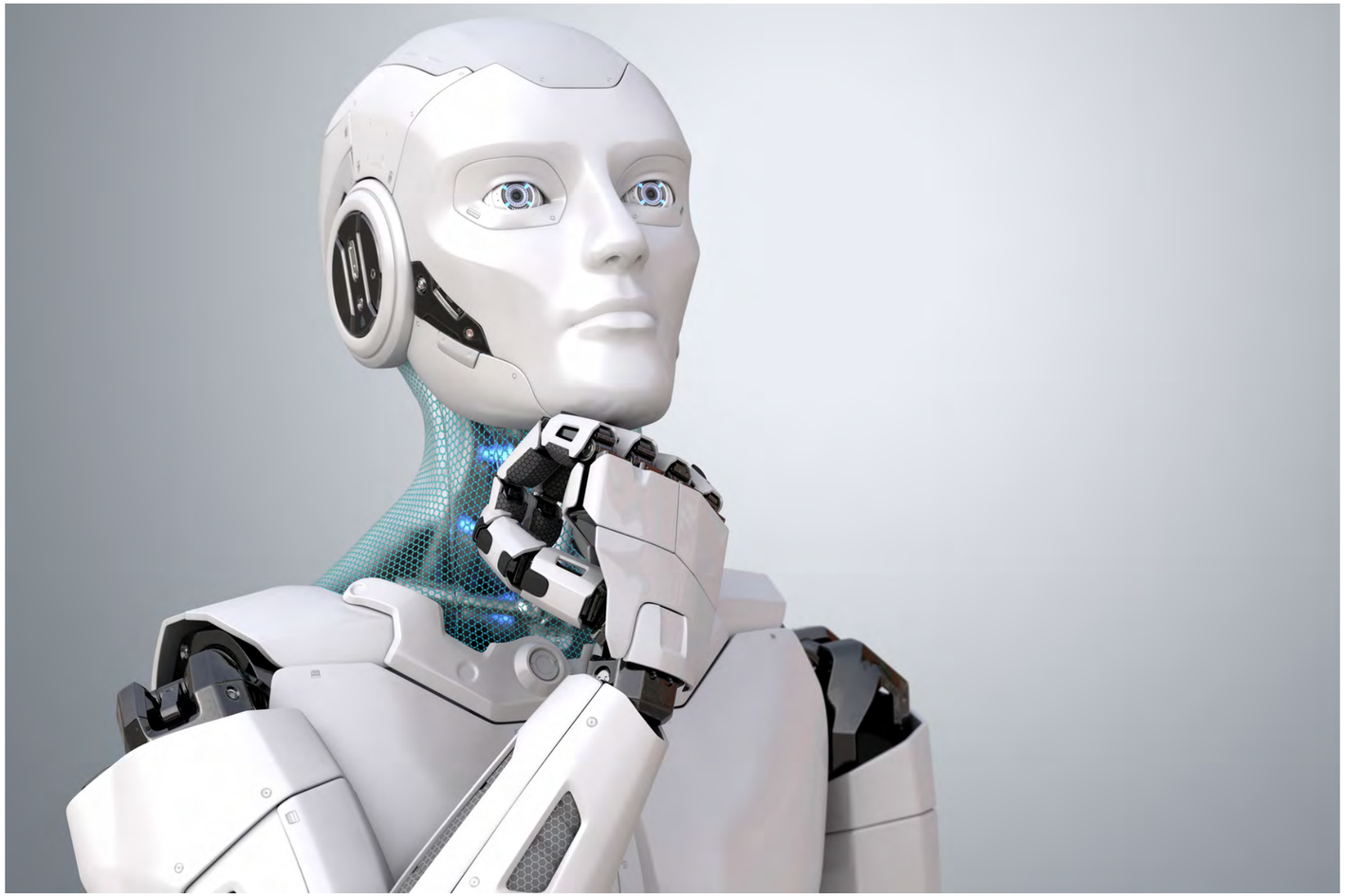
12 IMPROVE & PRIORITIZE COMMUNICATIONS

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

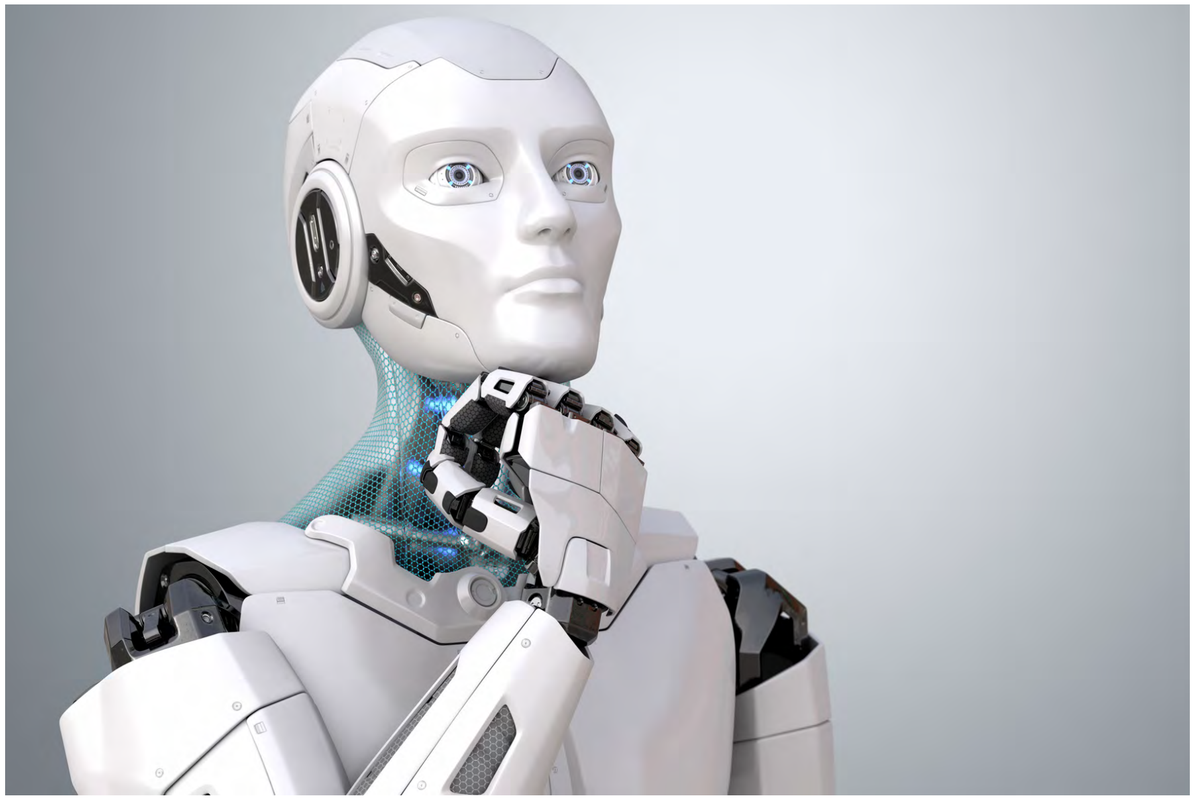
PROBLEM SOLVING



PROBLEM SOLVING

Generative AI can:

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

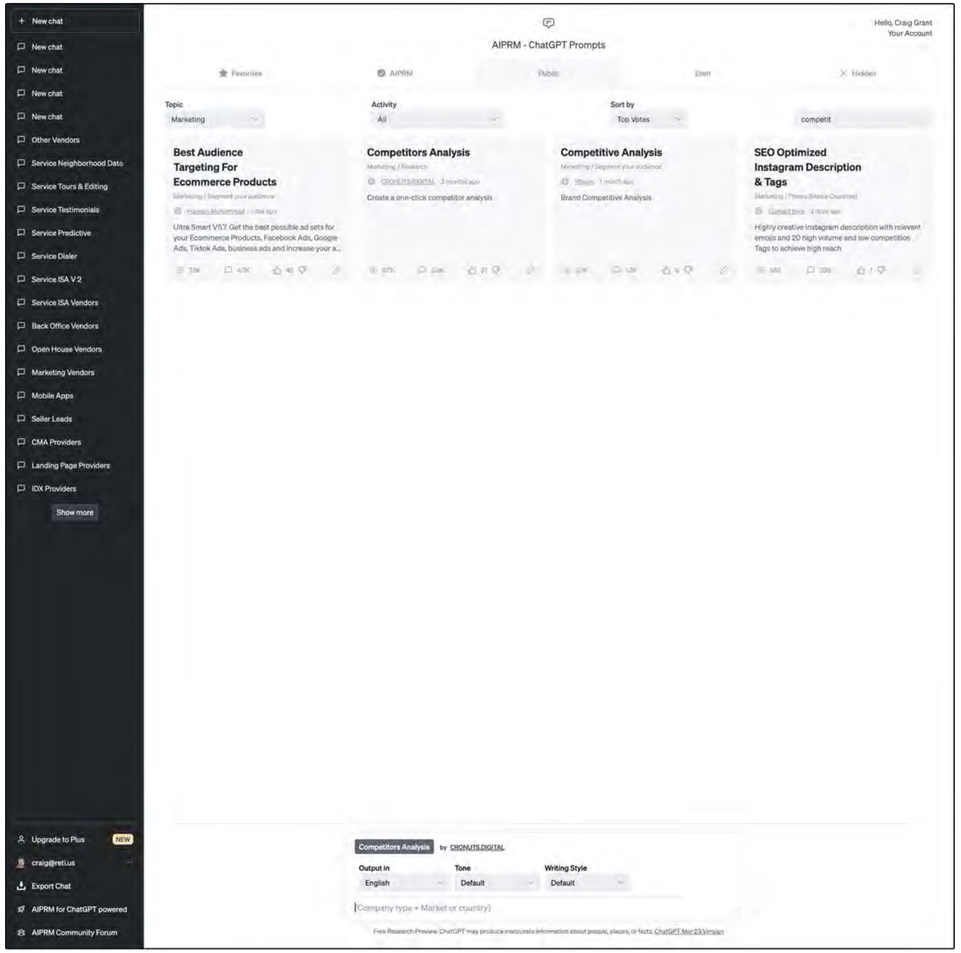


14

CONDUCT RESEARCH & PROJECTS

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

16

STREAMLINE TRANSACTIONS

STREAMLINE TRANSACTIONS

Generative AI can:

- Review & summarize contracts
- Go through & 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.

17 IMPROVE HOW WE EVALUATE PROPERTIES

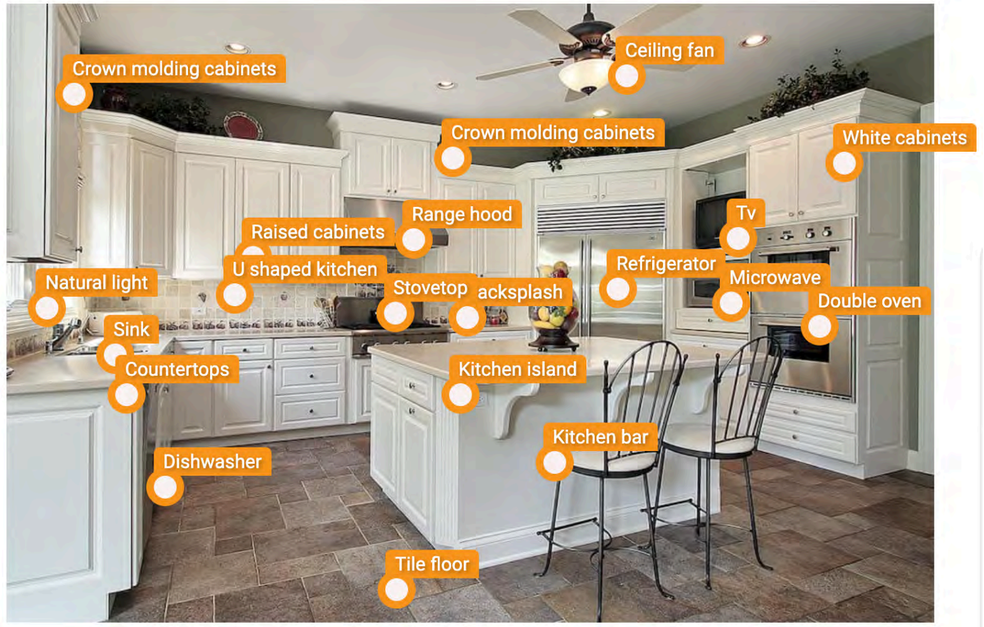
AI POWERED APPRAISAL/PRICING

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



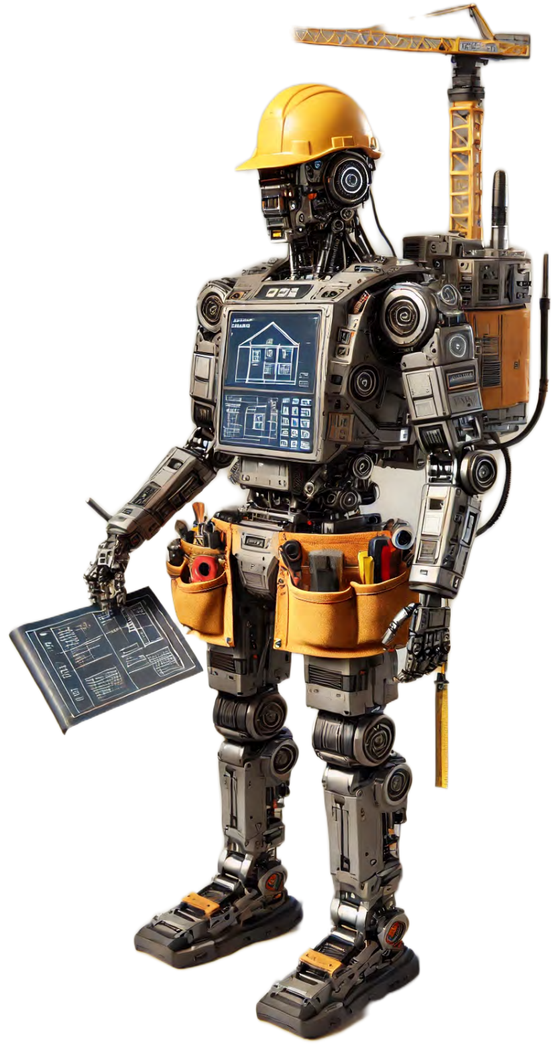
IMPROVE HOW WE EVALUATE PROPERTIES

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

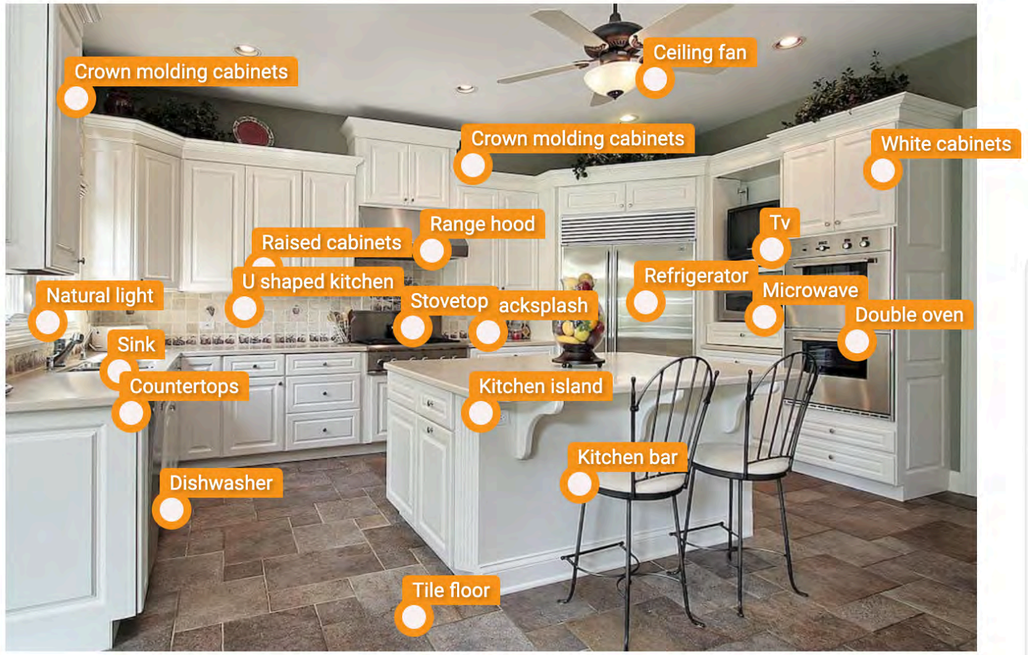
- Site Location
- Market Forecasting
- Regulatory & Compliance
- Risk Assessment
- Accessibility Assessment
- Portfolio Optimization
- Property Management
- And more



19 IMPROVE HOW PROPERTY SEARCH IS DONE

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.

PROPERTY SHIELD

Average Removal Times

Facebook	Zumper	Craigslist	Zillow	Affordable Housing
00h 25m 26s	00h 26m 41s	00h 27m 22s	00h 27m 29s	00h 28m 14s

Fraud Listings

Search... FILTERS COLUMNS DENSITY Self Report Export CSV

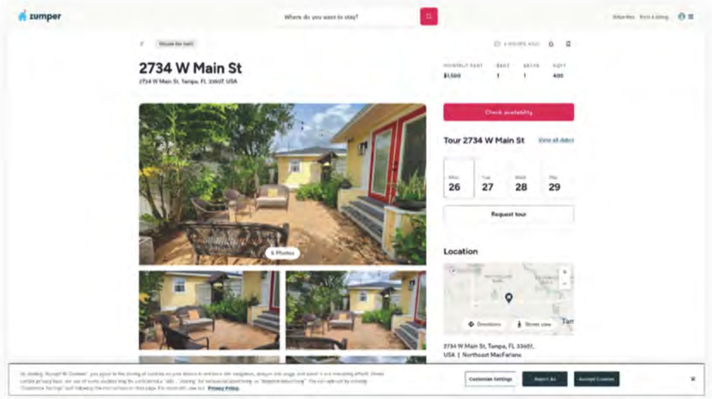
ID	Address	Sub Market	State	ZIP	Platform	Method	Date Identified	Date Removed	Removal Time	Status	Takedowns	URL	Screenshot	Edit
	2734 W Main St	Tampa	FL	33607	Zumper	Address	08/24/24 08:37 am	-		Pending	-			
	2734 W Main St	Tampa	FL	33607	Redfin	Address	08/24/24 08:33 am	-		Pending	-			
	2734 W Main St	Tampa	FL	33607	Zillow	Address	08/23/24 04:49 pm	-		Pending	-			

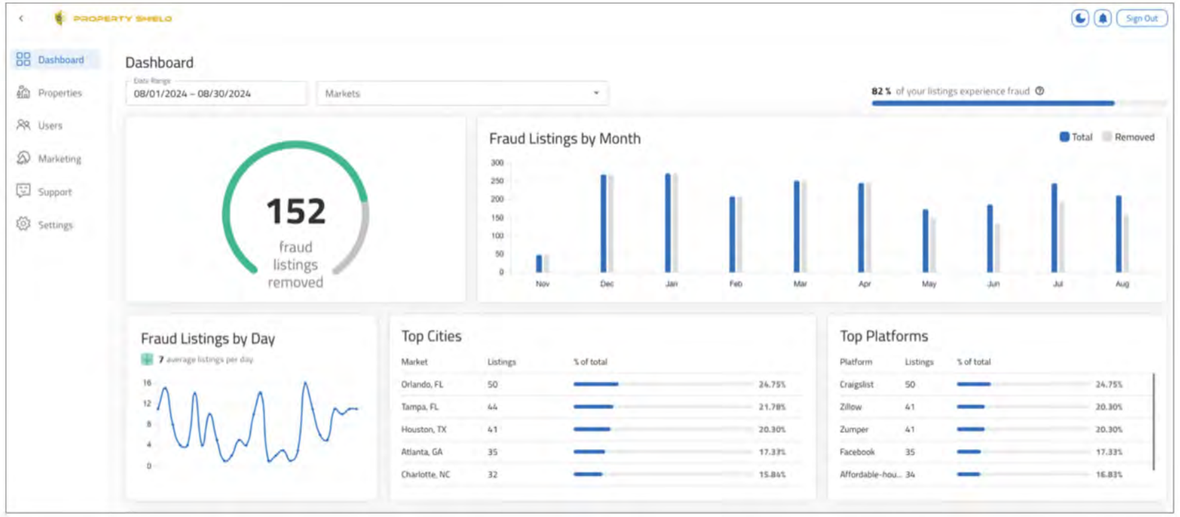
2734 W Main St

Listed for: **$1500** | Address Match

Listing Description:

2734 W Main St, Tampa, FL 33607, USA 2734 W Main St Property Status: Active Immaculate Super-sized furnished Studio with updated kitchen, bathroom, and living space. Home also has a courtyard through the french doors which provide ample quiet time or privacy to enjoy the weather. Washer and dryer is in unit, and street parking is available. There are two homes on this property, each independent of one another. Easy approval process, open to short or long term leases. Office Phone: (813) 355-0744 Copyright © 2024 Stellar MLS. All rights reserved. All information provided by the listing agent/broker is deemed reliable but is not guaranteed and should be independently verified.





CLIENT (OR LEAD) SERVICING

CUSTOMER/MEMBER 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

WHAT IS THE FUTURE OF AI & REAL ESTATE?

AI IS GOING TO REPLACE OR CHANGE A LOT OF JOBS

Is AI Going to Replace Real Estate Professionals?

NO!!

Due to the fact that real estate is 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, as the stakes are just to high to trust AI.

AI IS GOING TO REPLACE OR CHANGE A LOT OF JOBS

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!

Craig Grant

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