Intelligence Matters – Real and Artificial

Course Description:

Real estate agents constantly get offers for Artificial Intelligence (AI) tools that they can use in their business. Like any new technology, AI has a learning curve as it is becoming so widely used in real estate. AI reflects you and your business. Learn to use it as a tool and not the final source. This course will explore what AI is, how it can be used in a real estate business and how reliable the output is. Increased understanding will help the license holder be more intelligent about this fast-emerging technology and what it takes to use AI to best serve clients and balance their own industry knowledge against AI to ensure the best transaction results.

Timed Outline:

What is Artificial Intelligence – 20 minutes

Define AI and the different types that exist in the marketplace.

How AI is changing the way agents and consumers do business.

Growing influence of AI in real estate; features and capabilities.

AI generated content – 15 minutes

Agents will recognize the limitations and concerns that are inherent to using content created with generative Artificial Intelligence (AI) including that it can be incorrect, misleading, display bias, inappropriate tone and more.

Using Artificial Intelligence (AI) & ChatGPT – 15 minutes

Agents will demonstrate their knowledge of how Artificial Intelligence (AI) tools work and how to create a Prompt that will get them their desired results in ChatGPT and better serve consumers morally and ethically.

Best uses for Ai in real estate – 20 minutes

Agents will list ways Artificial Intelligence (AI) can be used to enhance and/or automate many activities in their personal & business operations & better serve clients and consumers.

AI Tools for Real Estate - 15 minutes

A review of the best Artificial Intelligence (AI) tools to create real estate content, imagery, videos, voice, and human avatars, enhance their online experience, marketing and listing presentations, and tools already use to serve clients/consumers legally & ethically.

Applying AI in Real Estate – 15 minutes

Gain understanding of the growing importance of Artificial Intelligence (AI) and explore ways it may continue to impact their business models, interactions with consumers, and the real estate industry to help them prepare and better serve current and future consumers.