AI For Realtors:

Work Smarter, Close Faster

INTRO TO AI

- What if your best assistant worked 24/7—for free?

- Pain Points: busy schedules, endless emails, client follow-up, content creation.

- AI is here to help—not replace—but amplify your real estate hustle.

Efficiency

"AI isn't just a trend—it's becoming a business standard."
- ChatGPT

How is AI Changing How People Search

❑ Hyper-Personalized Recommendations

❑ Conversational Search

❑ Visual Search & Virtual Assistants

97%

Start Search Online

63%

Open to letting AI help them find a home

Why Realtors
Need AI

❑ Too much admin, not enough selling.

❑ Buyers and sellers expect instant responses.

❑ Staying top-of-mind on social, CRM, and listings is overwhelming without help

Ginni Rometty

"Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we'll augment our intelligence."

Top 10 **AI Tools**

1. ChatGPT or Claude
• Brainstorming, emails, sales scripts, job descriptions, customer service responses.

2. Canva Magic Studio
• Instantly design marketing assets, flyers, and social posts with brand consistency.

3. OpusClip
• AI video clipping and editing tool to turn property videos into social-ready short clips, auto-captioned and platform-ready.

4. SaneBox or Fyxer
• Prioritize emails that matter—spend less time in your inbox. AI crafted auto responses.

5. REimaginehome
• AI-powered virtual interior redesign. Upload a room photo and get remodeled visualizations for staging.

Top 10 **AI Tools**

6. Otter.ai or Read.ai
• Transcribe team meetings, site visits, or client calls. Searchable voice notes.

7. Trello + AI plugins
• Task management with predictive analytics.

8. Perplexity AI
• Research assistant—perfect for staying ahead on trends, permits, materials.

9. Write.Homes
• Copywriting tool that produces long-form content (videos, ads, listings) with brand-aligned tone.

10. Airtable
• No Code AI app, database and dashboard builder

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How To
Implement

❑ Don't boil the ocean—start with *one* tool that saves you 1 hour/week.

❑ Ask ChatGPT for Ideas

❑ Take 30 minutes per week to learn something new

77%

Using or exploring AI

30%

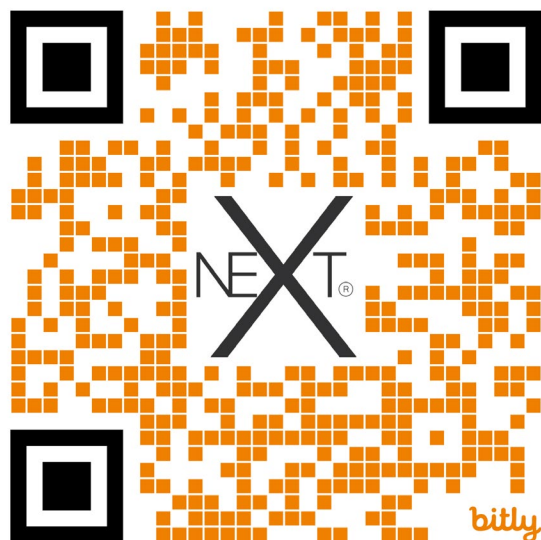Average Increase in Productivity

THANK YOU

QUESTIONS?

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