



AI For Real Estate Agents

Playbook

KW Where Entrepreneurs Thrive

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Welcome To The AI For Real Estate Agents Playbook

According to the 2022 Technology Survey conducted by NAR 42% of real estate agents believe that over the next 24 months, Artificial Intelligence (AI) will be somewhat or very impactful to the day-to-day operations of their businesses. Although there are differing opinions as to what the long-term implications of AI will be on the industry, we do know that as it sits today AI can be a powerful productivity tool that can save you time and help you do activities that you may not be good at or enjoy doing.

You can think about AI as a productivity tool that uses large amounts of data plus models/algorithms plus prompts to produce a desired work product.

In our interviews we found the most common uses of AI for real estate agents fall into the three buckets:

- 1. Drafting Content** - Newsletters, postcards, video scripts, ad copy, email responses, social media posts, listing descriptions, and more
- 2. Crafting Conversations** - Conversation frameworks and handling objections
- 3. Connecting AI to Other Tools** - Setting up automations and taking notes

This playbook is designed to introduce AI into your business as quickly and easily as possible. These are the hacks that will begin to save you time and effort.

AI For Real Estate Agents

1

Pick Your AI Tool

2

Create Your 'Prompt'

1. Identify The Audience
2. Set The Tone And Style
3. Use Proper Formatting

3

Review And Improve

1

Pick An AI Language Model

Simply put, a Large Language Model is an artificial intelligence code base that learns the sequencing of words to generate responses. There are several to choose from and they all offer different interfaces, fee structures, and draw from different data sources compiled over different periods of time. We used ChatGPT 4.0 to help us with this Playbook.

A few of the most popular Large Language Models include:

ChatGPT



This is a computer program you can have back-and-forth conversations with over text. It's very good at understanding questions and responding like a person would. It's been getting a lot of attention lately.

GPT-3.5 and GPT-4



OpenAI
ChatGPT 4.0

These are upgraded versions of the artificial intelligence that powers ChatGPT and other text conversation tools. They make the programs even better at understanding and responding.

Bard



Bard

This one is being built by Google. It will try to make Google search results easier to understand by summarizing them conversationally. Not out yet.

Claude



Another text conversation program trying to be more helpful, honest, and careful compared to ChatGPT.. It's newer and still being tested.

Plug-ins - Developers are making add-on programs to give ChatGPT more abilities like checking facts better. These plug-ins make it more advanced.

2

Create Your 'Prompt'

A prompt is a question or statement that you provide to the language model. It serves as a guide for what you want the system to generate in response. Think of it like posing a question to a knowledgeable friend.

There are three main components to think about as you begin to write prompts:

1. Identify The Audience



Tell the AI exactly who you are speaking to or writing for so that it can tailor its response to that audience.

2. Set The Tone And Style



Define the tone (formal or casual) and style (descriptive, lighthearted, or persuasive) you want in the response.

3. Use Proper Formatting



If you want specific formatting you should mention that as well. This may mean telling it what you are creating, explaining how long you want it to be, or if you want bullet points or numbering.

Example Prompts

Poor Prompt

Write me a postcard.

Better Prompt

Write me a 3 to 4 sentence postcard about real estate.

Great Prompt

I am a real estate agent and want to write a postcard for my clients who I have sold homes to.

①  AUDIENCE

I want my postcard to be humorous and conversational, yet professional and lighthearted.

②  TONE AND STYLE

Make it 3-4 sentences long, it should contain one interesting fact about residential real estate in Austin, TX, and should have a call-to-action (CTA) for them to call me on my cell phone if they want additional help.

③  FORMATTING

Your prompt should be clear and to the point. The more specific you are, the more relevant the response will be.

PRO TIP: Many of the AI-driven systems of today are conversational. If you don't like a response that it provides, tell it to try again, ask another question, or ask the same question in another way.

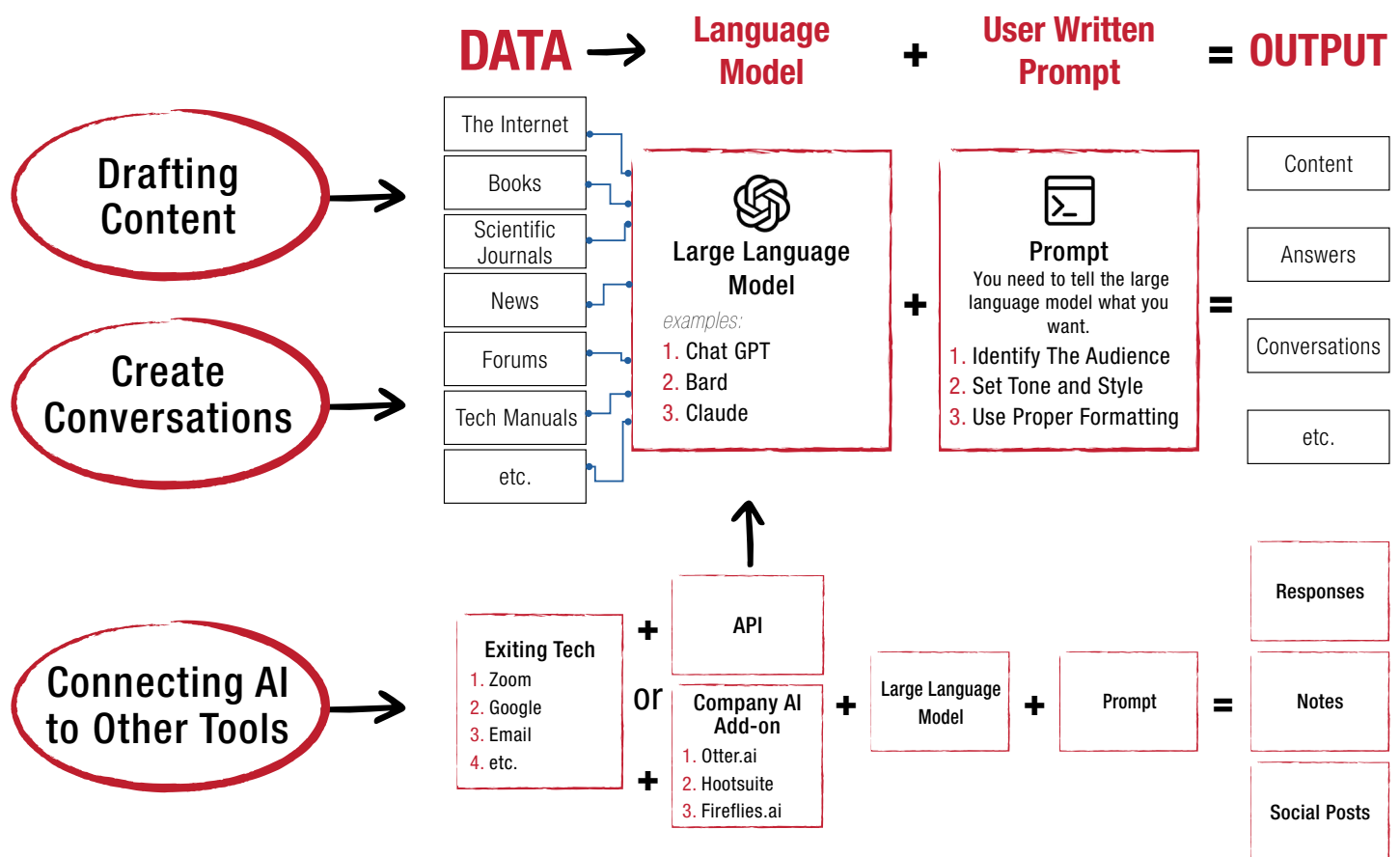
3

Review And Improve

In their book, *Rebooting AI*, Gary Marcus and Ernest Davis say, “Even with all the progress, in many ways machines are still no match for people.”

Reviewing and improving the AI work product to make sure it is understanding the context, getting the facts right, and adding in those little details that humans will notice is still 100% necessary. Today, much of AI gives you a great place to start and saves you a ton of thinking, formatting, and preparation time. Think of it like it's like starting on third base at each inning.

Now that you understand what all the pieces of the process are, below is a diagram of how they all work together.



The model may seem simple... and that's because it is right now. AI is forever evolving and this playbook gives you several plug and play options as they stand today in the pages that follow.

Below Are Several Examples Of Prompts For Creating Content.

1 DRAFTING CONTENT

Real estate agents create tons of content! Using AI can save you time by providing you a first draft in seconds. As mentioned, each prompt should 1. Identify The Audience 2. Set The Tone And Style And 3. Include Proper Formatting.

Newsletter/Blog Post/Social Media Post

1 Identify The Audience

I am a real estate agent seeking to position myself as the trusted local market expert by writing an engaging newsletter (or social post/blog) for my Louisville, KY, contacts.

2 Set Tone And Style

1. Establish my credibility as the preferred source for local real estate insights.
2. Make the information digestible and interesting for readers.
3. Keep myself top of mind.
4. Motivate contacts to reach out to me for current real estate needs.

3 Use Proper Formatting

1. Include 2-3 recent (2023) statistics illustrating meaningful trends in the Louisville market. Explain concisely how each stat impacts buyers, sellers, and investors.
2. Highlight 1-2 new, buzz-worthy local attractions (restaurants, developments, etc.) that connects with readers.
3. Use an advisory, conversational tone.
4. Close with a clear CTA to get in touch for real estate needs.
5. The focus is positioning your expertise, engaging the reader, and prompting contacts to see you as their go-to real estate advisor in Louisville.

Listing Descriptions

1 Identify The Audience

I am a real estate agent that needs to write a property description for potential home buyers for this property.

2 Set Tone And Style

Use vivid, emotional language that helps buyers envision living in the home. Focus on highlighting the most desirable attributes and architectural details that give the property character and appeal. Structure the description strategically, leading with the most compelling features and benefits.

3 Use Proper Formatting

1. Must be less than 500 characters
2. 3 bedrooms, 2 bath house, that was built in 1999
3. Mature trees
4. It's 1,453 square feet
5. 2-car garage
6. Great kitchen
7. Well taken care of

Video Scripts

1 Identify The Audience

I am a real estate agent. I am looking for help drafting a video script to establish myself as the trusted expert on our local real estate market in Austin Texas.

2 Set Tone And Style

The goal is to provide a market update that makes viewers see me as the go-to source for stats, insights, and guidance whether they are buying, selling, or investing in real estate. The tone should be conversational but authoritative. Please aim to showcase my experience and position me as the top local real estate advisor through compelling content and strategic messaging.

3 Use Proper Formatting

Please write a 2-3 minute video script that includes:

1. An introduction positioning me as a knowledgeable local real estate professional.
2. Uses 2-3 statistics showing meaningful trends in our market recently.
3. Explain how each statistic impacts buyers, sellers, and investors.
4. Share 1-2 reasons why now is a good time to buy/sell/ invest along with supporting data.
5. Provide 1-2 tips or pieces of advice based on current market conditions.

Close by reiterating my expertise in our market and inviting viewers to reach out with any real estate questions.

PRO TIP: AI gets it wrong. A lot. You must review and improve everything.

Below Are Several Examples Of Prompts For Creating Conversations.

2 CRAFTING CONVERSATIONS

You can use AI to help you construct conversations or get an additional view point/perspective on the words that you are using.

Conversation Frameworks

1 Identify The Audience

I am a real estate agent. Help me craft an effective conversations to call for sale by owners and introduce myself to them.

2 Set Tone And Style

1. Friendly and helpful.
2. Upfront and direct.
3. Conversational and consultative.

3 Use Proper Formatting

Please keep the conversation short.

1. Quickly establish why I am calling.
2. Emphasize expertise and value proposition
3. Transition to booking the in-person appointment.

Objection Handling

1 Identify The Audience

I am a real estate agent in Austin, TX, and want help overcoming common seller objections

2 Set Tone And Style

I received the following objection, and it was delivered to me in a short and rude way: "Real estate agents do not add any value for a seller and just put homes on the MLS which anyone can do."

3 Use Proper Formatting

Please try to acknowledge the concern, redirect back to the benefits of using an agent, and use data and proof.

PRO TIP: To practice, you can prompt your language model of choice to role play objection handling with you.

Below Are Several Examples Of How You Could Use Apis In Your Real Estate Business Today.

3 CONNECTING AI TO OTHER TOOLS

Everyday we find new companies that are entering the AI space and creating productivity hacks for real estate agents. This is often done through the use of an Application Programming Interface (API) which is the connections that allow data to travel between applications and platforms. Here are three examples that you can put into action today.

Set Up An Automated Google Review Response

Real estate agents love to direct customers to leave a 5-star review on Google. This system will help you use AI to reply to any comments that are made in response to a review once its been posted. As soon as a new review comes in, Zapier will automatically run it through OpenAI to generate a thoughtful response and post it publicly on Google-streamlining review management for the business!

1. Set up a Zap (this requires a [Zapier](#) account) that monitors the business's Google My Business account for new reviews. Use the "New Google Review" trigger in Zapier to do the following:
2. When a new review comes in, have the Zap send the review text to an OpenAI API endpoint (ChatGPT). Use the "Text" field from the review as the input.
3. Use a prompt to explain to ChatGPT what you want done.

Identify The Audience

I am a friendly real estate agent responding to the reviews that my customers are posting to Google.

Set Tone And Style

Generate thoughtful, professional responses, that show respect and thankfulness for my customers

Use Proper Formatting

Please make responses no longer than 3 sentences that address any concerns or praise raised in the review while maintaining the voice and tone of [BUSINESS NAME]. Review text: [REVIEW TEXT GOES HERE]

4. Have the Zap take OpenAI's generated response and post it as a public comment on the Google review. Use the "Create Public Google Review Reply" action in Zapier.
5. Optionally add steps to also notify the business owner of new reviews and save OpenAI's responses to a spreadsheet for record keeping.

Enhance Your Virtual Meetings

Virtual assistants like Read.ai and Fireflies.ai are invaluable tools for real estate professionals managing high workloads. Both can join virtual meetings. Read.ai offers real-time summaries and Fireflies.ai provides comprehensive notes and transcripts. This frees up mental bandwidth allowing you to focus on engagement and relationship building during meetings. Additionally, Read.ai digests documents and summarizes key details for efficient preparation, while Fireflies.ai's transcripts enable straightforward follow-up. Together, these AI bots enhance productivity by streamlining prep work and follow-up while reducing tedious admin tasks.

Streamline Social Media Marketing Posting

Maintaining an engaging social media presence is crucial for agents, but creating fresh content daily can be a challenge. AI automation can help. Tools like CoSchedule and Hootsuite make it easy to plan content calendars that optimize timing and audience targeting. Integrate them with ChatGPT to generate written posts tailored for each platform. The AI can turn topics and outlines into content that promotes listings and engages followers.

Zapier can connect these tools to auto-publish the posts on your calendar. You can also use Buffer to schedule bulk content for repeated release.

The world of AI is changing by the day and we are at the infant stages of this exciting technology. This playbook should get you started saving time and being more productive by using AI as a tool.

Today, the key to using AI is to master the art and science of the 'prompt.'

Remember, AI is as easy as:
Identify your audience, set your tone and style and use proper formatting.

Don't be intimidated, AI works for you!

“ Like Gary always says,

*“Change is inevitable,
participation is optional.”*

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