



Using AI in a Real Estate World

Introduction to AI for Realtors

Training3

Training3





(1) Newbie



(2) Dabbler



(3) Dazzler

Where would you categorize yourself with AI?

Drop a 1, 2 or 3 into the chat



I wholeheartedly recommend this course to any realtor looking to stay ahead of the curve in today's rapidly evolving industry.



Nancy Judge
Judge Realty Professionals
KW EVOLUTION

You are in the right place!



Gail Zona

Founder

Entrepreneur

Former tech exec



I have helped 500+ people, including dozens of realtors, learn how to use AI for their business.

Here's what you will learn today

AI Basics

- What are the basics I need to know?

Using AI to do *day-to-day tasks faster*

- Things like social media, email newsletters

Using AI to do *important tasks better*

- Help close more deals by learning what your clients are really thinking!

Using AI to *accomplish the impossible*

- Creating a blog a week—yes it's really possible!



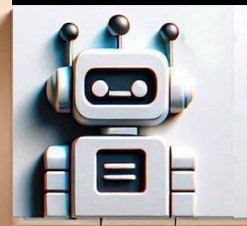
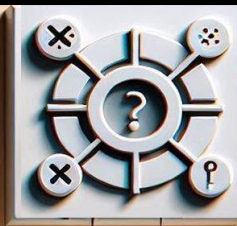
AI Basics

What are the basic facts about AI that I should know?

AI: The Basics

I can't get it to do much

AI is easy to start but hard to master. Like any tool, training is key.



It sounds like a robot

AI starts off with a default style. You need to train it to sound like you.

It makes mistakes

Yes, it does. You need to make sure you read everything you create before you publish it.



It's going to take my job!

AI won't replace you—but the person who uses AI effectively might well replace you!

AI is everywhere!

Yes, it is. You see it on phones, in apps, on social media, in cars. It is showing up everywhere but it's not one big AI, it's lots of little ones that aren't connected.



Will I be left behind?

If you don't learn how to use AI, at least a little bit, you are likely to get left behind. AI is here to stay.

Basic Prompt Structure

It all starts with a prompt

Persona



What role do you want the AI to assume?

- *An expert in social media?*
- *A business strategist?*
- *A real estate marketing guru?*

Basic Prompt Structure

It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

Basic Prompt Structure

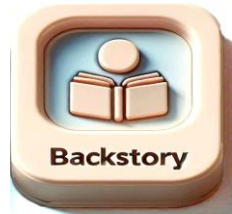
It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

Backstory



What does the AI need to know about?

- *Your background?*
- *Your clients?*
- *The situation?*

Basic Prompt Structure

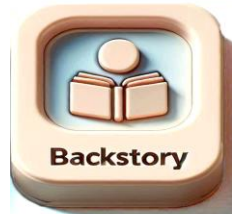
It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

Backstory



I focus on retirees and downsizers. My clients are couples aged 45-65 in the Northern Massachusetts area. I have been a realtor for 15 years. My clients praise me for my ability to listen and come up with creative ideas.

Basic Prompt Structure

It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

Backstory



I focus on retirees and downsizers. My clients are couples aged 45-65 in the Northern Massachusetts area. I have been a realtor for 15 years. My clients praise me for my ability to listen and come up with creative ideas.

Task



What do you want the AI to do for you?

- *Write a social media post?*
- *Give you insights about your clients?*
- *Create a list of ideas for lead generation?*

Basic Prompt Structure

It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

Backstory



I focus on retirees and downsizers. My clients are couples aged 45-65 in the Northern Massachusetts area. I have been a realtor for 15 years. My clients praise me for my ability to listen and come up with creative ideas.

Task



Create a post re-introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language.

Changes over time

Prompts now need to have richer info



2024

You are an Instagram expert.

I am a realtor.

Create a post for me.

2025

You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.

I focus on retirees and downsizers. My clients are couples aged 45-65 in the Northern Massachusetts area. I have been a realtor for 15 years. My clients praise me for my ability to listen and come up with creative ideas.

Create a post re-introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language.

with a Pro's help

1. Format: Single Image/Photo Post

•Hook (First Line):

[Attention-Grabbing Question or Statement Related to Your Content]

Body (Main Content):

- [Identify the Problem or Pain Point]
[Provide a Benefit-Oriented Solution or Tip]
- **Call to Action (CTA):**
[Action Step]
Example: "Tag a friend who needs this! 📌 Or DM me for personalized tips."

2. Format: Carousel Post

•Slide 1 (Hook):

[Tease the Content]

Middle Slides (Content):

- [Break Down Tips/Ideas]

•Final Slide (CTA):

[Engagement Prompt + Action Step]

3. Format: Educational Post

•Hook (First Line):

[Share an Intriguing Fact or Bust a Myth]

Body (Content):

- [Explain Why It Matters]
[Share a Tip or Resource]

CTA:

[Engagement + Action Step]



Using AI to do day-to-day tasks faster

Social media and email newsletters

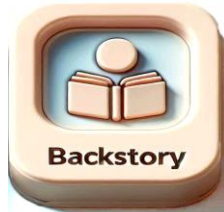
Creating a social media post

Instagram prompt 

You are 'talking' to the AI now.



You are an Instagram expert, skilled in creating engaging posts for realtors in GEOGRAPHY. You include relevant information in your posts and always include a call to action.



I am NAME, a realtor, specializing in helping CLIENT1 and CLIENT2 WHATIDO. I have BRAG. I specialize in SECRETSAUCE.



Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language and a catchy hook that will command attention.



You can use AI to help you create an entire list of topics for social media. Then use it to create them. And even create images for the posts! All in minutes!

Want to know how? Schedule a FREE Discovery Chat.

Changing format, and tone

Email Newsletters 

Be sure to include your goal or 'intent'



You are an email marketing expert, skilled in creating posts for realtors that get opens, clicks and shares. You always include a call to action and a catchy title that stands out in inboxes and gets people to open.



I want to reach out to my CLIENT clients specifically. They are AGERANGE, GENDER, FACT1, FACT2. They are typically concerned about CONCERN.



I am not sure my clients understand all the ways I can help them so I want to use this email to remind them. Create an email giving them the top NUMBER reasons how I can help them. Make the tone TONE1, TONE2, TONE3.



AI doesn't have to sound like a robot. If you train it on your business, your clients and your brand tone, it will sound just like you--only better!

Want to know how? Schedule a FREE Discovery Chat.



Close more deals by learning what motivates your clients

What do they *really* think?

Customer Insights

What do your customers *really* think?

This works best when you have a 'conversation' with AI



You are a marketing and branding expert skilled in helping realtors really connect with their clients.



I want to learn more about what drives my clients and how I can relate to them better. My clients are: GENDER, AGES, PROFESSION, GEOGRAPHY, who NEED1, NEED2, NEED3. I provide SERVICE1, SERVICE2, and SERVICE3 to RESULTS. My specialty is SECRETSAUCE.



What are the top 10 pain points that my clients have?



This is the foundation for really using AI effectively. Once you do this you can not only dig deeper into who your clients are, but now you can work on more effective lead generation, appropriate products and services and upsells, pricing, and referrals.

Want to know how? Schedule a FREE Discovery Chat.



Using AI to accomplish the impossible

Creating a blog a week—yes, it's really possible

Let's have some fun with Brainstorming!

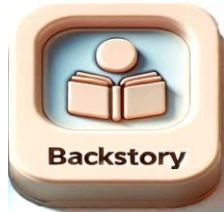
Ideas for 52 weeks of Blogs in seconds! 

AI never gets 'stuck'



You are a blogging expert, skilled in creating interesting blogs for realtors that are informative and get read.

Use the fact that you have now 'customized' ChatGPT



I am NAME, a realtor, specializing in helping CLIENT1 and CLIENT2 WHATIDO. I have BRAG. I specialize in SECRETSAUCE.



Give me 52 ideas for a weekly blog. Make PERCENT1 of them about my real estate and PERCENT2 about topics of general interest for these types of clients. Use a table format to give me the results



You really can write a blog a week! You need to include the proper SEO of course and you really need to train AI to your brand tone.

Want to know how? Schedule a FREE Discovery Chat.



Wow!
Amazing!
Mind blowing!

*What else can I
do with AI?*

AI can help you with tasks like these too!

*Just
look!*



Find innovative ways to generate leads that match your sweet spot

Get ideas for talking points to help reluctant sellers to list

Create MLS Listings that jump off the page!

Create personalized follow up emails & texts to nurture leads

Create compelling newsletters to keep you top of mind for referrals

Take the next step in your AI journey



1. ***Get the slides. See the link in the chat.***
2. ***Practice, practice, practice!***
3. ***If you want to learn more how AI can specifically help you with your business, Schedule a FREE Discovery Chat.***

Link in chat.

You've got this!

Contact Info



Gail Zona

Founder Learn AI for Biz



FREE Discovery Chat with me:
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Follow me on Linked In:
<https://www.linkedin.com/in/gail-zona/>



Learn more about our services:
<https://www.learnaiforbiz.com>

“I would love to help you learn how to use AI to accelerate your business!”