

Using AI Chat Programs to Enhance Your Real Estate Business

A comprehensive 3-hour training course for REALTORS® on leveraging AI tools like ChatGPT and DeepSeek to improve client service, marketing, and efficiency while maintaining ethical standards.



Course Schedule at a Glance

01

Introduction to AI Chat Programs

30 minutes (9:00–9:30 AM)

03

AI in Action: Case Studies

30 minutes (10:25–10:55 AM)

05

Interactive Session

45 minutes (11:35 AM–12:20 PM)

02

Prompt Engineering 101

45 minutes (9:30–10:15 AM)

04

Ethical & Compliance

30 minutes (10:55–11:25 AM)

06

Q&A and Closing

30 minutes (12:30–1:00 PM)

Three 10-minute breaks scheduled throughout to keep participants fresh and engaged.



Introduction to AI Chat Programs

Course Purpose

Introduce AI chatbots and language models while setting expectations for how these tools are transforming real estate practice.

Core Mission

AI enhances client service and protection, aligning with TREC's mission of protecting the public through effective education and professional conduct.

Welcome and Warm-Up

Icebreaker Question: "Who here has heard of ChatGPT or tried any AI chatbot in their business?"

Overview of AI Chat Tools



ChatGPT

General-purpose AI by OpenAI. Excels at conversational abilities, creative content generation, and wide knowledge. Perfect for drafting emails, marketing copy, and answering FAQs.



DeepSeek

Industry-focused AI platform designed for real estate. Processes large datasets, delivers real-time sector-specific insights, analyzes market trends, predicts property values, and assists with customer service automation.



Other GPT Models

Bing Chat, Google's Bard, Jasper.ai use similar technology. The landscape evolves constantly, but core principles remain consistent across platforms.



Claude

Excellent for general tasks but especially good at copy-writing.



Grok

General Purpose AI. Elon Musk-backed.



NotebookLM

Google program that is free and great for research projects



Labs

Labs not google the great place to explore all the new things that are coming from AI and test what's going on... Often for free



Vevo 3 / Flow

Google based video generation



Suno

Music Creation. See also Google Labs.



Eleven Labs

Voice Enhancement and More.



Runway

Video and Image



Prompt-Genie

A prompt engineering program designed to take simple prompts and expand them.



Freepik

Video and Image



HeyGen

Video and Image



Midjourney

Video and Image

Strengths of AI Chatbots



Speed and Efficiency

Draft emails, ads, or reports in seconds. AI generates instant responses to common inquiries, dramatically reducing response time and saving hours on routine writing tasks.



24/7 Availability

Chatbots engage leads around the clock. They capture inquiries and follow up with prospects when you're unavailable, never needing breaks or time off.



Creative Assistance

Overcome writer's block with fresh marketing ideas, catchy phrases, and content angles. Like having a creative copywriter on call.



Data Analysis

Sift through data faster than humanly possible. Summarize market stats, compare neighborhood features, and deliver quick insights for client questions.

Discussion Question: Which of these benefits are you most excited about? Which would impact your business immediately?

Limitations and Realities

No Real-Time Knowledge

AI generates text based on training data patterns, which may be outdated. ChatGPT's free version only knows information up to mid-2021.

AI Hallucination Risk

May produce incorrect or nonsensical answers confidently. Tools can sound convincing while being factually wrong. User oversight is always required.

Limited Context Understanding

Lacks true understanding beyond text. Won't automatically know your local MLS rules or client situation nuances unless explicitly told.

Compliance Blind Spots

Doesn't inherently know real estate licensing laws or ethics. Might draft content that unknowingly violates fair housing terms without proper guidance.

Not a Human Touch

Simulates conversation but doesn't replace personal trust and expertise. It's a tool to augment work, not replace professional judgment.

- ❏ **Key Analogy:** Think of AI as a very smart assistant that works lightning-fast but needs clear instructions and careful review. You're the professional who guides the process.



Industry Impact

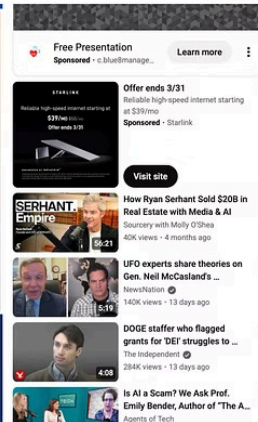
According to the National Association of REALTORS®, artificial intelligence is "shaking up how agents and brokers do business." Many professionals leverage AI to streamline work, generate instant customer responses, and predict likely clients based on data.

Common Uses Today

- Crafting social media posts
- Drafting property descriptions
- Improving lead generation outreach
- Powering website chatbots

Industry Examples

Zillow's "Zestimate" is an AI-driven home valuation model. Many brokerages experiment with AI assistants internally, and new real estate AI startups are emerging constantly.



AI isn't a future concept—it's here now

"AI won't replace you. A person **using AI** will replace you."

Agents who learn to "team up" with AI gain an edge in productivity and client service. Those who adapt and leverage these tools can outperform those who don't.



Connecting to Client Service

Client-First Approach

Every AI use-case discussed enhances client experience or makes agents more effective for their clients.

TREC Guidelines

Tennessee Real Estate Commission emphasizes protecting the public and maintaining professional conduct through effective education.

Professional Standards

AI should improve accuracy, responsiveness, and transparency for consumers—never to mislead or cut corners.

This professional tone sets the foundation for responsible AI use throughout the course.



Prompt Engineering 101

Learn how to write effective prompts to get the best results from AI chat programs. This interactive section includes examples and live demonstrations showing how different prompting techniques yield different outputs.

- 📄 **Key Concept:** Mastering prompt writing is crucial for harnessing AI effectively. The AI's response quality directly depends on the clarity and detail of your prompt.

What is a Prompt?

Definition

A prompt is the instruction or question you give to the AI. It can be a single question or detailed guidelines for the AI to follow.

Critical Principle

"Garbage in, garbage out." Vague prompts yield generic or off-target answers. Well-crafted prompts produce incredibly useful content.

Developing this skill is called *prompt engineering*—a learnable technique that dramatically improves AI output quality.

General Prompt Writing Tips

R.I.S.E

Role, Input, Steps, Expectations

Be Specific

Include relevant details: names, property features, client type, tone, length. Instead of "Write a home description," say "Write a 100-word description of a 4-bed, 3-bath modern home in Nashville, highlighting its open floor plan and new kitchen remodel, in an upbeat tone."

Ask for Format if Needed

Specify bullet points, paragraphs, or Q&A format. Example: "List 5 bullet points about..." or "Draft a professional email..." Indicate formal business letter vs. casual text message style.

Provide Context or Role

Ask AI to "act as" a persona or expert. For example: "Act as a knowledgeable real estate assistant" or "You are an experienced luxury real estate marketing expert." This helps AI adopt the right style and depth.

Iterate and Refine

Don't be afraid to ask AI to change something. Prompt engineering is iterative. Start with "Give me 3 social media post ideas," then follow up with "Make the second post longer and add emojis."



More Prompt Writing Tips

Avoid Ambiguity

Check prompts for ambiguous words. "Bank" could mean river bank or financial bank. If asking about "comps," spell out comparable home sales. Clarify acronyms or nicknames.

Include Data

AI works better with concrete info. Include specific data like "home is 2500 sq ft, built in 1990, recently renovated kitchen." Copy market report snippets for AI to summarize or interpret.

Set Boundaries

Need brief answers? Specify word count or focus areas. Example: "Summarize this inspection report in 2 sentences." This ensures usable answers without extraneous information.

Strong vs. Weak Prompt Examples

Example 1: Property Listing

✗ Weak Prompt:

"Write a description for a house for sale."

Too generic—no location, style, features, or audience. AI produces generic content that won't fit the property.

✓ Improved Prompt:

"You are a real estate marketer. Write a compelling 50-word listing description for a cozy 2-bedroom cottage in Nashville's historic district. Highlight the newly renovated kitchen and walking distance to local shops. Use an inviting and warm tone to appeal to first-time homebuyers."

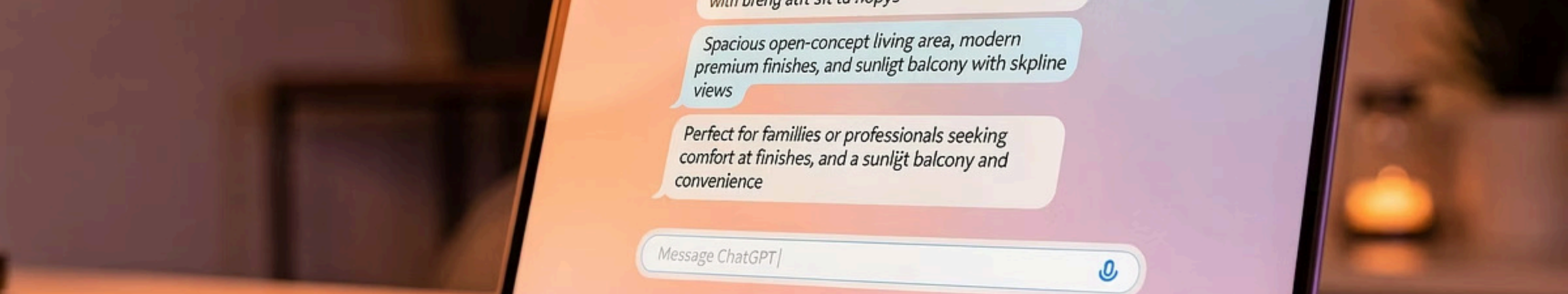
Example 2: Client Email

✗ Weak Prompt:

"Help me write an email to a client."

✓ Improved Prompt:

"Draft a polite and informative email responding to a client who asked if a home inspection is necessary. The client is a first-time buyer named John. Explain why inspections are important, give two key benefits (uncovering issues, peace of mind), and maintain a reassuring tone."



Live Demonstration

Watch real-time examples of AI in action with three practical scenarios:

01

Crafting Property Descriptions

Transform basic listing details into engaging, lively descriptions that appeal to target buyers. See how detailed prompts yield tailored results in seconds.

02

Composing Client Emails

Generate reassuring, expert responses to client concerns about interest rates or market conditions. Demonstrate tone refinement and iterative improvement.

03

Social Media Post Creation

Create engaging Facebook posts for open houses with appropriate tone, hashtags, and calls-to-action. Show how AI handles emojis and platform-specific formatting.

Each demonstration takes only seconds to generate, showcasing AI's speed and convenience in creating polished marketing content.

Break Time

10-Minute Break

Take a quick break to refresh. When we return, we'll dive into eye-opening case studies of AI in action for real estate.

During the break, think about any tasks in your business you'd love to offload to AI—we might cover them next!



AI in Action: Real-World Case Studies

Explore concrete examples of how REALTORS® successfully use AI chat tools in their business. Each case reinforces best practices and highlights client service benefits.

Case Study 1

Automating Lead Follow-Ups with ChatGPT

Case Study 2

AI-Powered Market Analysis for Pricing Strategy

Case Study 3

Enhancing Marketing Content (Listings & Video)

Case Study 1: Automating Lead Follow-Ups

The Challenge

A mid-sized real estate team struggled to promptly follow up with online leads. Initial contact is crucial, but busy agents sometimes let leads go cold.

The Solution

Using ChatGPT integrated via CRM, they created prompt templates for various lead scenarios—new property inquiries, general buyer leads, open house sign-ups. AI drafted personalized follow-up messages with lead names and specific interests.

40%

Reduction in Response Time

Dramatic improvement in how quickly leads received attention

15%

More Leads Engaged

Additional leads converted to appointments that previously would have gone cold

\$200K

Extra Commissions

One top agent attributed this amount to AI-driven lead nurture system annually

Key Takeaway: AI doesn't forget or procrastinate—every lead gets timely engagement. This improves client service by being responsive from the first interaction, freeing agents to focus on warm leads and personal calls.

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Case Study 2: AI-Powered Market Analysis

The Scenario

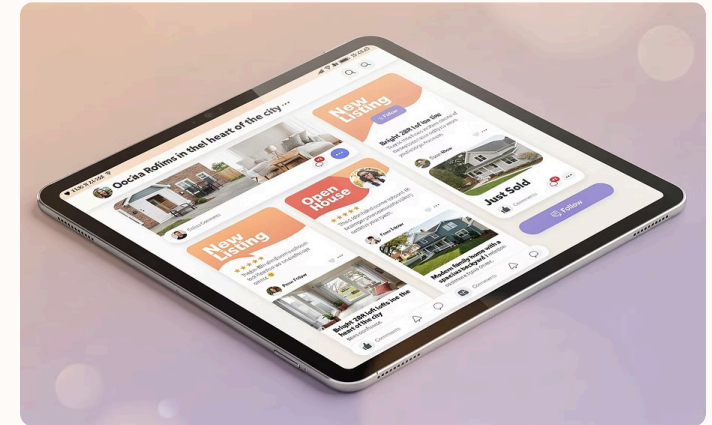
An experienced agent preparing for a listing presentation wanted to impress sellers with a data-driven pricing strategy. Gathering comps and market trends manually is time-consuming.

Implementation

Agent compiled comparable sales data, current inventory, and recent price trends. Fed this information into AI with

Case Study 3: Enhancing Marketing Content

A REALTOR® wanted to elevate marketing materials—make listing descriptions more engaging and script property tour videos more effectively.



Listing Descriptions

For a high-end lakefront listing, ChatGPT created an enticing 150-word description highlighting panoramic lake views, gourmet kitchen, and "living the lake lifestyle." The vibrant description attracted significant attention and increased listing views.

Video Scripts

AI drafted a friendly 2-minute video tour script for a starter home, structuring logical flow through open-concept living area, renovated bathroom, and neighborhood park. Saved preparation time and resulted in more engaging, professional videos.

Other Content

Agent used AI for Instagram captions, blog posts about home buying tips, and rewrote her bio dynamically. The more she experimented, the more she found AI enhanced marketing across the board.

Important Caveat: She always reviewed AI content for accuracy and compliance. Checked that descriptions were truthful and edited out any fair housing sensitivities like "perfect for young families."



Ethical & Compliance Considerations

Understand legal and ethical responsibilities tied to using AI-generated content. While AI boosts efficiency, REALTORS® must not compromise on accuracy, fairness, or honesty.

"No matter who or what helps draft your words—an assistant, an AI, or your own copy-paste—**you are ultimately responsible** for the content you put out as a licensed professional."

Content must meet the same standards as if you wrote it yourself from scratch.

Accuracy and Truthfulness



Always Fact-Check

AI can fabricate details or state incorrect facts confidently. Double-check all figures—square footage, school names, distances—that AI might insert. AI doesn't have your MLS access and might guess or use general knowledge.



Avoid Exaggeration

Be cautious with superlatives like "the best view in the city" or "never a better time to buy." These might be considered puffery at best, misleading at worst. Keep marketing enthusiastic but truthful.



Protect Clients

Giving consumers reliable information builds trust. An excited buyer who finds a detail was wrong will lose confidence. Accuracy is paramount—AI is a starting draft, not the final word.

- ❏ As NAR's senior counsel warns: "AI platforms are not 100% accurate, which makes your oversight critical." The REALTOR® Code of Ethics forbids exaggeration or misrepresentation in communications.

Avoiding Bias and Fair Housing Concerns

AI is trained on internet text, which may include biases. Agents must ensure AI-generated content doesn't violate fair housing laws or equal opportunity standards.

Problematic Language

- "Vibrant Hispanic community"
- "Mostly young families in the area"
- "Ideal for families"
- "Perfect bachelor pad"

These phrases could be seen as steering or expressing preference for certain groups.

Compliant Alternatives

- "Located on a quiet cul-de-sac"
- "Two blocks from a playground"
- "Spacious open floor plan"
- "Modern downtown loft"

Focus on property features and factual neighborhood amenities, not the people who live there.

NAR's Code of Ethics Article 10 and fair housing laws remain fully in effect. Using AI doesn't exempt you from these rules. Always adhere to licensing law, Code of Ethics, and fair housing laws when using AI to generate copy.

Plagiarism and Copyright

Originality Concerns

AI generates mostly original text, but there's a small risk of regurgitating training data. AI-generated text itself is not copyrightable under current U.S. law because it lacks a human author.

Best Practice

Use plagiarism checkers or Google unique phrases from AI output to verify originality. Run passages through search tools to ensure they're not copying someone else's work.

Fair Use

If you feed copyrighted text into AI (like pasting a news article for summary), be mindful of fair use rules if you plan to publish the summary. Summarizing is generally fine; copying large chunks is not.



Privacy and Client Confidentiality

MAJOR POINT

When using online AI services like public ChatGPT, any information you input could potentially be stored or seen by the AI provider.

1

Never Input

Client contracts, inspection reports, personal financial info, actual names and addresses, or any confidential details you wouldn't want public.

2

TREC Rules

General ethics require safeguarding client confidentiality. Typing sensitive client data into third-party AI is a breach of confidentiality and creates legal exposure.

3

Solution

Use generic or anonymized references when discussing scenarios. Use placeholders instead of actual names. Better yet, don't rely on AI for tasks requiring sensitive info.

- ❏ **Remember:** If it's confidential, don't feed it to a free AI service. Once you input something, you lose control over that data. If your brokerage offers an enterprise AI tool that is private, that's different—but for public tools, exercise extreme caution.

No Legal or Contractual Advice via AI

The Risk

REALTORS® must not practice law without a license, and AI doesn't change that. AI is not a lawyer and could produce incorrect or legally invalid language. State laws and TREC rules strictly prohibit unauthorized practice of law.

What to Avoid

- Using AI to draft contract clauses
- Modifying standard forms with AI
- Advising clients on legal matters via AI
- Creating new contract text

NAR's Chloe Hecht emphasizes: "Avoid using AI to draft contracts or modify standard forms, and certainly don't use it to advise clients on legal matters." Doing so could violate license law and Article 13 of the Code of Ethics.

While asking AI for general explanations ("What's the definition of escrow?") is fine for your own understanding, never rely on it to create documents that should be drawn or approved by an attorney.

Break Time

10-Minute Break

Stand up, stretch, and grab water. During the break, think about whether you can tell if a piece of writing was AI-generated or human.

We'll test your detective skills when we return with an interactive quiz and role-play exercises!





Interactive Session Overview

Time for participants to actively practice and reflect on what they've learned through three engaging activities:

1

"Human or AI?" Quiz

Test your ability to spot AI-generated content and understand its writing style

2

Group Discussion

Brainstorm how to integrate AI into your daily real estate workflow

3

Role-Play Exercise

Practice using AI in a challenging client communication scenario

QUIZ EXAMPLE 1 — Listing Description

Option A

“Step into this beautifully refreshed home featuring sunlit rooms, an open-concept layout, and modern upgrades throughout. With a seamless flow from kitchen to living spaces and a backyard ready for entertaining, this property blends comfort with timeless charm. A true retreat close to everything.”

Option B

“Well-maintained 3BR/2BA ranch in a quiet neighborhood. New roof (2021), HVAC (2020). Large fenced yard. Kitchen opens to living area. Primary suite has walk-in closet. Five minutes to grocery stores and Turkey Creek. Farragut schools. Move-in ready.”

Correct Answer: A = AI, B = Human

- A uses **glossy, generic language** ("true retreat," "timeless charm") — common signs of AI.
- B includes **specific facts, dates, and concrete details** — more typical of real agents writing MLS remarks.
- AI often avoids exact numbers unless instructed; humans use them frequently.

QUIZ EXAMPLE 2 — Client Follow-Up Email

Option A

“Thank you so much for touring the home today! I enjoyed walking through it with you and hearing what stood out. Let me know any questions — big or small — as you think more about it. I’ll check in tomorrow with updated info we discussed.”

Option B

“Thank you for viewing the property earlier today. Please advise if you require any clarification. I am available to assist with next steps and will provide a follow-up communication within 24 hours regarding relevant updates.”

Correct Answer: A = Human, B = AI

Why

- A includes **warmth, rhythm, and a conversational tone** — signature of human communication.
- B is **overly formal, stiff, and robotic** (“advise if you require clarification”).
- AI tends to over-polish until instructed otherwise.

QUIZ EXAMPLE 3 — Social Media Caption

Option A

"Just listed in West Knoxville! 🌳 ✨ Bright interiors, a huge backyard, and the perfect spot for summer nights. Who do you know looking in Farragut?"

Option B

"Excited to present this exceptional residence featuring an inviting floor plan and numerous enhancements. Contact me for additional information about this remarkable opportunity."

Correct Answer: A = Human (with AI inspiration), B = AI

Why

- A uses **emojis, energy, and a relatable hook**, which AI *can* do, but the phrasing feels distinctly agent-like.
- B feels **vague, corporate, and nonspecific** — classic AI filler language.
- This is also a teachable moment: AI captions improve dramatically when trained with **your brand voice**.

Group Discussion: Integrating AI into Daily Workflow

Break into small groups of 3-4 to brainstorm and share ideas on integrating AI tools into day-to-day real estate activities.

Discussion Prompt: "What are two tasks in your daily real estate work that AI could help with or improve? What is one concern or challenge you'd have in using it for that task?"



Potential Ideas

Writing property flyers, translating listings into Spanish, creating newsletter content, training new assistants with Q&A bot, summarizing weekly market stats.



Common Concerns

Ensuring tone sounds authentic, verifying information accuracy, not knowing what to prompt, maintaining brand consistency.



Share & Learn

Each group shares one idea. Facilitator ties back to course learnings and offers suggestions for implementation.

Role-Play Exercise: AI-Assisted Client Conversation

The Scenario

A client couple is upset after an open house because they felt ignored. They sent a long text expressing disappointment and questioning if you're the right agent. This delicate situation requires a thoughtful response.

How AI Helps

Use AI as a sounding board or coach for difficult conversations. Ask ChatGPT: "How do I handle an upset client in X situation?" It can outline a thoughtful response approach.

The Exercise

Two volunteers play Agent and Angry Client. The agent consults "AI" (instructor provides prepared guidance) before responding. Agent incorporates AI suggestions naturally while maintaining sincerity.

- 📌 **Key Insight:** AI can help with phrasing in tough moments—like a coach giving the right words. This is especially helpful for newer agents nervous about handling complaints. The substance remains sincere and from the agent's heart.

Q&A and Closing

Conclude the course by reinforcing key takeaways, answering remaining questions, and inspiring agents to continue exploring AI responsibly in their work.

Ensure participants leave with clarity on how AI can be a valuable aid and awareness of how to implement what they learned.



Key Takeaways Recap

Introduction

AI chat programs are powerful new assistants in real estate, enhancing communication, analysis, and marketing. They're a tool under your control with limitations—don't replace human judgment.

Real-World Applications

Faster lead follow-ups, quick market analysis, AI-generated marketing content. Agents are already achieving results—think about which areas could benefit you most.

Practical Skills

Craft prompts, critique AI writing, brainstorm uses, use AI as role-play partner. These skills grow with practice. Blend AI efficiency with your personal touch.

1

2

3

4

5

Prompt Engineering

Clear, specific prompts yield best results. Add context, details, and instructions. Refine and iterate—you're training your AI assistant with each attempt.

Ethics & Compliance

You own the final content. Ensure accuracy, fairness, and compliance. Double-check facts, avoid discriminatory language, keep client data safe. Your reputation and license are on the line.

Resources and Next Steps



Handouts & Guides

List of 10 example prompts for real estate scenarios, links to recommended articles and videos, NAR's "Window to the Law: Legal Tips for AI."



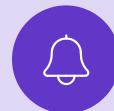
Start Practicing

Begin with free versions of ChatGPT. Explore real estate-specific AI services. Check if your brokerage provides access to AI tools.



Community Learning

Join online forums or Realtor Facebook groups discussing AI. Share knowledge and learn from peers' experiences.



Stay Updated

AI tech evolves rapidly. Watch for new capabilities and potential regulations. If state real estate commission issues AI guidance, pay attention.



Q&A Session

Open floor for questions. Address both technical questions and ethical concerns. This is a new frontier for everyone—honest dialogue is encouraged.

Common Question: "How much does ChatGPT cost?"

There's a free version and a paid version with more features. Tools like Bing's AI are free with a Microsoft account.

Common Question: "How do I make sure my brokerage is okay with this?"

Have a conversation with your broker about tools you want to use. Share what you learned today to create guidelines together.

Common Question: "What if an AI tool goes down?"

Always have backup plans. Don't become completely dependent on any single tool. Maintain your core skills.

Final Encouragement

"Everything we learned today comes down to serving our clients better—faster responses, informed advice, great marketing—all while upholding ethical standards that protect the public."

Client Service First

If you implement AI tools thoughtfully, your clients will notice the enhanced service. Faster, more informed, more professional.

Embrace Adaptability

The real estate industry is always changing. This is the latest evolution. You don't have to become an AI expert overnight—start small and build from there.

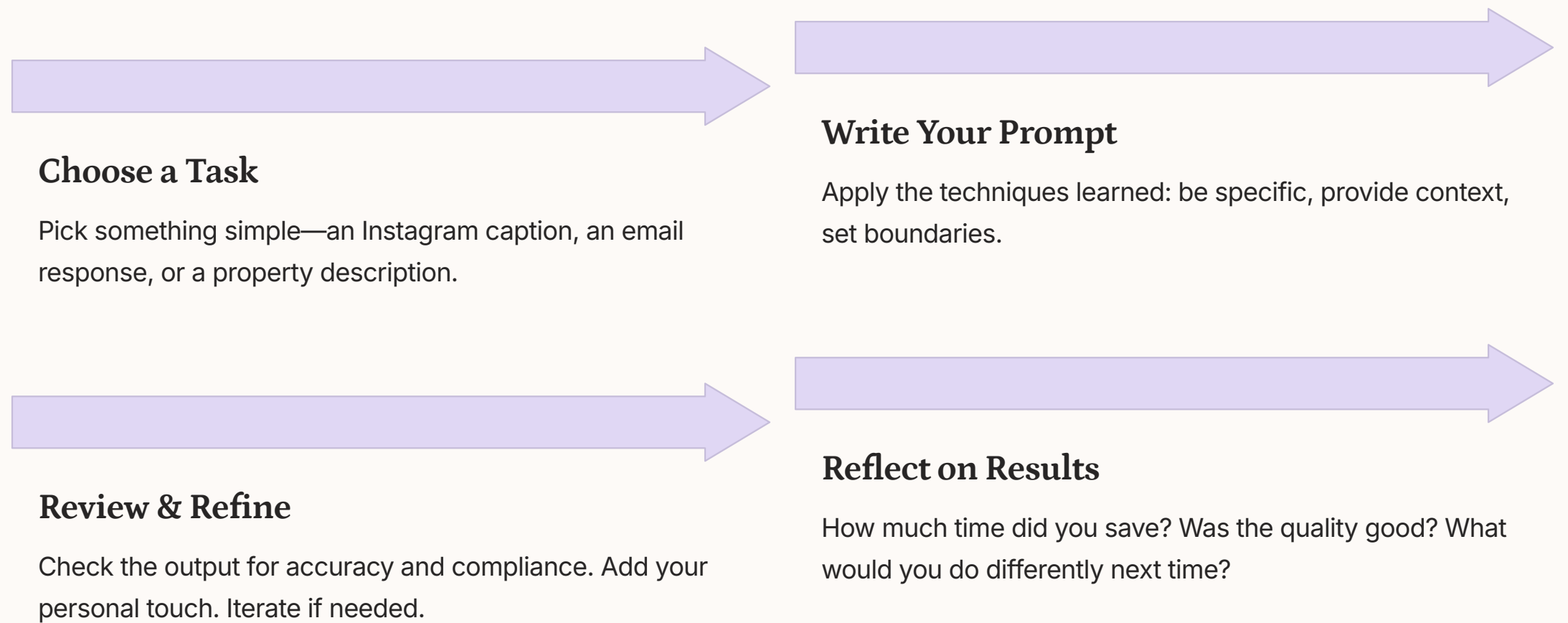
Lifelong Learning

By taking this course, you're at the forefront of adopting new skills. Technology can strengthen the agent-client relationship when used correctly.

Your Challenge

Try AI This Week

Challenge yourself to try at least one AI-assisted task in the next week. Come up with a prompt and see what you get. Use what we discussed to refine it.



You might be surprised at how much time you save or how good the result is. Remember, you're in control—guide the AI to get what you need.

Sources & References

This course is grounded in industry expertise and regulatory standards from trusted sources:

- NAR Article – "Using AI in Your Real Estate Business? 3 Traps to Avoid" (REALTOR® Magazine)
- PA Realtors Article – "Using ChatGPT in the Real Estate Industry"
- Rev Real Estate School – "21 Ways to Use ChatGPT in Real Estate [2024]"
- Ascendix Tech Blog – "25 Use Cases of ChatGPT for Realtors"
- LeadSync Blog – "AI Lead Generation Real Estate Strategies for 2025"
- TREC (Tennessee) Instructor Training Manual

These references support the concepts taught and underscore that guidance is grounded in protecting the public and maintaining professional standards.



Looking Forward

"AI is here to stay. Those who embrace it will likely find themselves saying 'I can't imagine doing business without it' in a couple of years—similar to how we came to rely on smartphones or e-signatures."

Technology can actually **strengthen** the agent-client relationship if used correctly, because it frees up agents to spend more time on what really matters: personal connections and expert guidance.

The true benefit of these tools is achieved only when combined with your professionalism and care.



Thank You!

Success in Your AI Journey

Thank you for your active participation and engagement throughout this course. You've taken an important step in staying at the forefront of real estate innovation.

Remember

AI is a tool to enhance your work, not replace your judgment. You remain the trusted professional your clients rely on.

Start Small

Begin with one or two applications. Build confidence through practice. Share insights with colleagues.

Stay Connected

Feel free to reach out with questions. Continue learning and adapting as technology evolves.

Wishing you success in integrating AI into your real estate practice!

