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COURSES

## AI Tools Comparison for REALTORS® — Full Detailed Guide

### CHATGPT (chatgpt.com)

#### What It Is:

The most widely used AI assistant for writing, marketing, teaching, coding, and business workflows.

#### Best For REALTORS®:

- Listing descriptions
- Client email templates
- Lead follow-up messages
- Market and CMA summaries (when data is pasted in)
- Video script writing
- Branding, marketing, and presentations
- Creating CE course materials

#### Free Plan:

- Uses GPT 4o mini (less powerful)
- Limited speed and accuracy
- Can handle images and documents with restrictions

#### Paid Plans:

ChatGPT Plus – \$20/month

- Full GPT 4.1 or GPT 5 models
- Faster responses
- Accurate reasoning
- File uploads, image generation, voice, memory features

#### Recommendation:

If a REALTOR® gets only one paid AI tool, it should be ChatGPT.



# CLAUDE.AI (claude.ai)



## What It Is:

One of the best long document AI models available. Known for deep reasoning and “human-like” writing.

## Best For REALTORS®:

- Reading & summarizing inspection reports, appraisals
- Long-form writing (bios, guides, scripts)
- Professional tone editing
- Understanding multi document contexts
- Content creation and instruction materials

## Free Plan:

- Claude 3 Haiku (fast, lighter model)

## Paid Plans:

Claude Pro – \$20/month

- Access to Claude 3 Opus (one of the best models for accuracy)
- Larger memory and context window

## Recommendation:

Perfect companion to ChatGPT. Use for long documents and thoughtful writing.

## DEEPSEEK (chat.deepseek.com)



### What It Is:

Low cost AI tool with extremely strong mathematical reasoning and analysis ability.

### Best For REALTORS®:

- Price-per square foot comparisons
- CMA math
- Market data summaries
- Spreadsheet analysis

### Free Plan:

Yes – full access with some throttling.

### Paid Plan:

\$10–20/month for speed and priority.

## GROK (grok.com)



### What It Is:

AI model from X (Twitter) with real time access to global social trends.

### Best For REALTORS®:

- Market Research
- Content Creation
- Lead Generation
- Compliance and Admin

### Free Plan:

Grok 3 is available for free on grok.com, x.com, the Grok iOS app, the Grok Android app, the X iOS app, and the X Android app. However, free access comes with limited usage quotas to ensure fair distribution among users.

### Paid Subscriptions for Enhanced Access

- SuperGrok: This is a paid subscription plan available on grok.com. It provides higher usage quotas for Grok 3 compared to the free plan, allowing for more extensive interactions without hitting limits as quickly. SuperGrok subscribers also gain access to Grok 4, xAI's more advanced model with superior reasoning, coding, and visual processing capabilities.
- SuperGrok Heavy: An upgraded tier for power users, this plan unlocks Grok 4 Heavy—the most powerful version of Grok—for tackling complex tasks like in-depth analysis or heavy computational workloads.

## **NOTEBOOKLM (notebooklm.google.com)**

### **What It Is:**

Google's AI research assistant that learns from documents you upload.

### **Best For REALTORS®:**

- Market Research
- Content Generation Via Studio
- Document Summaries and Details



### **Free Plan:**

Completely free currently.

## **GOOGLE GEMINI / LABS (labs.google)**

### **What It Is:**

Google's AI platform for writing, reasoning, images, and Google Docs integration. Crazy number of models that will create videos (Veo/Flow), images (Banana Nano), Marketing Materials (Pomelli), and more

### **Best For REALTORS®:**

- Blog posts, ads, and listing copy
- Generating images
- Integrating with Docs, Sheets, Gmail
- Video and Image Creation



### **Free Plan:**

Basic models available.

### **Paid Plan:**

Gemini Advanced – \$19.99/month

## HEYGEN ([app.heygen.com](https://app.heygen.com))

### What It Is:

AI avatar video generator.

### Best For REALTORS®:

- Explainer videos
- Branding videos
- Multi language educational content

### Plans:

Free: Very limited

Paid: \$30–150/month



## SUNO ([suno.com](https://suno.com))

### What It Is:

AI music generator.

### Best For REALTORS®:

- Fun business branding
- Holiday jingles
- Social media hooks

### Plans:

Free: Limited songs/day

Paid: ~\$10/month



## **ELEVENLABS (elevenlabs.io)**

What It Is:

Industry leading AI voice generator.

Best For REALTORS®:

- Listing tour voiceovers
- Course narration
- Video scripts
- Multilingual client communication

Plans:

Free: 10,000 credits

Paid:

Starter: \$5/mo

Creator: \$22/mo

Pro: \$99/mo

# II ElevenLabs

## **RUNWAYML (app.runwayml.com)**

**What It Is:**

AI video editing and generation tool.

**Best For REALTORS®:**

- Listing introduction videos
- AI B roll footage
- Cinematic promotional content

**Plans:**

Free: Watermarked

Paid: \$15–95/mo

The logo for RunwayML, featuring a stylized 'R' icon followed by the word 'runway' in a lowercase, bold, sans-serif font.

## MIDJOURNEY (midjourney.com)

### What It Is:

Top tier AI art generator.

### Best For REALTORS®:

- Branding graphics
- Social media covers/thumbnails
- Flyers and marketing materials



**Midjourney**

### Plans:

Paid only:

Basic: \$10/mo: 200 images/mo

Standard: \$30/mo: 15h fast generations

Pro: \$60/mo

## FREEPIK (freepik.com)

### What It Is:

Stock images, templates, icons, and social graphics.

### Best For REALTORS®:

- Flyers
- Instagram posts
- Presentations
- Branding templates

**FREEPIK**

### Plans:

Free: Attribution required

Paid:

Essential: \$9/mo: up to 1,400 images or 50 videos/mo

Premium: \$20/mo: up to 3,600 images or 120 videos/mo

Premium +: \$39/mo

## PROMPT GENIE (prompt-genie.com)

### What It Is:

Simple prompt drafting tool.

### Best For REALTORS®:

- Basic AI beginners

### Plans:

Paid: ~\$10/mo: Unlimited Prompts



## GAMMA (gamma.app)

### What It Is:

AI presentation builder.

### Best For REALTORS®:

- Listing presentations
- Buyer consultations

### Plans:

Free: Limited

Paid: ~\$10/mo



## **REPLIT (replit.com)**

### **What It Is:**

AI powered coding platform.

### **Best For REALTORS®:**

- Custom calculators
- Custom apps
- Lea Gen tools
- Instructor course tools



### **Plans:**

Free + \$20/mo upgrades

## **SUMMARY OF THE TOP TOOLS FOR REALTORS®:**

1. ChatGPT — Best overall.
2. Claude.ai — Best writing + long documents.
3. Notebook LM— Best budget option for research.
4. Google Labs/Veo/Banana Nano— Best for visuals.
5. Gamma— Best for real estate visual print material and presentations