



AI FOR REALTORS®

LAURA DAHL

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REALTOR® - Team Mentor - Coach



WHO AM I?

- 25 Years of experience
- Broker in VA, SC, TN & NC
- Have owned Two Real Estate Firms
- Operate a team in NC and TN
- National Growth Coach for REALTORS®

HOW CHATGPT CAN RUN YOUR BUSY REAL ESTATE BUSINESS

**DO YOU FEEL LIKE
YOU NEED
3 ASSISTANTS AND
36 HOURS A DAY?**

”

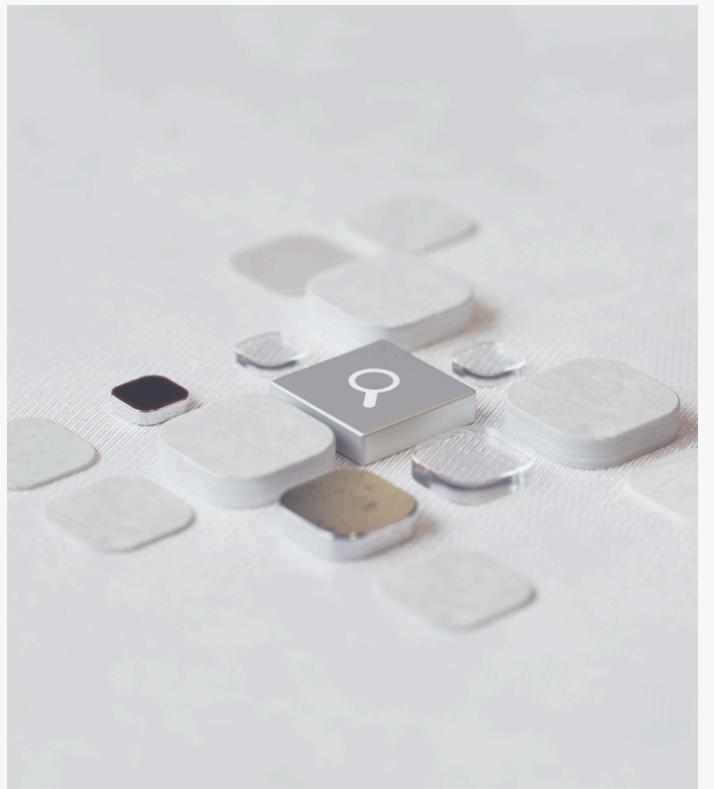
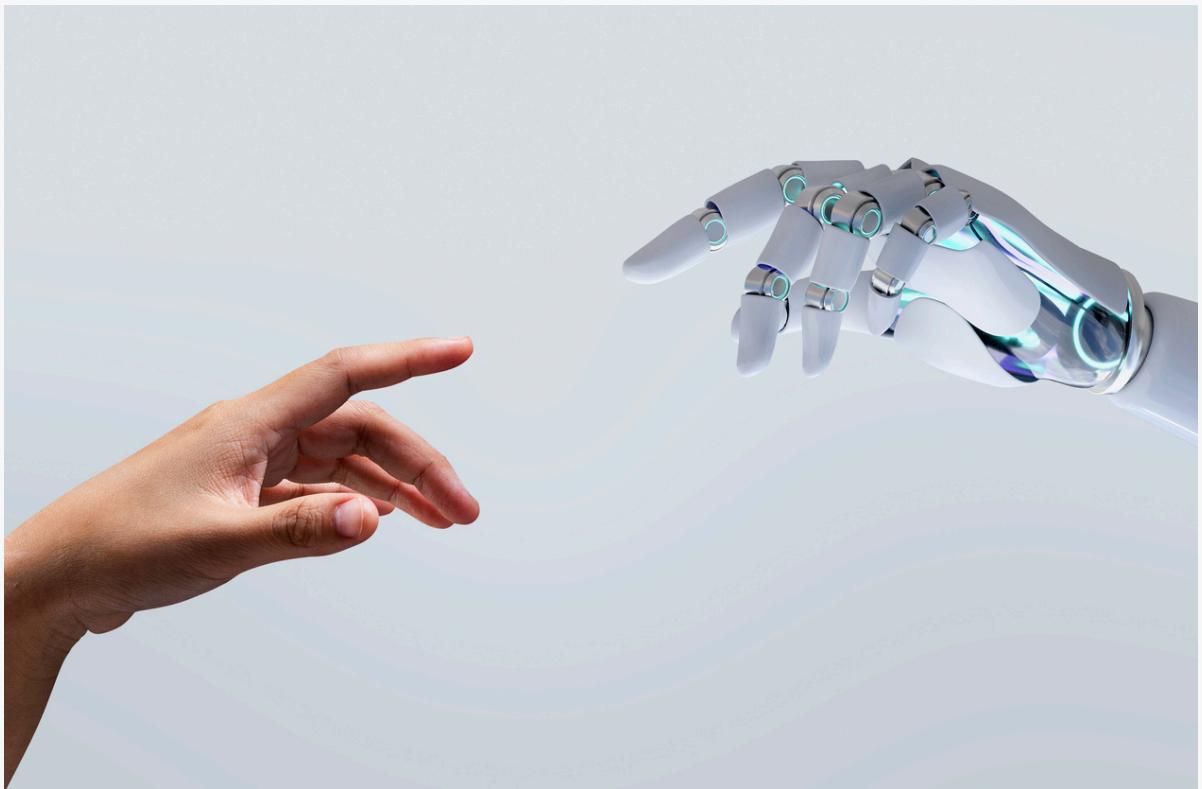
**YOUR DREAM TEAM
ALREADY EXISTS —
RIGHT ON YOUR
LAPTOP.**



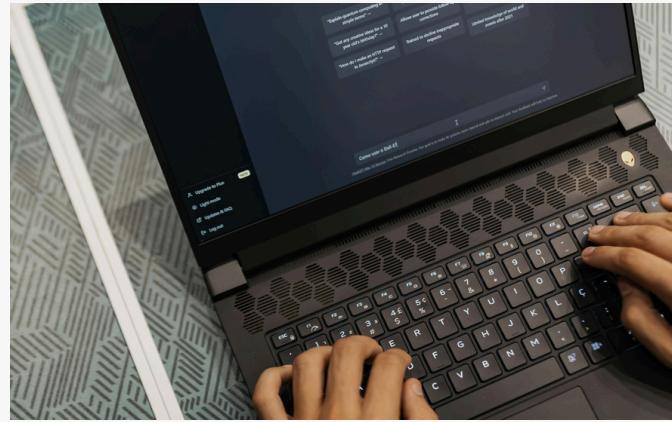
WHAT AI IS

AI = Your Digital Assistant

- Writes, researches, brainstorms, organizes
- Works 24/7, no breaks, no overwhelm



WHAT AI ISN'T



AI is NOT...

Always correct → fact check

Human → lacks emotion/local nuance

A silver bullet → you still need a plan

Your voice → you bring authenticity



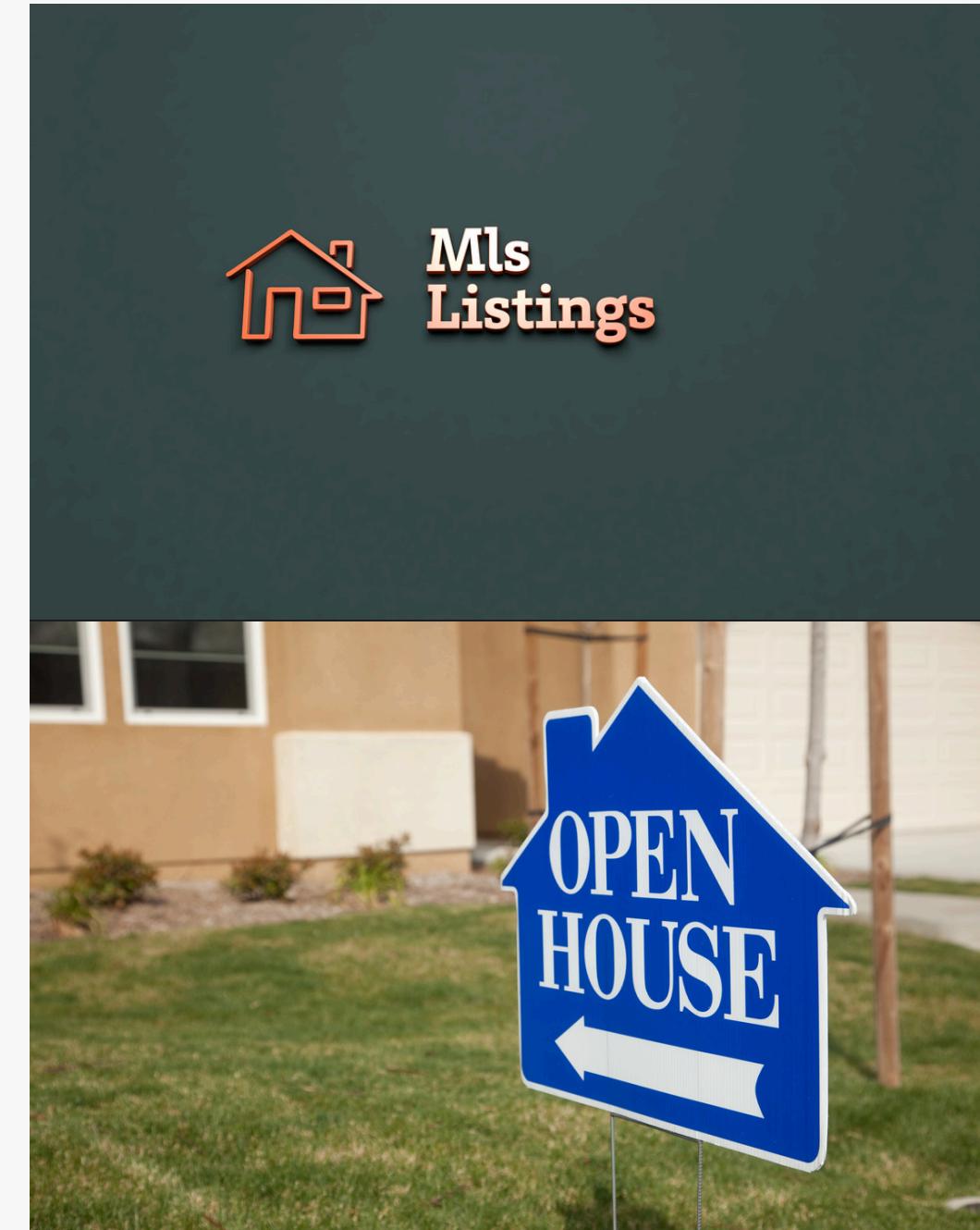
ROLES AI CAN FILL

Your AI-Powered
Real Estate Team

- Marketing Dept → Descriptions, blogs, posts
- Sales & Lead Gen → FSBO, expireds, nurture
- Client Services → Checklists, summaries
- Operations → SOPs, scheduling
- Research → Guides, comps, ROI

REAL ESTATE TASKS AI CAN DO

- Luxury MLS descriptions in seconds
- 5-email seller drip campaigns
- 20-page inspection → 3-line summary
- 10-step open house checklist
- Neighborhood spotlights in minutes



PAID VS FREE TOOLS

Free = enough to experiment and get started.

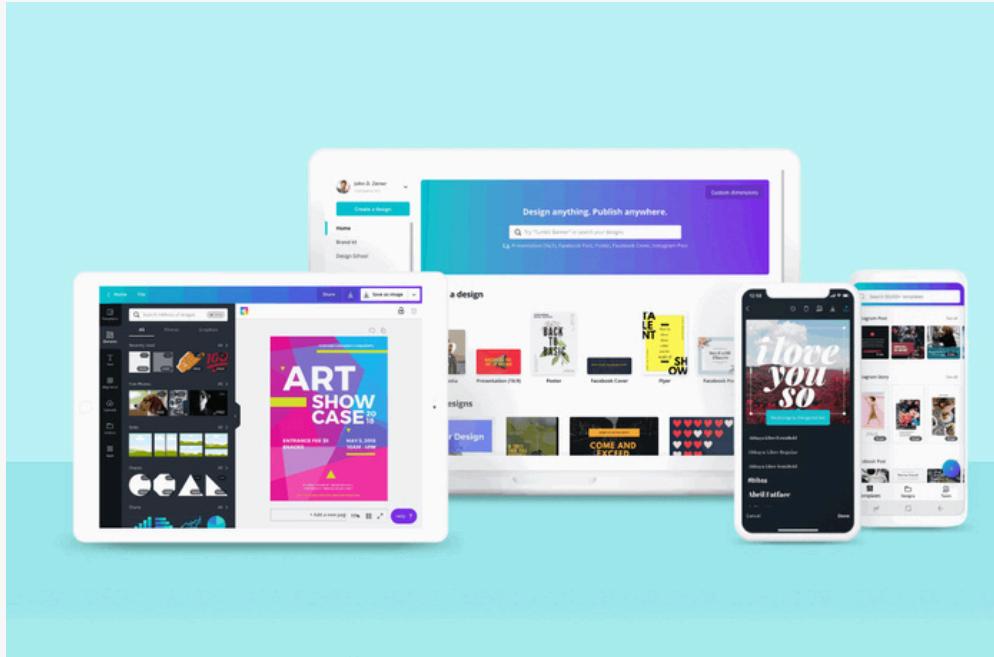
Paid = saves much more time, scales your business, integrates with your systems, and gives you professional-level output.

ChatGPT



ChatGPT

Canva Pro



Descript



Zapier



PICK ONE ROLE AND START THERE.

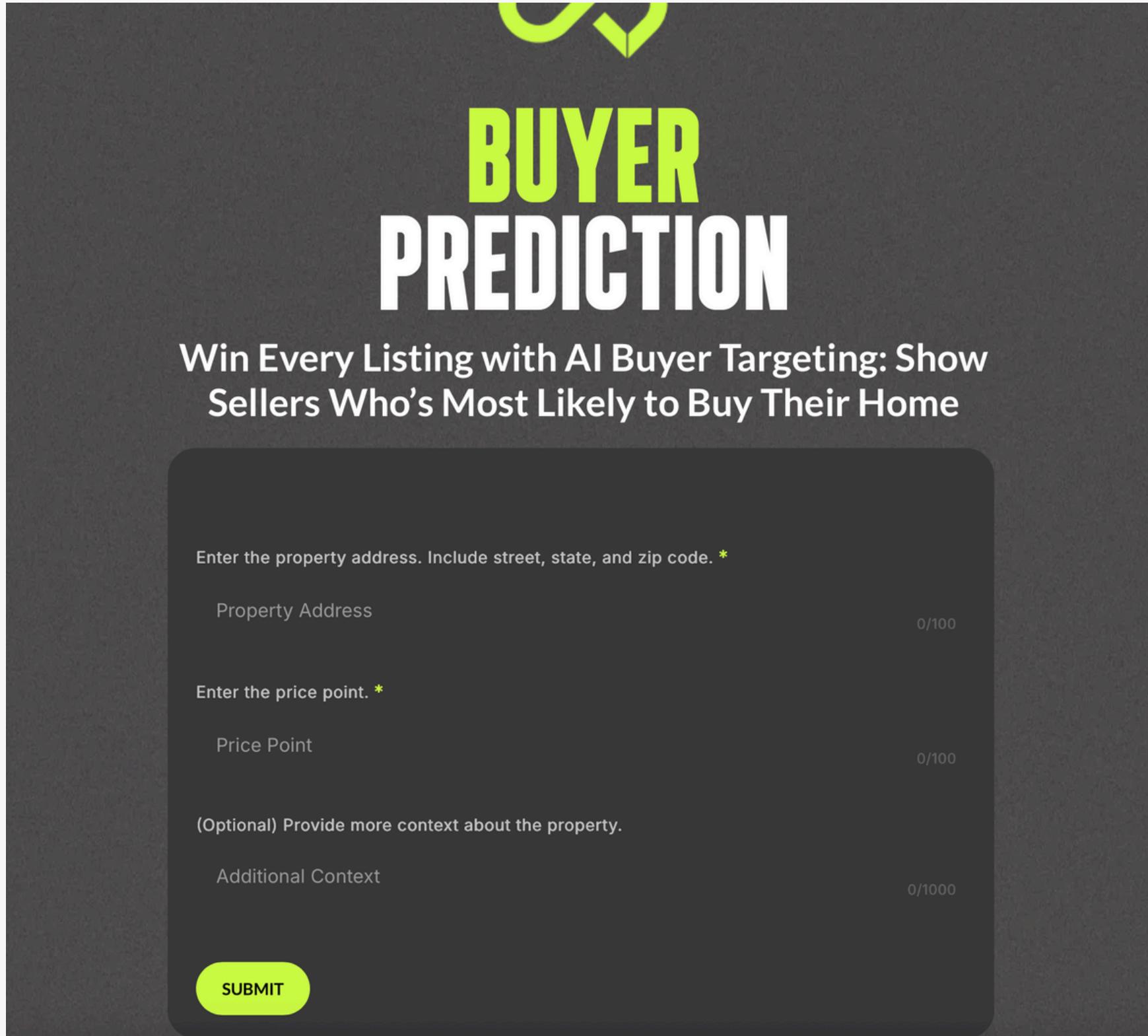
Maybe you start by letting ChatGPT be your **Copywriter** for MLS descriptions.

Or your **Client Concierge** to create checklists for buyers. Once you see the time it saves, you'll get hooked. The key is to practice writing prompts — because the better the input, the better the output.”



Let's see what she can do.....

Go to Buyerprediction.com



The image shows a screenshot of the Buyer Prediction AI tool. The interface has a dark background with yellow and white text. At the top, there is a logo consisting of a stylized 'C' and 'V' shape above the words 'BUYER PREDICTION' in large, bold, white capital letters. Below this, a sub-headline reads 'Win Every Listing with AI Buyer Targeting: Show Sellers Who's Most Likely to Buy Their Home'. The main form area contains three input fields: 'Property Address' (with a character limit of 0/100), 'Price Point' (with a character limit of 0/100), and 'Additional Context' (with a character limit of 0/1000). Each input field is preceded by a label and a red asterisk indicating it is required. Below the input fields is a large, bold, yellow 'SUBMIT' button. To the left of the input fields, there is a note: '(Optional) Provide more context about the property.'

Enter the property address. Include street, state, and zip code. *

Property Address

0/100

Enter the price point. *

Price Point

0/100

(Optional) Provide more context about the property.

Additional Context

0/1000

SUBMIT

The prompt: Using the buyer persona report attached for 2618 Miami Avenue, act as a marketing expert in the real estate industry. Review the buyer persona report and develop a full marketing strategy and detailed plan to get this home maximum attention and hopefully a contract within the next 30 days. Be sure to follow all fair housing rules and regulations and ensure you suggest marketing strategies that maximize exposure.

See Results



**Today we covered
a lot in a short
time.**

AI is not about replacing Realtors.

It's about replacing the **busywork** that keeps you from doing what you do best: serving clients and closing deals.

- You learned what AI is — and what it isn't.
- You saw how ChatGPT can act like a full AI-powered real estate team — your copywriter, ISA, concierge, assistant, analyst, and more.
- We explored tools, both free and paid, that can level up your business.
- And you now have resources and prompt starters you can start using today.

RESOURCES



**Just scan this QR code and you can download it instantly.
You'll also get my recommended apps and a
bonus list of prompts to try this week."**

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WAYS TO WORK WITH ME

- Discovery call
- One on one coaching
- Group coaching
- Follow me on socials (My Linktree)
- YouTube channel
- Etsy store
- realsuccessblueprint.com

WEBSITE

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THANK YOU

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