



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?**

”

————

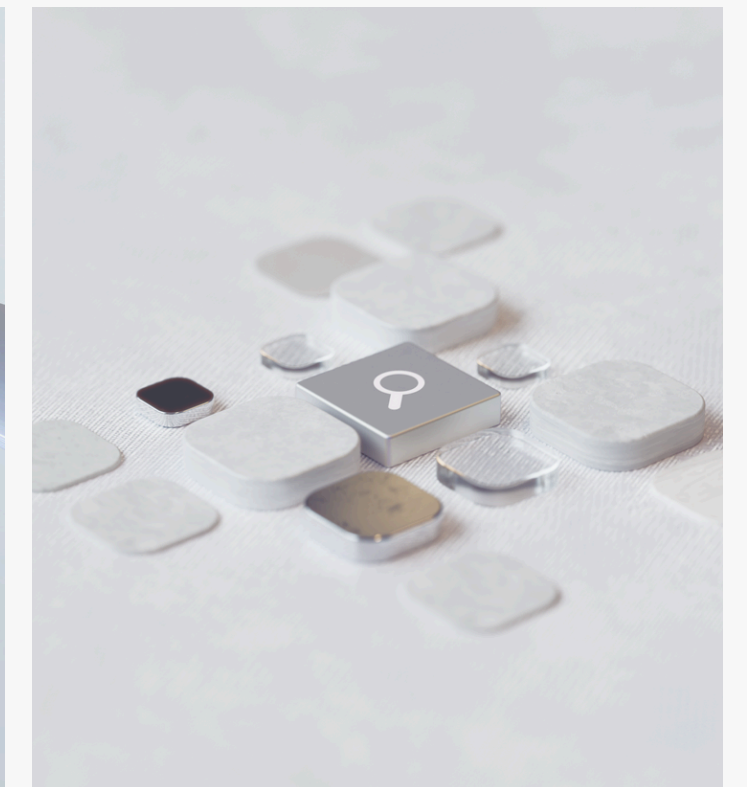
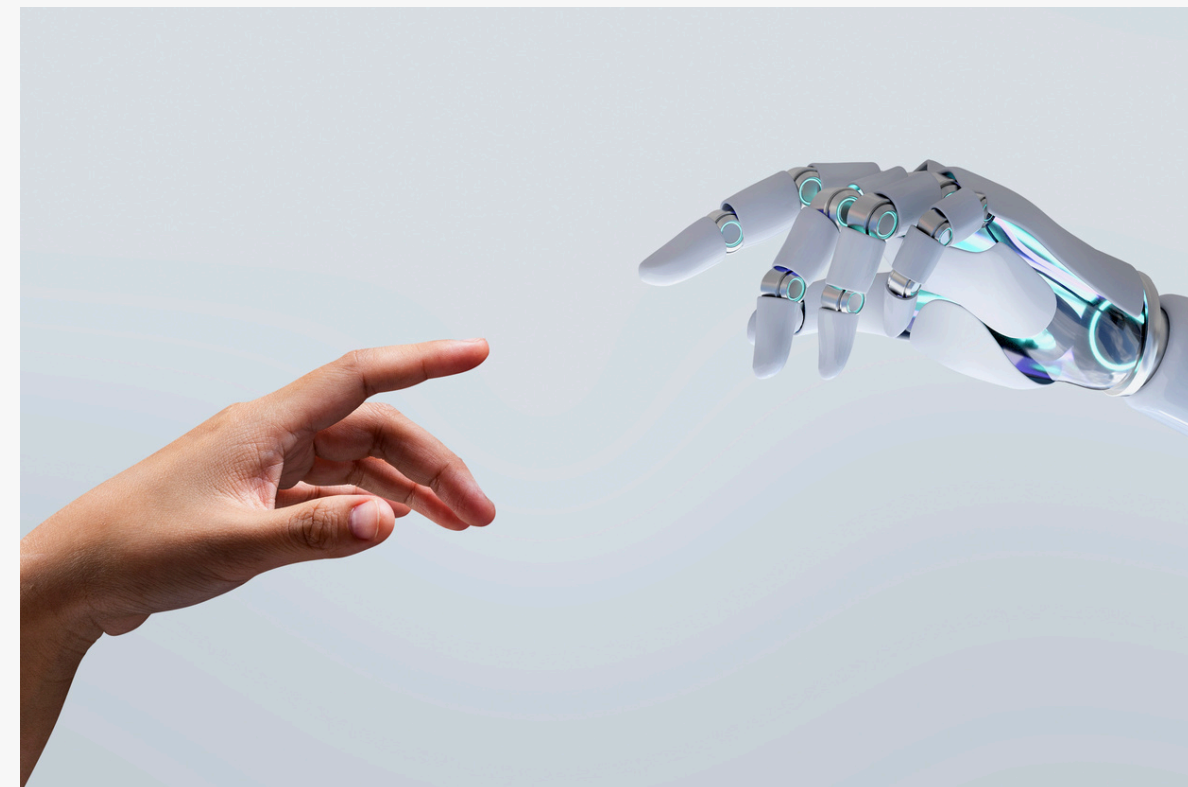
**YOUR DREAM TEAM
ALREADY EXISTS —
RIGHT ON YOUR
LAPTOP.**



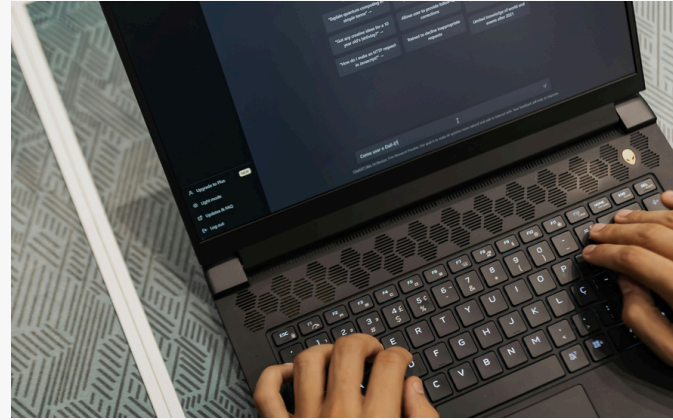
WHAT AI IS

AI = Your Digital Assistant

- Writes, researches, brainstormes, 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

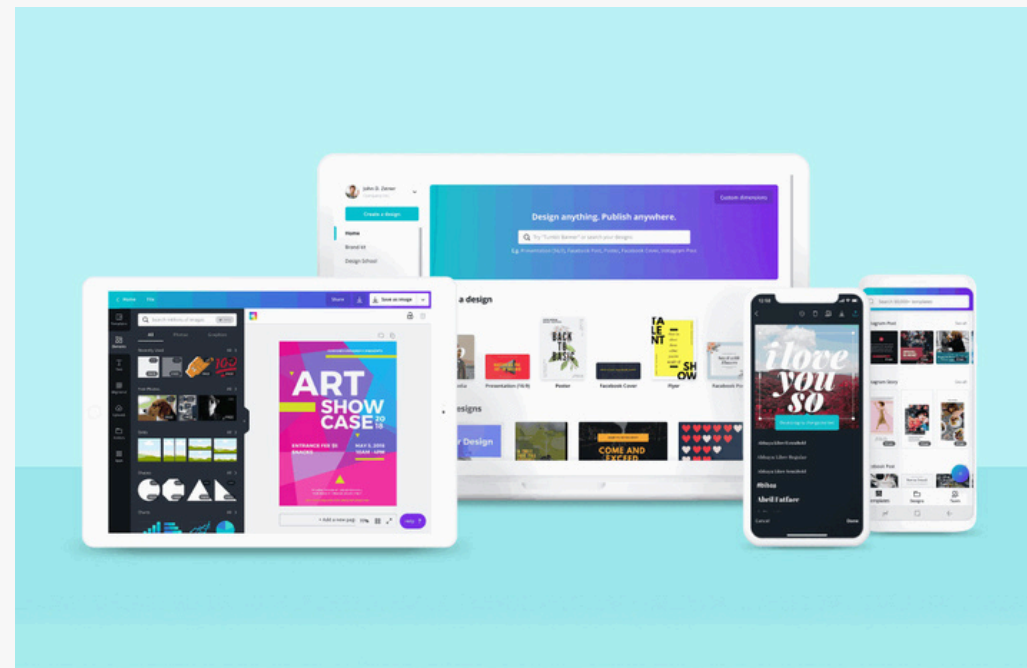
Free = enough to experiment and get started.

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

ChatGPT



Canva Pro



Descript



Zapier



PICK **ONE** ROLE AND **START** **THERE.**

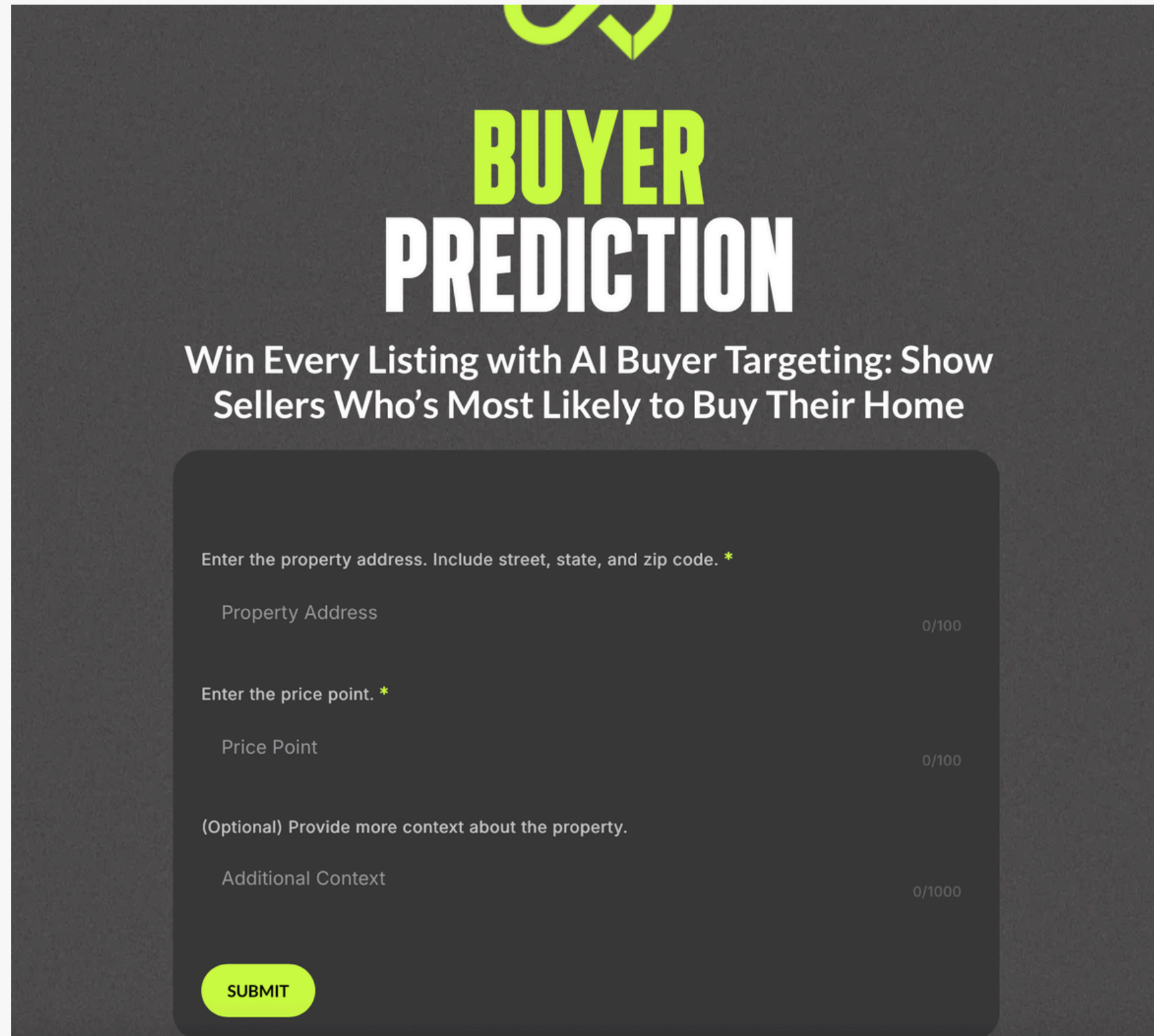
Maybe you start by letting ChatGPT be your **Copywriter** for MLS descriptions.

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 screenshot shows the 'BUYER PREDICTION' website. At the top, there is a green logo consisting of two stylized arrows pointing towards each other. Below the logo, the text 'BUYER PREDICTION' is displayed in large, bold letters, with 'BUYER' in green and 'PREDICTION' in white. Underneath this, a tagline reads: 'Win Every Listing with AI Buyer Targeting: Show Sellers Who's Most Likely to Buy Their Home'. The main content area is a dark grey rounded rectangle containing three input fields. The first field is labeled 'Enter the property address. Include street, state, and zip code. *' and has a placeholder 'Property Address' with a character count '0/100'. The second field is labeled 'Enter the price point. *' and has a placeholder 'Price Point' with a character count '0/100'. The third field is labeled '(Optional) Provide more context about the property.' and has a placeholder 'Additional Context' with a character count '0/1000'. At the bottom left of this form is a green rounded button with the text 'SUBMIT' in white.

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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