

Supercharge Your Real Estate Career with AI

NCJAR

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Why AI Matters for Realtors

AI is changing every industry
— real estate is no
exception

Most agents only use basic
tools (emails, CRMs, Zillow)

ChatGPT = your personal
assistant, researcher, coach,
and marketer

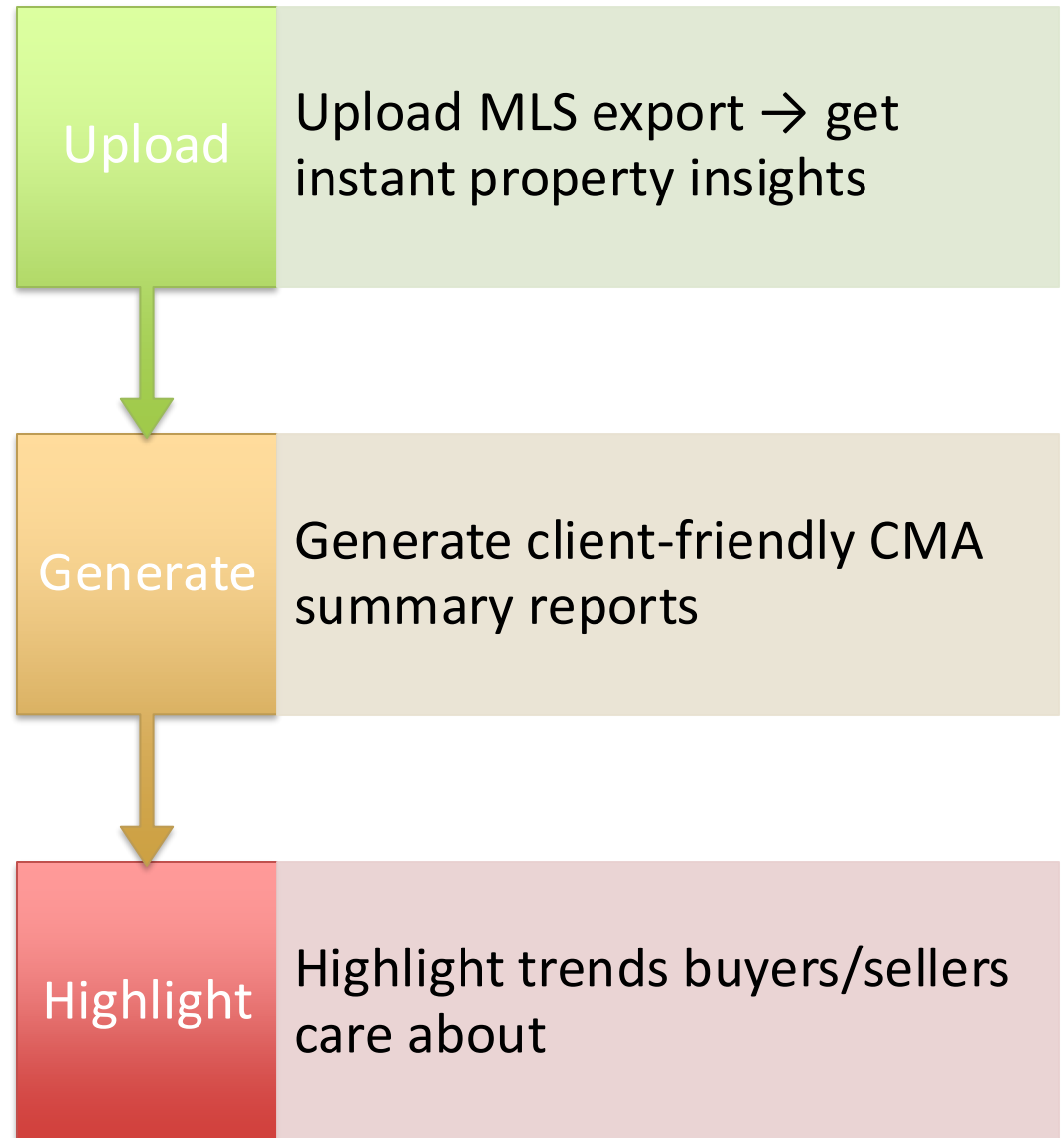
What is ChatGPT (2025 Update)

Conversational AI trained to think, write, and research

New features: GPTs (custom versions), deep research, code interpreter, memory

Integrates with your daily tools (Outlook, Docs, Canva, MLS exports)

Using ChatGPT for CMA (Comparative Market Analysis)



Bots to Capture Leads

ChatGPT-powered bots
= 24/7 lead capture

Automate FAQ answers
for buyers & sellers

Pre-qualify leads before
they hit your phone

Scripts & Role-Play

ChatGPT can act as
a nervous first-
time buyer

Role-play FSBO
resisting your pitch

Practice seller
objections until
scripts sound
natural

Marketing Made Easy



INSTANTLY CREATE LISTING
DESCRIPTIONS



GENERATE INSTAGRAM
CAPTIONS & HASHTAGS



BUILD EMAIL DRIP
CAMPAIGNS IN YOUR TONE

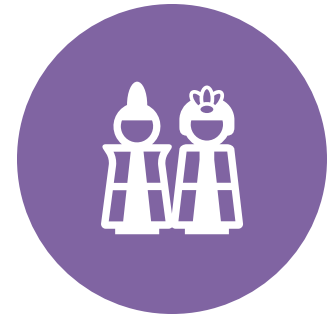
Social Media Video Scripts



30-SECOND REELS WITH
CALL-TO-ACTION



AI TAILORS CONTENT TO
LOCAL NEIGHBORHOODS

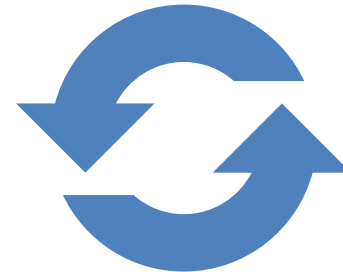


EXAMPLE: 'WHY
ELIZABETH, NJ IS GREAT
FOR FIRST-TIME BUYERS'

GPTs (Custom Versions)

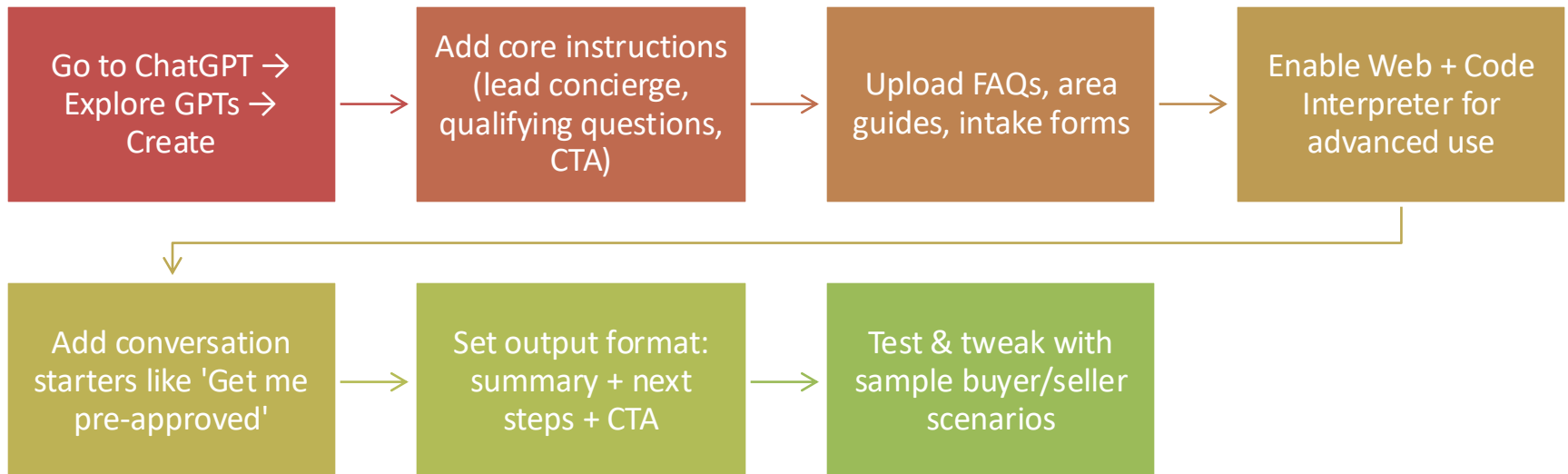


Create specialized GPTs for open houses, objections, FSBO conversion



Reuse daily → saves time, builds consistency

Build Your Lead-Capture GPT/Bot (Step-by-Step)



Deep Research on Market Trends



Ask AI about local buyer demand and financing trends



Uncover FHA, VA, or investor patterns in your area



Use insights to position yourself as the expert

AI for Contracts & Forms

Simplify

Simplify legal language for clients

Spot

Spot missing fields or errors before submission

Generate

Generate checklists: inspection, appraisal, closing

Translate

Translate to another language

Personal Branding with AI



Build consistent
voice across all
platforms



Create newsletters,
blogs, LinkedIn
posts



Position yourself as
a thought leader

Time-Saving Hacks



Summarize long
documents/emails



Generate meeting
recaps instantly



Automate weekly
'market update' emails

Unexpected Uses Realtors Don't Know



Translate documents
instantly



Draft press releases &
PR statements



Analyze Zillow/Redfin
reviews for client trends



Brainstorm staging ideas

AI + Realtor
=
Superpower

You bring
expertise &
relationships

AI brings speed,
research,
creativity

Together → 10x
productivity

How to Get Started

Free vs. Paid ChatGPT
plans

Setting up GPTs for your
business

Tools to integrate:
ChatGPT, Canva, Zapier,
MLS exports

Q&A + Call to Action



What's one thing you'll start using AI for this week?



Connect with Kevin Goines – Loan Depot



Instagram: @dream_maker_mortgages



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