

AI, ChatGPT, & Real Estate Note Packet

Intro to AI & ChatGPT

Artificial Intelligence - A set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand, and translate spoken and written language, analyze data, make recommendations, and more.

Generative AI - A type of artificial intelligence system capable of generating text, images, or other media in response to prompts. Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

The History of AI

Free versus Paid Pro Version of ChatGPT

| Free | Paid \$20/mo |
|---|---|
| <ul style="list-style-type: none"> ● No Guaranteed Access ● Back of the line & slower processing ● Access to GPT version 3.5 <ul style="list-style-type: none"> ○ Uses info from the Internet thru 9/30/21 ○ No ability to use plugins ○ All info entered is potentially not private ○ No historical data to craft your Persona or personalization of content | <ul style="list-style-type: none"> ● Guaranteed 100% up-time with Premium processing ● Access to GPT version 4.0 <ul style="list-style-type: none"> ○ Can browse the internet for current information ○ Custom Instructions - Persona & Special Directions ○ Use Dalle for Imagery, charts, slides, etc. ○ Supports plugins & custom GPTs ○ Usage is Private ● Historical data creates your AI Persona (content created in your mood, tone, style, etc.) |
| Enterprise accounts require a custom quote & allow access to the API to build into your own dashboard | |

Which Platform Should I Use?

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| <p>Google Gemini or Advanced Gemini.Google.com</p> <ul style="list-style-type: none"> ● Free, tied to a Google account ● Includes image creation ● Able to pull current online information ● Excels at advanced reasoning & tasks ● Strong at language & transcription ● The paid version Advanced has extra functionality, privacy, & integration with Google tools (ex. Docs, Drive, Gmail, Flights, etc.) | <p>Microsoft Co-Pilot or Pro copilot.microsoft.com</p> <ul style="list-style-type: none"> ● Free, tied to a Bing Search Engine ● Includes image creation ● Able to pull current online information ● Good at advanced reasoning & tasks ● Good at language & transcription ● The paid version Pro has extra functionality, privacy, & integration with Microsoft tools (ex. Office, outlook, etc.) |
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What are the Concerns with Generative Artificial Intelligence (AI)

1. Is AI-generated content Legal?

Legal Cases to Keep an Eye On

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| Thaler v. Perlmutter | Scientist Stephen Thaler is suing the US Copyright Office for denying him copyright protection for images he generated using DABUS, an A.I. system he built. This case challenges the idea that only works of human authorship are protected under the federal Copyright Act because humans are creating AI systems. |
| Zaraya of the Dawn Comic Book versus US Copyright Office | A copyright registration previously granted was partially canceled because it included “non-human authorship” that hadn’t been taken into account. Author Kristina Kashtanova brought a case arguing that even though AI generated the images used in the novel she modified each image multiple times until she got the desired images, thus making them human-generated. |
| Getty Images v. AI Image Generation Companies | Getty is claiming that AI image generation products like Dalle, Google’s Image Gen, MidJourney, Microsoft Designer, Stability, Stable Diffusion, etc. trained their AI tool on more than 12 million Getty photographs without the company’s authorization. |
| Class Action Lawsuit Clarkson Law Firm v. OpenAI & Google | The lawsuit claims that OpenAI & Google are illegally stealing & scraping vast amounts of data to train their LLM without the copyright owners' permission, knowledge, and compensation and this includes the privacy rights of minors (COPPA) & other protected groups. |

2. AI-generated content can be Biased, Weird, & Hateful. Can it Violate Fair Housing?

3. The Source is the Internet - AI-generated content can be False &/or Misleading.

Tip: Always proofread, fact check, check sources, & legal/code of ethics check anything created by AI. With Fair Housing, you can include “Factoring in US Federal Fair Housing Laws” in your prompt

4. AI Avatars & Deep Fakes (& Article 15 of the Code of Ethics)

5. AI is going to Change or Replace a lot of Jobs



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What About Generative AI Tools for Images

OpenAI's Dalle Tools

- Labs.openai.com
- PlayGround AI
- Microsoft Designer
- Night Cafe
- Cala
- Mixtles

Other Generative AI Image Tools

- MidJourney
- Stable Diffusion
- Stability
- Wombo
- Deep Dream

Tip: You can use tools like Lexica.art, Effortless MidJourney, or Prompt Pal to write better image prompts

AI Video Tools - Descript.com & Vidyo.ai

AI Avatar Tools - D-id.com & Synthesia.ai

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More Generative AI Tools - The New Apps Store

Integration into Tools we already use & love - Optimizing the Office, Grammarly, CRMs, Productive.ai)

Marketing & Design (Adobe & Canva's Magic Studio part of Canva Pro \$120/yr includes:

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|------------------------------|--|
| Brand Hub | |
| Magic Write with Brand Voice | |
| Magic Switch with Translate | |
| Magic Media | |
| Magic Animate | |
| Magic Design with Video | |
| Magic Edit | |
| Magic Expand | |
| Magic Grab | |
| Magic Morph | |
| Magic Design | |
| Magic Presentation | |
| Bulk Create | |

How to Bulk Create in Canva -- Go to Canva - In Canva go to Docs

1. Create a list of ideas manually, in Canva Magic Write or a tool like ChatGPT
2. Select and Copy the bulleted list
3. Go to Excel or Google Sheets and paste the info into cell A1
4. Save the file as a .CSV file
5. In Canva find a marketing piece (ex. Facebook post) and the design template you want to create
6. Use the Styles tool to ensure each design uses your brand (colors, fonts, etc.) to the design
7. In the left bar, click on Apps and search/find Bulk Create
8. Click upload CSV file and upload the file you created in step 5
9. Select the content box in your design where you want to insert the info from the spreadsheet
10. Right-click your mouse and click Select Connect Data > Select the first line
11. Click Continue > click Generate ___ number of Posts

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The Next App Store - 3rd Party companies build AI tools using OpenAI or Google's API (google.com/webstore)

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| WhatTheAI.Tech or TheresAnAIForThat.com | |
| Merlin | |
| YouTube Video Summary with ChatGPT | |
| Productive.ai | |
| HeyGen.com | |
| BHuman.ai | |
| REImagineHome.ai | |

AI & Real Estate - Top Ways to Use AI in Your Life & Business

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| 1. Automate Tasks | |
| 2. Identifying Content Ideas | |
| 3. Content Creation | |
| 4. Write Property Descriptions | |
| 5. Providing Imagery | |
| 6. Providing Marketing Materials | |



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| 7. Marketing Planning & More | |
| 8. Video with an AI Avatar | |
| 9. Write or Edit Code | |
| 10. Optimize the Office | |
| 11. Optimize Time & Task Management | |
| 12. Improve & Prioritize Communications | |
| 13. Problem-Solving | |
| 14. Conduct Research & Projects | |
| 15. Business Planning & More | |
| 16. Identify Potential Risks & Threats | |



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| 17. Provide Legal Guidance | |
| 18. Provide Financial Guidance | |
| 19. Streamline Transactions | |
| 20. Securing Transactions | |
| 21. Improve how we Evaluate Properties | |
| 22. Improve how we Search for Properties | |
| 23. Improve Client (or Lead) Servicing | |

What is the Future of AI?

“An agent who refuses to embrace this technology will be replaced or usurped by one who does.”