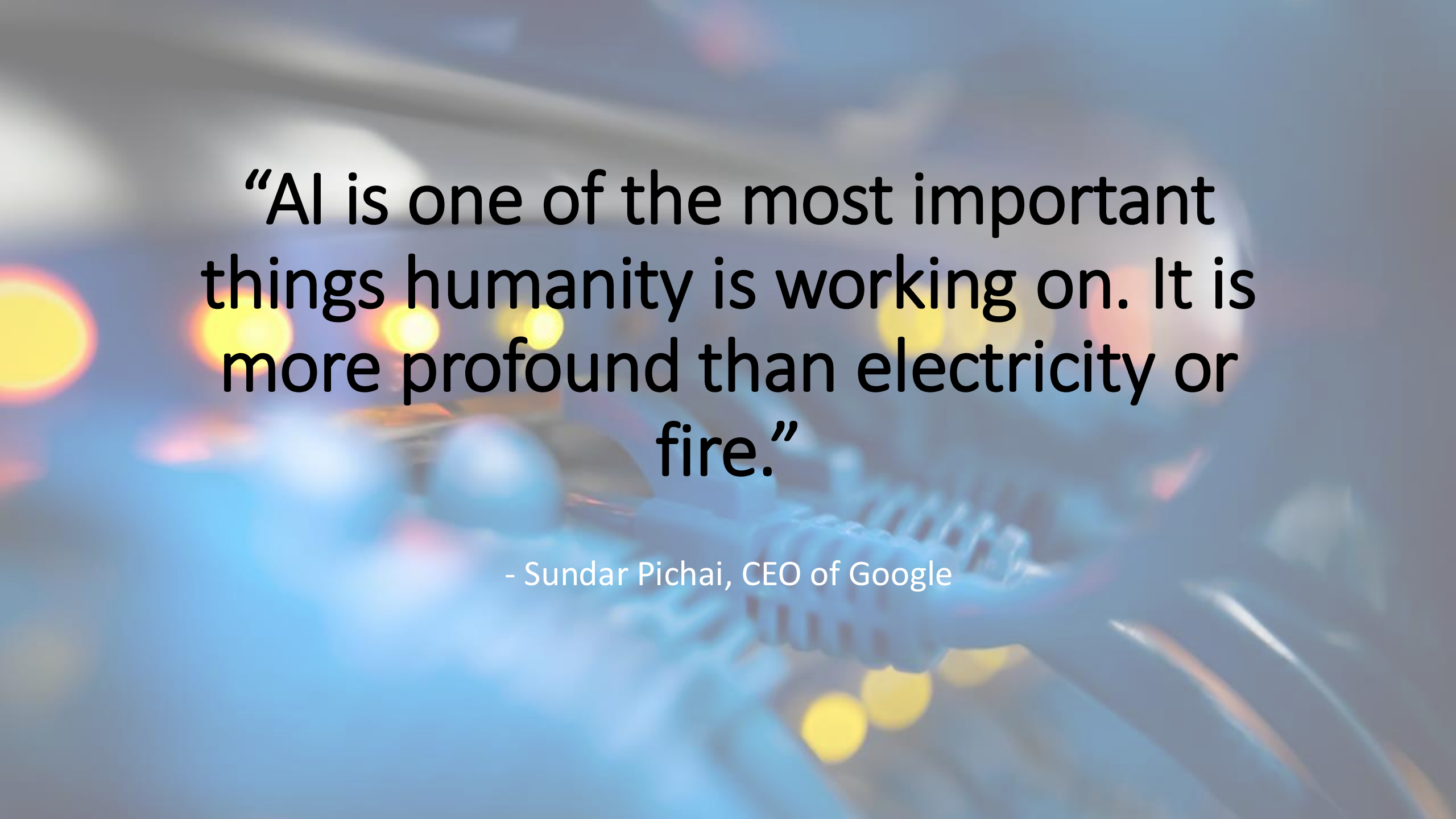
In Real Estate

Liz Sturrock

Chief of MLS and Innovation

MIAMI Realtors


“AI is one of the most important things humanity is working on. It is more profound than electricity or fire.”
- Sundar Pichai, CEO of Google

Sora - Generative AI for Video

Creating video from text

Prompt:

- A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians.

Creating video from text

Prompt:

- Several giant wooly mammoths approach treading through a snowy meadow, their long wooly fur lightly blows in the wind as they walk, snow-covered trees and dramatic snow-capped mountains in the distance, mid afternoon light with wispy clouds and a sun high in the distance creates a warm glow, the low camera view is stunning capturing the large furry mammal with beautiful photography, depth of field

You cannot ignore it.

February 2024

Tyler Perry Puts $800M Studio Expansion on Hold After Seeing OpenAI's Sora: "Jobs Are Going to Be Lost"

The actor, filmmaker and studio owner is raising the alarm about the impact of the tech, saying, "I feel like everybody in the industry is running a hundred miles an hour to try and catch up, to try and put in guardrails."

Sora - Generative AI for Video

- How will it be used in real estate?
  - Creation of Marketing Videos for Listings
  - Simulated Drone Video from still images
  - Stock video of certain towns, monuments, points of interest

AI will not replace REALTORS!

- But a REALTOR using AI will be able to outperform you

- MIAMI Realtors is a nationally recognized leader in AI for our members!

inman INNOVATORS

Where will we see AI in Real Estate?

everywhere

Prepare the Sales Listing

Description:

Interviews the seller

Researches & prepares market information, including pricing

Prepares & promotes the property

Lists on the MLS

Manages the client relationship

AI Improvements:

Generative AI: Create listing descriptions and marketing content, including virtual property staging/touring, generating floorplans using listing photos as well as generating/improving stock photos.

Predictive Analytics: Leverage data & algorithms to anticipate client needs & preferences, including forecasting trends, evaluating property values, and identifying investment opportunities.

Virtual Staging - https://www.virtualstagingai.app

Before

After

Virtual Staging - https://www.virtualstagingai.app

- Fast – renders in second
- Inexpensive
- Improving all the time

Shopping and Search

- Recommendation Engines: Personalize property listing searches based on buyer preferences.
  - Machine Learning: Segment one's client-base knowing who's ready to buy and which properties to recommend.
  - Natural Language Processing (NLP): Streamlines administrative tasks including appointment scheduling, voice-activated search, and customer service/instant support.

Offer

Generative AI: Writes, organizes and presents offers.

Natural Language Processing: Helps analyze and interpret offer documents, contracts, and other supporting documents.

Negotiation

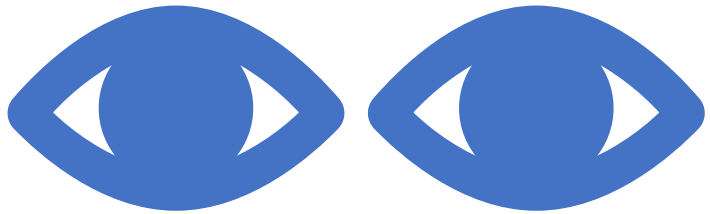
Natural Language Processing: Helps analyze, interpret, and strengthen and counter negotiating positions.

Sentiment Analysis: Assess emotional cues during negotiations to optimize outcomes.

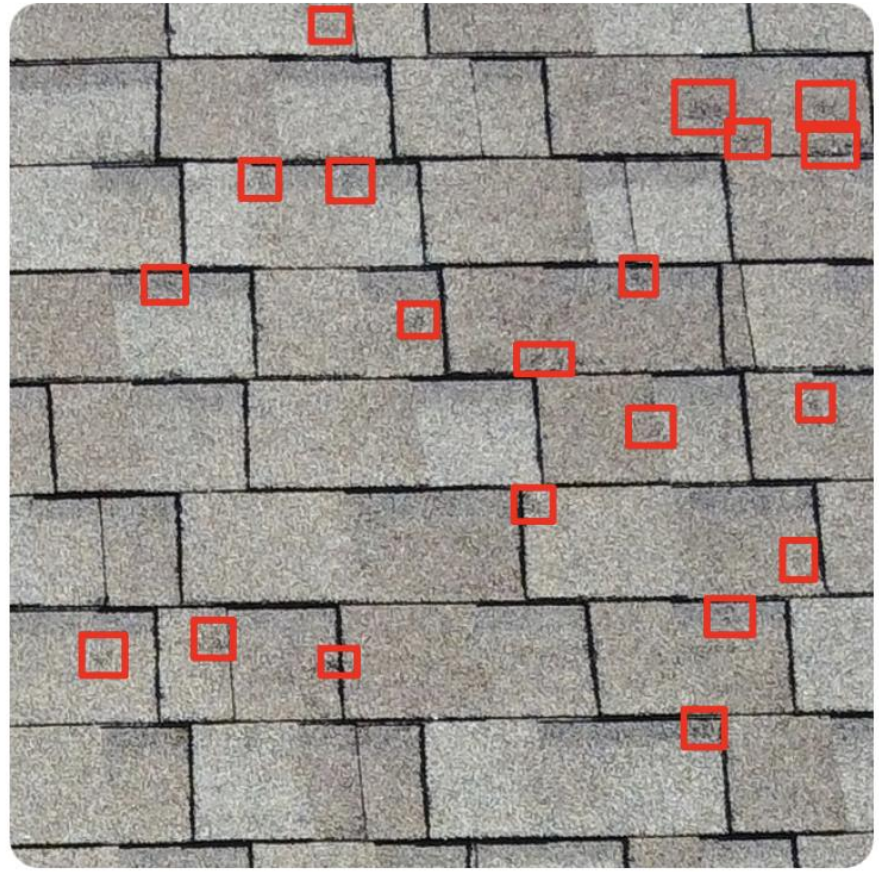
Financial Analysis

Inspection

Computer Vision: Analyze property images and videos, extract valuable information, and identify features (e.g., swimming pools, garden spaces, roof) for accurate evaluations



ROOFHAWK.AI



DETECT DAMAGE AUTOMATICALLY

Roof Hawk's software platform can detect multiple types of roof damage including:

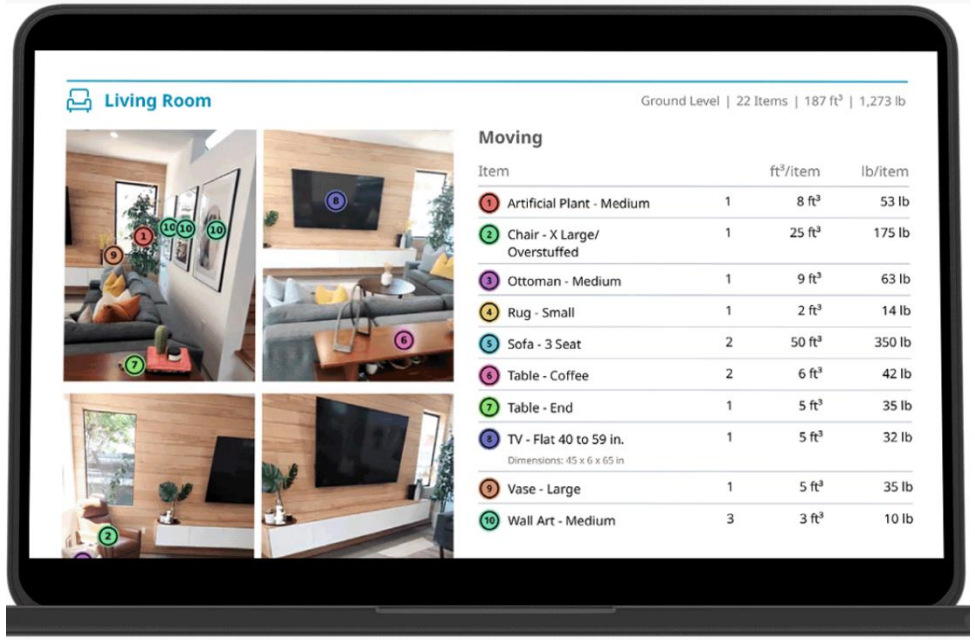
- **Hail**
- **Wind**
- **Missing Shingles**
- **And More**

Visual Inventory – Moving and Insurance

yembo.ai®

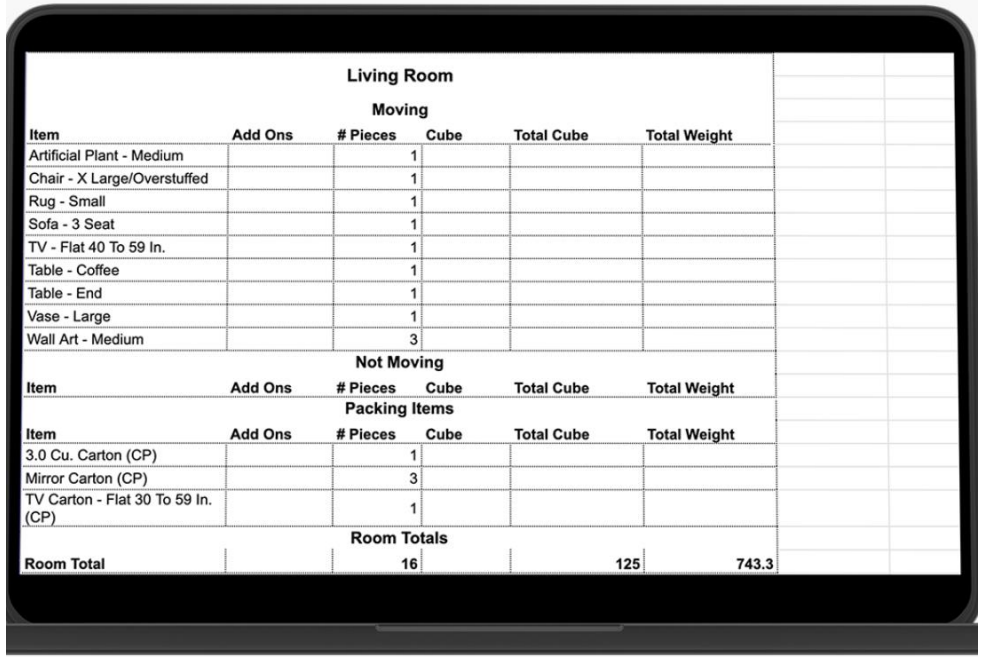
NEW WAY

Visual Inventory



OLD WAY

Traditional Cubesheet



Living Room

Moving

Item	Add Ons	# Pieces	Cube	Total Cube	Total Weight
Artificial Plant - Medium		1			
Chair - X Large/Overstuffed		1			
Rug - Small		1			
Sofa - 3 Seat		1			
TV - Flat 40 To 59 In.		1			
Table - Coffee		1			
Table - End		1			
Vase - Large		1			
Wall Art - Medium		3			

Not Moving

Item	Add Ons	# Pieces	Cube	Total Cube	Total Weight

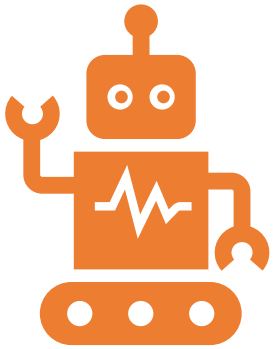
Packing Items

Item	Add Ons	# Pieces	Cube	Total Cube	Total Weight
3.0 Cu. Carton (CP)		1			
Mirror Carton (CP)		3			
TV Carton - Flat 30 To 59 In. (CP)		1			

Room Totals

Room Total		16		125	743.3

Insurance

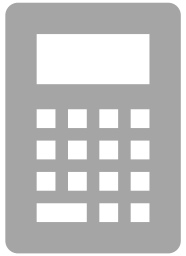


Automated Underwriting: Streamline insurance application processes.

Machine Learning: Rate properties based on climate, natural disaster, and other investment risks.

Financing and Appraisal

Automated Valuation Models (AVMs): Estimate property values based on data and algorithms.



Machine Learning Models: Predict property appreciation or depreciation trends.

Computer Vision: Assists with Property Appraisals and Broker Price Opinions, including improved quality and condition scoring, property insights and features, and property data collection used in assessments.

Closing and Possession

Robotic Process Automation (RPA): Automate administrative tasks during closing.

Post-sale Engagement

Recommendation Engines: Leverages positive feedback to market, drive sales, and retain customers.

Computer Vision: Monitor customer satisfaction via surveys & online reviews; negative reviews trigger alerts for swift resolution.

Is AI Safe?

Copyright challenges in the age of AI: Who owns AI-generated content?

By Imane El Atillah • Updated: 11/07/2023 - 10:46

Caveats

Copyright – Cases have been filed

Plagiarism

Data Privacy

Accuracy

More tools announced every day

NILA JUNE

INSTANT PROPERTY DESCRIPTIONS

Let's get started!

1. Which of the following best describes your listing?

- ◯ It's a house
- ◯ It's an apartment or condo

Next

NILA JUNE
INSTANT PROPERTY DESCRIPTIONS

Let's get started!

2. Please give this property description a unique name. Street address works fine. *

1975 Schoettler Rd

3. What's a good email address where you can receive the property description? *

liz.sturrock@gmail.com

4. What's the state or province where your listing is located?

wisconsin

5. What's the city or town? (examples: Orlando, Melbourne, Miami. You can skip the state name or abbreviation.)

tomahawk

Characters used: **8** (minimum 3).
Characters used: **8** out of 18.

6. And more specifically, what part of town?

- [x] The home is in a part of town known as (examples: Five Points, Cherry Creek, etc.): Lake Nokomis *
- [ ] The home is in a real estate development called (examples: Quail Valley Estates, Coldstream): *

NILA JUNE

INSTANT PROPERTY DESCRIPTIONS

Property description, short version

Copy

Close to local shopping, plus Lake Nokomis and sunset views! Situated in a highly sought-after neighborhood in Lake Nokomis, here is a lifestyle opportunity that belongs at the top of every home shopper's list. This 3-bedroom, 2-bathroom cottage offers the elegant simplicity of low-hassle living. The property is within a pedestrian range of Lake Nokomis and the Willow Flowage. Enjoy stunning views of Lake Nokomis and sunset. The interior includes stylish lighting and vaulted ceilings. The kitchen glows with fresh updates. The 3 bedrooms are ready for your decorative touch. Unfinished basement is perfect for storage or conversion. Detached two-car garage. **Schedule your showing today before this gem is gone!**

Nila June premium automated property descriptions

Property description, long version

Copy

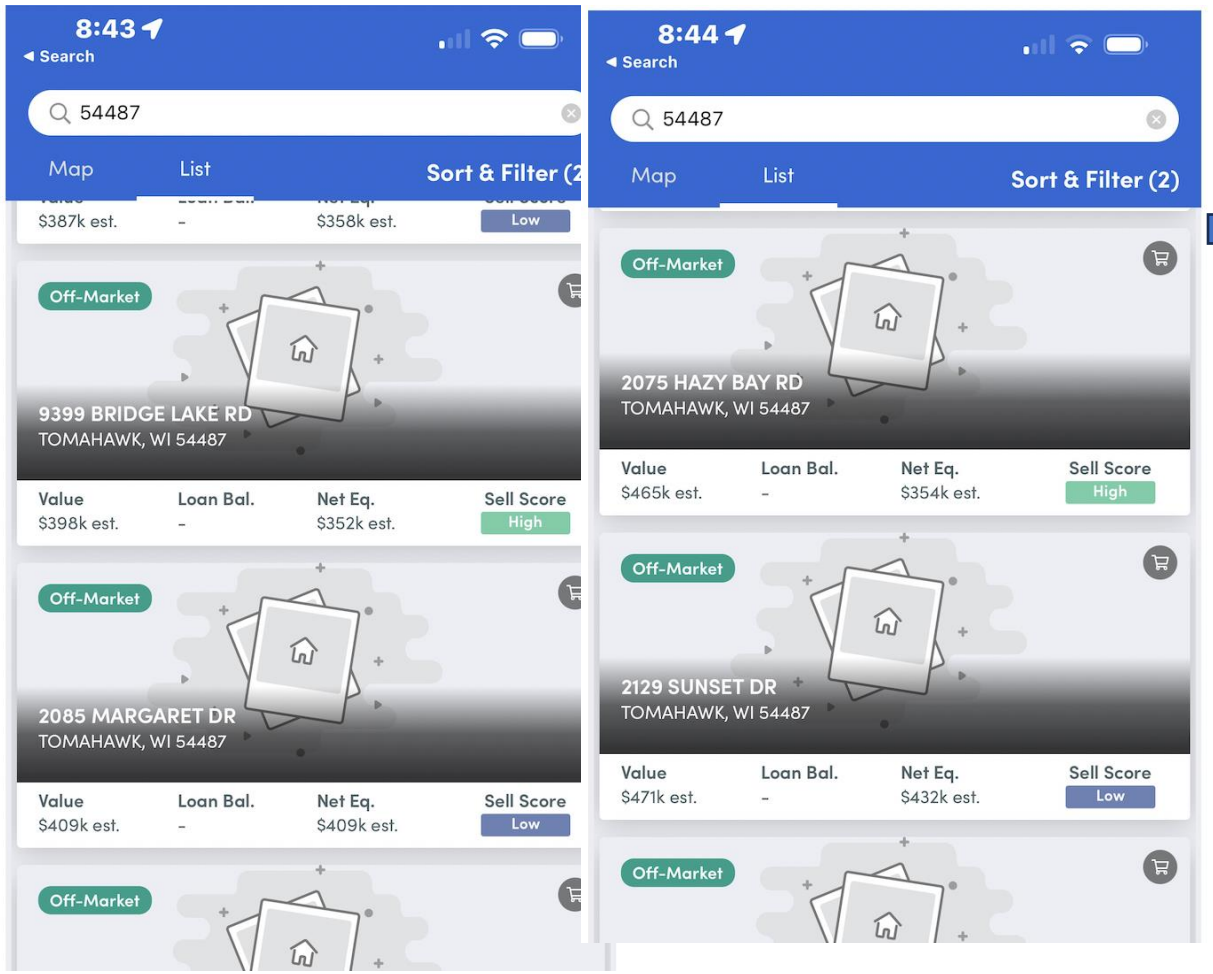
A charmer in the prime Lake Nokomis area, this 3-bedroom 2-bath cottage awaits its new owners. Tucked away on a quiet, low-traffic street, the home is close to parks and open spaces (Lake Nokomis and the Willow Flowage). You'll enjoy picturesque views of Lake Nokomis and the sunset.

As you step into the stunning entryway, comforting features within will welcome you home. The atmosphere is suffused with an abundance of natural light. Vaulted ceilings are good for air circulation and a "big sky" feel. The kitchen is recently updated, and features marvelous counter space and major appliances in an attractive layout. The 3 bedrooms--ready for guests or residents, and for your decorative touch-- are a great place to turn in for the evening.

A brief driveway connects to a detached two-car garage that is available for its original purpose or for conversion.

Remine: Data-Driven Marketing Strategies

- Leveraging AI-based data analysis to identify target demographics
- Remine Mobile's proprietary Buy Score and Sell Score data is a game-changer.
  - The Sell Score, for example, helps identify off-market residential properties that are more likely to transact sooner than others in their area by applying filters such as Ownership Time and Absentee Owner.
  - By combining the Home Equity filter with the Sell Score and Ownership Time filters, Remine's powerful predictive analytics provide even greater insights to help unlock opportunities on the map.


8:43
Search
54487
Map
List
Sort & Filter (2
$387k est.
$358k est.
Low
Off-Market
9399 BRIDGE LAKE RD
TOMAHAWK, WI 54487
Value
$398k est.
Loan Bal.
Net Eq.
$352k est.
Sell Score
High
Off-Market
2085 MARGARET DR
TOMAHAWK, WI 54487
Value
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Loan Bal.
Net Eq.
$409k est.
Sell Score
Low
Off-Market
8:44
Search
54487
Map
List
Sort & Filter (2)
Off-Market
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TOMAHAWK, WI 54487
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Net Eq.
$354k est.
Sell Score
High
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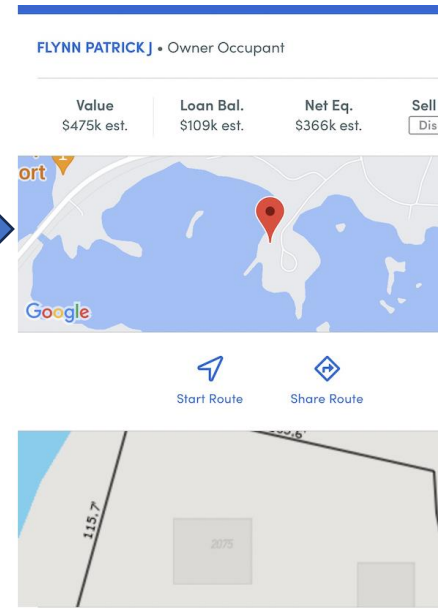
Sell Score
Low
Off-Market


FLYNN PATRICK J • Owner Occupant
Value
$475k est.
Loan Bal.
$109k est.
Net Eq.
$366k est.
Sell
Google
Start Route
Share Route
115.7
Public Record
Tax Year
2022
Tax Bill
$4,182
Land
$99,200
Improvement
$142,100
Exemptions
Homestead
TOTAL
$241,300

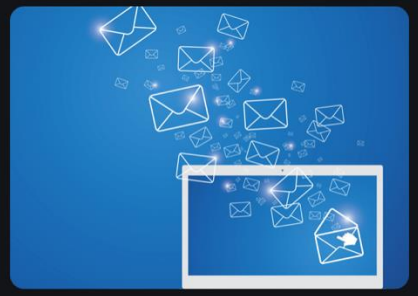
chocolate chips.ai™

Enterprise AI for Real Estate

With Neural Network and Deep Learning

Create Marketing Contents Instantly

» chocolatechips.ai



Email

Text to Image

Image Transform

Meta (Facebook)

Instagram

Twitter

TikTok

Pinterest

Content Description/Brief

buying a vacation property in Miami beach

42/600

Tone of Voice

Professional, Friendly

0/60

Keywords

Behavior, Vision

0

Output Length

Short | Medium | Long

Save As Template

Helvetica | Medium | Normal

buying a vacation property in Miami beach

Buying a vacation property in Miami Beach is a great idea for anyone looking for a vacation destination with plenty to do. Miami Beach is one of the world's most popular tourist destinations and offers an abundance of activities, attractions, and shopping opportunities. This vibrant city is full of culture, art, entertainment, delicious food, and beautiful beaches. Whether you are looking for a relaxing getaway or trying to party your way through Miami Beach, there is something for everyone.

When buying a vacation property in Miami Beach, you should be careful and aware. The market is competitive, and homes can be expensive. You should also take into account property taxes, insurance, and other costs. Make sure to research local zoning regulations and be aware of hurricane and natural disaster preparations before purchasing. Miami Beach also has strict vacation rental laws, and potential violations can lead to costly fines.

If this is the type of vacation property that you are looking for, then Miami Beach is a great option.

Image Description

Miami boat show with condos

28/600

Mood

Select...

Medium

Select...

Inspiration

Select...

Style

Select...

Keywords

Behavior, Vision

0

Warning: Please check community guidelines, before posting AI generated images to social media like Instagram. They could lock your account for violations.

Generated Images: 1

Text to Image - Create images using natural language.

Image Description

Coral Gables neighborhood walk

31/600

Mood

Select...

Medium

Select...

Inspiration

Select...

Style

Select...

Keywords

Behavior, Vision

0

Warning: Please check community guidelines, before posting AI generated images to social media like Instagram. They could lock your account for violations.

Generated Images: 2

Clear All

Welcome Miami Realtors!

(and your 3,000,000 + consumers) to
Finding Homes—the voice of real estate.

Finding Homes
Powered by LUNDY

alexa

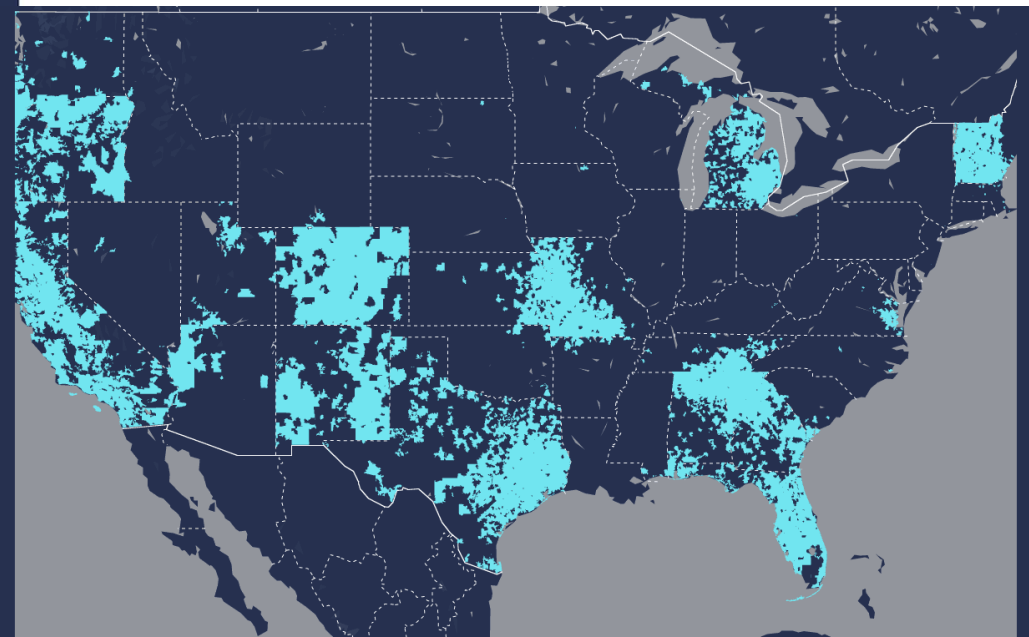
Accessibility and Fair Housing Protections
Improved Usability

LUNDY
AI CORE

alexa

- MLS data feed
- RESO-standardized fields
- Fair housing regulations

Real Estate Powerhouse
Voice Assistant



Constantly Changing! - this is 2 days!

📊 **Composer Trade-** The AI-powered trading platform. Automate your trades with a no-code editor and GPT4 AI assistant (link)*

💻 **Morph Beta-** An all-in-one data studio powered by AI, offering real-time collaboration (link)

🔍 **Findcool.tools-** Unearth the coolest online tools curated by your favored builders (link)

⚡ **Notion AI-** Your notes, on steroids. Access the limitless power of AI, right inside Notion (link)

🔥 **Jasper-** An AI copywriter assistant that can generate any kind of marketing copy (link)

🥗 **MealPractice-** Effortless meal planning with AI-generated recipes (link)

👾 **Dante-** Custom GPT chatbots trained on your data (link)

📕 **Storly.ai-** Write your life's story with AI interview algorithm (link)

🤖 **Danelfin-** AI-powered stock-picking tool with up to a 94% win rate (link)*

🧠 **MindPal 2.0-** Empower your tasks by building AI agents with your data (link)

📆 **OneAudio AI-** Easily transform voice recordings into simplified and summarized notes (link)

🪄 **CheatGPT-** Unleash your study potential with your GPT-4 Superpowered assistant (link)

📝 **Copy AI-** Generate content, such as blog headlines, emails, and social media posts using AI (link)

🖥️ **Super-** Create a website from your Notion database in minutes (link)

📝 **Writesonic-** ChatGPT alternative that addresses the limitations of ChatGPT (link)

🦾 **Browse-** Train a robot in 2 minutes to extract and monitor data from any website (link)

🎤 **Castmagic-** Turn long-form audio into ready-to-use content assets instantly (link)

🔗 **Carbon-** Unified API to connect external data to LLMs (link)

🧩 **MindOne-** Gateway to the best AI tools in one app (link)

🏡 **ChatRealtor-** Converts leads to appointments in 60 seconds for realtors (link)

🐦 **TweetHunter-** All-in-one Twitter growth tool to create content using AI, build an audience, and schedule posts (link)

🧠 **Humata-** Ask questions and chat with any file instantly using AI (link)

💡 **Gamma-** Generate AI Presentations, Webpages & Docs with AI (link)

🗣️ **Speechify-** transcribe everything into audio for you to listen to (link)

🍜 **Noodl AI-** AI-powered low-code app development (link)

Browse the most popular tools ever featured with our tool database.

Where to learn more

- https://miamirealtors.com/AI
- Real AI – The WAV Group Blog

- https://www.therundown.ai/ - regular newsletter – some sponsored tools
- https://www.reddit.com/r/AIToolTracker/

Embrace the New Frontier

- Use AI to enhance the work you are doing
- Be open, Be cautious

Liz Sturrock

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