THE AI-POWERED REAL ESTATE WORKSHOP

Sharon Shahrokhi Tehrani
December 12, 2024, Toronto

ABOUT ME

8+ Years of Transforming Businesses with AI

AI Innovator
- Designing advanced AI solutions that empower businesses to scale faster and operate smarter.

Scaling Businesses with Intelligence
- Specialized in creating AI-driven strategies that streamline operations, boost efficiency, and drive revenue growth.

Focused on Results
- Passionate about leveraging AI to deliver measurable outcomes, from automating workflows to optimizing decision-making.

Sharon Shahrokhi Tehrani

IF AI COULD SOLVE ONE ISSUE IN REAL ESTATE TOMORROW, WHAT WOULD IT BE?

Sharon Shahrokhi Tehrani

WHY WE'RE HERE

Imagine a real estate professional analyzing hundreds of market reports and manually calling every lead. Now imagine someone else using AI to pinpoint the **best properties** to list, **predict buyer interest**, and **close deals** in half the time. That's the power of AI we're exploring today.

INTRODUCTION TO AI IN REAL ESTATE

OPPORTUNITIES FOR AI IN REAL ESTATE WHAT'S POSSIBLE TODAY

1 **Lead Generation and Management**

Finding and managing lead is a cornerstone of any successful real estate business. AI tools **analyze online behaviour**, **prioritize high-quality leads**, and **engage with automated personalized messages**.

AI doesn't just bring more leads; it brings better ones, helping you focus on the most promising opportunities.

2 **Property Marketing and Content Creation**

Gone are the days of generic property descriptions and one-size-fits-all marketing. AI helps you **create compelling**, **platform-specific content** that **resonates with buyers**. Whether it's a virtual tour script, a social media post, or a detailed email, AI tailors your marketing to stand out.

Think of AI as your personal marketing assistant, creating engaging content at the click of a button.

Sharon Shahrokhi Tehrani

OPPORTUNITIES FOR AI IN REAL ESTATE WHAT'S POSSIBLE TODAY

3 **Market Analysis and Trend Forecasting**

What if you could predict the next hot neighbourhood before everyone else? AI analyzes vast amounts of data, such as zoning changes, migration patterns, and economic shifts, to forecast market trends.

Imagine having **insights** that let you guide clients toward **profitable investments** in a growing market or help sellers **price their homes competitively** based on real-time data.

4 **Client Engagement and Education**

AI can help you stay connected with clients long after the deal. **Chatbots** provide instant responses to common questions, while **personalized follow-up messages** keep you at the top of your mind.

AI can even educate your clients by **providing tailored insights**, like the best time to sell or tips for first-time homebuyers. This strengthens relationships and builds trust, positioning you as an industry expert.

Sharon Shahrokhi Tehrani

OPPORTUNITIES FOR AI IN REAL ESTATE WHAT'S POSSIBLE TODAY

5 **Transaction Management**

The paperwork and logistics of closing a deal can be overwhelming. AI streamlines **document generation, contract management**, and due diligence checks, reducing errors and saving time.

Imagine automating the **creation of a purchase agreement** or **quickly identifying missing documents** before they delay a closing. AI ensures smoother, faster transactions for you and your clients.

By the end of this workshop, you'll have the tools and techniques to leverage AI effectively, **saving time**, **boosting productivity**, and **delivering exceptional value** to your clients.

Sharon Shahrokhi Tehrani

DEMO CHATGPT

PROMPT ENGINEERING

WHAT IS PROMPT ENGINEERING?

Prompt engineering is all about knowing **how to ask AI the right questions**.

You guide the AI to find what you're looking for, uncover the best answers, and find the right words to make your ideas clear and easy to grasp.

Sharon Shahrokhi Tehrani

ROLE PLAYING

- **Description**

Role-playing is like asking the AI to put on a costume and play a part. By assigning it a **specific role**—like a travel blogger or expert—you encourage it to respond with personality, expertise, or flair.

It's perfect for creating content that feels tailored and engaging. Think of it as saying, "**Imagine you're a professional. Now, go!**"

Sharon Shahrokhi Tehrani
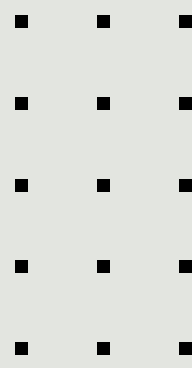
ROLE PLAYING

- **Example (Customized Ad Campaign)**

"As a real estate agent, designing a **targeted ad campaign** for Natasha's residence. Your task is to:

- **Identify Target Audience**: Define two specific buyer personas (e.g., young families seeking spacious homes, retirees looking for low-maintenance living) and describe their key characteristics.

- **Highlight Key Features**: Choose three unique selling points of Natasha's residence (e.g., customizable layouts, energy-efficient appliances, proximity to parks and schools) that would appeal to these personas.

- **Create Visual Elements:** Plan how you would use high-quality images or videos to showcase both the property and its community effectively.

- **Develop a Call to Action:** Formulate a compelling call to action that encourages immediate engagement (e.g., 'Book your exclusive tour today and explore your future home!')."

Sharon Shahrokhi Tehrani
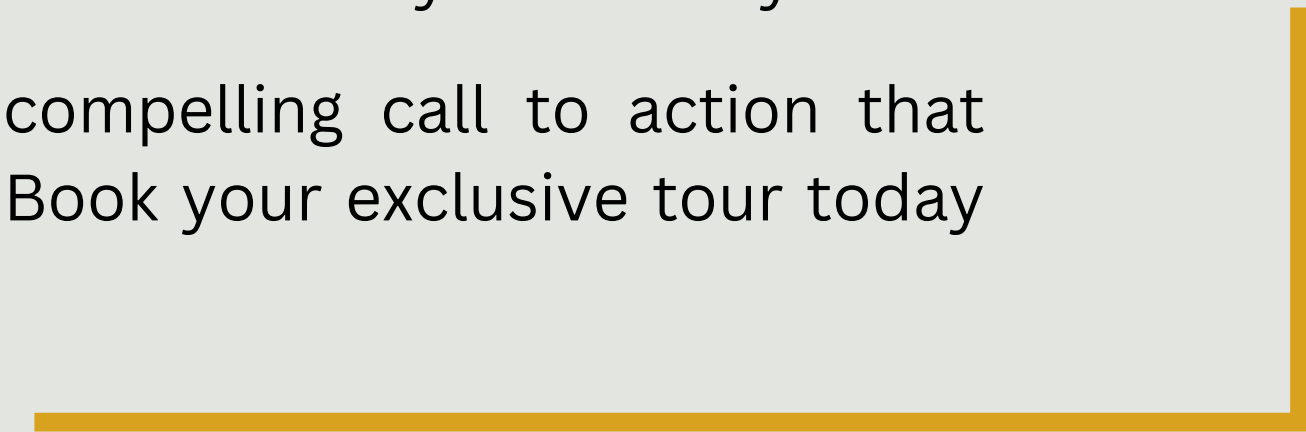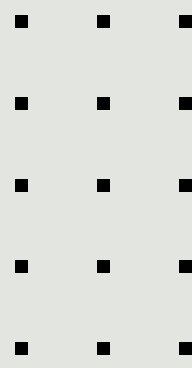
INSTRUCTION-FOLLOWING

- **Description**

Instruction-following is like giving the AI a checklist to follow. You give it **clear, direct commands** to ensure it hits every point you need. This technique is ideal when you want control over the structure and detail.

It's like telling the AI, "**Here's exactly what I need—don't miss a step!**"

Sharon Shahrokhi Tehrani

INSTRUCTION-FOLLOWING

- **Example (Direct Mail Campaign)**

"Design an eye-catching direct mail piece for Natasha's residence that includes:

- Visual Appeal: Use high-quality images showcasing the property and nearby amenities.

- Concise Messaging: Highlight key benefits using bullet points (e.g., 'Invest in your future with customizable homes in a vibrant community').

- Contact Information: Display your contact details and invite recipients to reach out for more information.

- Incentives: To encourage prompt action, include a limited-time offer (e.g., 'Schedule a tour this month and receive a $500 credit towards closing costs!')."

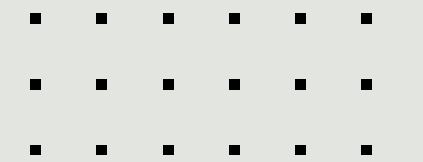Sharon Shahrokhi Tehrani

CONTEXT-SETTING

- **Description**

Context-setting gives the AI some **background information** to shape its response. Setting the scene makes it easier for the AI to generate relevant and tailored content.

Think of it as saying, "**Here's the background—now, write with this in mind.**"

Sharon Shahrokhi Tehrani

CONTEXT-SETTING

- **Example (Post-Initial Contact Follow-Up)**

"Compose a follow-up email to a potential buyer who expressed interest in Natasha's residence during an initial inquiry. Include:

- **Personalization Elements:** Reference specific interests discussed during the initial contact to create a connection.

- **Property Highlights:** Recap key features of Natasha's residence that align with their needs and preferences.

- **Next Steps:** Invite them to schedule a private viewing or virtual tour with specific dates/times available.

- **Closing Statement**: Encourage them to reach out with any questions or concerns about the property."

Sharon Shahrokhi Tehrani

CONSTRAINED GENERATION

- **Description**

Constrained generation is all about setting limits. **Restricting length, tone, or focus** ensures the AI stays on target. It's perfect when you need short, punchy content or a specific tone.

Think of it as saying, "**Stay within these boundaries, please!**"

Sharon Shahrokhi Tehrani
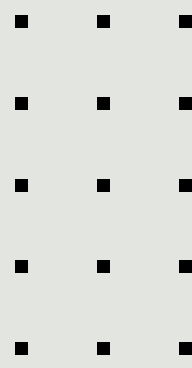
CONSTRAINED GENERATION

- **Example**

"As a real estate agent, craft a sophisticated description of Natasha Residences in Toronto in **50 words or fewer**. Your description must include:

- **Luxury Amenities:** Highlight **at least three specific luxury features** (e.g., rooftop pool, state-of-the-art fitness center, concierge services).

- **Eco-Friendly Design**: **Mention at least two sustainable design element**s (e.g., energy-efficient systems, use of reclaimed materials).

- **Target Audience:** Use a **tone** that appeals to sophisticated urban professionals prioritizing sustainability and modern living.

- **Location Context:** Reference its prime location within the Entertainment District, emphasizing how it enhances the lifestyle of its residents."

Sharon Shahrokhi Tehrani
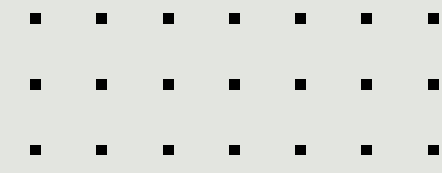
TEMPLATE-BASED PROMPTING
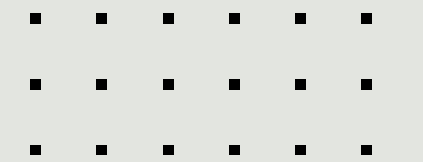
- **Description**

Template-based prompting uses a **fixed format** to ensure consistent, predictable results. It's perfect for creating repeatable content like listings or social media posts.

Think of it as **filling in the blanks to get a polished result every time**.

Sharon Shahrokhi Tehrani

TEMPLATE-BASED PROMPTING

- **Example (Social Media Engagement)**

Objective: Design a captivating content plan for [Property Name] to engage and grow your audience.

1. **Content Variety**
   - Property Highlights: Showcase [Feature 1], [Feature 2], [Feature 3].
   - Lifestyle Content: Focus on [Lifestyle Aspect 1] and [Amenity].
   - Local Events: Highlight nearby attractions or events like [Event Name].
2. **Engagement Questions**
   - "What's your must-have home feature?"
   - "What do you love most about [Location]?"
3. **Hashtags**
   - #[BrandName] #[FeatureHashtag] #[CommunityHashtag]
4. **Posting Schedule**
   - Post 3x weekly:
     - [Day 1]: Property Highlights
     - [Day 2]: Local Events
     - [Day 3]: Lifestyle Content
5. **Call-to-Actions**
   - "DM for a tour!"
   - "Follow for updates!"
6. **Visuals**
   - Mix drone shots, interiors, and local community photos.

Compact, clear, and actionable!

Sharon Shahrokhi Tehrani

Lead Generation and Management

Imagine your inbox is full of inquiries after listing a new condo in Toronto.

Which leads do you prioritize?

Who asked for more photos, who just browsed, or who scheduled a virtual tour?

AI takes the guesswork out of this, helping you focus on leads most likely to convert.

- **AI tools analyze behaviour to identify and score leads.**
- **Personalized follow-ups based on these scores drive conversions.**

HOW AI SCORES LEADS

Key Components of Lead Scoring

- **Behavioural Data:** Tracks actions like page views, inquiries, downloads, and tour schedules.

- **Engagement Level:** Measures interaction frequency and depth.

- **Demographic Fit:** Considers location preferences, budget range, and other factors.

Lead Scoring GPT

Sharon Shahrokhi Tehrani

PERSONALIZED FOLLOW-UPS BASED ON LEAD SCORES

Tailored Approaches

1. **High-Scoring Leads (8-10):**
   - Immediate, personalized outreach.
   - Example: "Hi Alex, I noticed your interest in the [Toronto condo]. Would you like to schedule a private viewing this week?"

2. **Medium-Scoring Leads (5-7):**
   - Send nurturing content to build engagement.
   - Example: "Hi Taylor, I saw you downloaded the brochure for the [Toronto condo]. Here are similar listings you might like."

3. **Low-Scoring Leads (1-4):**
   - Automate responses to maintain light engagement.
   - Example: "Thanks for checking out our listings. Let us know if you'd like more information!"

Sharon Shahrokhi Tehrani

TURN INSIGHTS INTO ACTION

Call-to-Action:

- Apply the ML algorithm to real-world lead data.

- Use AI tools to automate follow-ups based on scores.

- Focus your time and energy on high-value leads.

Sharon Shahrokhi Tehrani

PROJECT

PROJECT KICK OFF

Why This Project Matters?

- **Actionable Takeaways**
  - Leave with a practical, ready-to-use solution that can make an immediate impact on your business.

- **Competitive Advantage**
  - Equip yourself with cutting-edge solutions to stay ahead in the ever-evolving real estate market.

Sharon Shahrokhi Tehrani

Identifying and Framing the Challenge

Objective: By the end of this session, you will have identified their most pressing business challenge and framed it as an AI opportunity.

Output of Session: A framed AI problem is ready for a solution brainstorming in the next session.

IDENTIFY THE CHALLENGE (10 MINUTES)

"**What's the most time-consuming or stressful task in your business that slows you down or creates inefficiencies?**"

Let's think across the entire scope of your operations, including:

- Lead generation and conversion.
- Client communication and follow-ups.
- Listing and marketing properties.
- Analyzing market trends or project feasibility.
- Managing client inquiries and repetitive questions.

Activity
- Write down 1-2 challenges that you believe have the most significant impact on their workflow or business outcomes

Sharon Shahrokhi Tehrani
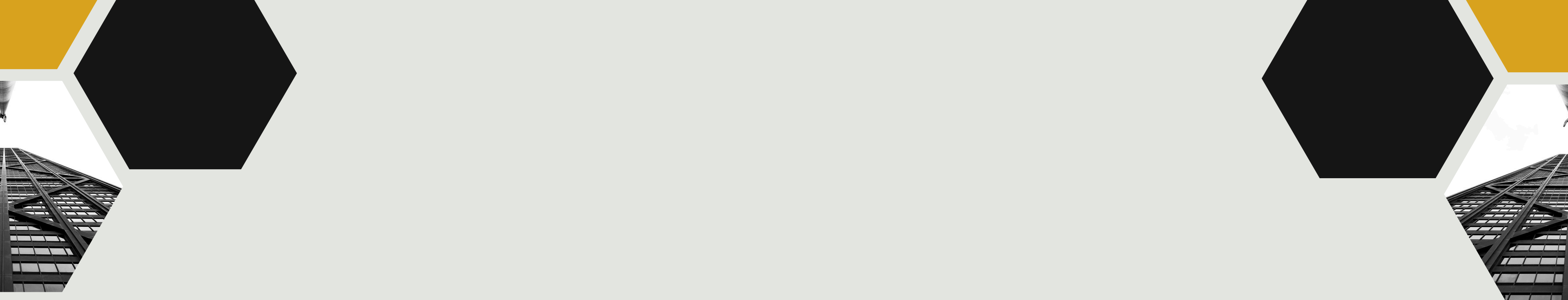
FRAME IT AS AN AI PROBLEM (15 MINUTES)

Framework

- **What's the challenge?** Clearly describe the problem.
  - Example: "I spend too much time responding to repetitive buyer inquiries."

- **What's the goal?** Define the desired outcome.
  - Example: "Respond to all buyer inquiries instantly without sacrificing personalization."

- **What's the current Process?** Outline how the task is handled today.
  - Example: "I manually reply to each email, which takes several hours a week."

- **How might AI help?** Identify how AI can improve or automate the Process.
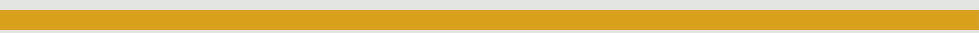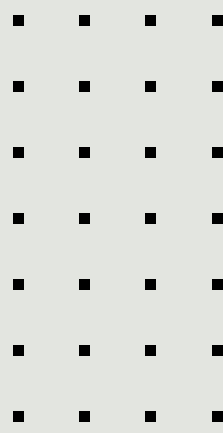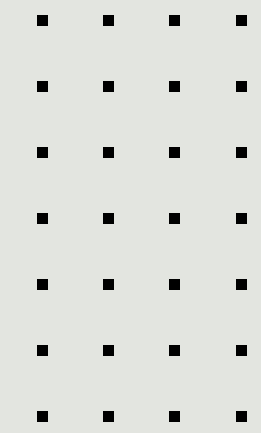 - Example: "Implement a ChatGPT-powered chatbot to handle FAQs automatically.

Activity:
  - Apply the framework to your top challenge, expanding beyond the task level to a broader business challenge.

Sharon Shahrokhi Tehrani

Q & A

Sharon Shahrokhi Tehrani

KEY TAKEAWYS

CRAFTING PRECISE PROMPTS TURNS AI INTO A POWERFUL ASSISTANT, HELPING YOU CREATE IMPACTFUL, TAILORED CONTENT EFFORTLESSLY.

. . . . . .
. . . . . .

THANK YOU

BE THE FIRST TO SCALE SMARTER! LET'S TALK AI NOW!

📞 514-234-7850

✉️ shaghayegh.sh.t@gmail.com

🌐 Sharon Shahrokhi Tehrani

Sharon Shahrokhi Tehrani