# THE AI-POWERED REAL ESTATE WORKSHOP

**Sharon Shahrokhi Tehrani**
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## 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.

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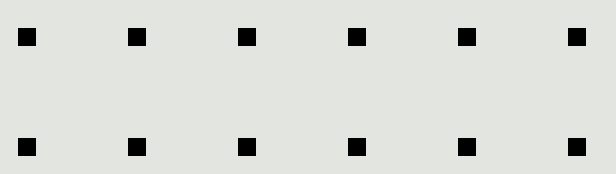
# WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE SESSION 1?



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# RECAP OF SESSION 1

## 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.

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# TECHNIQUES FOR EFFECTIVE AI PROMPTS

**1** **Role-Playing**

Assign a role to AI (e.g., expert or creative professional) for tailored, engaging responses.

**2** **Instruction-Following**

Provide clear, structured commands to control outcomes.

**3** **Context-Setting**

Offer background information to make AI responses more relevant.

**4** **Constrained Generation**

Define limits like tone, length, or focus to stay on track.

**5** **Instruction-Following**

Use consistent formats for repeatable, polished content.

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# AI FOR LEAD SCORING

**Taking the Guesswork Out of Lead Scoring**

**How AI Helps**

- Analyze behaviour to identify and prioritize leads.

- Generate personalized follow-ups based on lead scores.
    - **High-Scoring Leads** (8-10): Immediate, personalized outreach.
    - **Medium-Scoring Leads** (5-7): Nurture with helpful content.
    - **Low-Scoring Leads** (1-4): Automate light engagement.

- Save time by focusing on high-value prospects.

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**If AI could solve one issue in real estate tomorrow, what would it be?**

Review answers

Book appointments

Accounting

Outbound calls and booking appointments

Scanning database for clients looking to transact in the near future.

Market analysts and predicting

Saving time

Buyers

Follow up

Marketing

Streamline the process

Clarity of message

Cold calling

Data analysis

Leads

Sellers

Lead generation

Access to information

Marketing lead

Sell more condos

Find more clients

Effectiveness

Find house

Booking appointments

# SESSION 2

# AI IN REAL ESTATE REVOLUTIONIZING MARKETING AND FORECASTING

## WHY WE'RE HERE

Imagine marketing a pre-construction project with cookie-cutter descriptions and hoping for the best. Imagine having a **personalized marketing assistant** who crafts compelling, targeted content for each platform and audience. Which approach is more likely to grab attention and close sales?

# TRANSFORMING PROPERTY MARKETING

1. Automated Property Descriptions

2. Personalized Email Campaigns

3. Social Media Campaigns

4. Virtual Tours and Visualization

5. SEO Optimization

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# AUTOMATED PROPERTY DESCRIPTIONS

Traditional property descriptions often lack creativity and can be repetitive. GenAI can generate **unique**, **engaging** descriptions tailored to specific **buyer demographics** by analyzing property features, local amenities, and market trends.

- **Creativity and Engagement:** GenAI produces creative narratives that make properties stand out in listings.

- **Speed and Efficiency:** Agents save significant time by quickly generating high-quality descriptions rather than spending hours crafting them.

- **Customization:** The ability to tailor descriptions based on specific buyer demographics ensures that marketing efforts are more effective.

- **Consistency:** With AI-generated content, agents maintain consistent quality across multiple listings.

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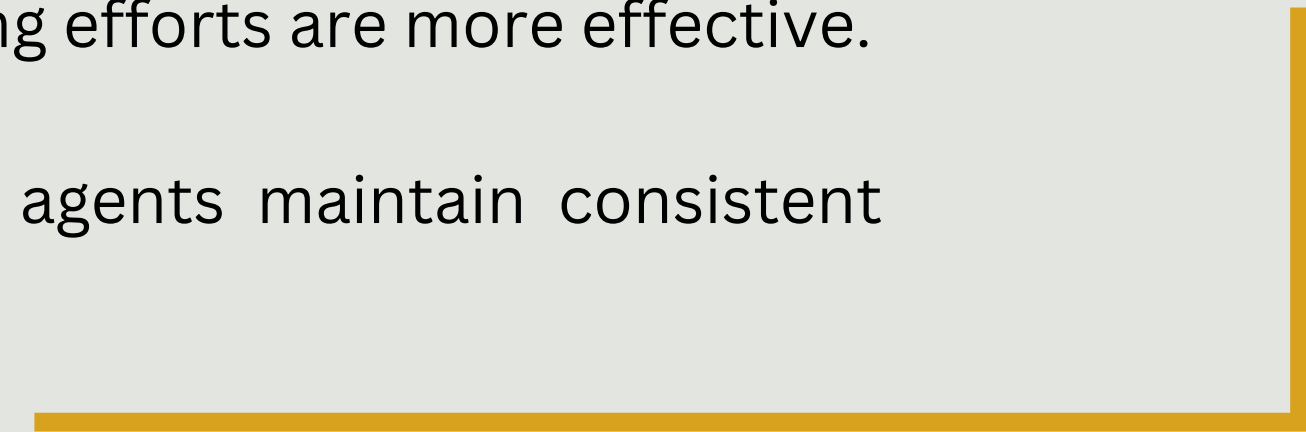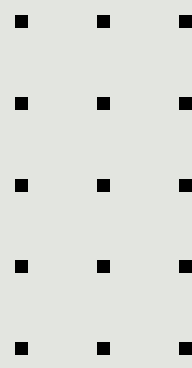
# AUTOMATED PROPERTY DESCRIPTIONS

**Example.**
**Listing Description**

"I'm a **real estate agent** looking to create a compelling listing description for a semi-detached home in Riverdale, Toronto. It has 3 bedrooms, 2 bathrooms, a renovated kitchen with quartz countertops, and a large backyard with a deck. The neighborhood is family-friendly with great schools and parks nearby. Please generate a description that appeals to **young families**."

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# PERSONALIZED EMAIL CAMPAIGNS

Email marketing is crucial for engaging potential buyers. GenAI can automate the creation of personalized email content based on user behaviour and preferences.

- **Higher Engagement:** GenAI crafts tailored emails for specific buyer personas, boosting open and click-through rates with personalized, relevant messages.

- **Time-Saving:** Automate email creation to quickly generate high-quality, customized content, freeing up time for other priorities.

- **Smart Personalization:** Leverage data insights to create targeted, relevant emails aligned with client interests and market trends.

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# PERSONALIZED EMAIL CAMPAIGNS

**Example 1.**
**Personalized email for first-time homebuyers**

"I need to create a personalized email for first-time homebuyers in Toronto. The email should include tips on navigating the buying process and highlight a selection of affordable homes available in their area."

**Example 2.**
**Investor Pitch Email**

"Write a persuasive email to investors about Natasha Residence, focusing on its downtown Toronto location, pre-construction pricing, and strong rental demand. Include data on potential ROI and the neighborhood's growth trends."

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# SOCIAL MEDIA CAMPAIGNS

Social media platforms like Instagram, Facebook, LinkedIn, YouTube, and TikTok are essential for reaching diverse audiences in real estate. AI and GenAI can help craft **tailored campaigns** that **maximize engagement**, **build brand awareness**, and **drive leads**.

- **Content Creation for Social Media Campaigns**
- **Targeted Social Media Ads**
- **Hashtag Strategy Optimization**
- **Scheduling and Automation**
- **Analytics and Performance Tracking**

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# CONTENT CREATION FOR SOCIAL MEDIA CAMPAIGNS

Engaging content is vital for capturing audience attention on social media. GenAI can streamline the creation of content by generating posts that resonate with target demographics.

**Example 1.**
**YouTube Video Script**

"Write a 2-minute YouTube script introducing Natasha Residence by Lanterra Developments. Focus on its vibrant downtown Toronto location, luxurious rooftop terrace, and modern smart home features. Use a professional yet engaging tone."

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# CONTENT CREATION FOR SOCIAL MEDIA CAMPAIGNS

**Example 2.**
**Social Media Post**

"As a Toronto real estate agent, I need you to generate a series of five engaging social media posts promoting a new pre-construction condo project in downtown Toronto. The posts should highlight key features such as modern amenities, proximity to transit, and lifestyle benefits. Each post should have a unique angle, including visuals suggestions, hashtags, and a call to action. Please ensure the tone is inviting and professional."

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# TARGETED SOCIAL MEDIA ADS

Targeted ads increase conversion rates by reaching specific audience segments. GenAI can help craft compelling ad copy that speaks directly to these audiences.

**Facebook Ad Copy**
**Example 1.**

"Act as an expert digital marketer specializing in real estate. Create an ad copy for a Facebook campaign targeting young professionals interested in purchasing pre-construction condos in Toronto. Include compelling headlines, descriptions focusing on investment potential and lifestyle benefits, and a strong call to action."

**Example 2.**

"Create a short Facebook ad targeting investors for Natasha Residence. Highlight the ROI potential, high rental demand in downtown Toronto, and limited availability of units."

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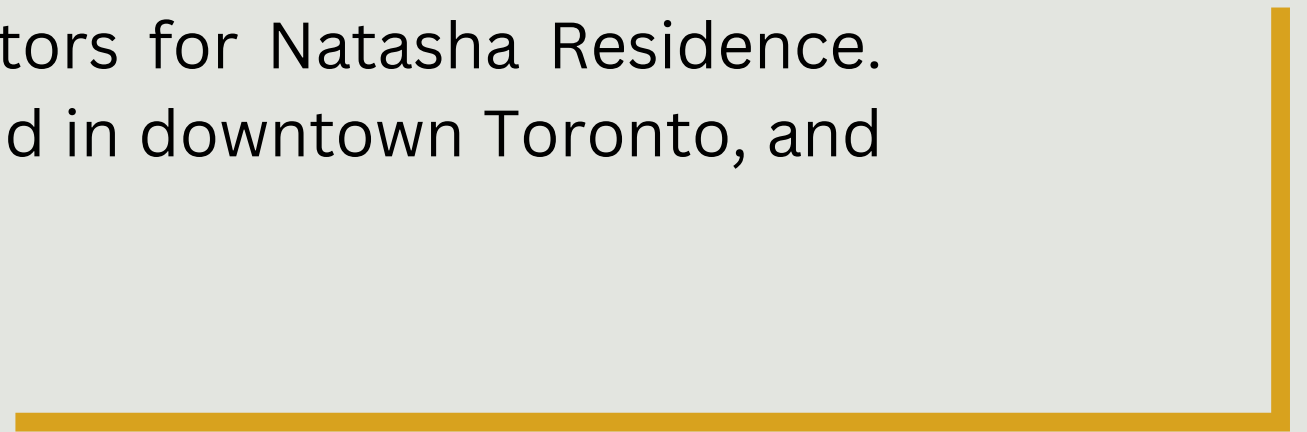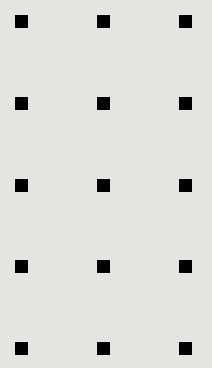
# HASHTAG STRATEGY OPTIMIZATION

Effective hashtags improve visibility and engagement on social media platforms. GenAI can suggest relevant hashtags based on the content and target audience.

**Example.**
**Hashtag for Instagram**

"Generate a list of ten relevant hashtags for an Instagram post promoting a new luxury pre-construction condo in Toronto's Financial District. The hashtags should target young professionals and investors while optimizing for local visibility."

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# SCHEDULING AND AUTOMATION

Consistent posting is key to maintaining audience engagement. AI tools can help agents schedule posts efficiently, delivering regular content without manual effort.

**Example 1.**
**Content Calendar**

"Create a 30-day content calendar for my real estate agency's social media accounts focused on promoting pre-construction properties in Toronto. Include daily post topics, suggested visuals, and optimal posting times based on audience engagement trends."

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# SCHEDULING AND AUTOMATION

**Example 2.**
**Social Media Series**

"I am a real estate agent looking to create a series of social media posts for my Weekly Property Highlights campaign. The goal is to generate excitement about new listings and encourage engagement from potential buyers. I need captions for two posts each week, one for Monday and one for Friday, focusing on different properties. Here are the details for this week's featured properties:

Property 1:  Type: 3-bedroom condo, Location: Downtown Toronto, Features: Modern kitchen, city views, close to transit, Open House: Saturday from 1–4 PM.

Property 2:  Type: 4-bedroom family home, Location: Oakville, Features: Spacious backyard, renovated bathrooms, near schools, Open House: Sunday from 2–4 PM.

Please generate engaging captions for the following:
Monday Post (highlighting Property 1):   Include a call to action for direct messages (DMs) for more details. Use emojis to make it visually appealing.

Friday Post (promoting open houses for both properties): Create urgency to encourage attendance. Mention the specific times and days of the open houses.  Use emojis to enhance the message.

Make sure the tone is friendly and inviting, suitable for attracting potential buyers."

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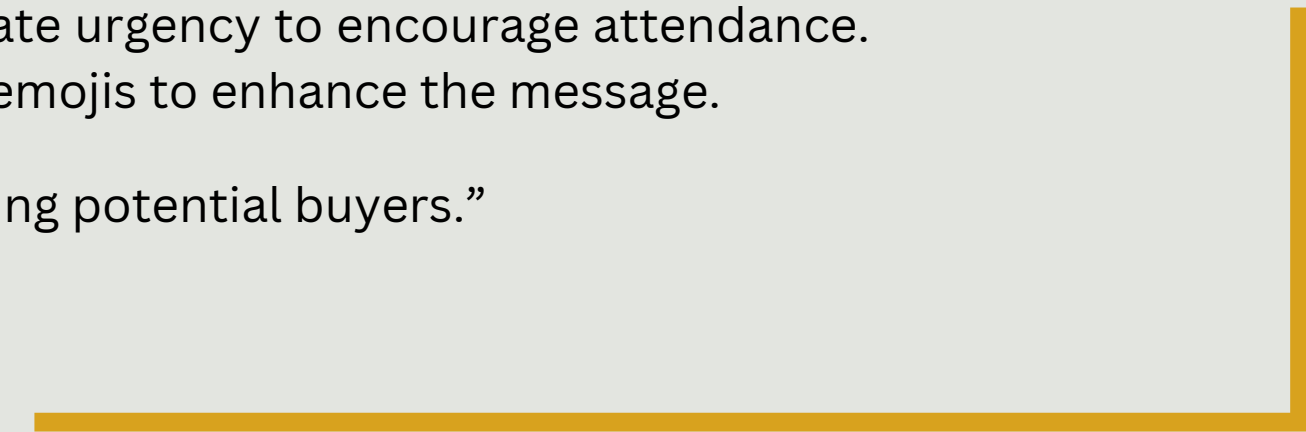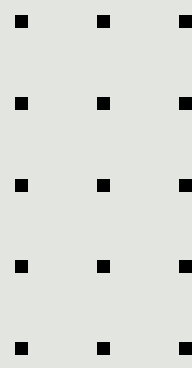
# SCHEDULING AND AUTOMATION

**Hootsuite**

Hootsuite makes managing social media a breeze by bringing all your accounts together in one easy-to-use dashboard. You can schedule posts, keep track of interactions, and check how well your content performs across platforms like Facebook, Instagram, and Twitter. With handy tools like AI-driven content ideas and in-depth analytics.



**Social Media Marketing & Management Dashboard**

Hootsuite is a social media management tool that brings scheduling, content creation, analytics, and social listening to one place.

Social Media Marketing and Management Tool /

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# ANALYTICS AND PERFORMANCE TRACKING

Understanding engagement metrics is crucial for refining social media strategies. AI tools can analyze performance data, providing insights that help agents optimize future campaigns.

**Example.**
**Performance Analysis**

"Analyze the following performance metrics from my recent social media campaign promoting pre-construction condos in Toronto: Likes: 300, Comments: 50, Shares: 20. Provide insights on what these metrics indicate about audience engagement and suggest strategies for improvement in future campaigns."

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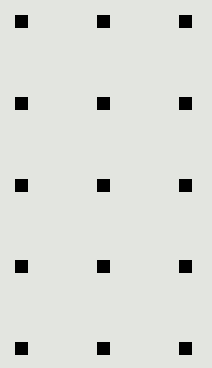
# VIRTUAL TOURS AND VISUALIZATION

AI technology enables the creation of immersive virtual property tours, allowing potential buyers to explore homes remotely. By incorporating 360-degree views and interactive floor plans, these tours provide an immersive experience that can significantly broaden the buyer pool, especially for those relocating from distant areas.

- **Convenience:** Buyers can view properties at their own pace without the need for physical visits.

- **Engagement:** Enhanced visual experiences keep potential buyers interested and informed.

- **Accessibility:** Virtual tours can be shared across various platforms, increasing exposure.

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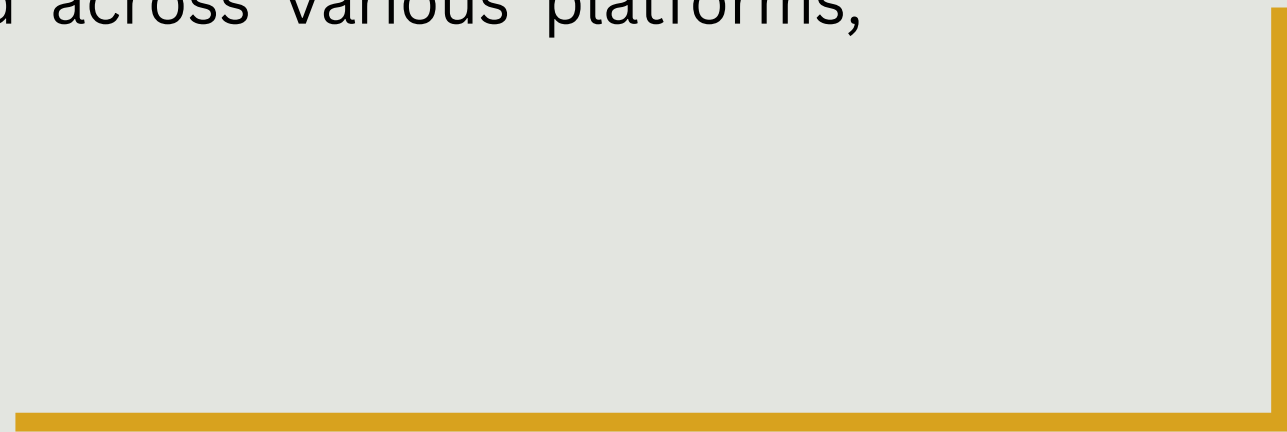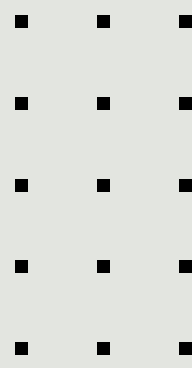
# VIRTUAL TOURS AND VISUALIZATION

**Matterport**

Matterport is a 3D virtual tour technology that helps real estate agents showcase properties with immersive, interactive experiences. It attracts more qualified leads, shortens sales cycles, and increases property value, enabling agents to stand out in a competitive market and close deals faster.

## MATTERPORT

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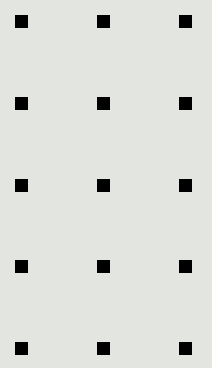
# SEO OPTIMIZATION

Effective SEO is critical for online visibility. GenAI can suggest keywords and optimize content for search engines based on current trends.

**Example 1.**
**SEO Optimization**

"I am a real estate agent focusing on the Toronto market, and I need help with SEO optimization for my website. Please conduct keyword research to identify high-traffic, relevant keywords related to buying and selling homes in Toronto. Consider long-tail keywords that potential buyers might use in their searches, such as 'affordable condos in downtown Toronto' or 'family-friendly neighborhoods in Toronto.' Once you have the keywords, please generate a list of five blog post ideas that incorporate these keywords naturally. Each idea should include a brief description of the content focus and how it will help attract potential clients."

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# SEO OPTIMIZATION

**Example 2.**
**SEO Optimization**

"I have several property listing pages on my real estate website that need SEO optimization. Please review the following elements for each listing: page title, meta description, headings (H1, H2), and image alt texts. For each property listing, suggest specific changes to improve on-page SEO. Include recommendations for incorporating target keywords into these elements while ensuring they remain engaging and informative. Additionally, provide tips on how to enhance internal linking within the site to improve overall SEO performance."

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# PREDICTING MARKET TRENDS WITH AI

# WHY WE'RE HERE

Imagine relying on guesswork to identify high-potential leads or market opportunities in real estate. Now, imagine having an AI-powered assistant that analyzes **real-time data**, **tracks market trends**, and **predicts the next hot neighbourhood** before anyone else. Which approach will help you close more deals and build lasting client trust?

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# THE POWER OF DATA ANALYSIS IN REAL ESTATE

**AI's Role:** AI can process extensive datasets, including zoning changes, migration patterns, and economic indicators, to extract actionable insights.

**Real-World Application:** For instance, AI can identify neighbourhoods where upcoming transit developments will likely boost property demand.

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# KEY BENEFITS OF AI-DRIVEN MARKET FORECASTING

- **Proactive Planning:** AI enables the identification of emerging trends before they become widespread, allowing for strategic decision-making.

- **Data-Driven Decisions:** Leveraging AI removes the guesswork, providing recommendations rooted in comprehensive data analysis.

- **Competitive Advantage:** Utilizing AI positions professionals as market experts, offering clients exclusive, data-backed insights.

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# PRACTICAL APPLICATION

**Personalized ROI Report for Pre-Construction Condos in Downtown Toronto**

To assist a client seeking a high-return investment in downtown Toronto's pre-construction condo market with a budget of **$800,000**, we will analyze and compare two developments: Forma Condos and 8 Elm on Yonge.

**Step 1. Client Consultation and Preference Assessment**
- Gather Client Preferences: Engage with clients to understand their requirements, such as desired unit size, preferred amenities, proximity to public transportation, intended use (investment or personal residence), and other factors.

**Step 2. Data Collection on Pre-Construction Projects**
- Identify Suitable Projects: Research pre-construction condos that fit within the client's budget and align with their preferences.
- Collect Detailed Information: For each project, gather data on location, pricing, unit sizes, amenities, developer reputation, completion dates, and current market trends.
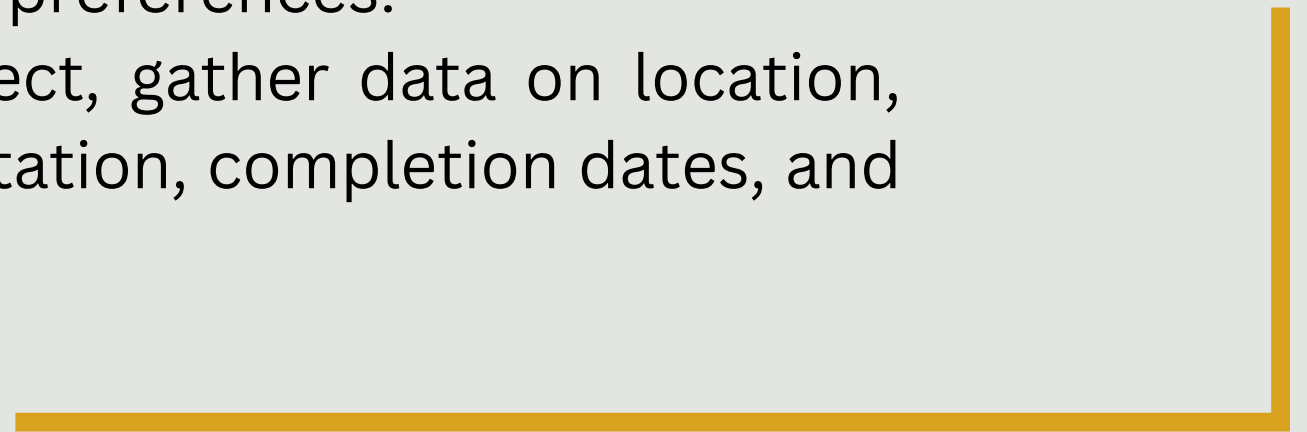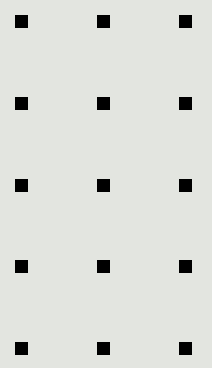
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# PRACTICAL APPLICATION

**Personalized ROI Report for Pre-Construction Condos in Downtown Toronto**

**Step 3. Input Data into ChatGPT for Analysis**
- Develop specific prompts to analyze the collected data in the context of the client's preferences.

**Step 4. Generate the ROI Report**

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Analyze the investment potential of two pre-construction condominium developments in downtown Toronto—Forma Condos and 8 Elm on Yonge—for a client with a budget of $800,000. The client prefers a 1-bedroom unit with amenities such as a fitness center and co-working spaces, located near public transportation, aiming for high ROI.

**Tasks:**

1. **Comparative Analysis:** Evaluate how each development aligns with the client's budget and preferences, considering unit size, amenities, location, and proximity to public transportation.

2. **Financial Projections:** Estimate potential appreciation rates, rental yields, and overall ROI for each project based on current market trends in Toronto's pre-construction condo market.

3. **Risk Assessment:** Identify potential risks of each investment, such as market volatility, construction delays, and developer reliability.

4. **Recommendations:** Provide actionable advice on which project(s) to consider, including suggested unit types and levels, to maximize ROI and meet the client's investment goals."

# STRATEGIES FOR LEAD GENERATION

# AI CHATBOTS

Integrating bilingual AI chatbots on real estate websites can enhance lead qualification processes. These chatbots engage visitors in **real time**, answering queries and collecting essential information about their needs.

AI chatbots provide instant customer service in English and French and can cater to a broader audience. They can answer complex queries about **properties**, **neighbourhoods**, and **market trends**, significantly increasing engagement rates.

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# SOCIAL MEDIA CAMPAIGNS

AI tools can generate engaging content for social media campaigns that attract potential buyers. Agents can increase online visibility by creating targeted posts highlighting properties or market insights specific to Canadian cities.

**Practical Application**

"Agents can use tools like ChatGPT to draft compelling social media posts that resonate with their target audience. For example, posts can showcase new listings or provide valuable tips for buyers navigating the current market conditions in cities like Toronto or Vancouver."

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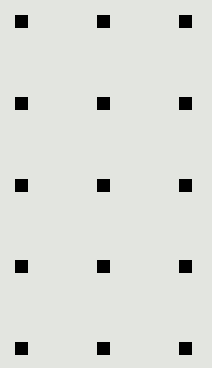
# PROJECT

## Crafting and Testing the Solution

**Objective:** By the end of this session, you will have drafted an AI-powered solution and tested a basic prototype.

**Output of Session:** A working AI-powered solution prototype (e.g., a functional prompt)

# RECAP AND SETUP
# (5 MINUTES)
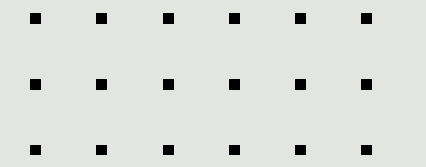
**Review Your Framed Problem**

- Think back to the problem you identified in Session 1. This could be a challenge like slow lead follow-ups, time-consuming property listings, or repetitive buyer inquiries.

**Example Challenge from Session 1**

- **Challenge:** Leads going cold due to delayed responses.

- **Goal:** Respond to all leads within 1 hour.

- **Current Process:** Manually drafting emails, which is time-consuming.

- **AI Solution:** Use ChatGPT to generate personalized email templates.

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# DRAFT AN AI-POWERED SOLUTION (15 MINUTES)

**Step 1: Think About Your Problem**
- Look at your framed problem from Session 1.
- Ask yourself: How could AI save time, improve accuracy, or enhance client service in this area?

**Step 2: Focus on Quick Wins**
- Identify solutions that are easy to implement without needing advanced technical skills.
- Examples of Quick Wins:
  - Automating follow-up emails with AI-generated templates.

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# DRAFT AN AI-POWERED SOLUTION (15 MINUTES)
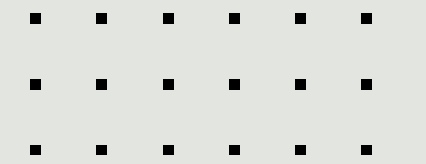
**Step 3: Draft AI Prompts**
- Write simple, clear prompts to guide AI in solving your challenge.
- Example Prompts:
  - Follow-Up Email: "Write a follow-up email for a buyer interested in a 2-bedroom condo, highlighting its central location and pricing."

**Step 4: Describe Your Solution**
- Outline how this AI solution fits into your workflow.
  - Example: "ChatGPT will generate personalized follow-up emails for me, saving hours every week and improving my response time."

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# TEST THE AI SOLUTION (10 MINUTES)

**Step 1: Input Your Drafted Prompts**
- Take the prompts you created during the Brainstorm Your AI Solution stage and input them into ChatGPT or a similar tool.
  - Example: Use your follow-up email, property description, or chatbot FAQ prompt to see the initial output.

**Step 2: Review the Output**
- Evaluate the AI's response for clarity, tone, and relevance.
- Ask yourself:
  - Does this address the problem effectively?
  - Does the tone align with how you communicate with clients?
  - Are the details accurate and helpful?

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# TEST THE AI SOLUTION (10 MINUTES)
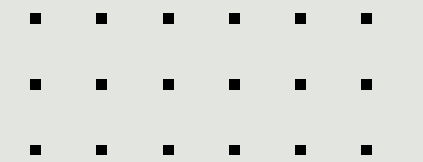
**Step 3: Refine Your Prompts**
- If the initial output doesn't meet expectations, adjust your prompt for more specificity.
  - Examples:
    - Before: "Draft an email for a lead."
    - After: "Draft a warm follow-up email for a buyer interested in a pre-construction 2-bedroom condo. Include details about an upcoming open house and financing options."

**Step 4: Iterate for Improvement**
- Test different variations of your prompt to find the best results.
- Compare outputs to identify what works and what doesn't.
  - Example:
    - Initial Output: "This condo is great for families."
    - Improved Output: "This 3-bedroom condo in downtown Vancouver is ideal for families, offering a spacious layout, modern design, and proximity to parks, schools, and public transit."

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# Q & A

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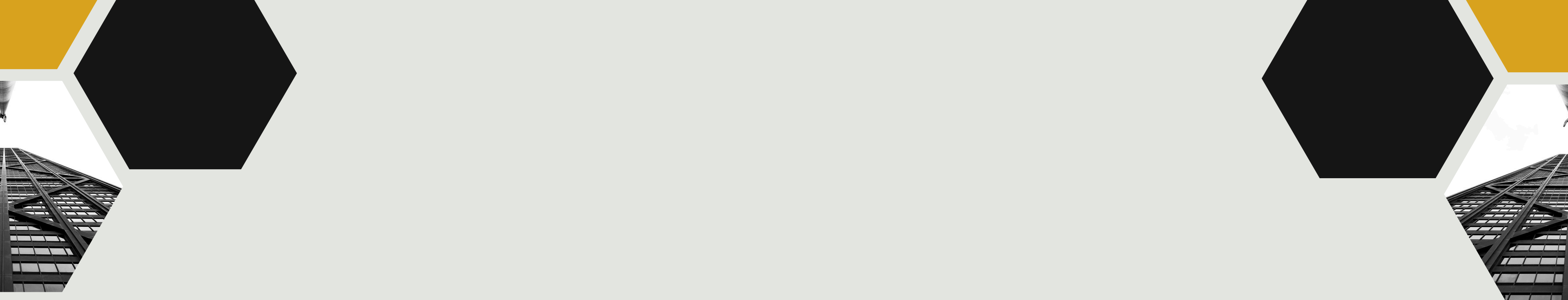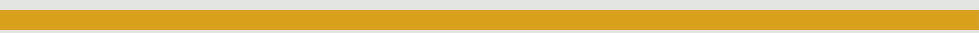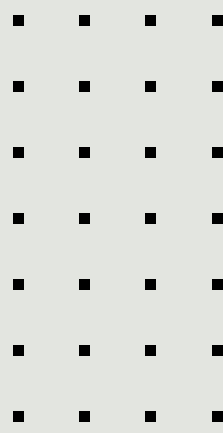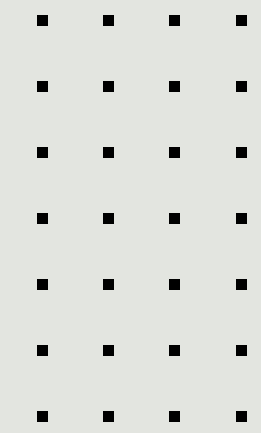
# KEY TAKEAWYS

AI EMPOWERS REAL ESTATE PROFESSIONALS TO DELIVER DATA-DRIVEN, PERSONALIZED ROI INSIGHTS, TRANSFORMING CLIENT INTERACTIONS INTO INFORMED, CONFIDENT INVESTMENT DECISIONS.

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# THANK YOU

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

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