Attendees will get a copy of Ginger's Best Selling Book, ChatGPT Jumpstart!

AI UNLEASHED WORKSHOP

The Best AI for Real Estate Agents to Market their Businesses

Wednesday, April 17th | 1 pm to 4 pm
Arlington Board of Realtors

Guest Speaker

Ginger Bell
AI Mastery Center

Guest Speaker

Mike Mills
Geneva Financial

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Women
With
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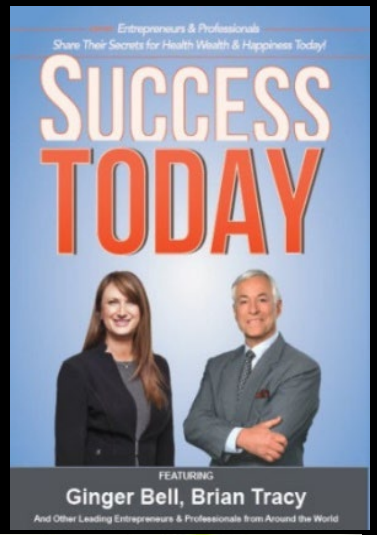
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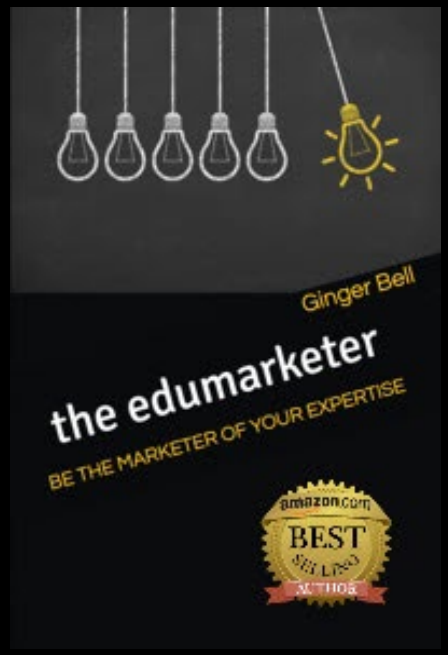
And Other Leading Entrepreneurs & Professionals from Around the World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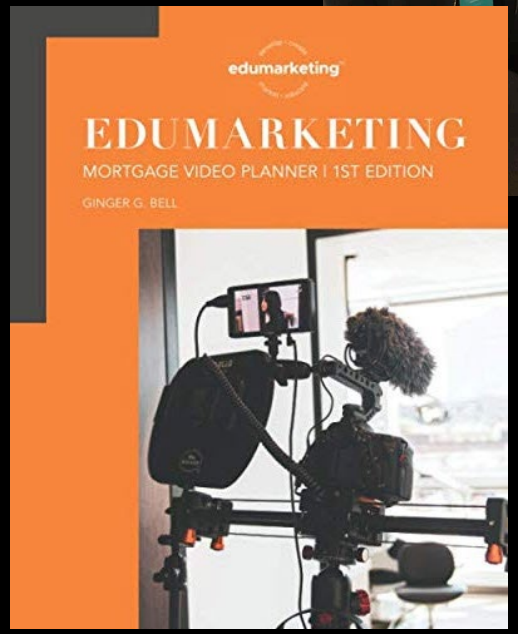
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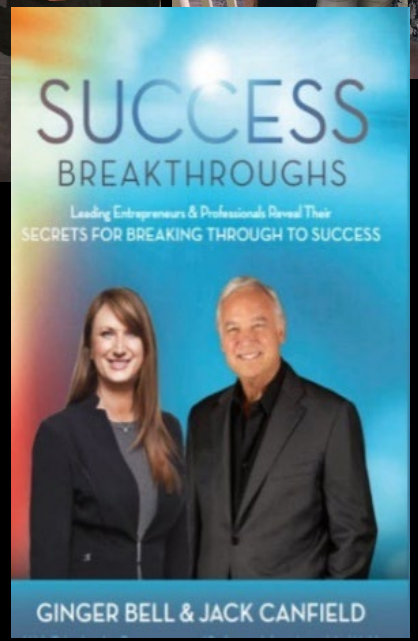
MORTGAGE VIDEO PLANNER | 1ST EDITION
GINGER G. BELL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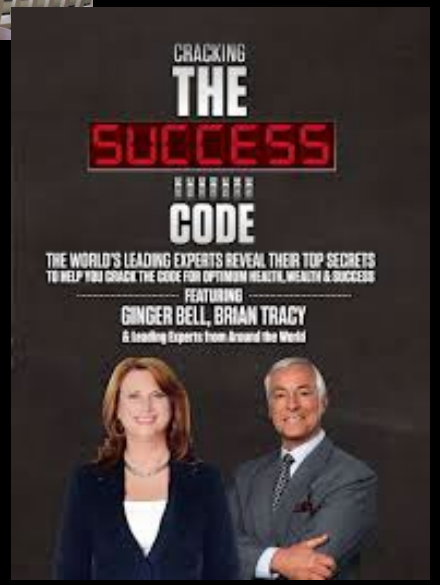
SECRETS FOR BREAKING THROUGH TO SUCCESS
GINGER BELL & JACK CANFIELD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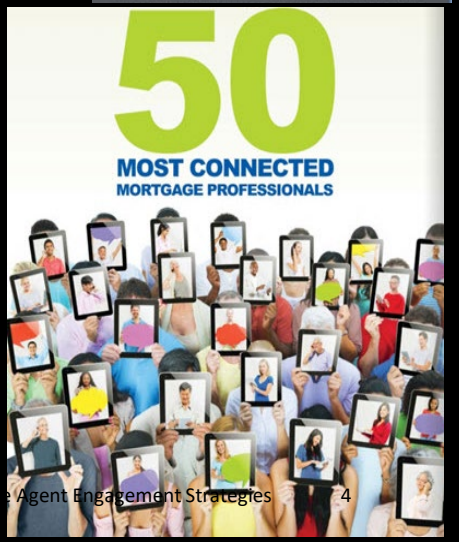
FEATURING
GINGER BELL, BRIAN TRACY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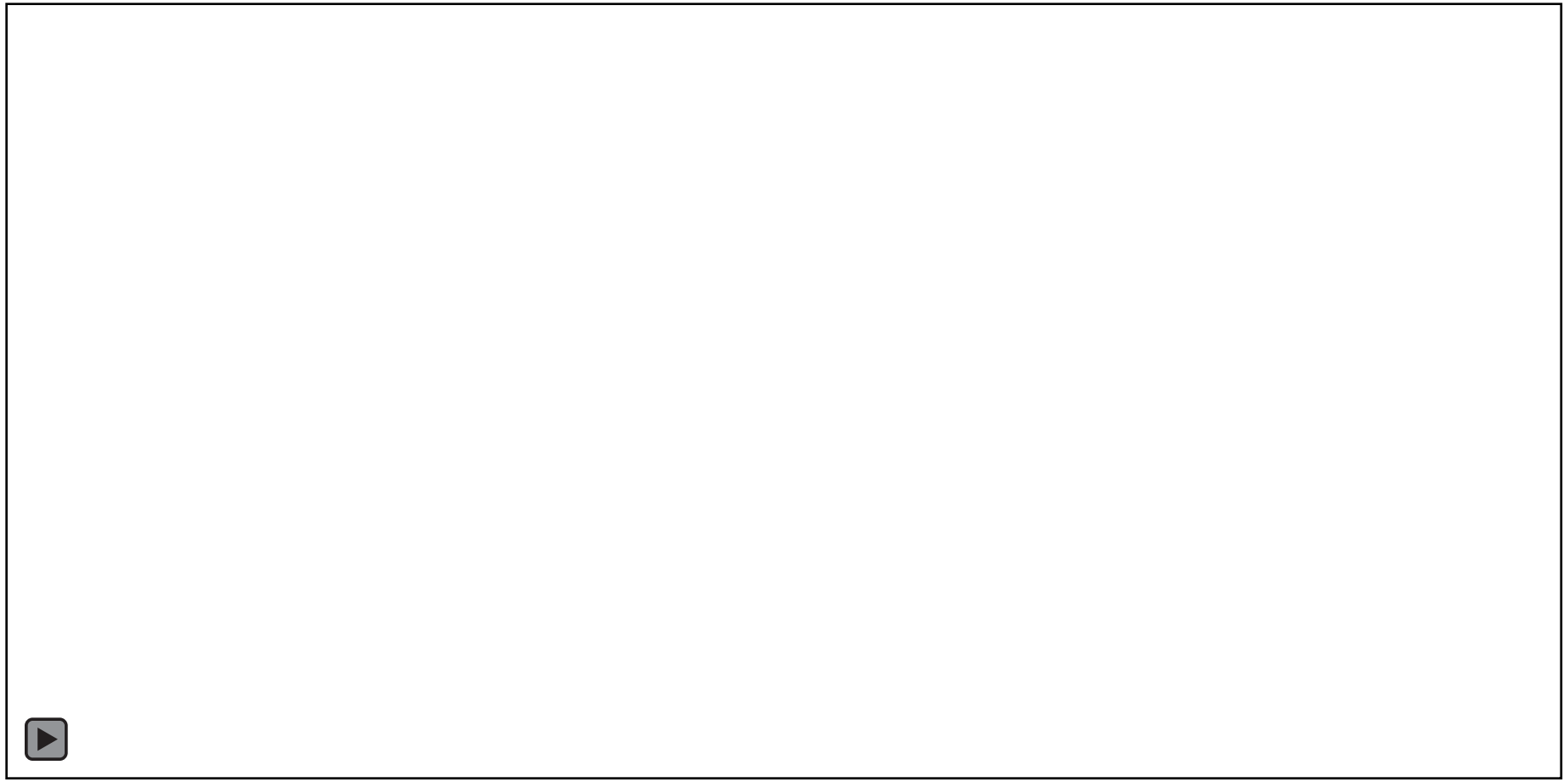
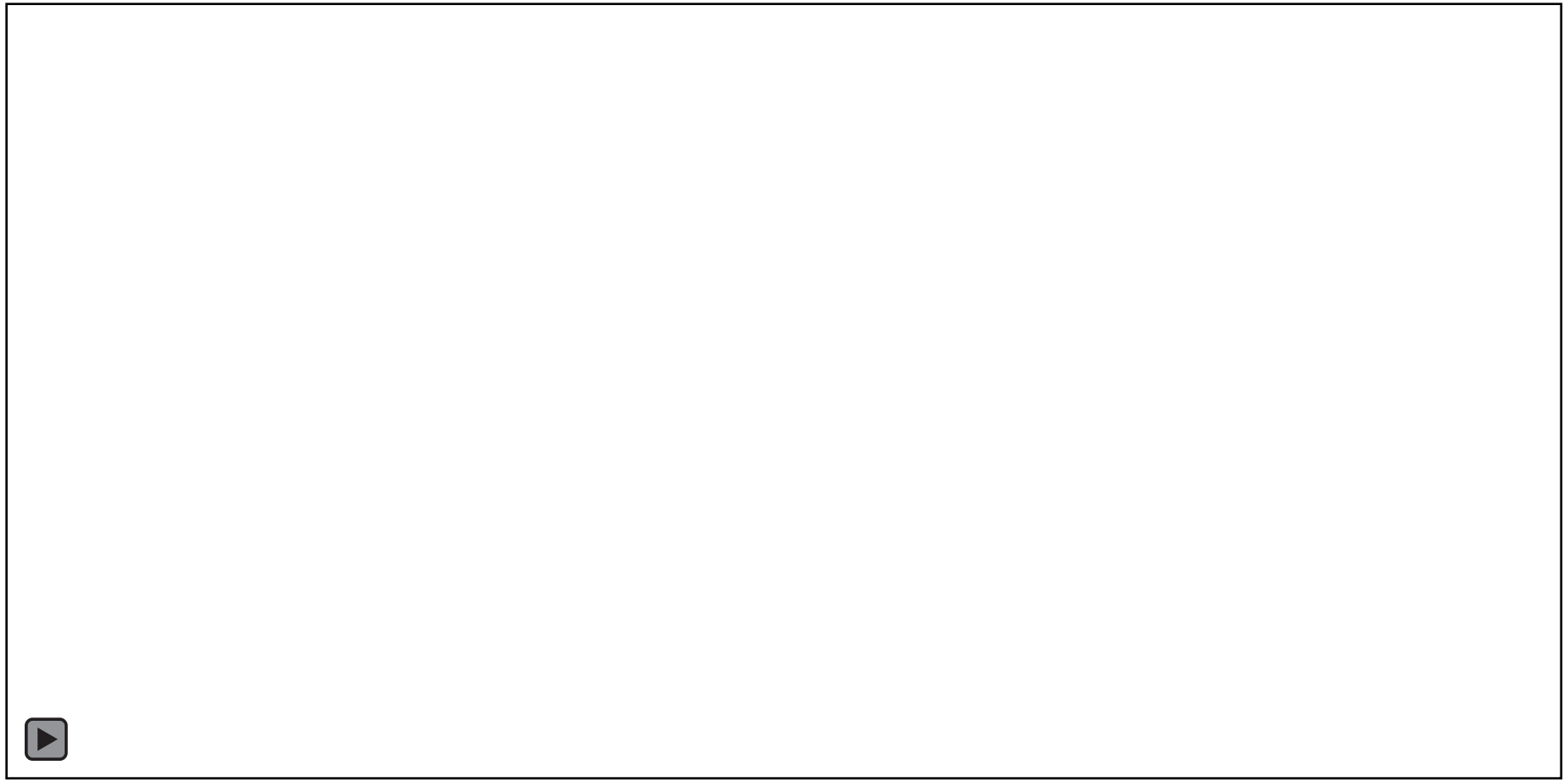
MOST CONNECTED
MORTGAGE PROFESSIONALS

ChatGPT in Action

Open House Marketing



Buyer/Agent Agreement



Discover the Ginger Bell Advantage: Your Partner in Navigating the Condominium Market

When you choose Ginger Bell as your exclusive real estate agent, you're not just gaining an agent; you're partnering with a seasoned professional who brings a wealth of knowledge, expertise, and personalized service to your property search and acquisition journey. Here's what sets Ginger Bell apart:

1. Unparalleled Market Insight: With an in-depth understanding of the Oregon real estate market, Ginger Bell offers Jill Cowboy a significant advantage. From uncovering hidden gems in the condominium market to providing real-time analysis of market trends, Ginger ensures that Jill is always one step ahead.

2. Expert Negotiation Skills: Ginger's proven track record of successful negotiations is a testament to her commitment to securing the best possible terms for her clients. Jill can rest easy knowing that her interests are in the hands of a skilled negotiator who is dedicated to achieving her property goals.

3. Tailored Property Search: Leveraging the latest technologies and a vast network of listings, Ginger Bell provides a customized property search experience. Understanding Jill's unique preferences and requirements allows Ginger to pinpoint the perfect condominium options, saving Jill time and effort.

4. Comprehensive Support: From initial search to final closing, Ginger offers end-to-end support, ensuring a seamless and stress-free process. Jill benefits from expert advice on offer strategies, thorough market analysis, and continuous communication, empowering her to make informed decisions with confidence.

5. Commitment to Client Satisfaction: Ginger Bell's client-centric approach is evident in every interaction. By prioritizing Jill's needs and goals, Ginger not only aims to meet expectations but to exceed them, fostering a lasting partnership based on trust and mutual respect.

6. A Seamless Path to Homeownership: With Ginger Bell by your side, the journey to finding and acquiring your ideal condominium in Oregon becomes an exciting adventure. Embrace the peace of mind that comes from knowing you have an expert advocate dedicated to turning your real estate dreams into reality.

Join the ranks of satisfied homeowners who have navigated the market successfully with Ginger Bell. Experience the difference that genuine passion, professionalism, and personalized attention can make in your property search.

Contact Ginger Bell today to begin your tailored condominium search and take the first step towards unlocking the door to your new home.

Buyer-Broker Agreement
Between Jill Cowboy ("Buyer") and Ginger Bell ("Agent").

Introduction
This Buyer-Broker Agreement ("Agreement") is entered into on this April 10, 2024, by and between Jill Cowboy ("Buyer"), residing at 123 Main Street, Anytown, USA 55555, and Ginger Bell ("Agent"), a licensed real estate agent with Keller Williams, CA-DRE 1155555. The Buyer engages the Agent as the exclusive representative in the search for and acquisition of a Condominium within the agreed-upon location of interest. This Agreement outlines the terms and conditions under which the Agent will perform real estate services on behalf of the Buyer.

Agent Responsibilities
The Agent commits to utilizing comprehensive access to Multiple Listing Service (MLS) listings, private listings, and leveraging advanced tools and technologies for the property search. The Agent will offer expert advice on offer strategies, negotiation assistance, and provide ongoing market analysis to ensure the Buyer makes informed decisions.

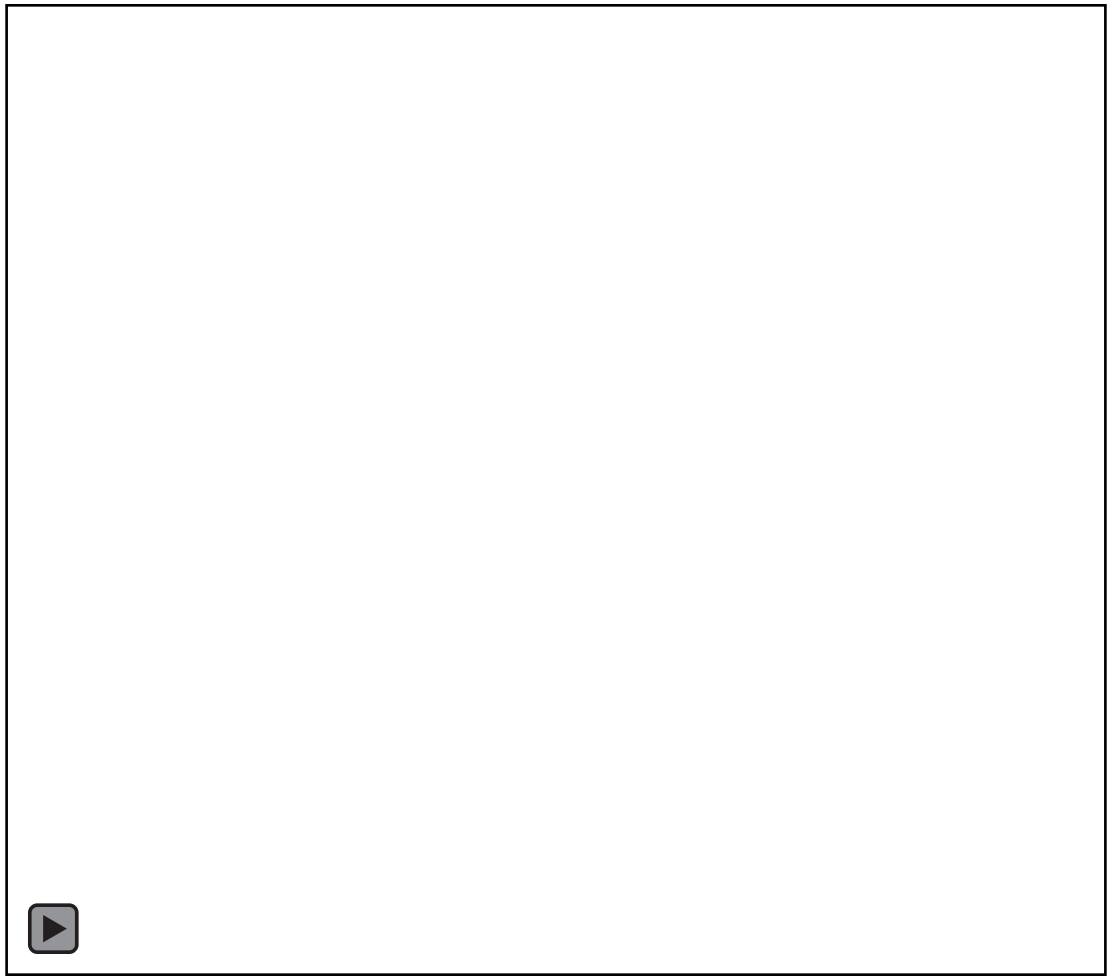
- **Property Search:**
  As Jill Cowboy's exclusive agent, I will leverage my comprehensive access to Multiple Listing Service (MLS) listings, augmented by a network of local contacts and private listings to ensure a diverse range of properties to consider.
  I commit to utilizing advanced tools and technologies, such as real-time market analysis software and virtual tour capabilities, to streamline the property search process.
- **Presenting Offers:**
  My approach includes a thorough evaluation of property value to ensure Jill Cowboy's offers are competitive and fair. I'll provide expert advice on offer strategies and include personalized touches that resonate with sellers, making Jill Cowboy's offers stand out.
- **Negotiation Assistance:**
  I bring to the table a proven track record of successful negotiations, employing tactics that range from assertive bargaining to strategic concessions, always aiming to achieve the best possible terms for Jill Cowboy.
  I'll maintain open and timely communication with Jill Cowboy, providing updates and insights at every step, ensuring that Jill Cowboy is empowered to make informed decisions throughout the negotiation process.
- **Market Analysis and Advice:**
  My services include ongoing market analysis, delivered through comprehensive reports and personalized consultations, ensuring that Jill Cowboy remains informed about current market trends and how they may impact her purchasing decisions.
  I will offer Jill Cowboy strategic advice based on real-time data, such as the best times to buy, emerging neighborhood trends, and investment potential, to ensure she can capitalize on market conditions.

Buyer Responsibilities
The Buyer agrees to provide all necessary financial details promptly, be available for viewing

Agenda

1:00 PM - 1:30 PM
The Basics of AI and ChatGPT for Real Estate Agents
1:30 PM - 2:15 PM
Mastering Prompt Crafting with ChatGPT
2:15 PM - 3:00 PM
Leveraging AI Tools for Marketing
3:00 PM - 3:30 PM
Deep Dive into AI Tools for Real Estate
3:30 PM
Q&A Session, Closing Remarks, and Next Steps

Remember this?



Remember this?

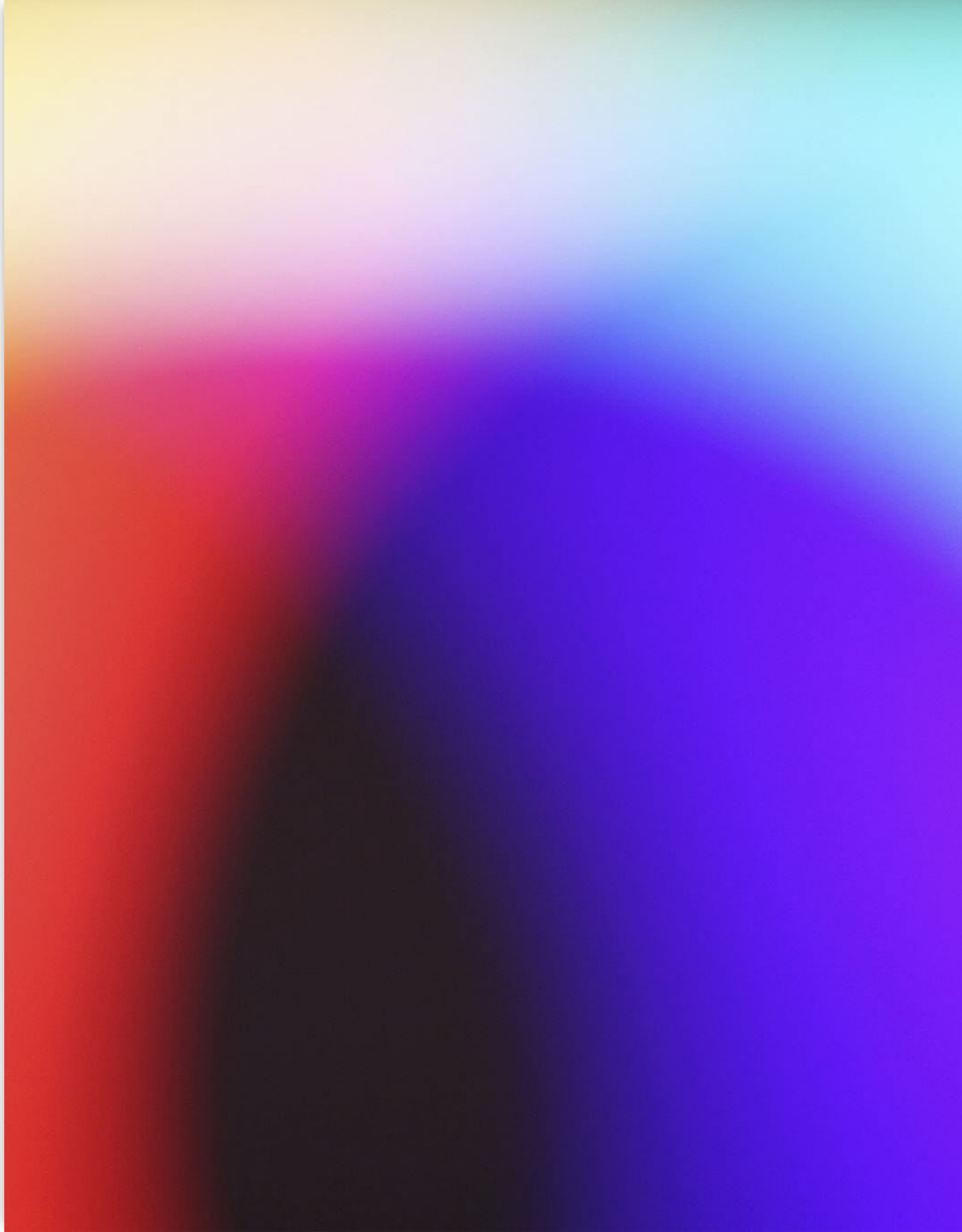
That was in 1993

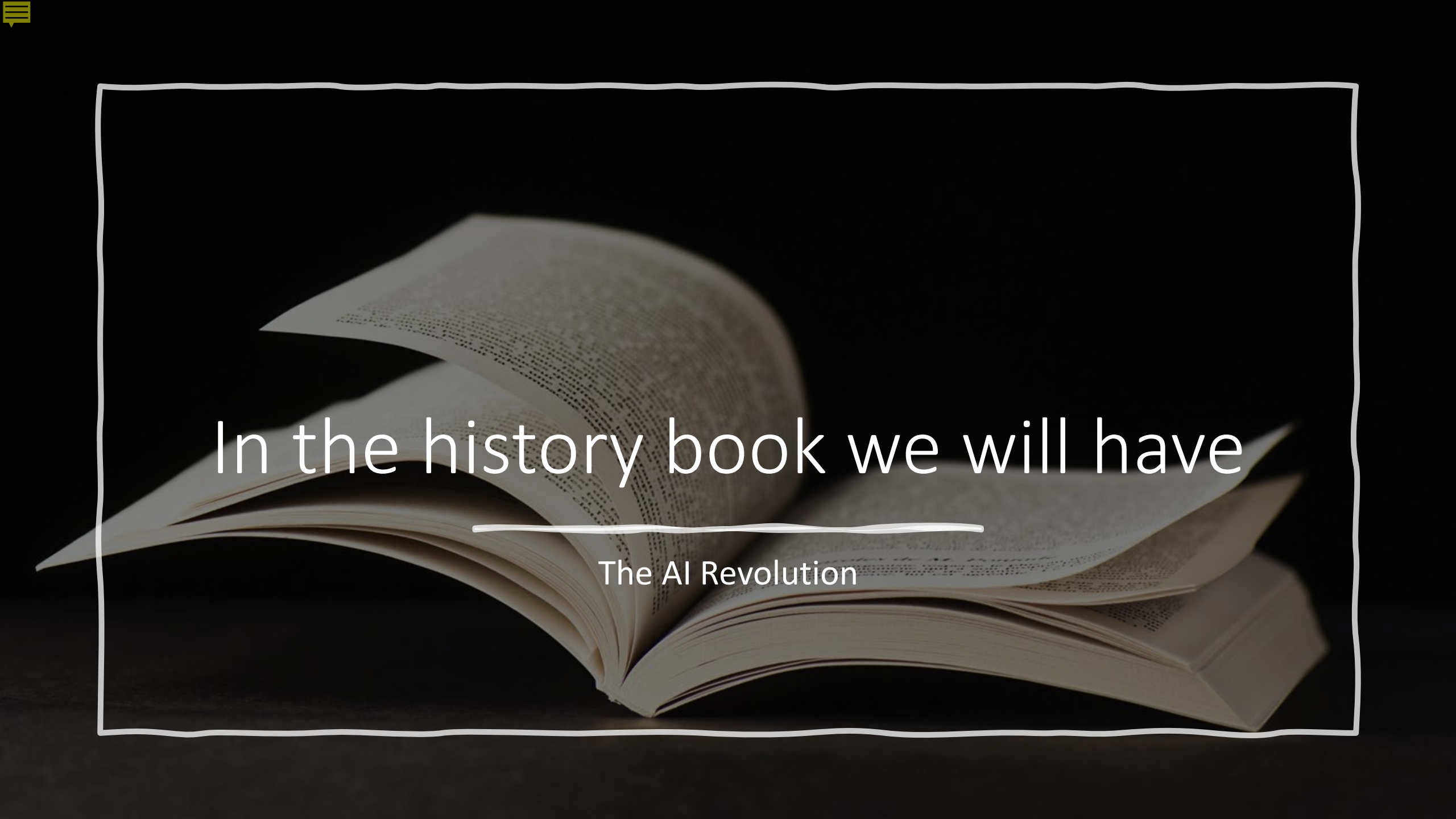
He said, “I don’t see this taking off.”

How many places do you use your credit or debit card, or apple pay today?

What Have We Seen in Our Lifetime that Has Impacted Huge Change?

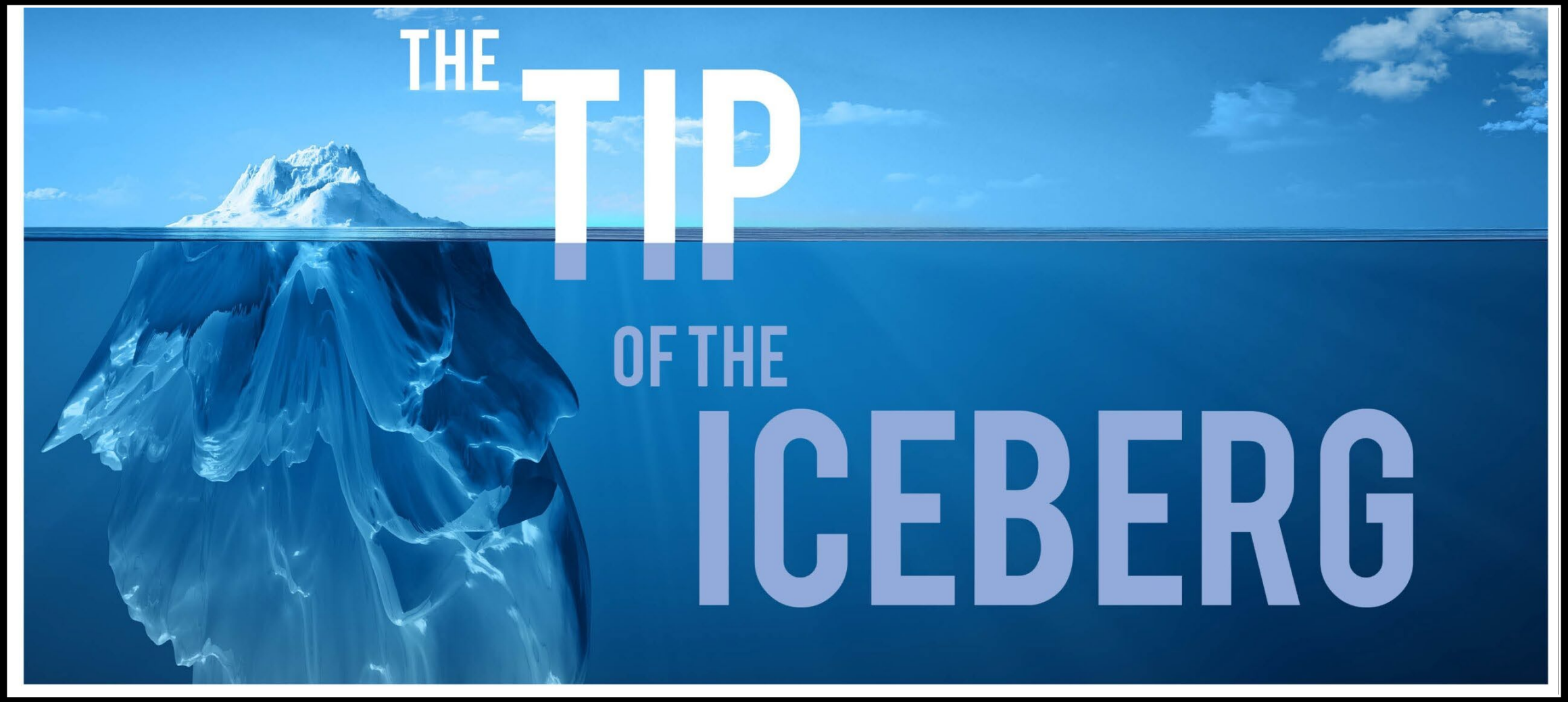
- Microsoft
- Apple
- Google
- Amazon
- Airbnb
- Uber
- Facebook




In the history book we will have
The AI Revolution

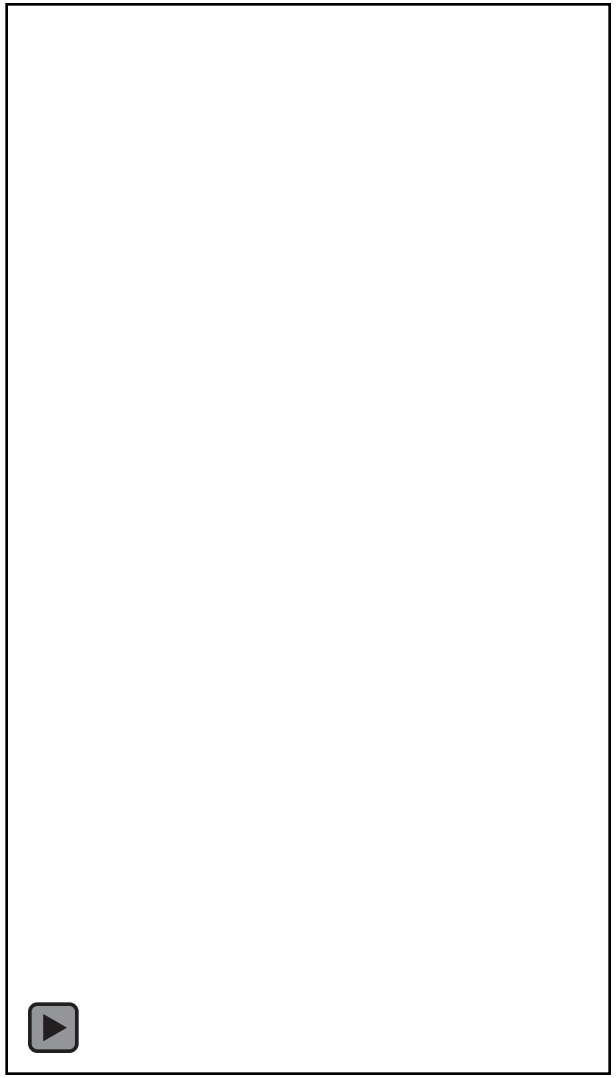
It is to our advantage to learn how to become a part of a revolution.

This means we must accept it, adopt it, become a part of it, learn it, use it, and leverage it.



We are Right at the Start

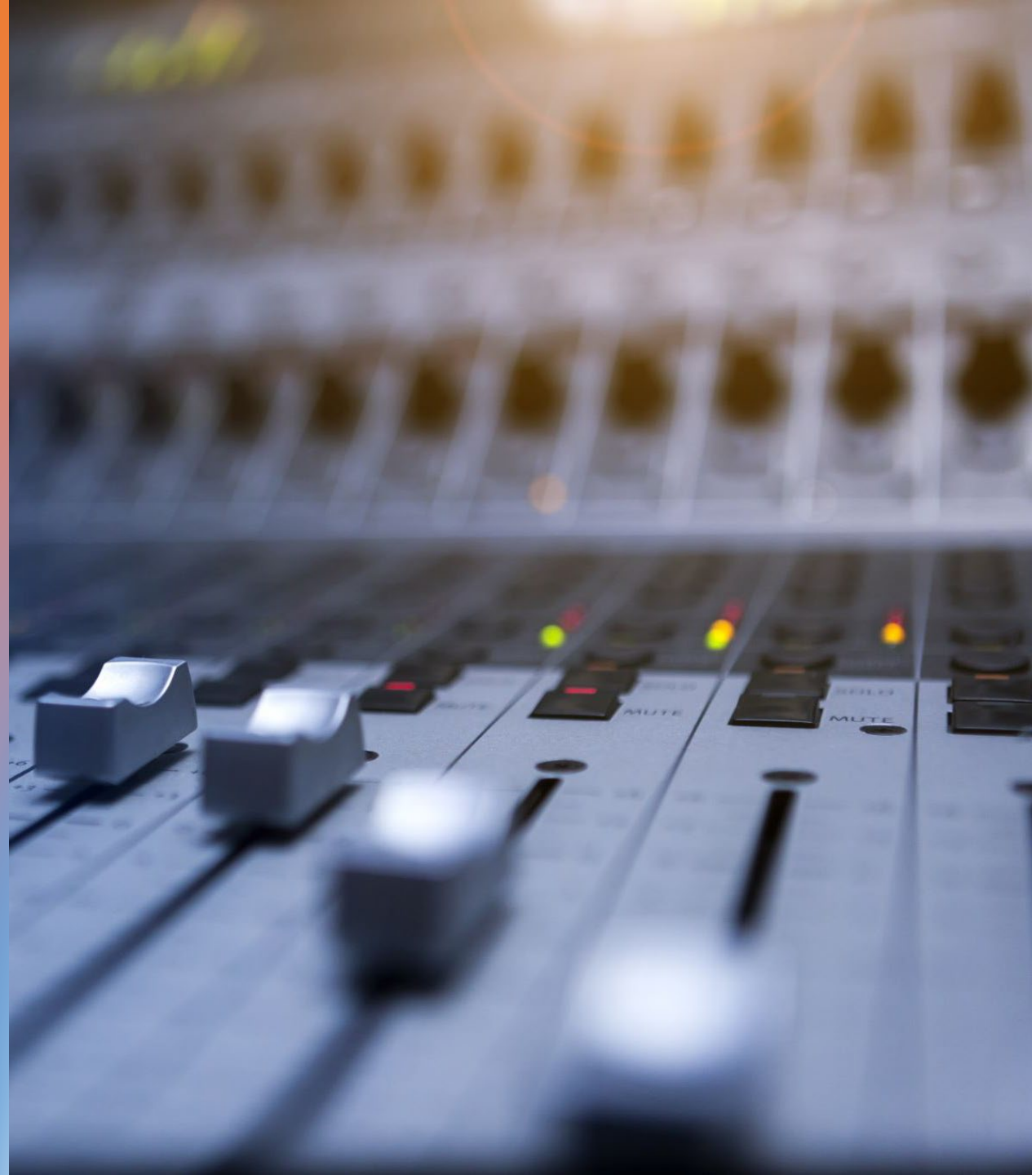
What are Top Experts Saying?



How You Can Use AI in Your Business

- Lead Gen
- Email Growth and Email Campaigns with Just a Few Clicks Using AI
- Eye-Catching Viral Social Media Posts and Compelling Videos
- Viral Content, SEO, Blogs, 6 Month Content Plans, Books, Handouts, Etc.
- IG Reels, Video Ads
- Create an AI Content Team
- Create an AI Sales Team
- Sales Team Audits

- Custom Proposals
- Customer Follow-Up
- Recording Analytics
- Websites and Landing Pages that Convert
- AI Chats
- Customer Support
- Appointment Setting
- AI Assistants to Help with HR, Spreadsheets, Ops, Finances
- ….and so much more!



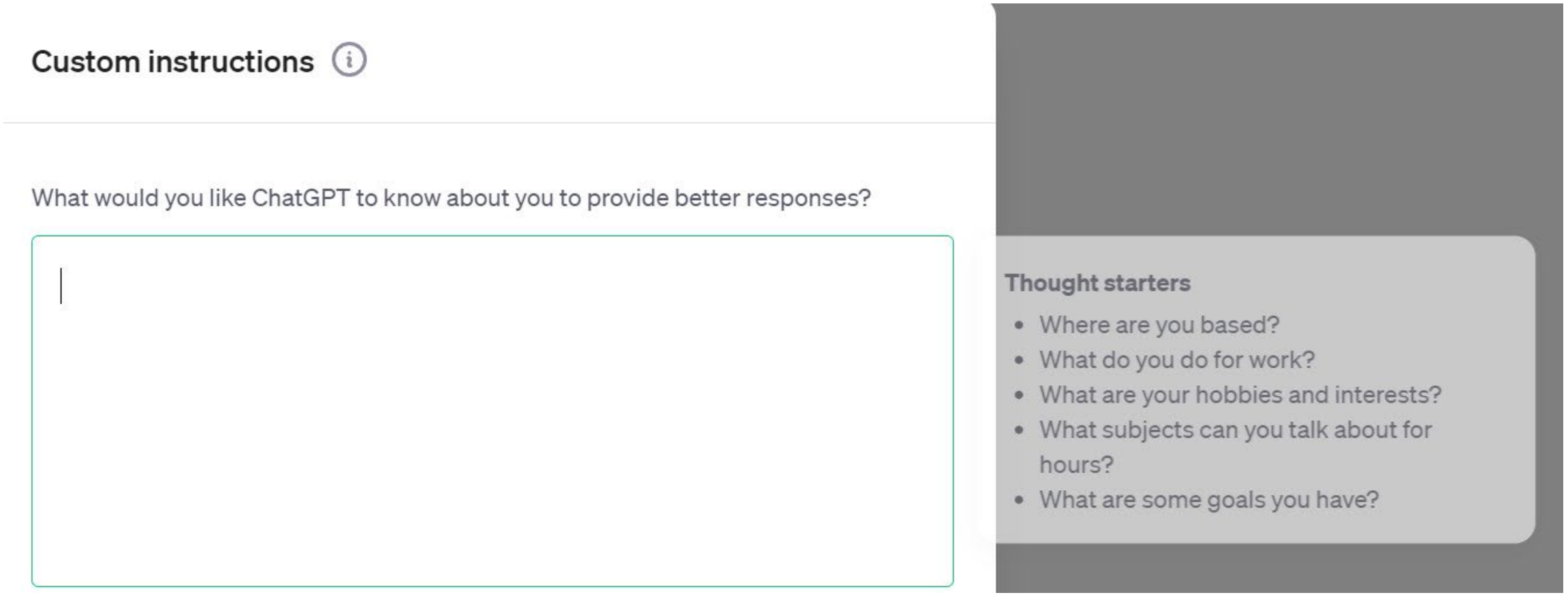
Pitfalls of AI

- Everyone Can Use It
- Doesn’t Sound Like You
- Lacks Your Expertise
- Gives False Information

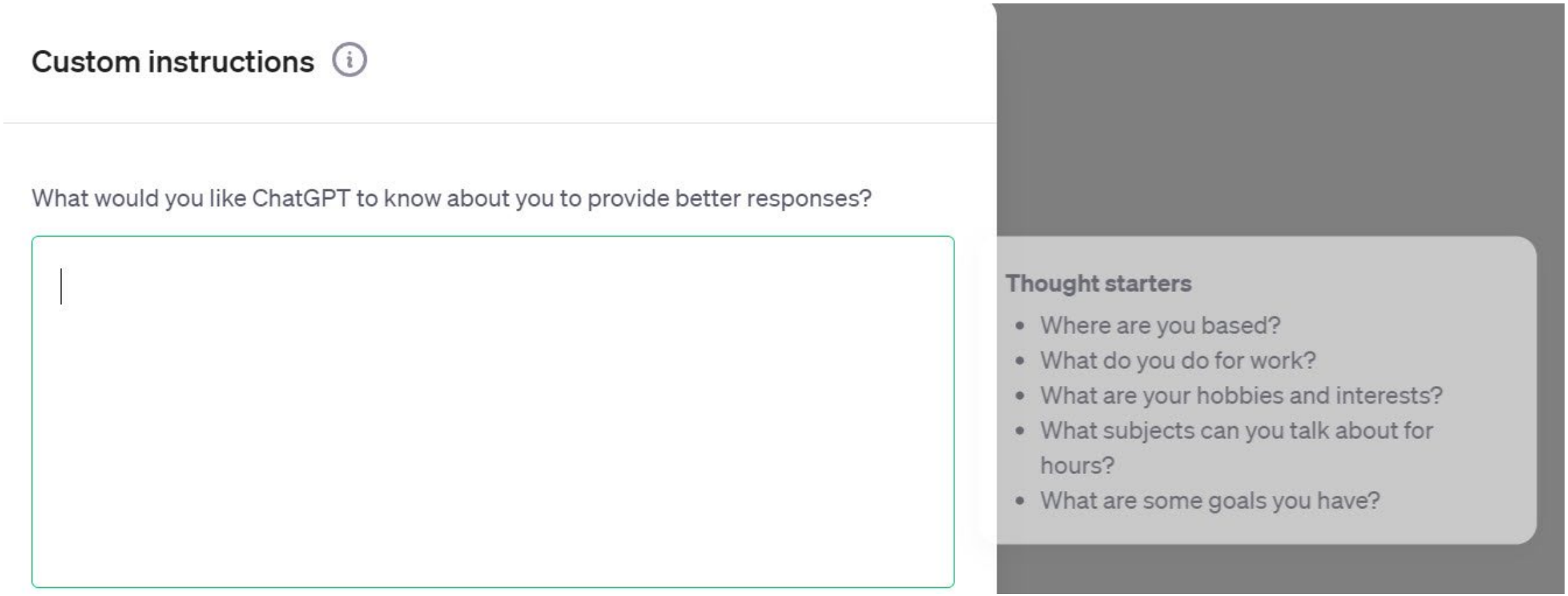
Using ChatGPT

Start at ChatGPT

Custom Instructions



Custom Intructions



Mastering Prompt Crafting

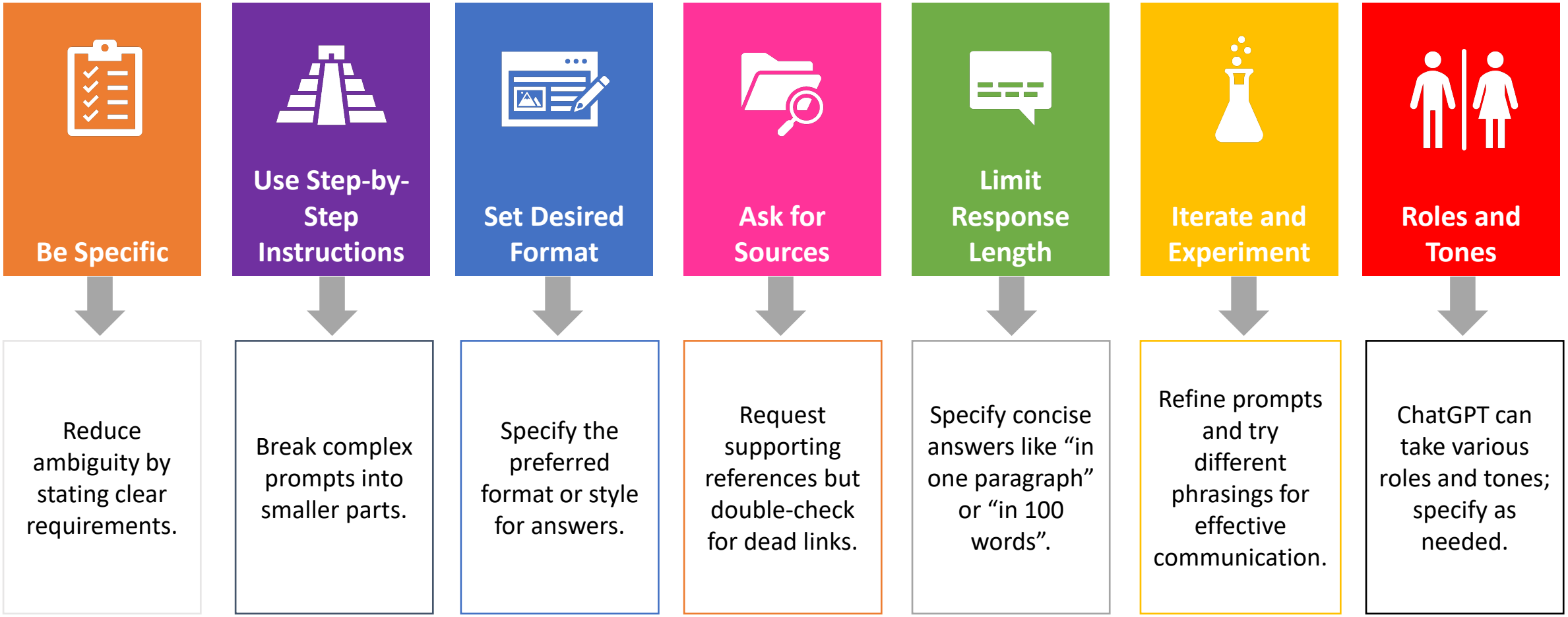
You need to become good at “Prompting”

I wish to fly.

The more details…

The better response.

Best Practices for Writing Prompts With ChatGPT



Types of Prompts

- One-Shot Prompts
- Two-Shot Prompts
- Dual-Prompts
- Prompt Priming
- Tree of Thought Prompts
- Setting Multiple Instructions

One-Shot Prompt

“Write a social media post designed for first-time homebuyers that is engaging, informative, and visually appealing. The content should focus on demystifying the home buying process, emphasizing the joy and pride of owning a home. It should highlight tips for securing a mortgage, understanding credit scores, and finding the right property. The tone should be optimistic and empowering, encouraging young families and professionals to take the step towards homeownership. Please include a call-to-action that invites them to a free webinar on home buying essentials, with a link to sign up. The visual should be warm and welcoming, resonating with the aspirations of new buyers."

Two-Shot Prompt

First Shot:

“Create a social media post targeting first-time homebuyers. The goal is to educate and inspire confidence in the home buying process. The post should highlight key steps like mortgage pre-approval, searching for the right home, and the final purchase. The tone should be encouraging and supportive, with a clear, concise message. Can you draft a sample post with this focus?"

After receiving the first draft, you provide feedback for refinement:

Second Shot:

"Thank you for the draft. Now, I’d like to refine the message to appeal more directly to young families and professionals. Please emphasize the financial benefits of homeownership, such as building equity and potential tax advantages. Also, include a call-to-action for a webinar that details these benefits and guides them through the financing options available. Adjust the visual to something that conveys growth and stability, such as an image of a young family enjoying their new home."

Dual Prompts

Prompt 1: "Create a visual graphic for first-time homebuyers that educates them on the importance of credit scores in the home buying process. The graphic should explain how credit scores affect mortgage rates and loan approval in a clear and simple way. Include a visual element that illustrates this relationship, such as a graph or an infographic."

Prompt 2: “Once you have created the visual graphic, write a social media post to use on Facebook along with the graphic.”

Tree of Thought Prompt

Initial Seed (Root of the Tree):

"Develop a social media campaign for first-time homebuyers."

First Branch (Expanding on the Root):

"In the first post, focus on demystifying the mortgage pre-approval process. Provide clear, step-by-step guidance on what documents are needed, how credit scores impact the process, and why pre-approval is a crucial first step in home buying."

Second Branch (Another Expansion):

"For the second post, create content that illustrates the journey from renting to owning. Highlight the emotional pride and financial benefits of homeownership, such as equity growth and potential tax deductions."

Third Branch (Delving Deeper):

"In the third post, address common fears and misconceptions about the home buying process that may deter first-time buyers. Provide reassuring facts and motivational messages to encourage them to take the first step."

Connecting the Branches (Synthesizing the Tree):

"Ensure that each post includes a consistent design theme and tone that aligns with our brand's message of trust and guidance. Include a call-to-action that invites readers to a webinar for more detailed information and personal assistance."

The Fruit (Final Outcome):

"The end goal is to create a cohesive series of posts that not only inform and educate but also inspire confidence in first-time homebuyers, leading to increased engagement and sign-ups for the webinar."

ATM Method

A (Act): Just as you'd select the type of transaction at an ATM, here you define the 'role' you want ChatGPT to assume. Whether it's a Loan Officer, Marketing Manager or Manager, you're selecting the expert hat you want the model to wear.

T (Tell): This is like specifying the transaction details, such as the amount to withdraw. Here, you're directing ChatGPT on the specific task or information you seek, shaping the depth and scope of the response.

M (Message): Think of this as choosing the note denominations at an ATM. This determines the format or style in which you receive the information—be it in bullet points, a formal report, or even a Southern tone.

Let’s Prompt

1. Act like a Real Estate Agent. Create tips and advice about the advantages of working with a real estate expert.
2. Act like a Real Estate Agent. Create a complete email newsletter including a featured article, the latest blog posts, resources, social media, and call-to-action that targets first-time home buyers to achieve their goal of homeownership.
3. Act like a Real Estate Agent. Craft a persuasive sales pitch to showcase your unique selling points and commitment to exceptional service.

Setting Multiple Instructions

Develop my marketing content for this week. I will give you the topic in the next prompt. Once you receive that topic, I want you to create the following content in the order I have listed.

I want you to include my licensing and contact information in all items except the video scripts. Here is my information:

Name: Joe Broker

Company: The Best Broker

License #: 000000

Website: www.thebestbroker.com

Phone: 555.555.5555

I want you to begin with the first item and once I review the information you give me and approve it, I will type in Next, and you can proceed to creating content for the next item on the list.

Here is the list:

1. Video Scripts: Create a video scripts for the topic. Include a catchy opening and include an introduction to me. The script should be informative and engaging and be easy to understand. I do not need any direction or narrators in the scripts. I only want what I will be reading in the teleprompter. Include a call to action at the end of the script.

2. YouTube Descriptions: Create the YouTube descriptions for each of these videos. I want the descriptions to include a catchy headline and at least 500 words for a description. I want it to include hashtags.

3. Social Media Post for the video: Create social media post for the three video. I want it to include a short catchy headline.

4. Social Media Posts for two graphics: Create two social media posts that relate to the topic of the week but are different from the videos. I only need the post information. I want it to include a fun short headline.

5. Blog Post: Write a 500-word blog post on this week's topic for my website and one for my LinkedIn. Create a catchy headline and be sure to include call to action at the end.

6. Email Newsletter: Write a newsletter that includes one of my videos as well as information that relates to this week's topic.

300 Prompts Included in REALOAI Certification Course

1. **Understanding the Home Buying Process:** A step-by-step guide for first-time homebuyers.
2. **Selling Your Home: What to Expect:** A detailed overview of the home selling process.
3. **Real Estate Market Trends:** Analysis of current trends in the local real estate market.
4. **Tips for First-Time Sellers:** Key advice for those looking to sell their home for the first time.
5. **Understanding Real Estate Jargon:** Decoding common real estate terms and acronyms.

Leveraging AI Tools for Marketing

Easily Find AI Tools

www.AIBeehive.com

Great Marketing AI Tools

- REimagineHome
- GetFloorPlan
- Vidyo
- Aragon
- Synthesia
- Voice Pen

NAR Settlement

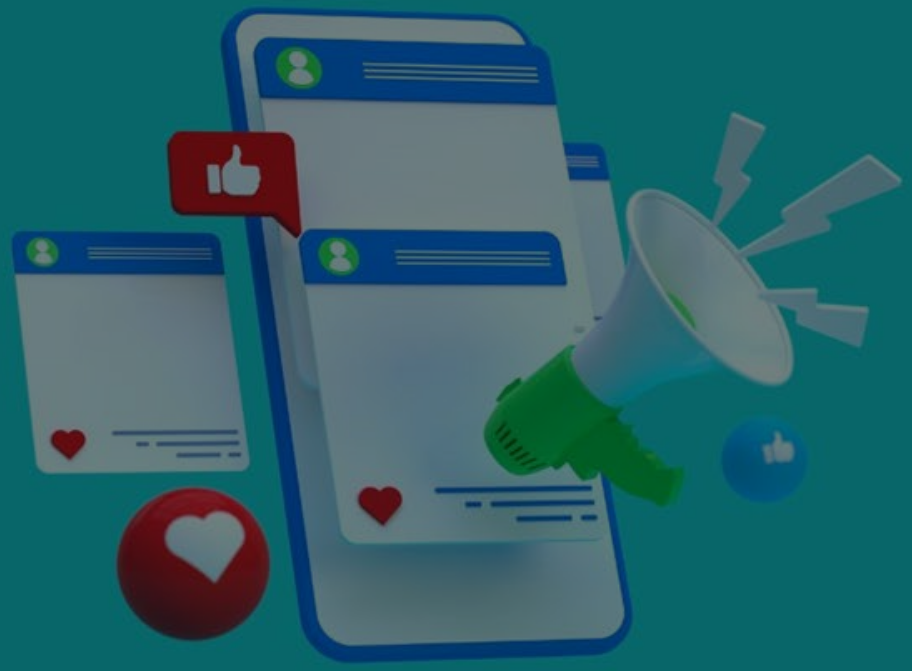
NAR Settlement/Changes/Leveraging AI

1. Buyer Agent Agreement Must be Signed Before Showing Any Properties.
2. Must Ensure Commission/
3. Terms/Options
4. Transparency is Important
5. Important to Build Your Value

What We “Know” or “Assume”

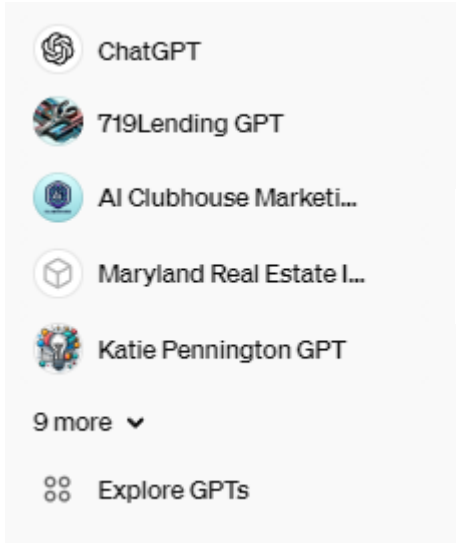
1. **Disclosure of Buyer Agent Commissions:** The settlement mandates that buyer agent commissions must not be included or published in the MLS, shifting the responsibility of paying commission fees directly to buyers.
2. **Mandatory Buyer-Broker Agreements:** Buyers will be required to negotiate and sign a buyer-broker agreement before viewing properties, specifying the commission or payment structure with their agent.
3. **Optional MLS Participation for Brokers:** Brokers will no longer be required to participate in the MLS, giving them more flexibility in how they choose to list properties.

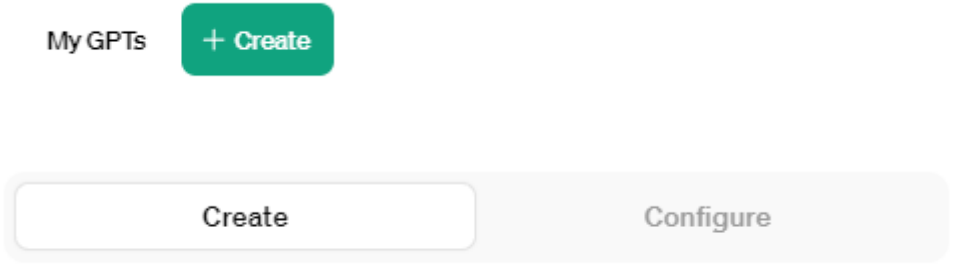
How Can You Do It?



Creating Your Custom GPT

Creating GPT Persona Agent





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- Learn how to implement AI in your business.
- Learn how to teach AI to your referral partners
- Join our REALO AI Certification www.AIMasteryCenter.com
- Join our Facebook Group at www.AIClubhouse.co
- Learn about AI Tools at www.AIBeehive.com