

03-18 Lecture: AI in Real Estate Technology and Marketing

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Speaker: Keith Robinson, Rajeev Sajja

Subject

Introductions Public Speaking Artificial Intelligence Real Estate Technology Conference AI Productivity AI Tools Prompt Engineering Content Creation AI Music Video Editing AI Search Optimization Real Estate Marketing Content Strategy Google My Business Personal Branding

Knowledge Point Summary

- 1. Introduction of Rajeev:** This is an introduction for an AI expert named Rajeev, who the speaker regards as a friend and mentor. The speaker emphasizes Rajeev's deep, authentic expertise in AI, contrasting it with superficial knowledge often seen on social media. The introduction aims to build credibility and excitement for Rajeev's upcoming presentation.
- 2. Speaker's Approach to New Technology:** This covers the speaker's personal strategy for evaluating emerging technologies, like AI and the Metaverse, specifically through the lens of their impact on the residential real estate industry. The speaker's method involves early adoption and seeking out genuine experts rather than just following surface-level trends.
- 3. The AI Adoption Journey:** This concept describes the spectrum of AI proficiency among real estate agents, from "AI slop" (basic, unrefined use) to "AI genius" (sophisticated, seamless integration). The goal is for agents to become "AI-fluent" by strategically applying AI to reclaim time and elevate their work, moving up this spectrum from their current position.
- 4. The RISE Framework for Prompting:** This is a structured approach to creating effective AI prompts, ensuring higher-quality and more relevant outputs. It consists of four parts: Role (define the AI's persona, e.g., 'experienced real estate copywriter'), Input (provide specific context and data), Steps (outline the

process for the AI), and Expectations (define the desired outcome and constraints).

5. **The 4P Method for AI Content Creation:** This is a sequential workflow for using AI, composed of four stages: Prime (prepare the AI with context using a framework like RISE), Prompt (give the specific instruction), Polish (review and refine the AI's output), and Publish (share the final content). This method emphasizes that AI output should not be taken as gospel and requires human oversight.
6. **Using AI for Productivity in Real Estate:** This involves identifying and applying AI to specific types of tasks to increase efficiency. The strategy is to categorize work into four areas—Repetitive (e.g., listing appointment prep), Time-Consuming (e.g., email), Energy-Draining (e.g., paperwork), and Data-Heavy (e.g., MLS analysis)—and then select one area to master with AI tools.
7. **Understanding AI Hallucinations and Data Sources:** This is the critical concept that AI models can generate incorrect or nonsensical information (“hallucinate”) because they are fundamentally prediction engines that may pull from unreliable sources. It's crucial for users to understand that AI data is not always vetted, as exemplified by Google's AI overview suggesting glue on pizza based on an old, sarcastic Reddit comment.
8. **Using NotebookLM for Client Resources:** This is a practical application of AI where agents can create a custom, AI-powered guide for their clients (e.g., homebuyers). By uploading curated resources (like articles, guides, and PDFs) into Google's NotebookLM, an agent can create a centralized, shareable, and interactive knowledge base that clients can ask questions to. A personal Gmail account must be used for sharing externally.
9. **AI for Visual Content Creation:** This covers several techniques for using AI to generate visual marketing materials and client gifts. This includes creating pencil sketches of a client's home from a photo, using AI for virtual staging by uploading a room photo and giving natural language commands (e.g., “brighten the room”), and generating new professional headshots by uploading an existing photo and asking for a new outfit.
10. **AI Video and Music Generation:** This explores the emerging capability of AI to create video and audio content. Examples include generating short, thematic video clips (e.g., an 8-second IKEA-style ad using Gemini), which can be compiled into longer property videos. This technology is becoming more accessible and affordable, with a 30-second, fully AI-generated ad costing only \$2,000. It also mentions creating custom AI songs as a fun client engagement tool.

11. **AI Music Generation (Suno):** This topic explains a method for creating personalized AI-generated songs for client engagement or personal use. The process involves generating lyrics with a tool like ChatGPT by providing detailed context and then using [Suno.ai](#) to turn those lyrics into a song by selecting a genre, with up to ten free songs available per day.
12. **AI Toolbox for Productivity:** This is a curated list of AI applications designed to enhance productivity. The toolbox includes ChatGPT (or alternatives like Gemini/Claude) for general tasks, Perplexity for research, Captions for video editing and language translation, and Opus Pro for creating short viral clips from long-form video content.
13. **Audio Transcription and Analysis (Flaw):** This covers the use of a hardware audio recording device that sticks to a phone, allowing for hands-free recording without tying up the phone itself. The primary use is to record meetings, like buyer/seller consultations (with permission), to get meeting minutes and next steps. A pro-tip is to upload the transcript to an AI like ChatGPT for coaching and feedback on performance.
14. **Voice-to-Text Productivity (WisprFlow):** This topic introduces [WisprFlow.ai](#), a voice-to-text software that significantly increases typing speed. By pressing a button and speaking, the software transcribes the speech, intelligently correcting errors (e.g., "ten, no, nine"). The speaker's personal stats showed a productivity boost from 54 words per minute (WPM) to 223 WPM, a 4.5x improvement.
15. **AI Usage in Real Estate by Consumers:** This point presents survey data on how consumers are using AI in the real estate process. As of January, 45% of 1500 surveyed buyers/sellers used AI. Of that group, 61% used AI chatbots to find or evaluate real estate agents. Furthermore, 97% of those who used chatbots found them helpful in their evaluation process.
16. **The AI Search Revolution in Real Estate:** Summarizes how AI chatbots are changing how clients find real estate agents. Buyers are using conversational AI searches like "show me the top five agents in Lansing, Michigan," and agents need a specific strategy to appear in these results. The goal is to be seen, believed, and chosen through AI-optimized online authority.
17. **The Three Pillars of AI Authority:** This strategy is about building an online presence that AI algorithms will rank highly. It involves three key components: 1) Foundational Authority (optimizing online profiles like Google My Business and websites), 2) Credibility & Proof (gathering specific, keyword-rich reviews), and 3) Content & Signals (creating content like YouTube videos and engaging in public social media groups to signal expertise to AI).

18. **Google's E-E-A-T Framework:** Explains Google's criteria for evaluating content, which is crucial for AI search ranking. The framework stands for Experience, Expertise, Authoritativeness, and Trustworthiness. To align with this, agents should create content that demonstrates firsthand experience, showcases expertise, builds authority, and establishes trust through consistent business information (Name, Address, Phone number - NAP).
19. **Custom GPT Tool: Bio Visibility Optimizer:** This is a practical tool designed to help agents implement the first pillar of AI authority. It's a custom GPT that interviews the user by asking about ten questions to understand their business and then automatically generates optimized bios for various platforms like a personal website, Zillow, and Google My Business, written for both humans and AI.
20. **Custom GPT Tool: AI Answer Builder:** This tool helps agents create specialized content for their websites, addressing the third pillar of AI authority. Agents can specify a niche (e.g., "luxury homes in Austin, Texas"), and the tool will interview them to generate detailed content for a "specialization page." The goal is to rank for specific, long-tail search queries like "I am relocating to Vermont looking for a realtor."
21. **AI-Optimized Listing Descriptions:** This is a strategy for writing property descriptions with the intent of being found by AI search tools. Instead of generic remarks, descriptions should include specific keywords, local Points of Interest (POIs), and details that match conversational search queries (e.g., "homes in Nashville near Vanderbilt University"). A custom GPT tool is provided to help generate these AI-friendly descriptions.

Knowledge Point Explanation

1. Introduction of Rajeev

- **Key Points**

- The speaker introduces the next presenter as their friend and mentor, Rajeev.
- The speaker repeatedly sought out a true AI expert in the industry, and Rajeev's name "just kept coming up again and again and again."
- After reaching out, the speaker received a "master class on AI" from Rajeev, which helped expand their understanding.
- Rajeev is the person the speaker calls when confused about AI, such as comparing different models like Claude, Gemini, and GPT.

- The introduction is designed to give Rajeev a “very warm loud crazy day, three, next home can only deliver these kinds of hellos.”

- **Explanation**

The speaker’s primary goal is to introduce the next guest, Rajeev. The speaker builds Rajeev’s credibility by sharing a personal story of their own search for a genuine AI expert. They contrast people who just make social media posts about AI with those who “knows it knows it,” placing Rajeev firmly in the latter category. The speaker mentions that Rajeev’s name was repeatedly recommended by others in the industry. The speaker’s personal experience of receiving a “master class” from Rajeev and relying on him for complex AI questions (e.g., comparing Claude, Gemini, and GPT) serves as a strong personal endorsement. The introduction concludes with an enthusiastic call for the audience to welcome Rajeev warmly.

2. Speaker’s Approach to New Technology

- **Key Points**

- The speaker likes to try and figure out new trends early on.
- The speaker’s primary perspective for evaluating new technology is: “How’s this going to affect residential real estate?”
- The speaker distinguishes between deep expertise and superficial knowledge, noting many people post on social media, but “once you scratch the surface a little, you realize there’s not a lot of there there.”

- **Explanation**

The speaker describes their proactive approach to emerging trends. They use the examples of the Metaverse and AI to illustrate this. The speaker recalled a previous conference where they discussed the Metaverse and the concept of buying a “fake house next to Snoop Dogg,” expressing skepticism at the time. When AI started gaining prominence, the speaker applied the same lens, focusing specifically on its potential impact on residential real estate. This led them to search for a true expert, not just a social media influencer, which ultimately led them to Rajeev. This process highlights the speaker’s value for deep, applicable knowledge over fleeting hype.

- **Example 1: The Metaverse**

The speaker recalls being at a conference where they discussed the Metaverse and the idea that “you could buy a fake house next to Snoop Dogg.”

- i. This example serves to illustrate the speaker's history of engaging with early trends.
- ii. The speaker remembers being skeptical, stating, "This is supposed to be a new thing. I don't know about this one." This shows they critically evaluate trends rather than blindly accepting them.

3. The AI Adoption Journey

- **Key Points**

- Most professionals are on a journey from "AI slop" to "AI genius."
- The goal is to become an "AI-fluent being" to get time back.
- The speaker aims to help agents get a full day back in their week.

- **Explanation**

The speaker categorizes AI users into different levels of proficiency, from beginners ("AI slop") to experts ("AI genius"). The goal for everyone is to move along this spectrum and become "AI-fluent." Being fluent means you can effectively navigate and use AI to your advantage, primarily to save time on tasks and do more meaningful work. The ultimate goal presented is to reclaim an entire day per week through the efficient application of AI.

4. The RISE Framework for Prompting

- **Key Points**

- RISE is an acronym for Role, Input, Steps, and Expectations.
- Role: Assign a specific persona to the AI (e.g., "experienced email copywriter specializing in the real estate industry").
- Input: Provide relevant, specific information and context (e.g., "three-part email campaign," "less than 500 words," audience is "sellers in my database with at least fifty percent equity").
- Steps: Outline the process for the AI to follow.
- Expectations: Define the desired outcome and constraints.

- **Explanation**

The RISE framework is a structured method for priming the AI before giving it a prompt. It ensures the AI has enough context to generate a high-quality, relevant response.

- **Role:** You tell the AI who it should be. For a real estate email campaign, you could define its role as an "experienced email copywriter specializing in the real estate industry."

- **Input:** You provide all the necessary information. For an email campaign, this includes the number of emails (e.g., a “three-part email campaign”), the length (“less than 500 words”), and the target audience (“sellers in my database with at least fifty percent equity”).
- **Steps & Expectations:** You guide the AI on what to do and what the final product should look like. This includes putting up guardrails to prevent common AI errors. Using a framework like RISE is compared to a football team starting at the 15-yard line instead of the 25-yard line, meaning you are more likely to “score” with a good outcome.

- **Example 1: Applying RISE to a Listing Description**

Role: “You’re a highly experienced copywriter with a lot of property marketing expertise. Your expertise includes understanding of the Fair Housing Act.”

Input/Expectations: “Write a description for a home for sale... do not talk about specific types of buyers.” (This puts guardrails on the AI to ensure compliance).

Expectations: “The description should be twenty five hundred characters.”

- i. The speaker explains that when AI first came out, it didn’t know about Fair Housing guidelines.
- ii. By using the RISE framework, you can provide the AI with the necessary context and constraints upfront.
- iii. You define its role as a copywriter who understands the Fair Housing Act.
- iv. You provide explicit negative constraints, telling it what *not* to include, which prevents the AI from “going off the rails.”
- v. You specify the character limit based on your MLS requirements (e.g., “twenty five hundred characters”).
- vi. Doing more work upfront with this framework leads to less work on the back end and a better outcome.

5. The 4P Method for AI Content Creation

- **Key Points**

- The 4P method is an acronym for Prime, Prompt, Polish, and Publish.
- **Prime:** The most important piece, where you prepare the AI with a framework like RISE.
- **Prompt:** The actual instruction you give the AI.
- **Polish:** You must review and adjust the AI’s output, as it’s not always perfect.
- **Publish:** You share the final, polished content.

- The best use of AI is when no one knows you're using it because it matches your tone and voice.

- **Explanation**

The 4P method is a workflow for creating content with AI. It starts with **Prime**, which involves setting up the AI with the right context and role using a framework like RISE. This is considered the most critical step. Next is the **Prompt**, which is the specific command you give the AI (e.g., "write me something"). After the AI generates a response, you move to **Polish**. This is a crucial step where you review, edit, and adjust the content to ensure its accuracy and that it matches your personal style, as AI can sometimes "hallucinate" or provide generic output. Finally, once you are satisfied with the result, you **Publish** it. The ultimate goal is to integrate AI so seamlessly that the output reflects your unique voice and tone.

6. Using AI for Productivity in Real Estate

- **Key Points**

- AI's goal is to take tasks off your plate and elevate the output (do it better).
- Identify tasks that are: Repetitive, Time-Consuming, Energy-Draining, or Data-Heavy.
- Pick one specific task from one of these categories and "nail it" with AI before moving on to others.

- **Explanation**

To begin using AI effectively, you should analyze your workload and categorize tasks into four types.

- Repetitive tasks:** These are tasks you do over and over. An example is preparing for a listing appointment, which might take one to two hours. The goal is to use AI to shrink that time to thirty minutes.
- Time-consuming tasks:** These are "time sucks" in your week. Examples mentioned by the audience include managing Facebook and replying to emails. The speaker gave a personal example of shrinking his weekly podcast prep time from thirty minutes to five minutes using AI.
- Energy-draining tasks:** These are tasks you dislike that make real estate less fun. Audience examples included paperwork for a transaction and writing listing descriptions. The speaker advises that just because AI *can* do something doesn't mean it *should*; some tasks require a human touch.
- Data-heavy tasks:** These involve analyzing large amounts of data, such as looking at MLS data to form an opinion. AI is very good at processing and figuring out data.

The strategy is to identify where your time goes, pick one task from any of these categories, and focus on mastering how to use AI for that single task.

7. Understanding AI Hallucinations and Data Sources

- **Key Points**

- AI models train on the data they are given; data is the fuel for AI.
- AI was initially a prediction engine trying to guess what the user wanted to hear.
- Modern AIs like ChatGPT now involve “thinking” and are more advanced.
- It’s crucial to understand the source of AI’s information, as it can be unreliable.

- **Explanation**

This point emphasizes the importance of critically evaluating AI-generated content. AI models learn from vast amounts of data, but that data isn’t always accurate or appropriate. The speaker explains that early AI was purely a prediction engine, trying to complete a sentence based on statistical probability. While modern AIs are more sophisticated, the underlying risk of pulling from bad data sources remains. This is often referred to as AI “hallucination.” Users must be aware of this and always verify information.

- **Example 1: Google AI Overview and Pizza Glue**

Someone searched on Google, “Cheese not sticking to pizza.” Google’s AI Overview suggested adding “one eighth cup of non-toxic glue.”

- i. This was a real example that happened when Google first launched its AI Overviews in April 2024.
- ii. The speaker explains that the AI’s suggestion was a “pretty bad idea,” even if it might have worked physically.
- iii. The critical question is: where did Google get this answer?
- iv. The source was a sarcastic comment made on the website Reddit eight years prior in response to the same question.
- v. Google’s AI identified Reddit as a “credible site,” pulled the comment, and presented it as a factual answer without applying intelligence to validate it.
- vi. Google received significant criticism (“flack”) for this, temporarily shut down the feature, fixed it, and it is now “way better.” This serves as a foundational lesson in AI literacy.

8. Using NotebookLM for Client Resources

- **Key Points**

- Zillow has launched an AI-powered guide for homebuyers.
- Agents can create their own similar, personalized resource for clients using NotebookLM from Google.
- You can upload your own resources (PDFs, articles, etc.) into NotebookLM to create a custom AI-powered knowledge base.
- A limitation exists: Google Workspace accounts cannot share NotebookLM spaces externally (as of the time of the lecture). A personal Gmail account must be used.

- **Explanation**

The speaker suggests that agents can provide immense value by creating a custom AI-powered guide for their clients, similar to a new tool Zillow launched. The recommended tool for this is Google's NotebookLM (notebooklm.google.com). An agent can upload 20-40 of their own trusted resources (buyer guides, articles, checklists) into a NotebookLM "space." The tool then uses AI to create an interactive guide that the client can chat with and ask questions about the home-buying process. This allows the agent to responsibly introduce AI to their clients. A key procedural point is that, due to sharing restrictions, this must be created using a personal Gmail account, not a corporate Google Workspace account, in order to share it with clients outside the organization.

9. AI for Visual Content Creation

- **Key Points**

- AI can be used to create unique client gifts, like a pencil sketch of their home.
- AI can be used for virtual staging by giving natural language commands.
- AI can generate new professional headshots by changing your outfit while keeping your face.

- **Explanation**

The speaker provides several practical examples of using AI for visual content in real estate. This includes generating images for client engagement and marketing. The main takeaway is that you don't need to be a programmer; you can achieve sophisticated results using natural language.

- **Example 1: Pencil Sketch of a Client's Home**

For a client anniversary or closing gift, take a picture of their house, upload it to an AI model (like Chat GPT or Gemini), and ask for a “pencil sketch of the house.” You can then download, frame, and gift it.

- i. This is presented as an easy, high-impact way to use AI for client relationships. Without AI, this would take significant time and effort.

- **Example 2: AI Virtual Staging**

The speaker uploaded a picture and said, “Brighten up the room and remove one of the frames and center it.”

- i. This demonstrates how AI can perform virtual staging tasks with simple, conversational commands. The agent should be transparent about the use of AI in marketing materials.

- **Example 3: AI-Generated Headshot**

The speaker uploaded his old professional headshot to Gemini, selected the “create image” button, and prompted: “without changing my face, give me a new outfit.”

- i. The speaker successfully generated a new headshot with a different outfit, which he used in his presentation’s intro slide.
- ii. In a humorous anecdote, he also generated images of himself in Indian wedding attire to show his wife, who almost believed he had already bought the clothes. This highlights the realism of the technology.

10. AI Video and Music Generation

- **Key Points**

- AI models can now generate video and music.
- Short video clips (e.g., 8 seconds in Gemini) can be created to tell a story.
- This technology is becoming more accessible and affordable for marketing.

- **Explanation**

The lecture touches on the rapidly advancing capabilities of AI in generating multimedia content. Agents are encouraged to think about how they can use AI-generated video, such as B-roll for property tours, to enhance the customer experience. The speaker demonstrates that creating short, professional-looking video clips is now possible for anyone.

- **Example 1: 8-Second IKEA Ad**

The speaker, despite not being a designer, used Google Gemini to design an 8-second ad for IKEA. The video was played during the session.

- i. This shows that you can create thematic, stylized video content using AI.
- ii. While Gemini was limited to 8 seconds at the time, other models can generate longer clips up to 30 seconds.

- **Example 2: 30-Second Cauchy Ad**

A fully AI-generated 30-second ad for the betting platform Cauchy was aired during the NBA finals. The ad was created by one person who built a story from 158-second clips, and the total cost was only two thousand dollars.

- i. This example illustrates the potential for creating professional, story-driven video advertisements for properties at a low cost.

- **Example 3: AI-Generated Song**

The speaker mentions creating a fun AI song for his wife for Valentine's Day.

- i. This is presented as a creative and fun application of AI for personal or client engagement.

11. AI Music Generation (Suno)

- **Key Points**

- A little planning is needed to provide context for the song.
- The process involves using ChatGPT to generate a script/lyrics based on personal history or client details.
- The lyrics are then taken to Suno, a free tool, to generate the song.
- Suno allows users to create up to ten free songs per day.
- The speaker created a Valentine's Day song for his wife by inputting their shared history into ChatGPT and then using Suno.
- It can be used for client events like a five-year home anniversary or birthdays.
- The process is quick, taking about five minutes.

- **Explanation**

You can create a personalized AI song for a client or loved one. First, you need to gather the context. For example, the speaker wanted to make a song for his wife. He went to ChatGPT and gave it their entire history: they both went to Villanova, their granddads were best friends in India, and they have three kids.

ChatGPT provided a script based on this history. He then took this script to a free tool called Suno. On Suno, you can paste the script, pick a genre, and click a button to generate a song. You can create up to ten songs a day. The speaker notes that these personal applications of AI are often where “light bulb moments” happen before they become professional. He suggests this can be used for client events, such as a five-year home anniversary, by providing details about the clients (e.g., their names are John and Mary, and they had a child in the last five years).

- **Example 1: Valentine’s Day Song**

The speaker wanted to create an AI song for his wife for Valentine’s Day. He gave ChatGPT their history, including that they both went to Villanova, their grandfathers were best friends in India, and they have three children. He took the script from ChatGPT to Suno, created a song, downloaded it, and sent it to his wife.

- i. The speaker provided detailed personal history to ChatGPT.
- ii. ChatGPT generated lyrics for a song.
- iii. The speaker used Suno to turn the lyrics into a song.
- iv. He sent the song to his wife, who called it “the most thoughtful gift” she’d ever received on Valentine’s Day, despite it being free.

- **Example 2: Client Home Anniversary Song**

A hypothetical example for a client’s five-year home anniversary. The clients’ names are John and Mary, and they welcomed a child during those five years. The speaker created a song with this context.

- i. The context provided was a five-year home anniversary for clients named John and Mary who recently had a child named Throops.
- ii. The lyrics generated reflected this story: “Five years ago, the journey began. John and Mary, hand in hand, found the place where love would grow... And oh what joy! What a sweet surprise when little Throops entered our time.”
- iii. The speaker emphasizes that creating such a unique and thoughtful gift only took about five minutes.

12. AI Toolbox for Productivity

- **Key Points**

- The toolbox includes ChatGPT (or alternatives like Gemini, Claude), Perplexity, Captions, and Opus Pro.
- Perplexity is a free app for research.

- Captions is for video, offering a teleprompter and language translation/dubbing.
- Opus Pro takes long-form videos (over five minutes) and clips them into short, viral vertical clips for social media.

- **Explanation**

The speaker presented his personal “AI toolbox” of recommended applications. He uses ChatGPT for general purposes but also builds custom GPTs for real estate. For research, he recommends Perplexity, a free app. He used it to plan a trip to Costa Rica for thirteen people with various food restrictions and activity preferences, creating a full agenda in about an hour. For video creation, he recommends two tools. First is Captions, which provides a teleprompter for recording and can also translate and dub videos into other languages. He used it to convert a video of himself speaking English into his native language, Telugu, to send to his father. Second is Opus Pro, which is used to automatically edit long-form videos (e.g., a 30-minute podcast or a 10-minute neighborhood tour) into multiple short (60-second to 2-minute) vertical clips suitable for social media. Opus Pro rates the clips based on their viral potential, identifying those with good hooks and messaging.

- **Example 1: Perplexity for Travel Planning**

The speaker needed to plan a trip to Costa Rica for thirteen people (three families). He was tasked with creating the day-by-day agenda.

- i. He gave Perplexity a mega prompt, defining its role as “an experienced travel consultant for the island of Costa Rica.”
- ii. He provided all details: where they were staying (Planet Hollywood), desired activities (ziplining, no bungee jumping), and food restrictions for all thirteen people.
- iii. Within an hour, Perplexity generated a full-fledged agenda that could be shared with a click.

- **Example 2: Captions for Language Translation**

The speaker wanted to do something fun for his parents in India. He grew up speaking three languages (Telugu, Hindi, English) but had lost fluency in his home language, Telugu.

- i. He recorded a video of himself speaking in English.
- ii. Using the Captions app, he selected Telugu as an option for translation.
- iii. The app converted his video into a “really good Telugu video.”
- iv. He sent it to his dad, who called him, impressed, and asked why he doesn’t speak Telugu that well in conversation, forcing the speaker to admit it was

AI.

- **Example 3: Opus Pro for Video Clipping**

Opus Pro is used to create short social media clips from long videos, like the speaker's 30-minute podcast.

- i. A long video (e.g., a 30-minute podcast episode or a 10-minute neighborhood video) is uploaded to Opus Pro.
- ii. The tool analyzes the video and generates eight to ten short, vertical clips, each 60 seconds to two minutes long.
- iii. It provides a rating (e.g., 99 out of 100) for each clip, indicating its viral potential based on hooks and message quality.
- iv. This automates the work of a video specialist who would otherwise need to watch the entire video and manually find and edit clips.

13. Audio Transcription and Analysis (Flaw)

- **Key Points**

- This refers to a hardware device that records audio.
- It sticks to the back of the phone but operates independently, so the phone is not tied up during recording.
- The speaker has been using it since October of twenty twenty four.
- A key use case is recording buyer or seller consultations (with permission).
- The recording provides meeting minutes and next steps.
- A "pro tip" is to upload the conversation transcript to ChatGPT or Gemini and ask it to coach you, ranking your strengths and weaknesses.

- **Explanation**

The speaker discusses a hardware note-taking device, like "flaw" (likely referring to Plaud), which he has used since October 2024. It's a physical device that sticks to the back of a phone to record conversations. The advantage over a phone's built-in recorder is that the device is independent; the phone is not tied to the recording process and can be used for other things. For a real estate agent, a great application is to record buyer or seller consultations (after getting permission). The device will generate meeting minutes and action items. However, a more advanced use is to take the transcript of that meeting, upload it to an AI like ChatGPT, and ask for coaching. You can ask the AI to evaluate your performance, identify your strengths and weaknesses, and suggest how you can improve in the next meeting. This provides a way to get coached on a live client interaction.

14. Voice-to-Text Productivity (WisprFlow)

- **Key Points**

- The human mind thinks much faster than it can type.
- [WisprFlow.ai](#) is a software that installs on a computer or phone for fast voice-to-text transcription.
- The speaker's personal typing speed is 54 words per minute (WPM).
- Using WisprFlow, his speed increased to 223 WPM.
- This represents a four and a half times (4.5x) productivity increase.
- The tool has built-in AI that cleans up the text, for example, correcting "set up a meeting with Bobby. On Friday at ten, no, not ten nine" to just include "nine".
- It works on any application on the computer. A 14-day trial is available.

- **Explanation**

The speaker describes [WisprFlow.ai](#) as his number one productivity enhancement. He states that our minds think much faster than we can type, and this tool bridges that gap. It's a software you install on your computer or phone. You press a button, start talking, and it transcribes your speech directly into whatever application you are using. The speaker provides his personal statistics: his normal typing speed is fifty four words per minute, but with WisprFlow, he achieves two hundred and twenty three words per minute. This is a 4.5x productivity improvement. A key feature is its built-in AI that intelligently edits the transcription. For instance, if you say, "set up a meeting... at ten, no, not ten nine," it will automatically correct the output to just use "nine," cleaning up natural speech disfluencies. He claims it's the top productivity tool he can recommend and that it's available for a few dollars a month after a 14-day trial.

15. AI Usage in Real Estate by Consumers

- **Key Points**

- A survey interviewed 1500 homeowners, home buyers, and sellers.
- As of January 1st, 45% of respondents reported using AI in their real estate process.
- Of those who used AI, 61% used an AI chatbot to find or evaluate real estate agents.
- Of the group that used chatbots to evaluate agents, 97% found it helpful (46% "very much so" and 51% "somewhat").
- The speaker suggests the numbers are likely higher now than when the research was published in January.

- **Explanation**

The speaker references research from a study that interviewed 1500 home buyers and sellers to understand their use of AI. The study, published on January 1st, found that 45% of consumers were already using AI in their real estate journey. The speaker implies this number has likely grown to around 50% by now. A more startling statistic was the answer to the next question: "Did you use an AI chatbot to find or evaluate real estate agents?" Of the consumers using AI, sixty-one percent said yes. This means a significant portion of potential clients are using AI to research agents before ever making contact. The final data point showed that this method was effective for consumers. When asked if the chatbot was helpful, 46% said "yes, very much so" and 51% said "yes, somewhat," for a combined total of ninety seven percent who found value in using AI for agent evaluation.

16. The AI Search Revolution in Real Estate

- **Key Points**

- According to a Jan 2026 survey, 61% of buyers used AI chatbots to find agents, and 97% found it helpful.
- The key question for agents is how to win when a potential client searches "show me the top five agents in [City, State] that can help me sell my luxury home".
- Agents who apply these strategies have started showing up in AI search results and getting leads within 24 hours to 30 days.
- An agent from Michigan is generating 6x more leads using these methods.
- A case study showed an agent went from one AI-driven listing every 60 days to four to six a month after optimizing for AI search.
- AI leads are typically from clients actively looking for an agent, not just scoping out the market.
- An agent in Tucson was chosen by a client because the client uploaded a list of potential agents to ChatGPT, and the AI ranked that agent as number one.

- **Explanation**

The way real estate clients find agents is fundamentally changing. Instead of traditional search engines, a significant and growing number of buyers (61% as of a Jan 2026 survey) are using AI chatbots. They ask conversational questions like, "Who can sell my home?" or "Is now a good time to sell in Dewey Beach, Delaware?" The journey for the client is that if your article or profile shows up in the AI's answer, they read it, click it, and contact you. This presents a new battleground for agents to win business. The speaker provides examples of

agents already succeeding with this. One agent, who already had a strong online presence (8,000 homes sold, 1,800 Zillow reviews), increased his AI-generated listings from one every two months to 4-6 per month. Another agent was selected for a listing appointment purely because ChatGPT ranked her as the #1 choice from a list provided by a relocation company. The key is to make sure you are “discoverable by the robots.”

17. The Three Pillars of AI Authority

- **Key Points**

- Agents need to be seen, be believed, and be chosen.
- The first pillar is Foundational Authority, which includes your Google My Business profile and website bios.
- The second pillar is building Credibility and Proof through things like Google reviews.
- The third pillar is creating Content and Signals through platforms like YouTube and public Facebook groups.
- This strategy can be a “great leveler,” allowing newer agents to compete with established ones, as building transaction volume takes time, but building authority can be done more quickly.

- **Explanation**

The speaker outlines a three-pronged strategy to build the authority needed to rank in AI search results. The goal is to be seen, believed, and chosen.

- i. Foundational Authority:** This is the base of your AI search house. It involves properly setting up and optimizing your core online profiles. This specifically includes your Google My Business profile, ensuring you use the full 750 characters for your bio, and your website bios. These need to be written in a way that both humans and AI can understand who you are and what you specialize in.
- ii. Credibility and Proof:** This involves gathering social proof, with a specific focus on the content of reviews. Instead of a generic “Bobby was amazing,” a more powerful review would be “Bobby is the best luxury agent in Dewey Beach, Delaware.” Agents should guide their clients to include specific keywords related to their specialty and location in their reviews to provide richer content for AI to index.
- iii. Content and Signals:** This pillar is about creating diverse content that signals your expertise to AI. For example, creating a YouTube video titled “Is now a good time to sell a luxury home in Dewey Beach, Delaware?” is highly effective. Google owns YouTube, and every video has a transcript that gets indexed. Participating in public Facebook groups related to your

market (e.g., a real estate group for Dewey Beach, Delaware) also creates public signals that AI can index, associating you with that market.

18. Google's E-E-A-T Framework

- **Key Points**

- Google's acronym for evaluating content is E-E-A-T: Experience, Expertise, Authoritativeness, and Trustworthiness.
- **Experience:** Write about your firsthand experience in your specific market.
- **Expertise:** Write about your expertise, including testimonials from clients about how you navigated the process for them.
- **Authoritativeness:** Build authority through your content.
- **Trustworthiness:** Build trust by ensuring your contact information is consistent across the web.
- NAP stands for Name, Address, Phone number, and it must be consistent everywhere online to build trust.

- **Explanation**

Google released an acronym, E-E-A-T, years ago that is still valid and crucial for how AI evaluates content to determine what to recommend. When creating content, agents must consider these four elements.

- **Experience:** You should write from your personal, firsthand experience in your market (e.g., the Dewey Beach market).
- **Expertise:** Showcase what you know. Include client testimonials within your content that detail your expertise in action.
- **Authoritativeness:** Your content should position you as an authority on your subject.
- **Trustworthiness:** A key technical component of trust is having consistent contact information across the entire internet. This is referred to as "NAP" (Name, Address, Phone number). No matter where someone (or an AI) looks, it should find the exact same name, address, and phone number for you. This consistency is a strong trust signal.

19. Custom GPT Tool: Bio Visibility Optimizer

- **Key Points**

- This is a custom GPT built by the speaker for a specific purpose: optimizing agent bios for AI search engines.
- It is available for both free and paid ChatGPT users.

- The tool works by interviewing the user, asking about 10 questions to gather necessary information.
- It produces well-written, tweaked bios for a website, Zillow, Google My Business, and other sites AI looks at.
- Users can find the tool by searching the speaker's name (Rajeev Sajja) under "Explore GPTs" in ChatGPT or via a direct link sent by email.

- **Explanation**

To help agents build their "Foundational Authority," the speaker has created a custom GPT tool called the "Bio Visibility Optimizer." This tool is designed specifically to help real estate agents write bios that are optimized for AI search. The process is interactive; instead of just asking for an answer, the GPT "interviews" the agent by asking around ten questions to understand their specialties, market, and unique value. Based on the agent's answers, the tool generates several versions of a bio, tailored for different platforms like a personal website, Zillow, and Google My Business. The agent can then copy, paste, and polish the generated text. This simplifies the process of creating a consistent and AI-friendly foundation across the web.

20. Custom GPT Tool: AI Answer Builder

- **Key Points**

- This tool is designed to help agents build "specialization pages" on their websites.
- The agent inputs their desired specialty (e.g., "build a specialty page for luxury").
- The tool interviews the agent to gather details and then generates the content for the page.
- The content is written for humans but structured in a way that AI understands easily.
- The goal is to rank for specific, conversational search queries.
- A case study mentioned was Blair Knowles, a broker in Vermont, who used this advice to build seven specialization pages and ranked on Google for "I am relocating to Vermont looking for a realtor" within 24 hours.

- **Explanation**

To help agents create "Content and Signals," the speaker introduced another custom GPT called the "AI Answer Builder." The purpose of this tool is to make it easy to create high-quality, specialized content for an agent's website. An agent should identify their top five or seven specialties (e.g., first-time home buyers, luxury, downsizing) and create a dedicated "specialization page" for each. The

AI Answer Builder facilitates this by taking a simple prompt like, "I need to build a specialty page for luxury." It will then interview the agent to gather specifics and generate the full content for that webpage. The content is written in simple language for human readers but is structured to be easily understood by AI, increasing the probability of showing up for highly specific searches. An agent in Vermont, Blair Knowles, used this strategy to build seven pages and ranked on Google within 24 hours for a key relocation search term.

21. AI-Optimized Listing Descriptions

- **Key Points**

- Many current listing descriptions are "public remarks mediocrity" in the age of AI.
- Zillow and Redfin now have apps inside ChatGPT for people to search for homes.
- The goal is to write listing remarks with the intent for the property to be found easily by AI.
- This provides a marketing moment with clients, showing them you use advanced techniques.
- Optimized descriptions should answer conversational search queries like "show me homes in 800 thousand to a million in Nashville Tennessee near Vanderbilt University."
- Include Points of Interest (POIs) that are important to consumers directly in the remarks.
- The speaker provides a "listing descriptions creator" tool that takes an address and details to generate an AI-optimized description.

- **Explanation**

The speaker criticizes the current standard of real estate listing descriptions as "mediocrity," especially for the AI era. With consumers starting to use integrated apps like Zillow within ChatGPT to search for homes conversationally, generic descriptions are no longer sufficient. Agents should write remarks with the specific intent of being discovered by AI. This can also be a powerful marketing tool during a listing appointment, as you can show clients the difference between a standard description and an AI-optimized one. An effective description should be structured to answer likely search queries. For example, instead of just listing features, it should include phrases and details that match searches like, "homes in Nashville between \$800,000 to \$1 million near Vanderbilt University and within a mile of an elementary school." This involves including relevant Points of Interest (POIs) and local details directly in

the description. The speaker offers a third custom GPT tool, a “listing descriptions creator,” that helps automate this process.

Homework

- Pick one thing that resonates from the session and implement it next week.
- Record your next buyer or seller consultation (with permission) using a tool like Plaud/Flaw, and then upload the transcript to ChatGPT/Gemini and ask it to coach you on your performance.
- Set up a Google My Business profile if you don't have one.
- Maximize your Google My Business bio using the full 750 characters, writing it for both humans and AI.
- Look up your market on an AI chatbot (e.g., “give me the top five agents in [your market] for [your specialty]”) to see who shows up and analyze why by visiting the links provided in the AI's answer.
- Identify your top five or seven specialties and build dedicated specialization pages on your website for them using the AI Answer Builder tool.
- Use the “Bio Visibility Optimizer” GPT to create optimized bios for your website, Zillow, and Google My Business profiles.
- On your next listing, use the “listing descriptions creator” tool to write remarks with the intent to be found by AI.
- Tune into the “Real Estate AI Flash” podcast, which releases new episodes every Wednesday morning.
- Scan the QR code provided to sign up for the speaker's Tuesday morning newsletter and Instagram broadcast channel.