

# Emerging Technology Trends

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*“The next big thing  
will start out looking  
like a toy”*

**Chris Dixon** – Renowned Investor and Engineer, 2010

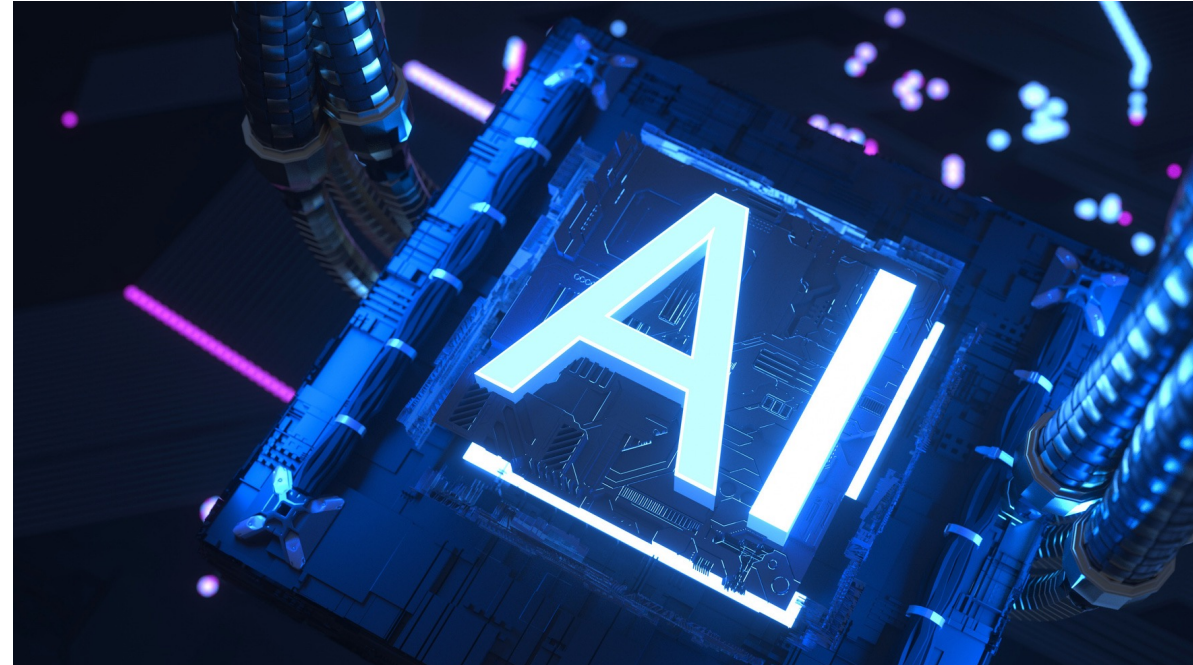
# About me

- Lifelong technologist
- Been in Real Estate 13 years
- Perpetual early adopter
- Love to experiment
- Connecting the dots



# What To Expect

- Generative AI & ChatGPT
- How REALTORS® can take advantage of it
- Consumer Applications





# What is Generative AI?

- An example of deep learning
- generates new and original works
- Dall-E 2 - images
- Chat GPT – text (for now)



# OpenAI

# AI: Text to Image

Prompt:

A transparent sculpture of a duck made out of glass.



Imagen

# AI: Text to Image

Prompt:

A cute corgi lives in a house made out of sushi.



Imagen



# AI: Text to Image

Prompt:

Teddy bears swimming at the Olympics 400m Butterfly event.





# How will it be used in real estate?

- Renovation Previews
- Listing Photo Modifications
- Stock Photo Generation



Original



AI Generated





Original



AI Generated





Original



AI Generated





# Stock Photo Generation

## Prompt:

A Cape house , 2 or 3 stories with a moderately-steep-pitched gabled roof, a large central chimney, and very little ornamentation

# AI Generated





# Conversational AI

# Chat GPT

- AI For Conversations
- Much Smarter than Chat Bots
  - Wharton MBA Program
  - United States Medical Licensing Exam
  - The BAR exam





# Chat GPT for REALTORS

- General Marketing Ideas
- Suggest ideas / outlines for blogs
- Social Media Captions
- Write Listing Descriptions





# Chat GPT for REALTORs

- Improve Email and Texts
- Script Creation
- Advanced listing creation

# ChatGPT

Write a listing description for a property on Boston Street in Somerville, MA for a historic home that needs some renovations in the tone of a realtor

Welcome to this charming historic home located on the coveted Boston Street in Somerville!

This property boasts a rich history and character that is truly unique. The home is full of potential and is just

This spacious three beautiful bay window the

property. The home full of potential and is just waiting for the right space or an opportunity to be used for a variety of purposes.

This property is a property is a diamond in the rough and is perfect for a buyer who is looking for a project

**AI Generated**



The home is in need of renovations, but with a little TLC, this property will shine. The kitchen and bathroom are original, and updating these spaces to modern standards will transform this property into a stunning and fun space. The location of this home is truly

**The home is in need of renovations, but with a little TLC, this property will shine**

**Vibrant arts community and nightlife perfect for young professionals, easy access to public transportation**

a variety of shops and restaurants. You will find it convenient to get around the city. Don't miss this opportunity. Schedule a tour today and let your

imagination run wild with the potential this property has to offer!

**Schedule a tour today...**

**AI Generated**

# Consumer Uses – Mobile App

## App Store Preview



### OpenAI ChatGPT 12+

The official app by OpenAI

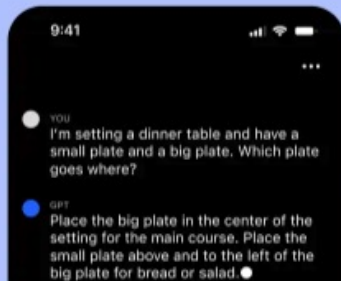
[OpenAI](#)

#1 in Productivity

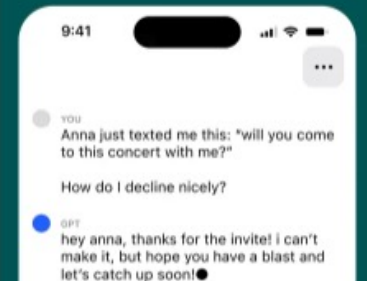
Free · Offers In-App Purchases

## iPhone Screenshots

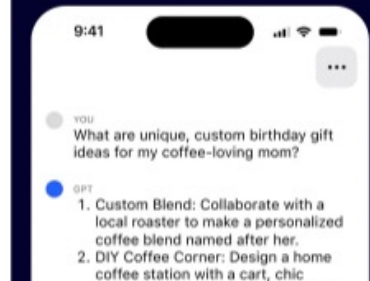
### Instant answers



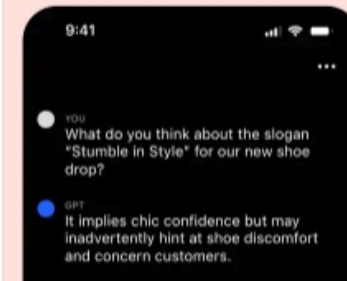
### Tailored advice



### Creative inspiration



### Professional input



# Chat GPT Extensions

- Realtor.com, Zillow, Redfin
- A Chat GPT app store

# Recap

- Generative AI is already here, affordable and easy to use for images
- Chat GPT, while new, will be a game changer, **already being integrated to portals**
- Emergence of this technology creates many opportunities
  - Image modification
    - Assisted Listing Creation
    - New ways to Search
    - Tools for consumers



# AI: Text to Image

Prompt:

- 4 Photos of Salmon swimming up stream





*“[ChatGPT] is not perfect, but neither are you, and together it’s this amplifying tool that lets you reach new heights”*

**Greg Brockman** – President/Co-Founder, OpenAI