

Emerging Technology

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National Association Of REALTORS®



NARdotRealtor

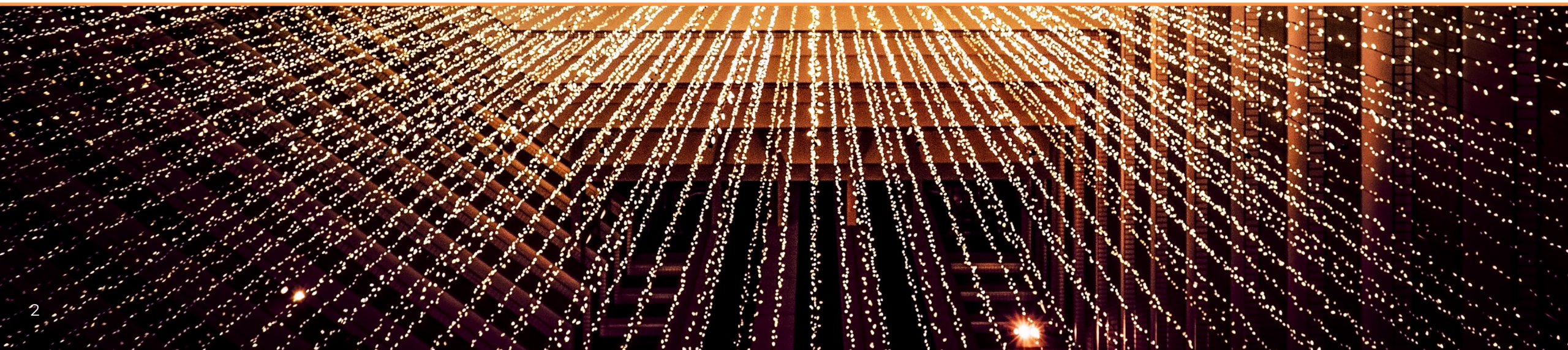


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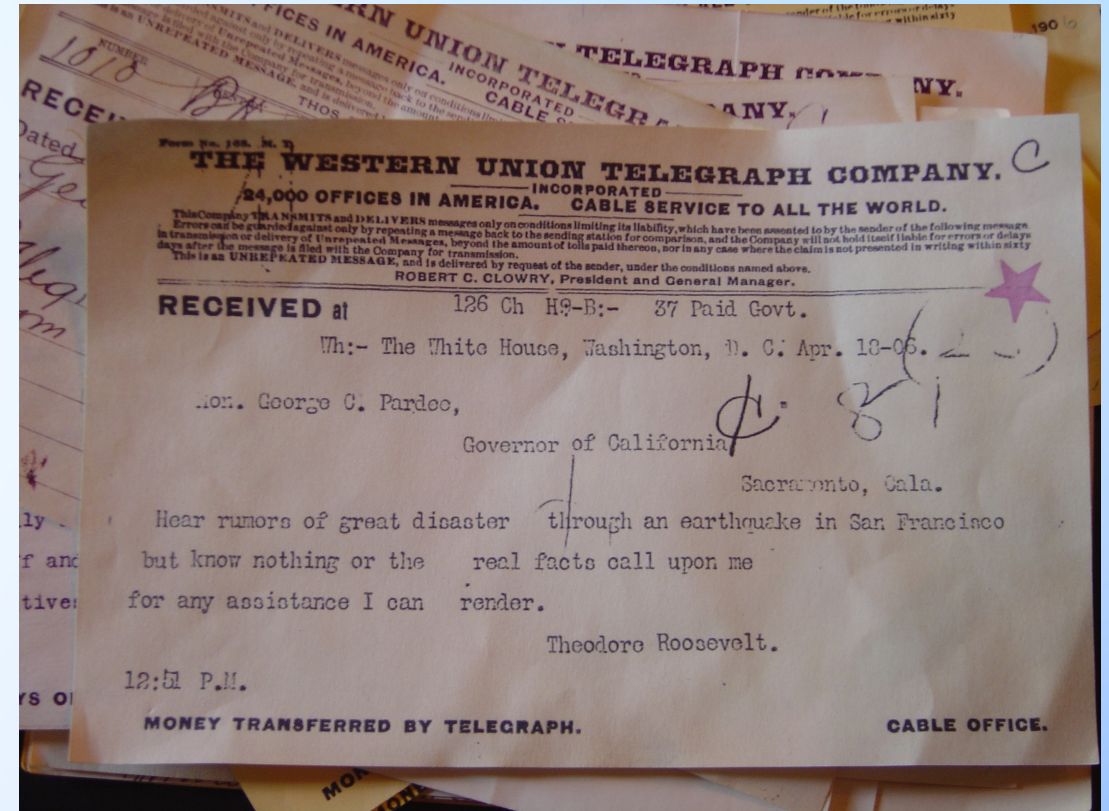


“The next big thing will start out looking like a toy”
Chris Dixon, 2010



Why is disruptive tech dismissed?

- When first launched under shoot user's needs
- People fail to anticipate how rapidly technology can improve



About me

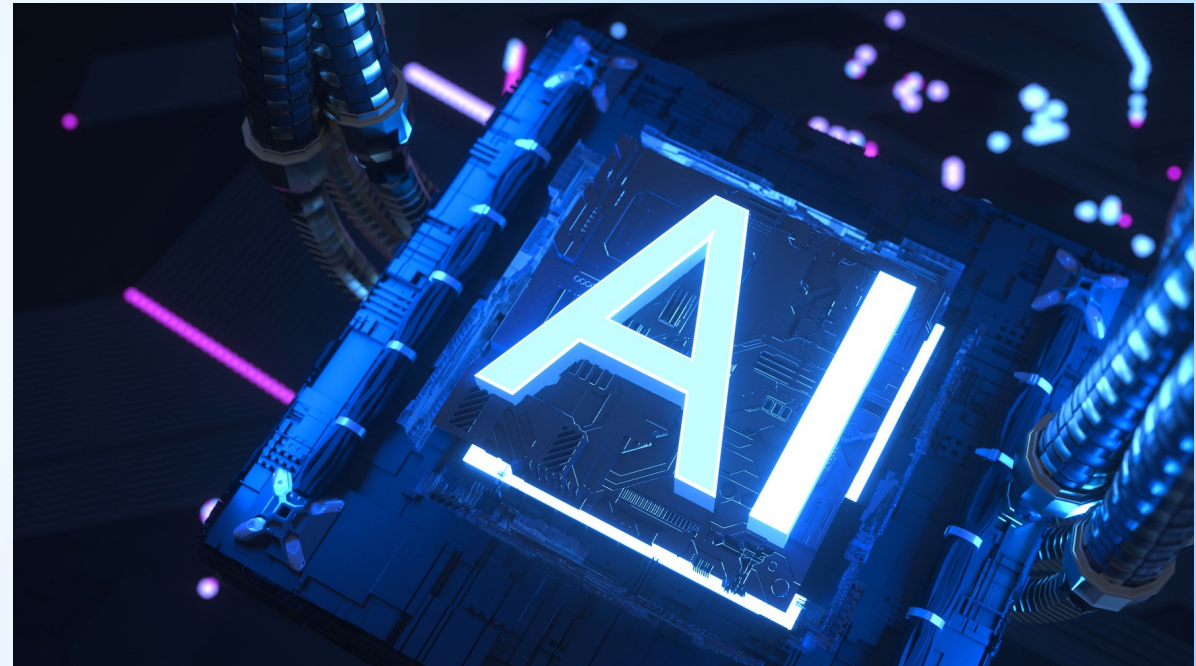
- Lifelong technologist
- Been in Real Estate 13 years
- Perpetual early adopter
- Love to experiment
- Connecting the dots



(2013-15)

What To Expect

- Augmented Reality
- Generative AI & ChatGPT
- Discussion on proper use of these tools for REALTORS®



Augmented Reality



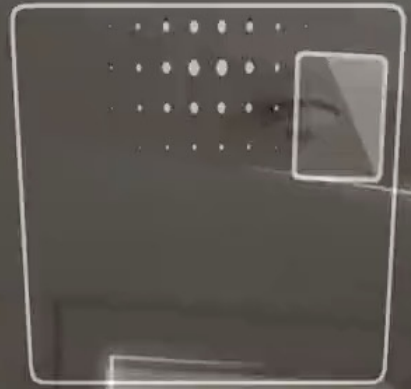
iOS 16



- Launched Q4 2022
- Contains incredible new features that could impact REALTORS
- RoomPlan - create 3D floor plans in seconds

Cancel

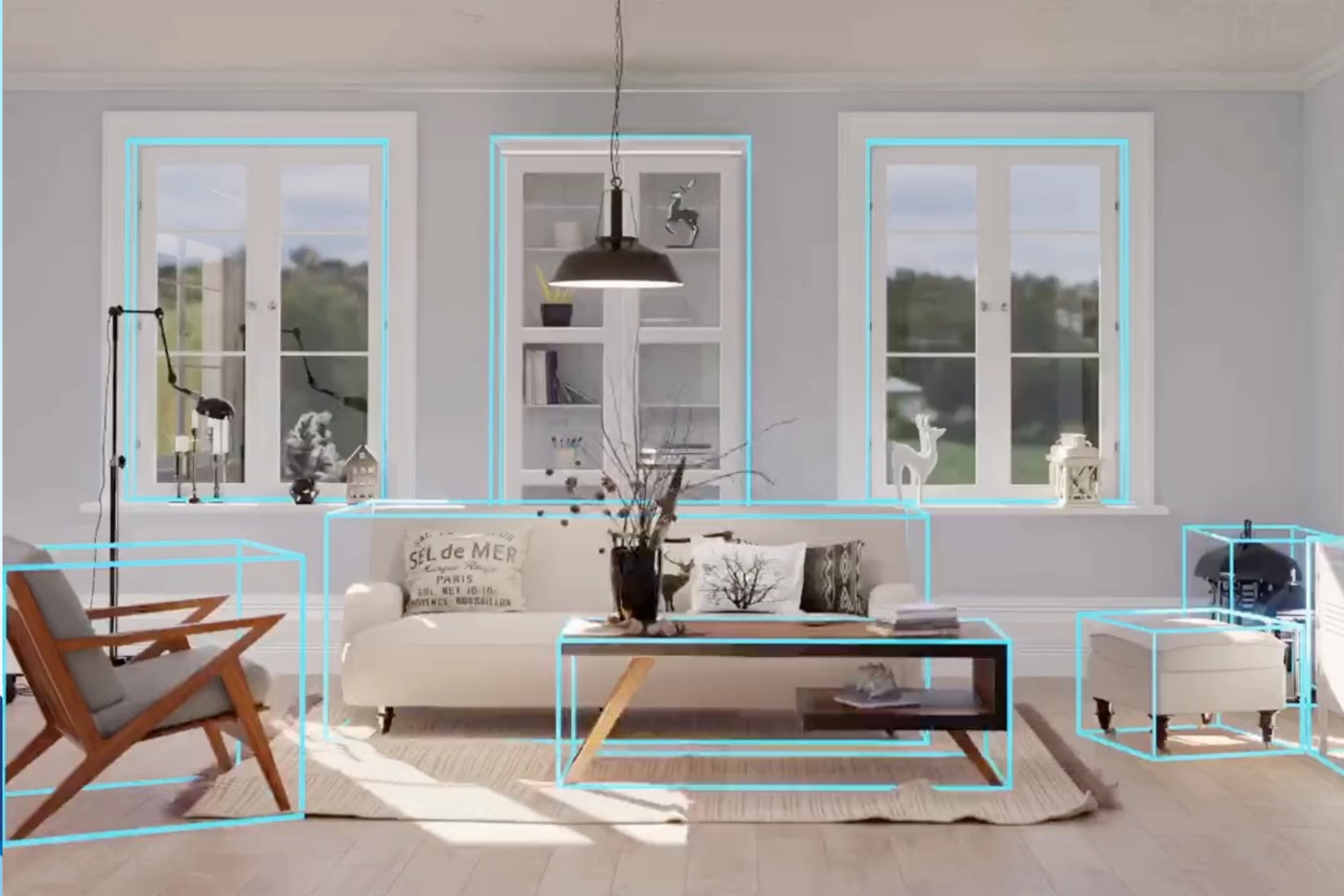
Done



Point camera at top edge of wall











Meta

\$10,000,000,000

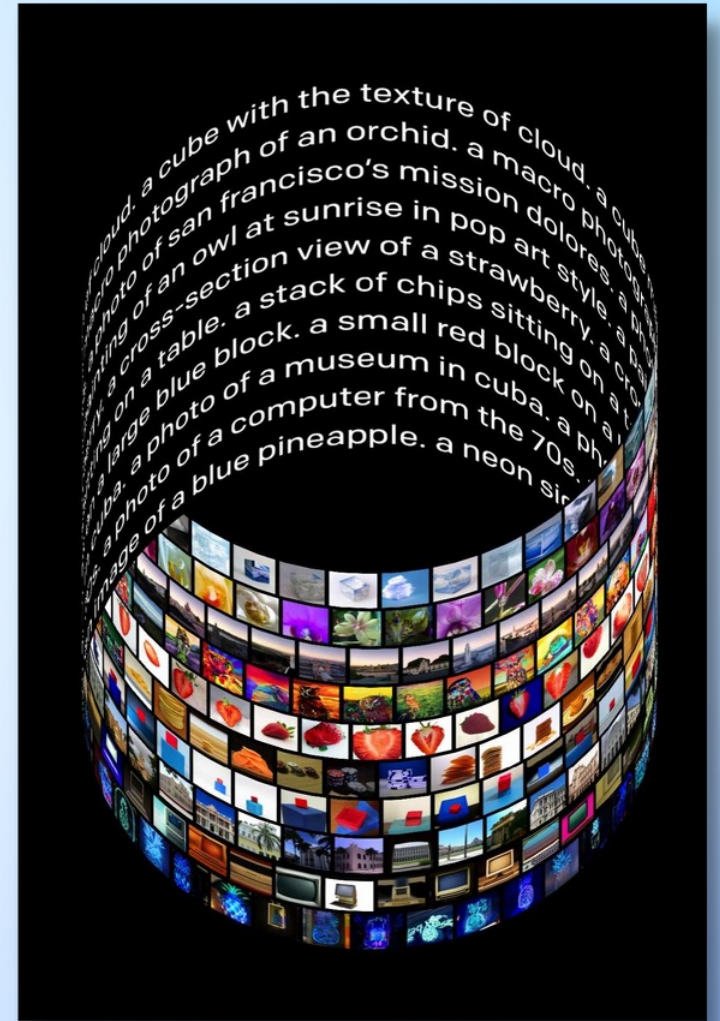
Per year for the next 10 years



Generative AI

What is Generative AI?

- An example of AI (Deep learning)
- Allows you to create stunning artwork in seconds
- You may never believe what you see online again



AI: Text to Image

Prompt:

- A transparent sculpture of a duck made out of glass.



AI: Text to Image

Prompt:

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



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 Altered



Original



AI Altered



Original



AI Altered

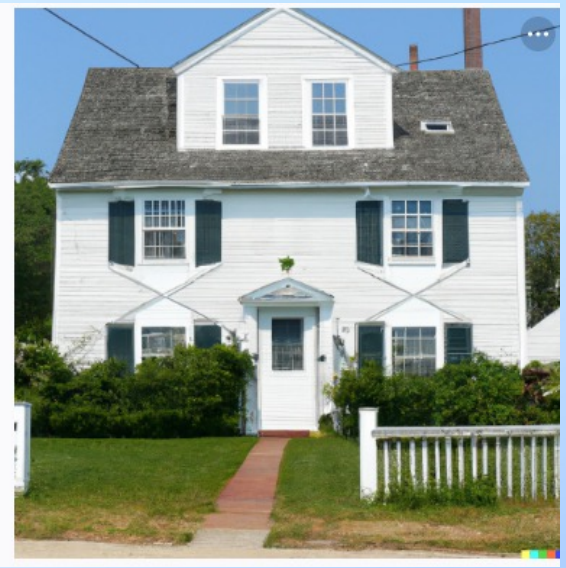


Stock Photo Generation

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



Chat GPT

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



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 waiting for the right buyer to bring it back to its former glory. This spacious three-bedroom, one-bathroom home features original hardwood floors, beautiful bay windows, and high ceilings, all of which add to the character and charm of the property. The home also offers a large, partially finished basement, providing ample storage space or an opportunity for additional living space. This 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 functional home.

The location of this home is truly unmatched. Located on a quiet street, this property is just a short walk away from the heart of Somerville, where you will find a thriving arts community, a vibrant nightlife, and a variety of shops and restaurants. You will also enjoy easy access to public transportation, making it convenient to get around the city. Don't miss this opportunity to own a piece of Somerville history.

Schedule a tour today and let your imagination run wild with the potential this property has to offer!

AI Generated

Chat GPT

- 1 million users in 5 days
- Programmers / Copywriters
- Eventually Real Estate
 - Home Search
 - Scheduling home showings
 - Negotiations (Do Not Pay)

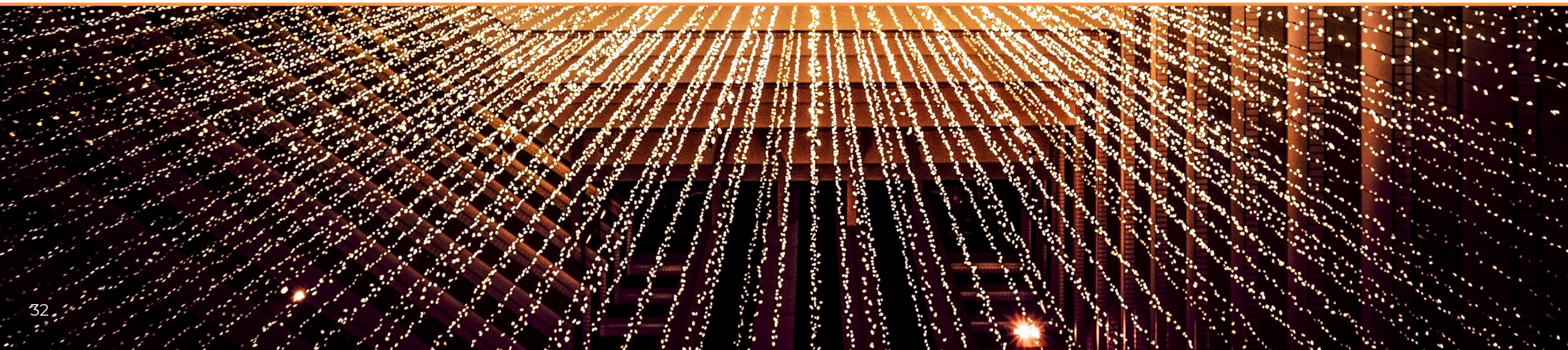


Recap

- Generative AI is already here, affordable and easy to use for images
- Chat GPT, while new, will be a game changer
- Emergence of this technology emphasizes importance of the relationship



***“The next big thing will start out looking like a toy” –
Chris Dixon, 2010***



THANK YOU.



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