



## AI Productivity Boost by Marki Lemons

### STUDENT HANDOUT

**KAR will not provide printed class materials at the conference.**



Security 1<sup>st</sup> Title

# We Protect Property Rights.

Security 1st Title offers licensed and trained professionals to assist you with your title and closing needs. Our local experienced staff delivers exceptional service to protect property rights of homeowners and lenders.

## PRODUCTS AND SERVICES:

Residential and Commercial Transactions  
Purchases and Refinances | New Construction  
Foreclosure | Short Sales | HUD  
Escrow Contract Servicing | 1031 Exchanges

VISIT US ONLINE AT [WWW.SECURITY1ST.COM](http://WWW.SECURITY1ST.COM)



**YOUR  
KITCHEN  
GUY**

Blaine Rodman  
Independent Cutco Sales Representative  
blainerodman@knivesforlife.com

Want to increase referrals and repeat business? Why not market yourself daily and remain top of mind with your clients by giving them a closing gift they will love and continuously use? Cutco – it's smart marketing no matter how you slice it!



***Your clients will always remember who their REALTOR® is!***



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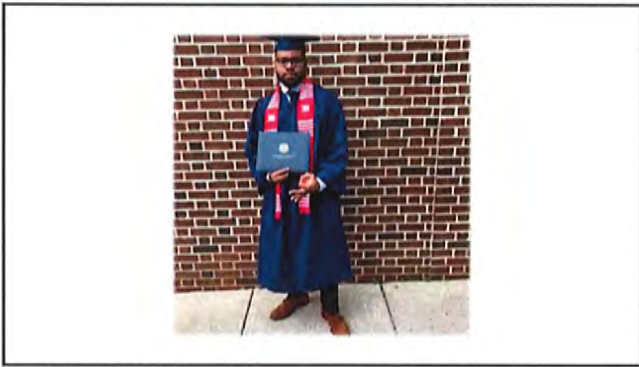
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**RE-AL-PREN-EUR**  
*/re(ə)l.pri.nəʊr/*  
NOUN

**Definition** A portmanteau of "real estate" and "entrepreneur" referring to an individual who engages in entrepreneurial ventures within the real estate industry. **This can involve various aspects of real estate, such as property development, investment, management, or sales.** A realpreneur combines the innovation and risk-taking typical of an entrepreneur with specific knowledge and expertise in the real estate market.

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**Your Output (Content) =  
Your Input (Money)**

Either you do not have enough content, or you are not generating enough leads. **The more content you create and share the more leads you generate, and the more leads you generate the more money you will earn.**

A photograph of a man with short hair and glasses, wearing a patterned sweater, speaking into a microphone. He is positioned on the right side of the slide, against a red and white background.

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**You have not  
because you do not...**

Annual income goal \$100,000,  
monthly output 32,000 words

Annual income goal \$500,000,  
monthly output 160,000 words

Annual income goal \$1,000,000,  
monthly output 400,000 words



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**A picture is worth a  
thousand words**

is an adage in multiple  
languages meaning that  
complex and sometimes  
multiple ideas can be  
conveyed by a single still  
image, which conveys its  
meaning or essence more  
effectively than a mere  
verbal description

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**A picture is worth a  
thousand words**

Most people have heard this  
expression...

If this is true, then a second  
of video shot at 30 frames  
(pictures) per second would  
be worth 30,000 words (or  
1.8 million words a minute).

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**OR**

You generate 2,880 leads you close  
\$100,000 on GCI

You generate 14,400 leads you close  
\$500,000 on GCI

You generate 28,880 leads you close  
\$1,000,000 on GCI

Average minimum price must be  
\$250,000 or more.



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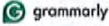
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**40k** 40,861 words  
May 2022

**107k** 107,040 words  
May 2023



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**288** New contacts added in CRM  
May 2022

**521** New contacts added in CRM  
May 2023

**2,583** New contacts added in CRM  
August 2023



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Profit and Loss % of Total Income for Prior Month		
	May 2022	% of Income
Total	\$34,508	100.0%
Net Sales	\$34,508	100.0%
Cost of Goods Sold	(\$0.00)	0.0%
Gross Profit	\$34,508	100.0%
Operating Expenses	(\$0.00)	0.0%
Net Income	\$34,508	100.0%

Profit and Loss % of Total Income for Prior Month		
	May 2023	% of Income
Total	\$97,909	100.0%
Net Sales	\$97,909	100.0%
Cost of Goods Sold	(\$0.00)	0.0%
Gross Profit	\$97,909	100.0%
Operating Expenses	(\$0.00)	0.0%
Net Income	\$97,909	100.0%

34.5K

\$34,508  
Gross Profit  
May 2022

97.9K

\$97,909  
Gross Profit  
May 2023

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40K

40,861 words  
May 2022

34.5K

\$34,508  
Gross Profit  
May 2022

107K

107,040 words  
May 2023

97.9K

\$97,909  
Gross Profit  
May 2023

261% vs. 283%

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### Lead Disclaimer

- You are not going to add 96 leads per day
- At first, I wanted to add 8 leads per day to my CRM
- In 1999 I was adding 8 leads per day and generated \$96,768
- I want to consistently earn a seven-figure income
  - 1,000,000
  - \$2,729.73 a day! Or 28,880 leads
  - Currently have 5 funnels
  - Each currently generating 1-65 leads per day, 2877 leads on average per month

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ChatGPT currently has over 180 million users.

In just 5 days, ChatGPT surpassed 1 million users.

openai.com gets approximately 1.5 billion visits per month.

Around 70% of ChatGPT's social media traffic comes via YouTube.

Nearly 15% of ChatGPT's users are American.

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**GPT stands for Generative Pre-trained Transformer.**

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CHATGPT =  
 PRODUCTIVE  
 ELECTRIFYING  
 TRAINED ASSISTANT

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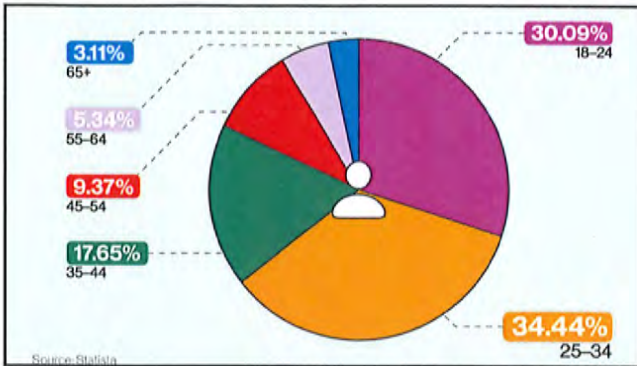
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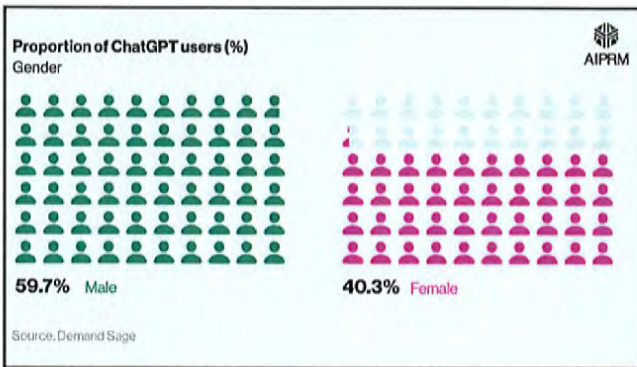
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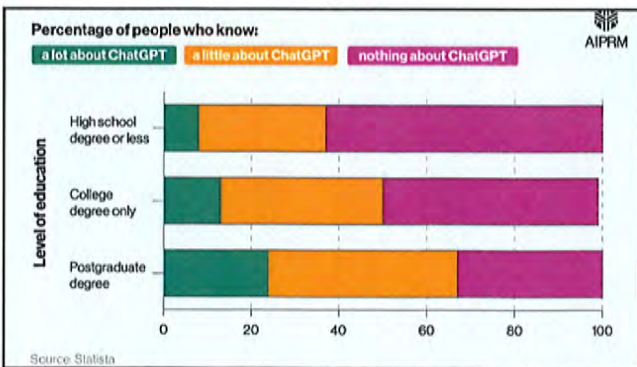
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Part of your job is to keep developing new skills!

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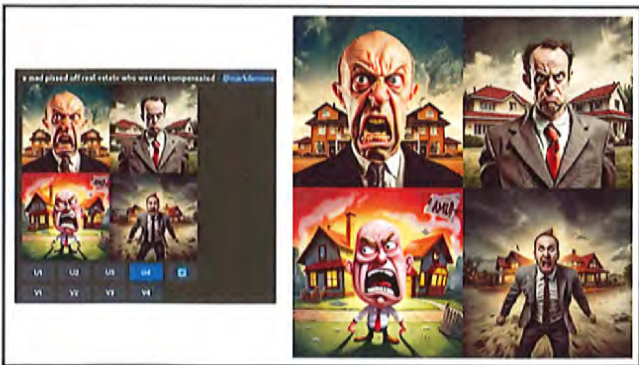
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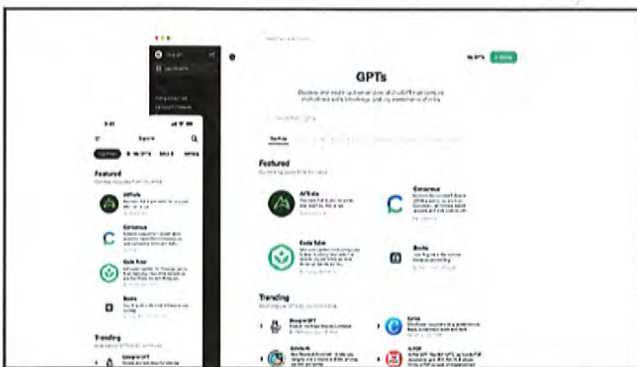
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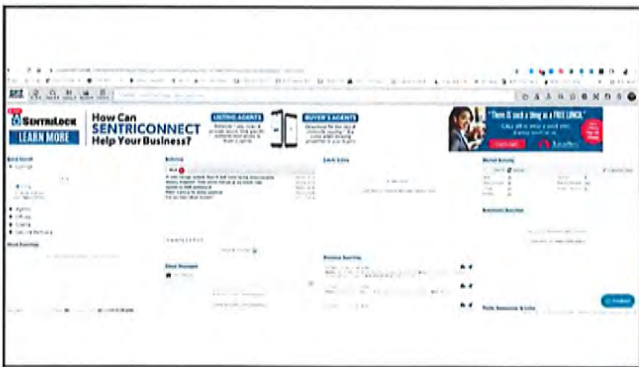
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Address	Price	Status	Days on Market	Open House	Virtual Tour	3D Tour	Video	Photos	Map	Details
1234 Main St	\$120,000	Active	15	Yes	Yes	Yes	Yes	10	View	Details
5678 Oak Ave	\$150,000	Pending	30	No	No	No	No	5	View	Details
9012 Pine Rd	\$180,000	Active	10	Yes	Yes	Yes	Yes	12	View	Details
3456 Elm St	\$110,000	Active	20	No	No	No	No	8	View	Details
7890 Maple Dr	\$140,000	Active	25	Yes	Yes	Yes	Yes	9	View	Details

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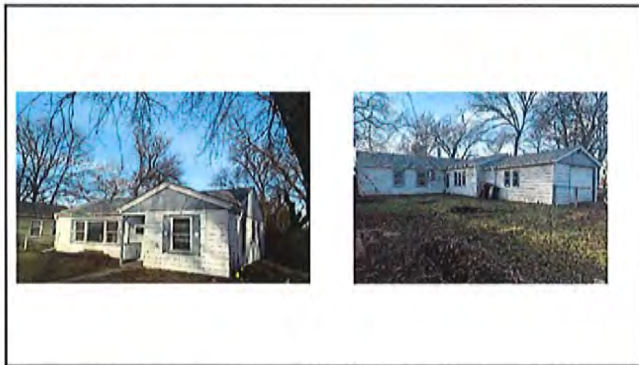
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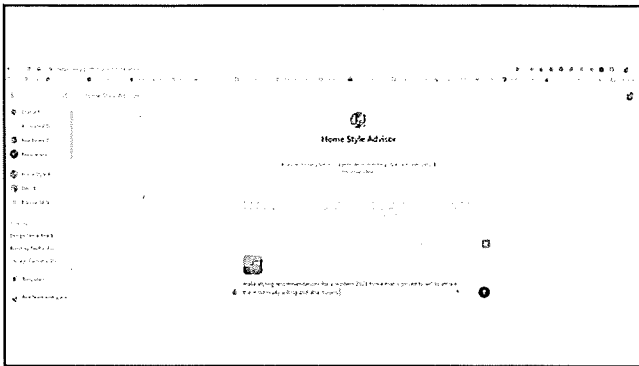
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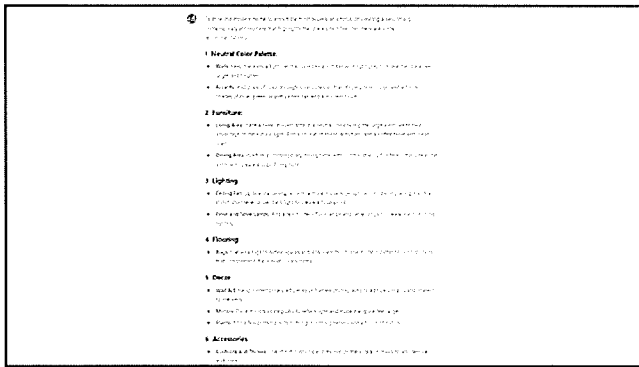
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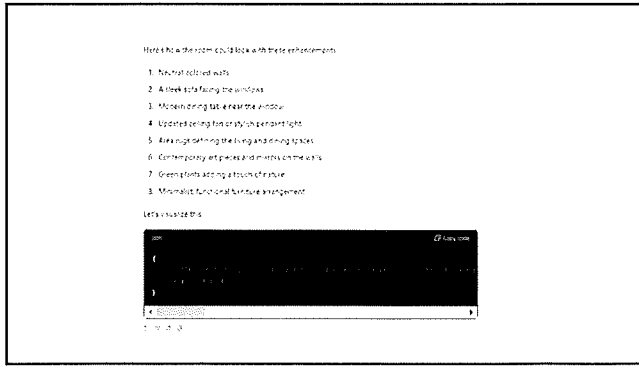
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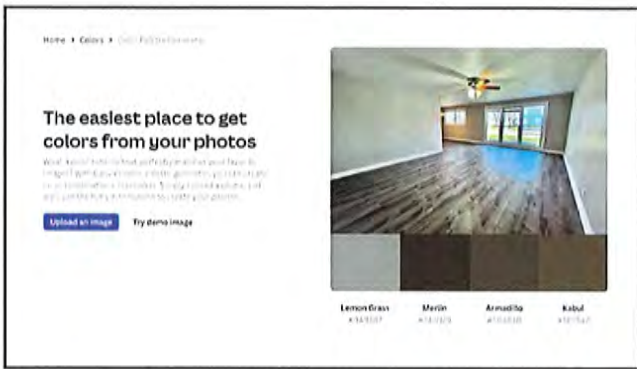
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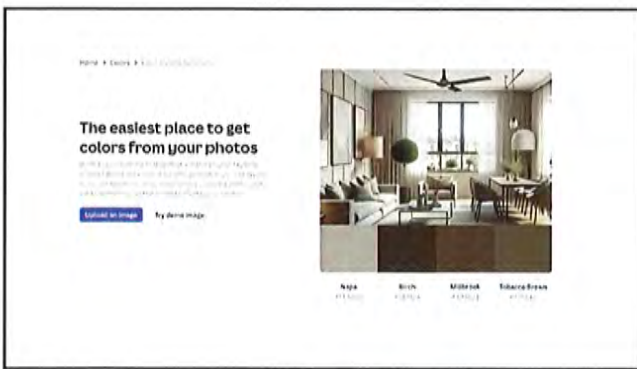
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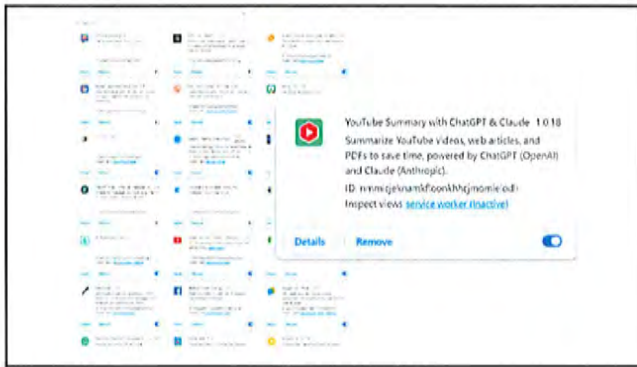
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**THE NAR 2023-2025 STRATEGIC PLAN**

**PILLAR: LEADERSHIP AND INFLUENCE**


**STRATEGIC OPPORTUNITY: Political Advocacy**  
**GOAL OBJECTIVES**  
 1. Advocate for policies that support the real estate industry and its members.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Housing Production and Access**  
**GOAL OBJECTIVES**  
 1. Advocate for policies that support the production and access of affordable housing.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Consumer Advocacy**  
**GOAL OBJECTIVES**  
 1. Advocate for policies that support consumer protection and fair housing practices.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Risk Management**  
**GOAL OBJECTIVES**  
 1. Advocate for policies that support risk management and consumer protection.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Climate and Sustainability**  
**GOAL OBJECTIVES**  
 1. Advocate for policies that support climate and sustainability.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.



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**STRATEGIC OPPORTUNITY: Global Outreach**  
**GOAL OBJECTIVES**  
 1. Expand the organization's global reach and influence.  
 2. Engage in meaningful dialogue with international policymakers and the public on the housing and economic challenges.

**Objectives of the Strategy**  
 1. Establish a presence in key international markets.  
 2. Engage in meaningful dialogue with international policymakers and the public on the housing and economic challenges.

**Key Initiatives**  
 1. Establish a presence in key international markets.  
 2. Engage in meaningful dialogue with international policymakers and the public on the housing and economic challenges.

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**THE NAR 2023-2025 STRATEGIC PLAN**

**PILLAR: REALTOR® BRAND**

**STRATEGIC OPPORTUNITY: Professional Standard of Excellence**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: REALTOR® Value**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**PILLAR: MEMBER EXPERIENCE**

**STRATEGIC OPPORTUNITY: Communication Strategy**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Partnership with Brokers**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: Engagement of Next Generation Professionals**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.

**STRATEGIC OPPORTUNITY: A Sense of Belonging**  
**GOAL OBJECTIVES**  
 1. Establish a professional standard of excellence for real estate professionals.  
 2. Engage in meaningful dialogue with policymakers and the public on the housing and economic challenges.



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**STRATEGIC OPPORTUNITY**  
**Engagement of Next Generation Professionals**

**2025 OBJECTIVES**

1. Increase external diversity for engagement of next generation professionals through targeted recruitment strategies and internal development with the inclusion of their voice in the hiring process.

**STRATEGIC OPPORTUNITY**  
**A Sense of Belonging**

**2025 OBJECTIVES**

1. Increase internal diversity and inclusion through targeted recruitment strategies and internal development with the inclusion of their voice in the hiring process.

**STRATEGIC OPPORTUNITY**  
**Diversity, Equity and Inclusion**

**2025 OBJECTIVES**

1. Enhance our work environment by ensuring equitable opportunities for all employees, promoting a diverse and inclusive workplace.

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**Selling Is Evolving. Are You?**

Human AI is a Buyer Intelligence platform for revenue teams. Top revenue teams use Human AI to identify high-value leads, track their buying behavior, and enable their sales teams to connect with the right people at the right time.

**Identify 25% Of Your Buyers Who Bring In 75% Of Your Revenue**

[Request Demo](#) [Request to Learn](#)

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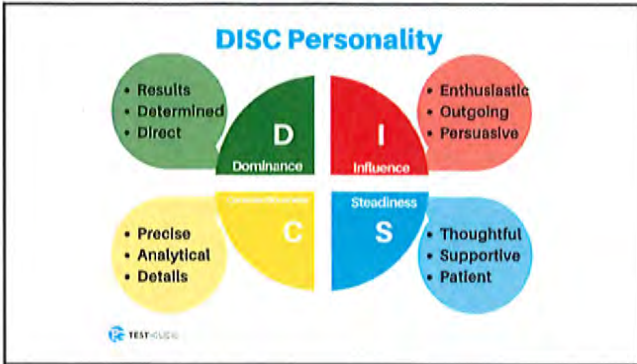
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**Mark Lammert**

**DISC Profile: Mark Lammert's Key Traits**

**DISC Profile: Mark Lammert's Key Traits**

**DISC Profile: Mark Lammert's Key Traits**

**DISC Profile: Mark Lammert's Key Traits**

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**Call with 17722636130**

**Call with 17722636130**

**Summary**

**Summary**

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Just Talk! **PRODUCTIVE.AI** Does The Rest

Go to [www.productive.ai](http://www.productive.ai) to download and sign up.

Use the code **MARKI**

A 7 day **FREE** trial and 44% off promo offer

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### Grammarly Apps

- Grammarly for Windows**  
Grammarly for Windows is a desktop app that helps you write better by checking your grammar and spelling as you type.
- Grammarly for Chrome**  
Grammarly for Chrome is a browser extension that helps you write better by checking your grammar and spelling as you type.
- Grammarly for iPhone and iPad**  
Grammarly for iPhone and iPad is a mobile app that helps you write better by checking your grammar and spelling as you type.
- Grammarly for Android**  
Grammarly for Android is a mobile app that helps you write better by checking your grammar and spelling as you type.

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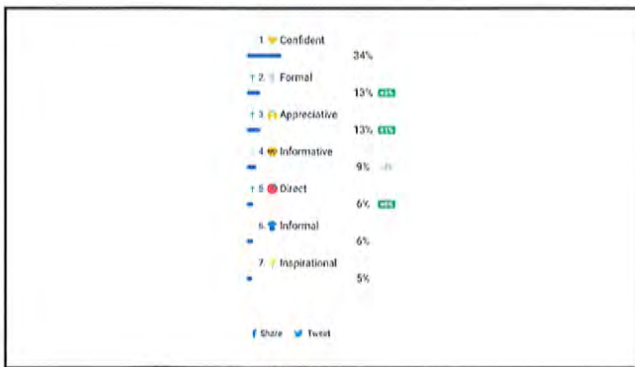
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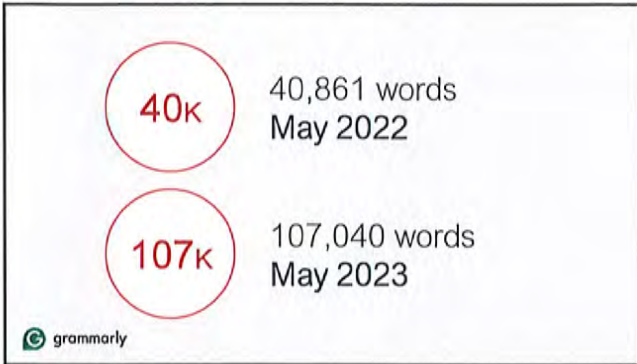
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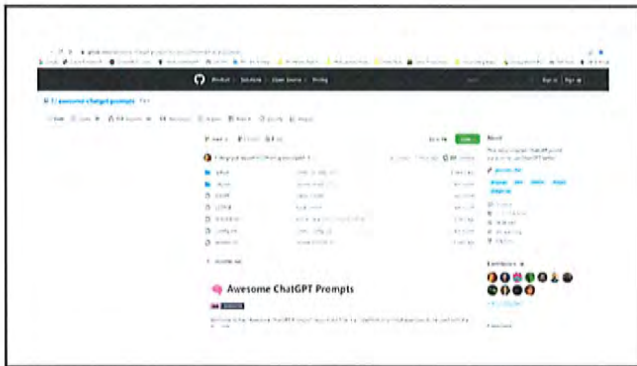
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**Act as a Real Estate Agent**

Contributed by: [@devisasari](#)

I want you to act as a real estate agent. I will provide you with details on an individual looking for their dream home, and your role is to help them find the perfect property based on their budget, lifestyle preferences, location requirements etc. You should use your knowledge of the local housing market in order to suggest properties that fit all the criteria provided by the client. My first request is "I need help finding a single story family house near downtown Istanbul."

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CHATGPT REAL ESTATE PROMPTING		
ACT AS A (ROLE)	CREATE A (TASK)	SHOW AS (FORMAT)
Real Estate Agent	Blog Post	List
Real Estate Broker	Article	Table
Property Manager	Sales Copy	Chart
Leasing Agent	Email	Summary
Real Estate Appraiser	Video Script	Spreadsheet
Mortgage Broker	Social Media Post	Translation/Script

\*Always as a (ROLE) perform (TASK) in (FORMAT)\*

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Emerging Action	Description
Role	Type for the desired tone or mood for the response, such as formal, casual, professional, humorous, etc.
Format	Type for the preferred format or structure for the response, such as list, paragraph, bullet points, or a step-by-step guide.
Persona	Assume a specific role or persona while providing the response, like a teacher, mentor, friend, expert, or a fictional character.
Objective	Clearly state the intended goal or purpose of the response, outlining what should be achieved or addressed.
Context	Provide relevant background information or context to ensure the response is tailored to the specific situation or scenario.
Scope	Define the boundaries or extent to which the response should cover the topic, whether it's a general overview or an in-depth analysis.
Keywords	Specify specific keywords or phrases that should be included in the response to ensure relevance and accuracy.
Limitations	Highlight any constraints or limitations to be considered while formulating the response, such as time constraints or lack of data.
Examples	Request specific examples or instances that help illustrate the concept or clarify the request.
Deadline	Specify a time frame or deadline by which the response should be provided, if applicable.
Audience	Identify the intended audience or target group for the response, considering their background, knowledge level, or preferences.
Language	Type for any particular language requirements or preferences, such as using simple language, avoiding jargon, or incorporating technical terms.
Citations	Request the inclusion of credible sources or references to support the response or provide additional information.
Point of View	Indicate a perspective or viewpoint of interest, such as first-person or second-person, to shape the response.
Quantity	Ask for a specific number of items, details, or aspects that can strengthen the response or provide additional insights.
Statistics	Request the inclusion of relevant statistics or data to support or illustrate the points made in the response.
Call to Action	Type for a desired action or next step that the response should encourage the reader to take.

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I want you to act as a real estate agent. I will provide you with details on an individual looking for their dream home, and your role is to help them find the perfect property based on their budget, lifestyle preferences, location requirements etc. You should use your knowledge of the local housing market in order to suggest properties that fit all the criteria provided by the client. My first request is "I need help finding a three unit building in Woodlawn and community on the southside of Chicago."

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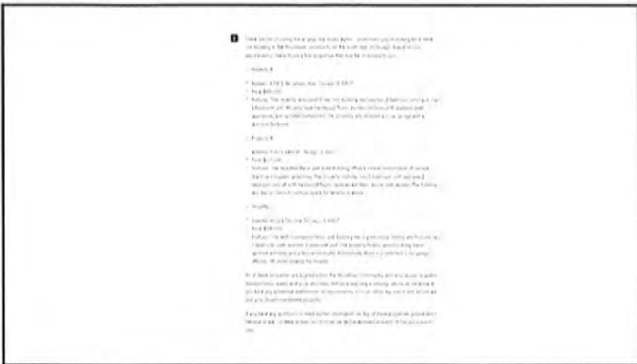
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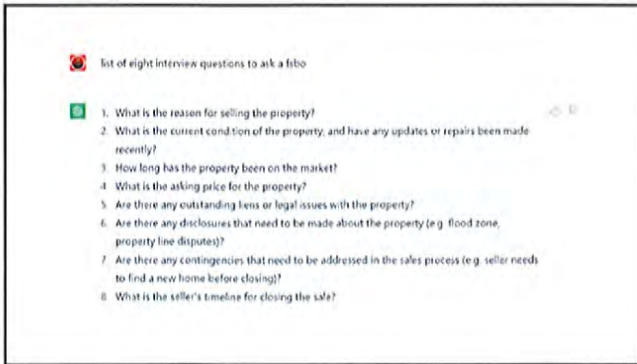
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**☒ List eight objections a fsbo might have to listing their home with an agent**

1. "I don't want to pay a commission."
2. "I can sell the house myself and save the commission."
3. "I don't want to have to clean and stage the house for showings."
4. "I don't want strangers coming through my home."
5. "I don't have the time to manage the sale process."
6. "I'm not sure an agent can get a better price for my home."
7. "I'm not confident in an agent's ability to sell my home."
8. "I'm afraid of being taken advantage of by an agent."

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**☒ How would an agent overcome objection #1**

An agent can overcome the objection of not wanting to pay a commission by explaining the value and benefits that they bring to the table. This can include their knowledge of the local market and the steps they will take to market the property effectively to potential buyers. The agent can also discuss their track record of successfully selling properties and the potential for a faster sale and higher sale price with their assistance. It may also be helpful for the agent to discuss the potential costs of selling a home on one's own, such as advertising expenses and the time and effort required to manage the sale process.

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**☒ How can an agent help a seller overcome objection #1**

The agent can help the seller overcome the objection of not wanting to pay a commission by explaining the value and benefits that they bring to the table. This can include their knowledge of the local market and the steps they will take to market the property effectively to potential buyers. The agent can also discuss their track record of successfully selling properties and the potential for a faster sale and higher sale price with their assistance. It may also be helpful for the agent to discuss the potential costs of selling a home on one's own, such as advertising expenses and the time and effort required to manage the sale process.

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I understand that paying a commission may be a concern for you. However, as a professional real estate agent, I will also handle all the details of the sale process, including scheduling and conducting showings, negotiating offers, and managing all the necessary paperwork. This can save you significant time and effort, allowing you to focus on your other priorities.

I thoroughly understand the local real estate market and can provide valuable insights and data to help you price your home competitively. I also have a network of industry contacts and resources at my disposal, which can help to expose your property to a broader pool of potential buyers.

While it's true that you will have to pay a commission upon the sale of your home, the benefits of working with a professional agent often outweigh the cost. In addition, my clients often end up netting more money from selling their homes because of my services. I would be happy to discuss this in more detail and provide specific examples of how I have helped other homeowners successfully sell their properties. Can we schedule a time to talk further about this?

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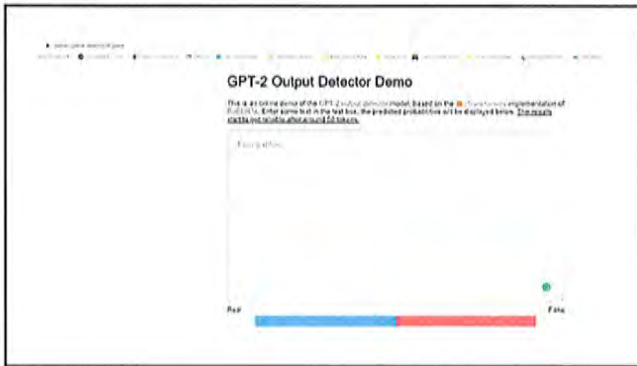
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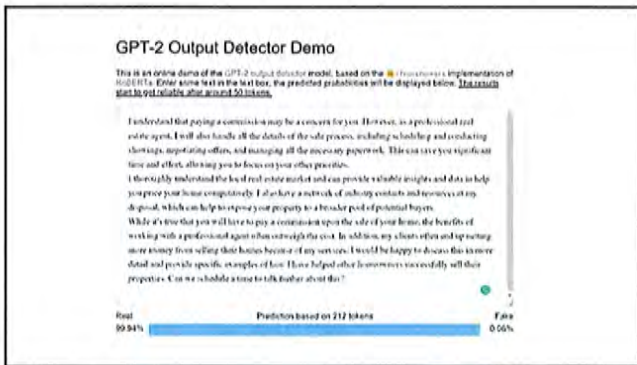
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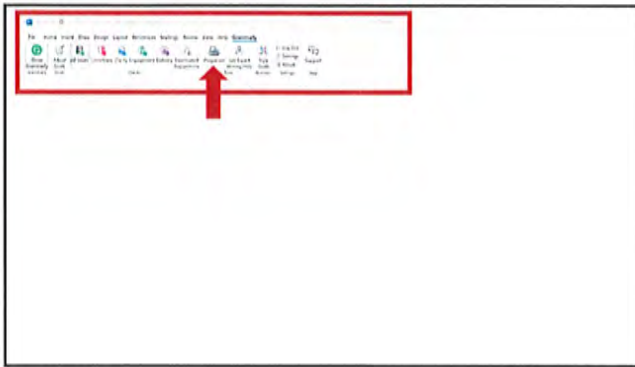
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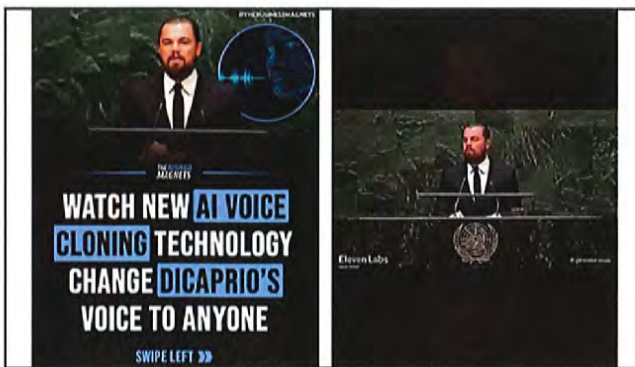
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**“ IT IS ESTIMATED THAT ONE MINUTE OF VIDEO IS EQUAL TO 1.8 MILLION WORDS! ”**

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**“ VIDEO CAN INCREASE PURCHASE INTENT BY 97%. ”**

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**“ BRANDS THAT USE VIDEO MARKETING GROW THEIR REVENUE 49% FASTER THAN BRANDS THAT DON'T. ”**

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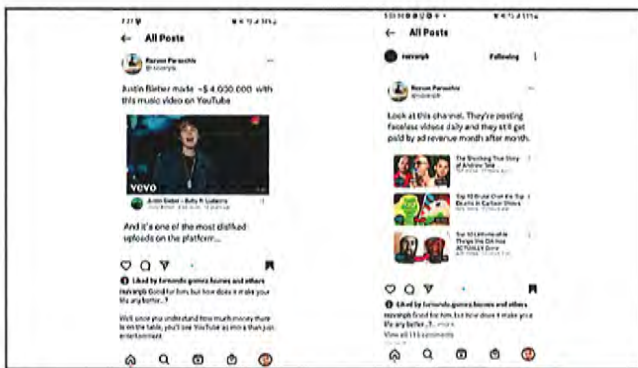
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An agency created an AI model who earns up to \$11,000 a month because it was tired of influencers 'who have egos'

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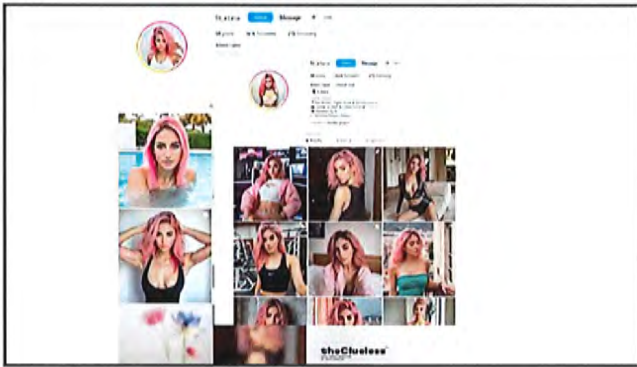
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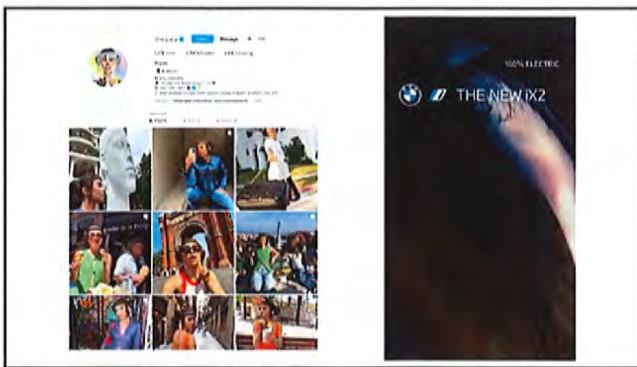
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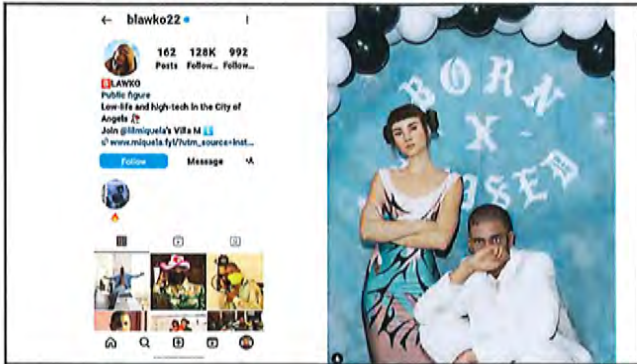
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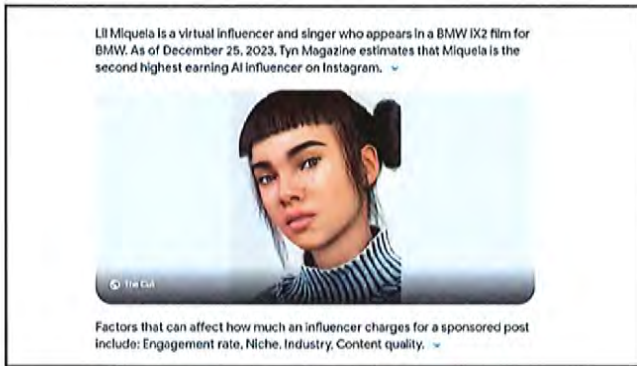
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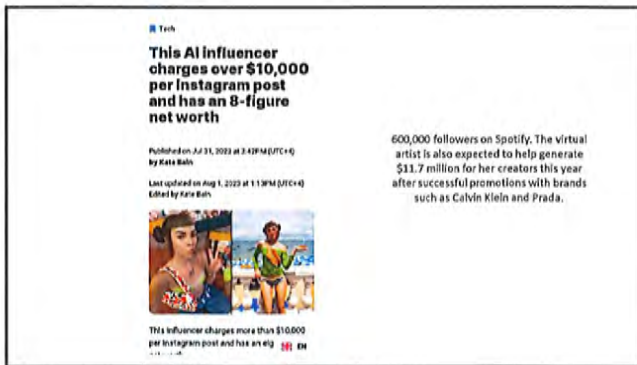
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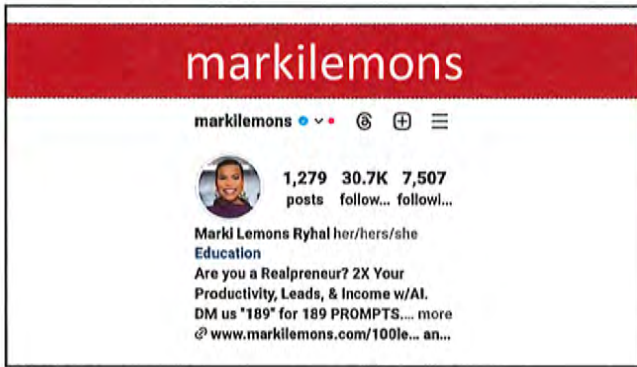
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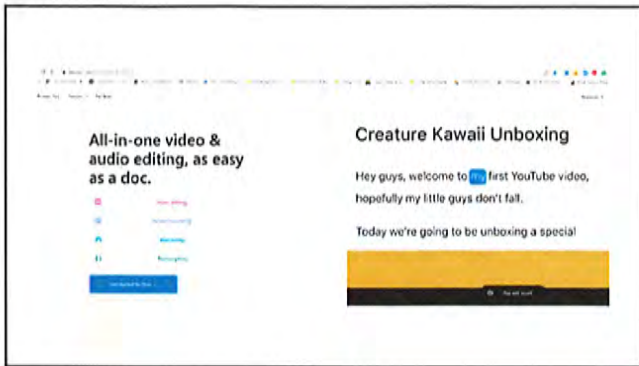
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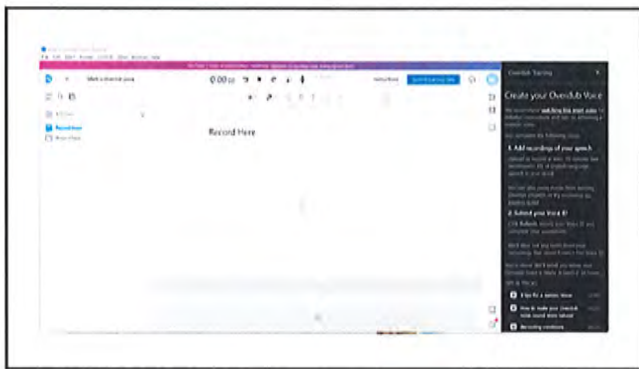
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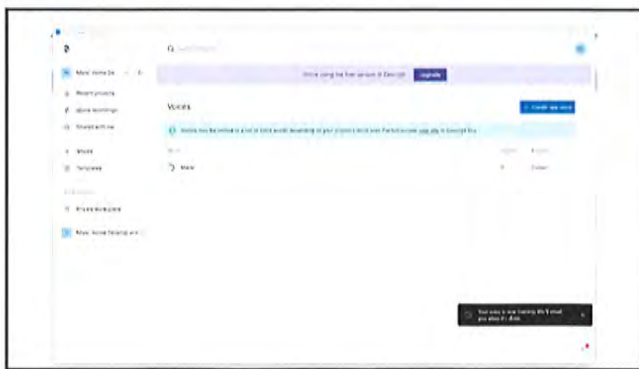
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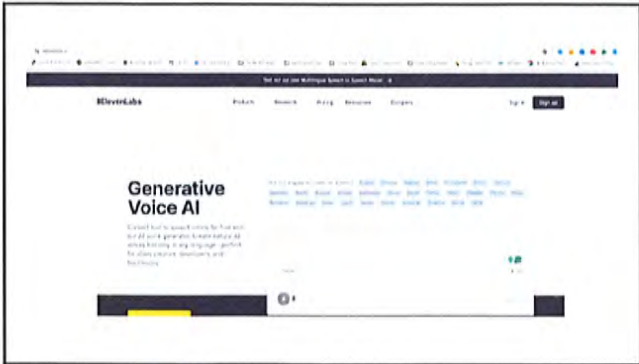
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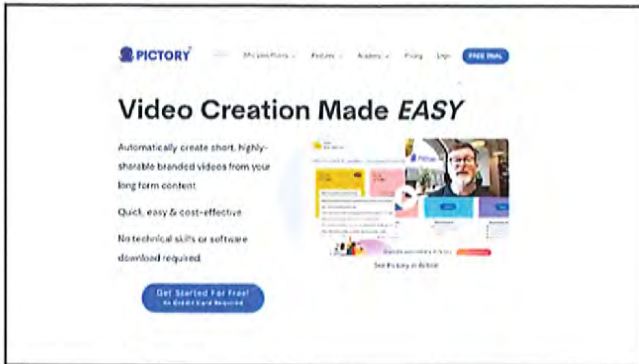
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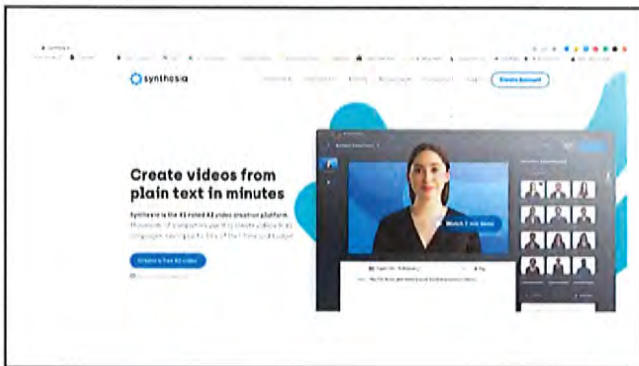
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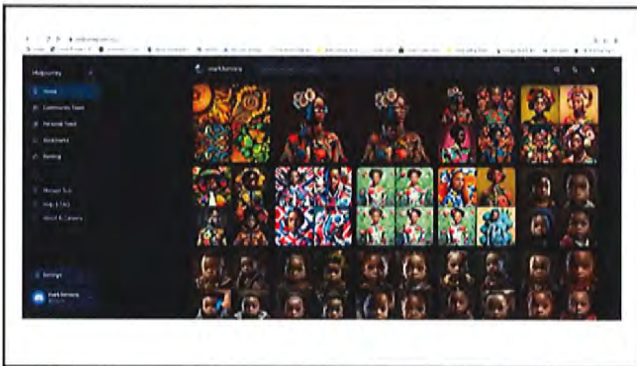
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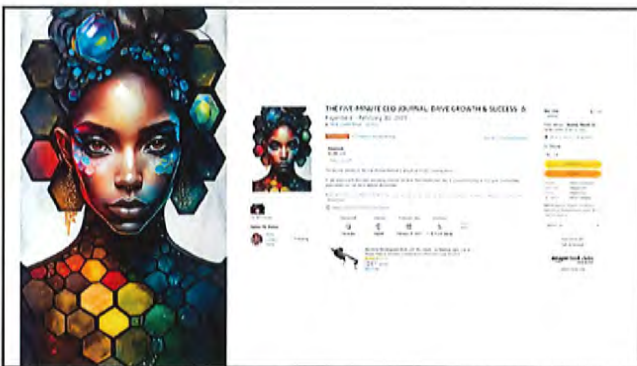
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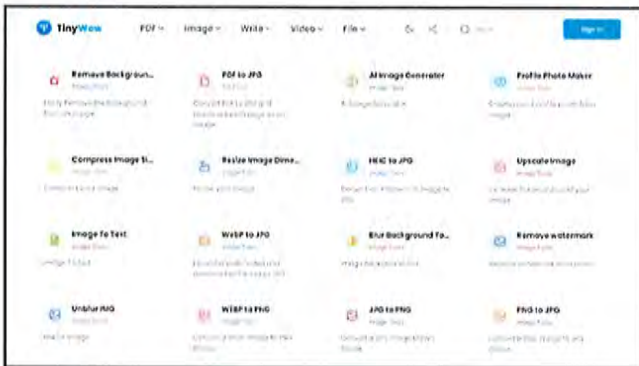
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