KANSAS ASSOCIATION OF REALTORS®

Building an Ethical AI-Driven Real Estate Industry

Student Handout

KAR will not provide copies of class materials at the conference.

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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.

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blainerodman@knivesforlife.com

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Building an Ethical AI Driven
Real Estate Industry

1

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Starting A Podcast
User
How to podcast
ChatGPT
Starting a podcast can be a rewarding and fun way to share your ideas, experiences, or interests with a wide audience. Here are the basic steps for starting a podcast:
1. Choose a topic: What do you want to talk about in your podcast? Choose a topic that you are passionate about and that you think will be interesting to your listeners.
2. Choose a format: There are many different ways to structure a podcast, including interviews, solo shows, panel discussions, and more. Decide on a format that will work best for your topic and your audience.
3. Set up your recording equipment: You will need a microphone, a computer, and recording software to create your podcast. There are many options available, ranging from inexpensive to professional-grade equipment.
4. Record and edit your episodes: Once you have your equipment set up, you can start recording your podcast. You can record yourself speaking, or you can interview guests via Skype or other video conferencing software. Use editing software to clean up any mistakes or background noise, and to add any music or other audio elements you want to include.
5. Choose a hosting platform: In order to share your podcast with the world, you will need to host it on a platform like Apple Podcasts, Spotify, or Google Podcasts. These platforms will provide you with a feed that you can share with your listeners, and they will handle the distribution of your podcast to different devices and apps.
6. Promote your podcast: Once your podcast is live, you will need to promote it to attract listeners. You can use social media, email, and other marketing channels to let people know about your show.
I hope this helps! Let me know if you have any other questions.
User
Why should a realtor podcast?
ChatGPT
There are several reasons why a real estate agent or broker might consider starting a podcast:
1. Establish yourself as an expert: By hosting a podcast, you can showcase your knowledge and expertise in the real estate industry. This can help you establish yourself as a trusted authority and attract potential clients.
2. Connect with your audience: A podcast is a great way to connect with your audience and build relationships with potential clients. You can share valuable information, stories, and insights that will help your listeners make informed decisions about their real estate needs.
3. Promote your listings: A podcast is a creative way to showcase your listings and highlight the features and benefits of each property. You can use your podcast to give potential buyers a virtual tour, and to provide more information about the local market and community.

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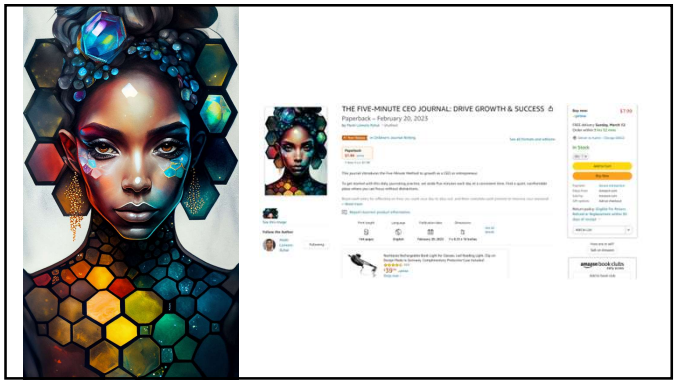
LinkedIn Learning
Ethics in the Age of Generative AI
Course completed by Marki Lemons Ryhal
Jul 17, 2023 at 07:41PM UTC • 38 minutes
Top skills covered
Computer Ethics
Generative AI
Head of Content Strategy, Learning

5


THE FIVE-MINUTE CEO JOURNAL: DRIVE GROWTH & SUCCESS
Paperback – February 20, 2023

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AI

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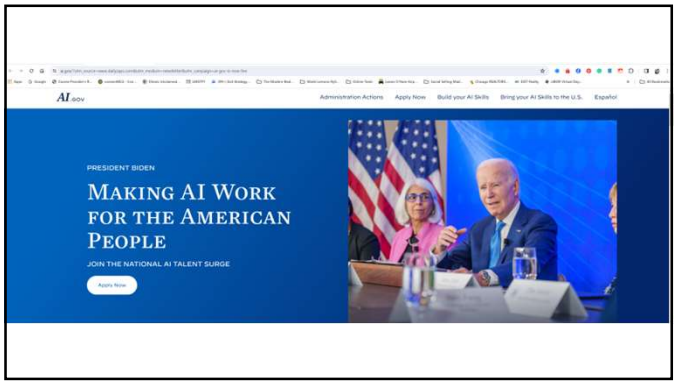
AI.gov
Administration Actions
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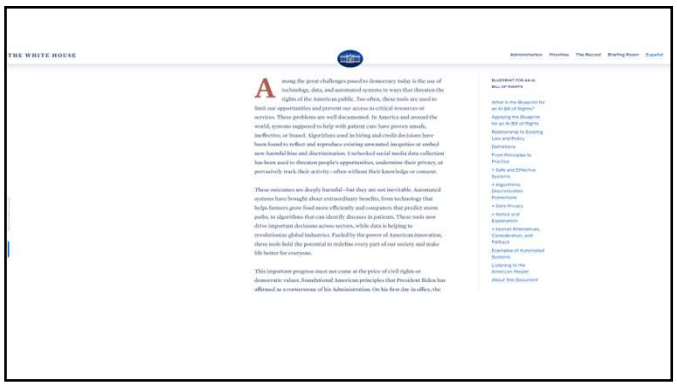
THE WHITE HOUSE

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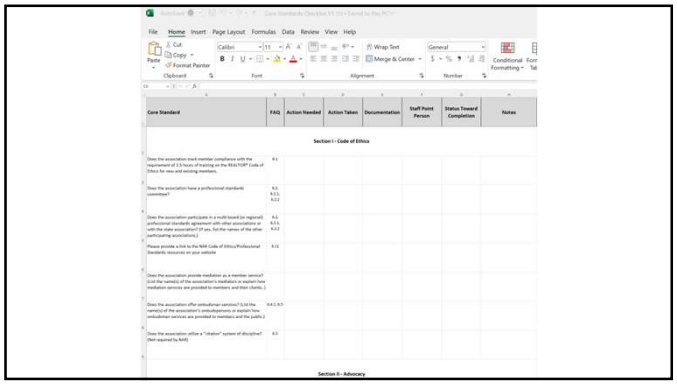

Core Standard	FAQ	Action Needed	Action Taken	Documentation	Staff Point Person	Status Toward Completion	Notes
Section I - Code of Ethics							
Does the association mark member compliance with the requirement of 2.5 hours of training on the REALTOR® Code of Ethics for new and existing members.	4.1						
Does the association have a professional standards committee?	9.1 9.11 9.12						
Does the association participate in a multi-board (or regional) professional standards agreement with other associations or with the state association? (If yes, list the names of the other participating associations.)	9.1, 9.13, 9.14						
Please provide a link to the NAR Code of Ethics/Professional Standards resources on your website	9.11						
Does the association provide mediation as a member service? (List the name(s) of the association's mediators or explain how mediation services are provided to members and their clients.)							
Does the association offer ombudsman services? (List the name(s) of the association's ombudspersons or explain how ombudsman services are provided to members and the public.)	9.4.1, 9.5						
Does the association utilize a "citation" system of discipline? (Not required by NAR)	4.3						
Section II - Advocacy							

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Building an Ethical AI-Driven Real Estate Industry

Artificial Intelligence (AI) can potentially revolutionize the real estate industry, but it raises significant concerns regarding privacy, data security, and fair housing.

Real estate professionals must understand the ethical considerations of AI and how it affects the real estate industry.

AI can collect, process, and store vast amounts of personal data, such as personal information, transaction data, and location data, which could lead to potential privacy violations and identity theft.

AI systems can be vulnerable to hacking and cyber-attacks, resulting in the theft or misuse of sensitive data.

AI in real estate can also impact fair housing. AI algorithms may perpetuate bias and discrimination if trained on biased data or use biased algorithms.

The course will also examine real-world case studies and provide practical tools for navigating the ethical challenges of AI in real estate.

This course meets the National Association of REALTORS® Code of Ethics Training requirement for the Triennial 7th training cycle, from January 1, 2022, to December 31, 2024.

Members of the National Association of REALTORS® are required to complete ethics training of not less than two hours and 30 minutes of instructional time once every three years.

Learning Objectives:

1. Define AI and its key concepts and applications in real estate.
2. Explain how AI can help real estate brokers better serve their clients and protect their interests.
3. Discuss AI's potential benefits and challenges in real estate transactions.
4. Analyze the impact of AI on the real estate industry and the role of real estate brokers.
5. Identify the ethical considerations and best practices for using AI in real estate transactions.
6. Evaluate different AI tools and technologies available to real estate brokers and their potential uses.
7. Assess the accuracy and reliability of AI algorithms and models in real estate valuation and prediction.
8. Apply AI tools and technologies to real estate scenarios and evaluate their effectiveness and limitations.
9. Create a plan for integrating AI into real estate brokerage practice and client services.

Course Outline:

I. Introduction to AI in Real Estate
- Definition of AI and its key concepts
- Applications of AI in real estate
- Potential benefits and challenges of using AI in real estate transactions

II. Ethics and Best Practices for Using AI in Real Estate: Agency Relationships COE Article 1
- Consumer protection and ethical considerations
- Data privacy and security issues
- Best practices for using AI in real estate transactions
- Customer relationship management

III. AI Tools and Technologies for Real Estate Brokers: Discrimination COE Article 10
- Real estate market analysis and predictions
- Property valuation and pricing
- Property search and matching
- Fair Housing and anti-discrimination laws and regulations

IV. Integration of AI in Real Estate Brokerage Practice: Internet Advertising and Actions COE Article 12
- Developing a plan for integrating AI into real estate brokerage practice
- Evaluating AI tools and technologies for their effectiveness and limitations
- Training and support for brokers and clients

V. Risk Management for Using AI in Real Estate Transactions: Unprofessional Conduct COE Article 15

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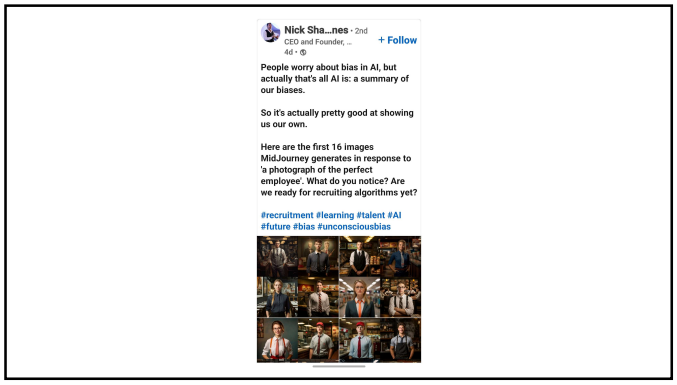
Nick Sha...nes • 2nd
CEO and Founder, ...
4d •
+ Follow
People worry about bias in AI, but actually that's all AI is: a summary of our biases.
So it's actually pretty good at showing us our own.
Here are the first 16 images MidJourney generates in response to 'a photograph of the perfect employee'. What do you notice? Are we ready for recruiting algorithms yet?
#recruitment #learning #talent #AI #future #bias #unconsciousbias

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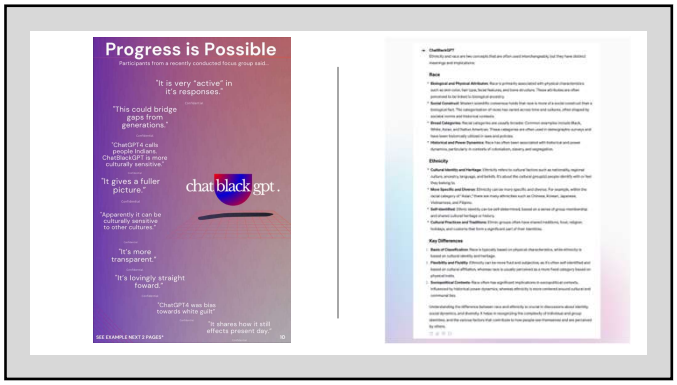
Progress is Possible
Participants from a recently conducted focus group said...
"It is very "active" in it's responses."
"This could bridge gaps from generations."
"ChatGPT4 calls people Indians. ChatBlackGPT is more culturally sensitive."
"It gives a fuller picture."
"Apparently it can be culturally sensitive to other cultures."
"It's more transparent."
"It's lovingly straight foward."
"ChatGPT4 was bias towards white guilt."
"It shares how it still effects present day."
chatblackgpt.
SEE EXAMPLE NEXT 2 PAGES*

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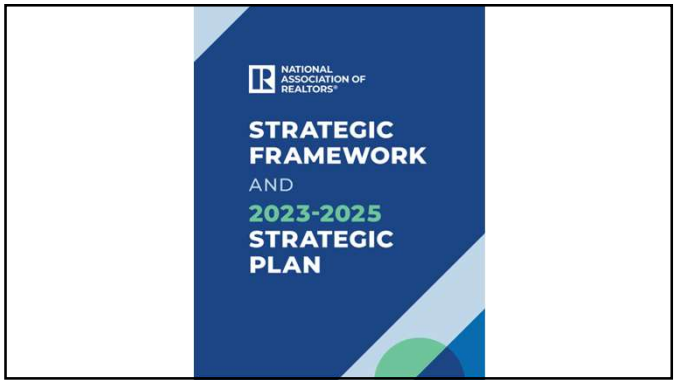
NATIONAL ASSOCIATION OF REALTORS®
STRATEGIC FRAMEWORK
AND
2023-2025
STRATEGIC PLAN

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THE NAR 2023-2025 STRATEGIC PLAN

PILLAR: LEADERSHIP AND INFLUENCE

STRATEGIC OPPORTUNITY:
Political Advocacy

2025 OBJECTIVES

1. Modernize NAR's advocacy approach in a changing political landscape to more effectively influence key legislative, executive and regulatory entities on the federal level, and in collaboration with state and local associations at the state and local levels.
2. Strengthen messaging around Fair Housing in political advocacy efforts.

STRATEGIC OPPORTUNITY:
Housing Production and Access

2025 OBJECTIVES

1. Increase housing affordability, affordability, accessibility and sustainability to better meet consumer demand.
2. Critically review NAR public policy through an equity lens, and incorporate the NAR operating value of diversity, equity and inclusion as an organic part of the policy development and review process.

STRATEGIC OPPORTUNITY:
Consumer Advocacy

2025 OBJECTIVES

1. Enhance the next generations' understanding of the benefit of homeownership and the essential expertise of the REALTOR® and capture their passion and influence in addressing real estate and community issues.

STRATEGIC OPPORTUNITY:
Risk Management

2025 OBJECTIVES

1. Protect the right to real property and educate and empower members to mitigate risks and mitigate risk in the practice of real estate.

STRATEGIC OPPORTUNITY:
Climate and Sustainability

2025 OBJECTIVES

1. Raise member understanding of the impact of climate change and the importance of sustainability practices to our industry.
2. Become the recognized leader and resource for industry and community sustainability and resiliency.

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THE NAR 2023-2025 STRATEGIC PLAN

PILLAR: INDUSTRY OUTREACH

STRATEGIC OPPORTUNITY:
Commercial Industry Engagement

2025 OBJECTIVES

1. Redefine NAR value for the commercial industry and reimagine engagement of all commercial sectors.

STRATEGIC OPPORTUNITY:
Strategic Alliances

2025 OBJECTIVES

1. Significantly expand NAR strategic alliances to increase collaboration on a wide range of issues impacting real estate and sustainable, vibrant, accessible communities.

STRATEGIC OPPORTUNITY:
Global Outreach

2025 OBJECTIVES

1. Continue to build global partnerships, collaboration and sharing of best practice to advance the real estate profession worldwide and provide business opportunities for members.

PILLAR: MEMBER SUCCESS

STRATEGIC OPPORTUNITY:
Business Intelligence, Resources and Tools

2025 OBJECTIVES

1. Provide members with the data, tools, technology and education to deliver distinctive, exceptional customer experiences and to maximize members' business success.

STRATEGIC OPPORTUNITY:
Real Estate Data and Business Models

2025 OBJECTIVES

1. Advocate and champion a pro-consumer, pro-competition real estate environment.

STRATEGIC OPPORTUNITY:
REALTOR® Well-Being

2025 OBJECTIVES

1. Develop and promote practices that support member safety, financial and personal well-being.

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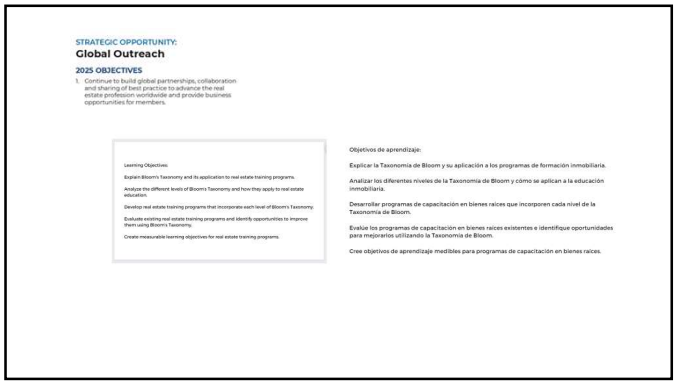

STRATEGIC OPPORTUNITY:
Global Outreach

2025 OBJECTIVES

1. Continue to build global partnerships, collaboration and sharing of best practice to advance the real estate profession worldwide and provide business opportunities for members.

Learning Objectives

Explain Bloom's Taxonomy and its application to real estate training programs.

Analyze the different levels of Bloom's Taxonomy and how they apply to real estate education.

Develop real estate training programs that incorporate each level of Bloom's Taxonomy.

Evaluate existing real estate training programs and identify opportunities to improve them using Bloom's Taxonomy.

Create measurable learning objectives for real estate training programs.

Objetivos de aprendizaje:

Explicar la Taxonomía de Bloom y su aplicación a los programas de formación inmobiliaria.

Analizar los diferentes niveles de la Taxonomía de Bloom y cómo se aplican a la educación inmobiliaria.

Desarrollar programas de capacitación en bienes raíces que incorporen cada nivel de la Taxonomía de Bloom.

Evalúe los programas de capacitación en bienes raíces existentes e identifique oportunidades para mejorarlos utilizando la Taxonomía de Bloom.

Cree objetivos de aprendizaje medibles para programas de capacitación en bienes raíces.

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THE NAR 2023-2025 STRATEGIC PLAN

PILLAR: REALTOR® BRAND

STRATEGIC OPPORTUNITY:
Professional Standard of Excellence

2025 OBJECTIVES

1. Set a higher standard of excellence in real estate so that REALTORS® can successfully meet changing consumer needs and expectations.
2. Promote REALTORS® as champions of diverse, inclusive, accessible, and sustainable communities.

STRATEGIC OPPORTUNITY:
REALTOR® Value

2025 OBJECTIVES

1. Ensure that REALTORS® know their value, can communicate their value and consistently embody their value in serving consumers.
2. Ensure consumers understand and appreciate the value of the REALTOR®.

PILLAR: MEMBER EXPERIENCE

STRATEGIC OPPORTUNITY:
Communication Strategy

2025 OBJECTIVES

1. Enhance the ME database as a more robust platform that helps NAR and local and state associations more effectively communicate with members and target benefits and services.
2. Develop an organization-wide strategic communication plan that coordinates and integrates content and messaging to members and consumers and supports achievement of 2025 objectives under each Plan Pillar.

STRATEGIC OPPORTUNITY:
Partnership with Brokers

2025 OBJECTIVES

1. Expand the partnership with brokers to engage members and advance our common industry goals and priorities.

STRATEGIC OPPORTUNITY:
Engagement of Next Generation Professionals

2025 OBJECTIVES

1. Create additional pathways for engagement of next generation REALTORS® resulting in a strong sense of belonging and contribution of their voice and talents.

STRATEGIC OPPORTUNITY:
A Sense of Belonging

2025 OBJECTIVES

1. Enhance interactions with members and associates designed to engage members in the association.

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THE NAR 2023-2025 STRATEGIC PLAN

PILLAR: ORGANIZATIONAL DEVELOPMENT AND PERFORMANCE

STRATEGIC OPPORTUNITY:
NAR-State-Local Association Relations

2025 OBJECTIVES

1. Improve understanding of national, state and local association relationships, roles, and cooperation, communication and alignment around a shared mandate.

STRATEGIC OPPORTUNITY:
Diversity, Equity and Inclusion

2025 OBJECTIVES

1. Fully realize and maintain the impact of the DEI initiatives in NAR policy, governance and member engagement.

STRATEGIC OPPORTUNITY:
Environment, Social, Governance and Resilience (ESG+R) Practices

2025 OBJECTIVES

1. Use an ESG+R lens on a regular basis to evaluate NAR policies, practices and decisions.

STRATEGIC OPPORTUNITY:
NAR Focus and Priority

2025 OBJECTIVES

1. Conduct annually a consistent, integrated process of planning that aligns the focus and resources of the association around an agreed upon set of goals and priorities.

STRATEGIC OPPORTUNITY:
Leadership Development

2025 OBJECTIVES

1. Develop a system to identify and cultivate leadership that reflects the diversity of and builds the diversity of the membership and who are committed to advancing the industry and the communities they serve.

STRATEGIC OPPORTUNITY:
Organizational Culture

2025 OBJECTIVES

1. Reinforce an NAR organizational culture that fully embraces diversity, equity and inclusion in every decision making, action and behavior throughout the organization.

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STRATEGIC OPPORTUNITY:
Engagement of Next Generation Professionals

2025 OBJECTIVES

1. Create additional pathways for engagement of next generation REALTORS® resulting in a strong sense of belonging and contribution of their voice and talents.

STRATEGIC OPPORTUNITY:
A Sense of Belonging

2025 OBJECTIVES

1. Reduce bias in interactions with members and in processes designed to engage members in the association.

STRATEGIC OPPORTUNITY:
Diversity, Equity and Inclusion

2025 OBJECTIVES

1. Fully realize and maintain the impact of the DEI initiative in NAR policy, governance and member engagement.

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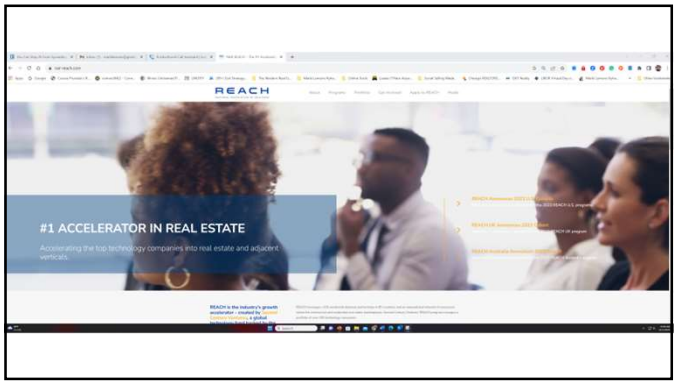

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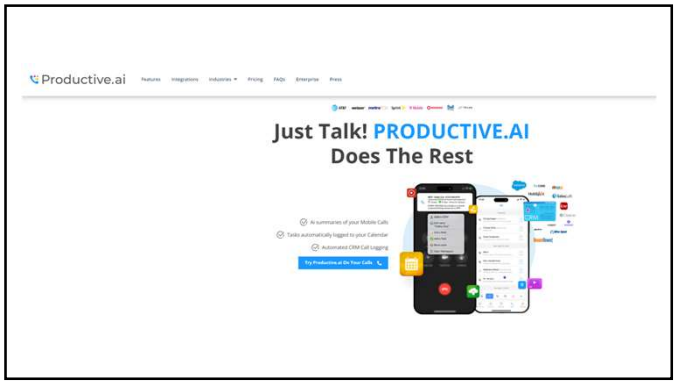
Productive.ai
Just Talk! PRODUCTIVE.AI
Does The Rest

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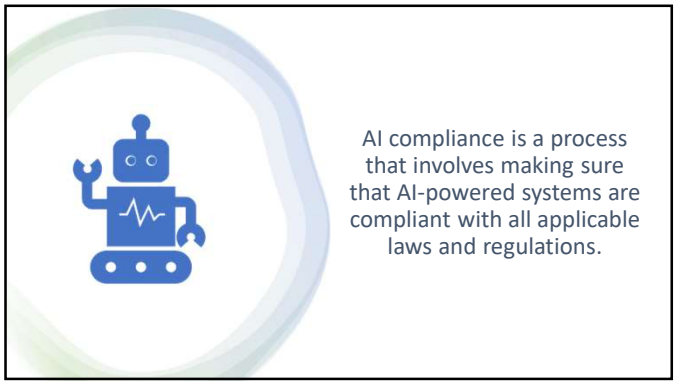
AI compliance is a process that involves making sure that AI-powered systems are compliant with all applicable laws and regulations.

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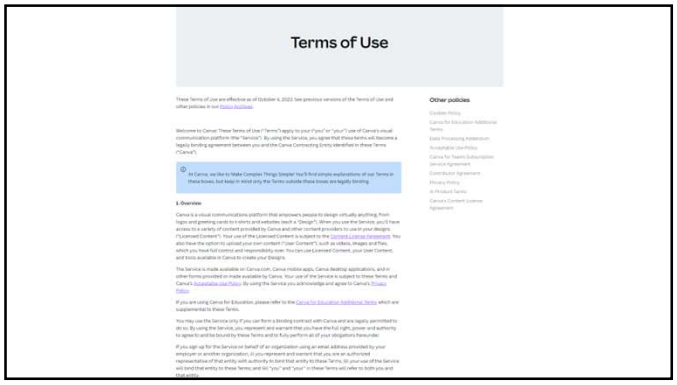

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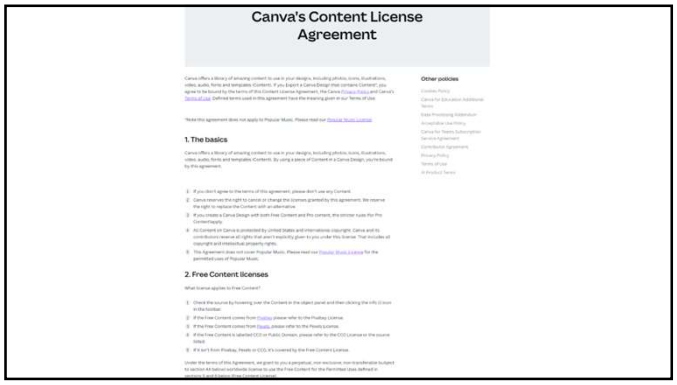

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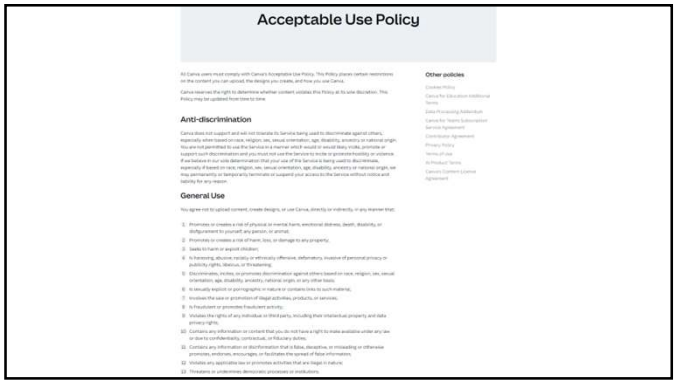

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4. Is harassing, abusive, racially or ethnically offensive, defamatory, invasive of personal privacy or publicity rights, libelous, or threatening;
5. Discriminates, incites, or promotes discrimination against others based on race, religion, sex, sexual orientation, age, disability, ancestry, national origin, or any other basis;
6. Is sexually explicit or pornographic in nature or contains links to such material;
7. Involves the sale or promotion of illegal activities, products, or services;
8. Is fraudulent or promotes fraudulent activity;
9. Violates the rights of any individual or third party, including their intellectual property and data privacy rights;
10. Contains any information or content that you do not have a right to make available under any law or due to confidentiality, contractual, or fiduciary duties;
11. Contains any information or disinformation that is false, deceptive, or misleading or otherwise promotes, endorses, encourages, or facilitates the spread of false information;
12. Violates any applicable law or promotes activities that are illegal in nature;
13. Threatens or undermines democratic processes or institutions.

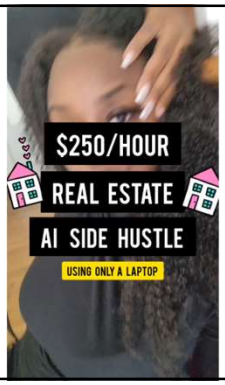
Other policies

Cookie Policy
Canva for Education Additional Terms
Data Processing Addendum
Canva for Teams Subscription Service Agreement
Contributor Agreement
Privacy Policy
Terms of Use
AI Product Terms
Canva's Content License Agreement

27

Deceptively photoshopped images, AI-generated descriptions and misrepresentations in listings are among the problems beginning to surface as the adoption of AI tools increases.

28



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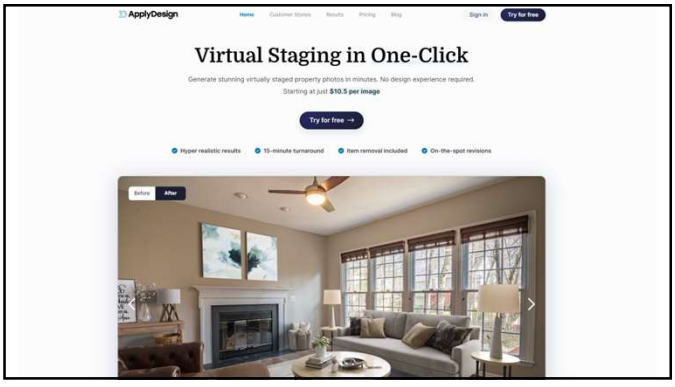


30

Ethics and Best Practices for Using AI in Real Estate: Agency Relationships COE Article 1

31

Article 1

When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly. (Amended 1/01)

32

OpenAI Threatened With Lawsuit Over ChatGPT Defamation

OpenAI is facing a potential lawsuit over defamation caused by its ChatGPT. **Australian mayor Brian Hood** accuses the AI of falsely identifying him as guilty in a bribery scandal when he was, in fact, the whistleblower. Hood's lawyers have demanded OpenAI fix the error within 28 days or face a lawsuit, which could become a **landmark moment** in applying defamation law to AI and publication in the IT space.

ChatGPT and other large language models often make errors due to their predictive nature. Despite disclaimers, many users still treat these AI chatbots as fact-finding search engines. The lack of transparency in how the algorithm works and comes up with answers adds to the challenge. This case raises questions on the responsibility of AI technologies like ChatGPT and their developers, and how defamation law might apply when incorrect information is generated.

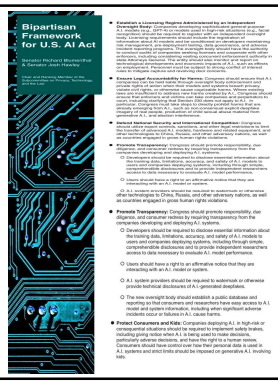
Why does this matter? 🤔

This lawsuit could potentially set a precedent for holding AI developers legally accountable and responsible for the false or defamatory outputs of their systems.

As a result of this case, there might be increased demand for AI developers to implement rigorous auditing and editing mechanisms to rectify inaccurate information generated by their systems.

The risk of defamation lawsuits might drive AI developers to collaborate with legal and policy experts to create AI systems that have built-in safeguards against generating harmful or damaging content.

33

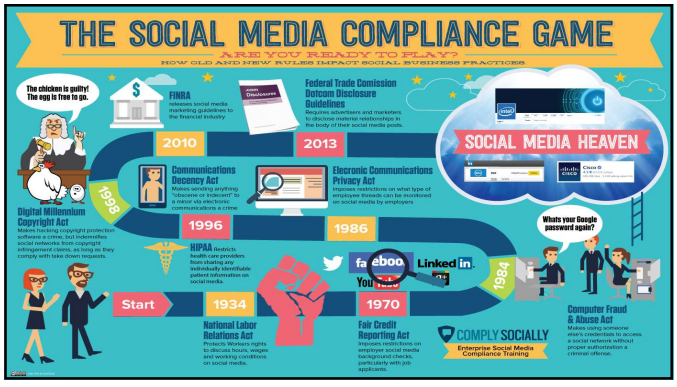


Lawmakers aim to prevent the mistakes made in the past regarding privacy, safety, and security laws for social media companies. They are moving swiftly toward legislation, driven by recognizing AI's risks and benefits. Industry leaders have advocated for AI regulations to address concerns such as disinformation, job displacement, and electoral disruption.

34

This commitment is a response to the uncertainty surrounding copyright law and aims to ensure that customers can utilize generative AI services without fear of legal repercussions while encouraging responsible usage and compliance with content filters and safety measures.

35



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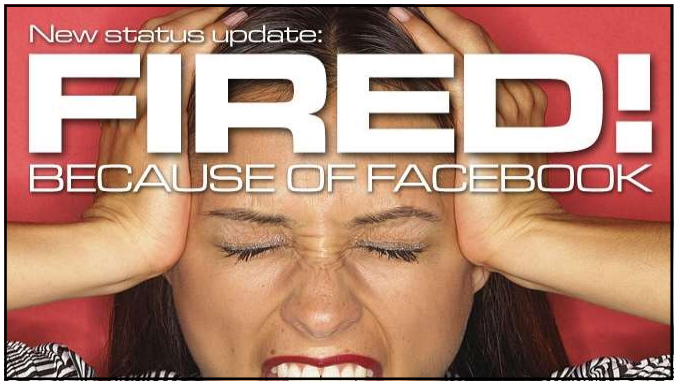


37

Transparency and explainability
The lack of transparency and explainability in AI algorithms can raise legal concerns related to consumer rights, privacy, and accountability more widely. Infringements could lead to fines by regulators, not to mention reputational damage. As a developer or publisher, you should address the following considerations:

User consent and data privacy: obtain informed user consent for collecting and utilising personal data in AI algorithms. Comply with applicable data protection laws and clearly communicate data collection and usage practices (what type of data is processed and why, what is it used for and how long is it stored?) to users. Provide options for players to opt out of data collection if the collection and processing is based on their consent.

Algorithmic transparency: strive for transparency in AI algorithms by providing users with understandable explanations of how AI-driven features function within the video game. This helps build trust and ensures users can make informed decisions about their engagement with AI systems.

38

REALTORS®, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.
STANDARD OF PRACTICE 1-3

39

From the beginning of FHA appraisers gave high ratings to mortgage applications if there were no African Americans living in or nearby the neighborhood but also lowered their risk estimates for individuals' properties with restrictive deed language.

40

The New York Times

Black Homeowners Face Discrimination in Appraisals

Companies that value homes for sale or refinancing are bound by law not to discriminate. Black homeowners say it happens anyway.

Give this article 268

A second appraisal valued Abena and Alex Horton's Jacksonville home 40 percent higher than the first appraisal, after Ms. Horton removed all signs of Blackness. Charlotte Kesl for The New York Times

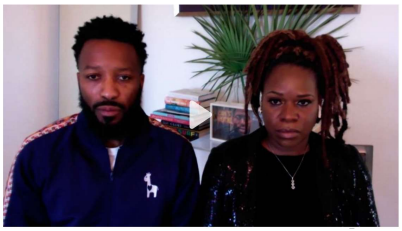
41

In each comment, a repeated theme: Home appraisers, who work under codes of ethics but with little regulation and oversight, are often all that stands between the accumulation of home equity and the destruction of it for Black Americans.

The value of Stephen Richmond's home in a Hartford, Conn., suburb jumped after he removed family photos and movie posters, and had a white neighbor stand in for him during a second appraisal. Monica Jorge for The New York Times

42

A Black couple had a White friend show their home and its appraisal rose by nearly half a million dollars



43

AI Tools and Technologies for Real Estate Brokers: Discrimination COE Article 10

44

45

Bias and fairness in AI algorithms
AI algorithms used in video games have the potential to perpetuate bias and unfairness, both intentionally and unintentionally, for example, by generating characters which show racist, sexist, or violent behavior. To avoid harmful stereotypes or encouraging negative (player) behavior, think about:

Discrimination and equality: ensure that AI algorithms do not discriminate against individuals based on protected characteristics such as race, gender, or religion. Implement measures to address potential biases in AI decision-making processes, especially in multiplayer video games where fairness and equality are crucial.
Data bias and training: examine the data used to train AI algorithms and mitigate biases that may arise from skewed or incomplete data sets. Implement robust data collection and validation processes to ensure fairness in AI-generated content, character abilities, and gameplay mechanics.

46

FAIR HOUSING ADVERTISING WORD AND PHRASE LIST

This word and phrase list is intended as a guideline to assist in complying with state and federal fair housing laws. It is not intended as a complete list of every word or phrase that could violate any local, state, or federal statutes.

The list is not directed to provide legal advice, tips to evade, or advice for how to conceal close call/unclear practices or questions. Rather, it is intended to provide a starting point for REALTOR® members in developing nondiscriminatory real estate advertising. This word and phrase list is directed as a guideline to assist in complying with state and federal fair housing laws. It is not intended as a complete list of every word or phrase that could violate any local, state, or federal statutes. The list is not directed to educate and provide general guidance to the many businesses in the Miami Valley that create and publish real estate advertising. This list is not intended to provide legal advice. If you are in need of legal advice, please see an attorney. By its nature, a general list cannot address every situation that may arise. This list is also not intended to make you aware of and describe in the most brief legal obligations concerning discriminatory real estate advertising.

Not Acceptable	Use Caution	Acceptable
55&Over	ADHD	Additional storage
adult community	Bachelor	Assistance animal(s) only
adult living	board approval required	no college students
adults only	Christian	Convenient to schools
healthy only	Christian	Convenient to
no African	Curfew	Credit check required
no Asian	Exclusive; qualifiers	Deposit
no BLACK	Exclusive	no Dog owners
no Abilities	Executive	no Dogs
no Appalachian	female roommate**	Equal Housing Opportunity
no American Indians	no Gays	Gain-ripper
no Arab	Gentile community*	Gated community
Banned pet	55 and older community*	Handy welcome
no Blacks	Gender	family room
no Blind	Girls only	family unit
no Chinese	Handy for older persons/renters*	Handy/Full home
no Citizens	Hispanic (should not describe	guest house
no children	people)	handicap accessible
Chinese	Landlord reference	kids welcome
no Christians	no Lesbians	Master bedroom available
Colored	male roommate**	Mother in law apartment
Congregation	Mature community*	Neighborhood name
Couples	mature	no Pets
couples only	Membership approval required	retiree, smokers
no crippled	Mexican Groups	# of bedrooms
no Deaf	Muslim	# of sleeping area
no disabled	Nanny's room	Nursing
no Disabled Aged	no Old	Nursing home
empty couples	# of persons	pets limited to assistance animals
English only	Older person(s)	Privacy
European Americans	one person	Private driveway
no families	perfect for (should not describe	Private entrance
golden agers only	people)	Private property
no group homes	no pool	Private setting
no handicapped	Presbyterian	Private tranquil(environment)
no for Handicapped	Quiet area	Quality construction
healthy only	quality neighborhood	Quiet
no Hispanic		Quiet neighborhood

Not Acceptable	Use Caution	Acceptable
no HIV	Responsible	references required
no Hungarian	Retirees	no Satta required
no Illegal Alien	secluded home	security guard
no Indian	safe neighborhood	no seasonal workers(s)
integrated	school name or school district	section 8 accepted/ welcome
no Irish	Secluded	security provided
no Italian	no section 8	single family home
no Japanese	Senior	no smoking
no Jew	senior adult community*	no Smoking
nationality only**	senior citizen(s)*	sober
nature complex	senior housing*	Spanish speaking
nature couple	seniors*	Square foot
nature individual	Single person**	Starter home
no Mentally handicapped	single woman, man**	Townhouse
no Mentally Ill	sixty two and older community*	traditional style
no Methodist	Southern	Verifiable Income
no Mexican American	Exceptional	Within 'limited' radius
no Migrant workers	Straight only	
Mosque	no Students	
Nationality	tranquil setting	
no Negro	Traditional	
Newlyweds	within walking distance of	
# of children	entertainment/ 'visitors'	
one child	woman (women) only**	
no Oriental		
no Pilipino		
no Philippine or Philippino		
physically fit		
no play area		
preferred community		
no Protestant		
religious references		
Restricted		
no retarded		
senior discount		
no Spanish		
single person		
singles only		
no Spanish speaking		
no Supplemental Security Income		
total Synagogue		
near temple		
tenant description ok		
no traditional family		
no Unemployed		
no Wheelchairs		
White		
Widow(s) only		

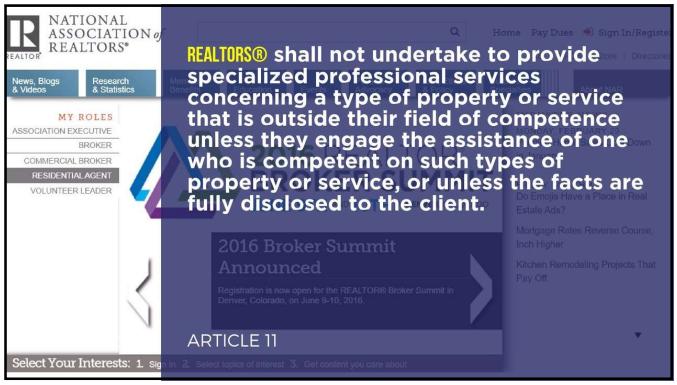
47

Becoming and remaining informed.

The REALTOR® should strive to:

Seek reliable information on matters that depend, in whole or in part, upon information or knowledge the REALTOR® may provide to clients and customers.

48



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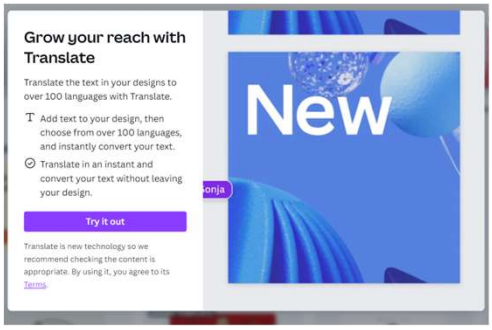


50

Learning Objectives:

Explain Bloom's Taxonomy and its application to real estate training programs.

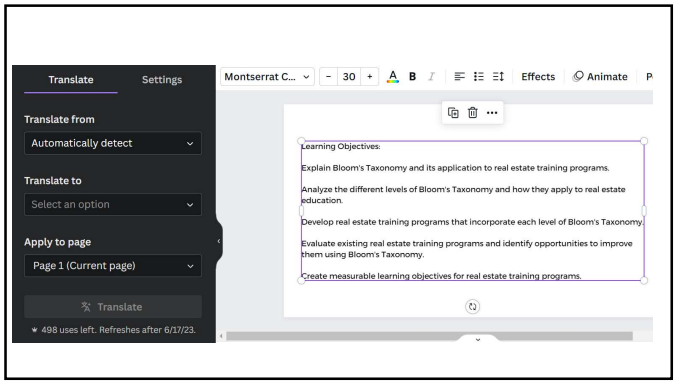
Analyze the different levels of Bloom's Taxonomy and how they apply to real estate education.

Develop real estate training programs that incorporate each level of Bloom's Taxonomy.

Evaluate existing real estate training programs and identify opportunities to improve them using Bloom's Taxonomy.

Create measurable learning objectives for real estate training programs.

51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Apply to page
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Translate
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Effects
Animate
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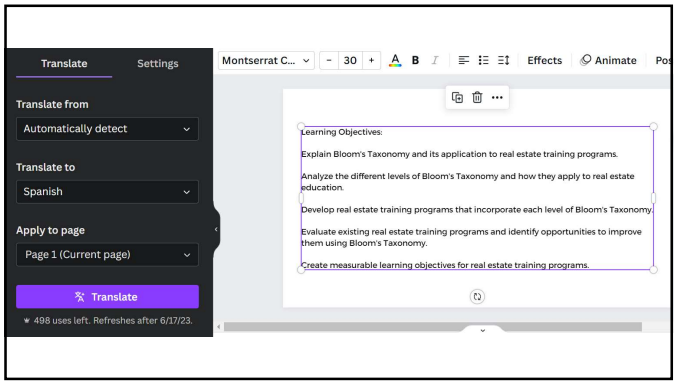
52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Montserrat C...
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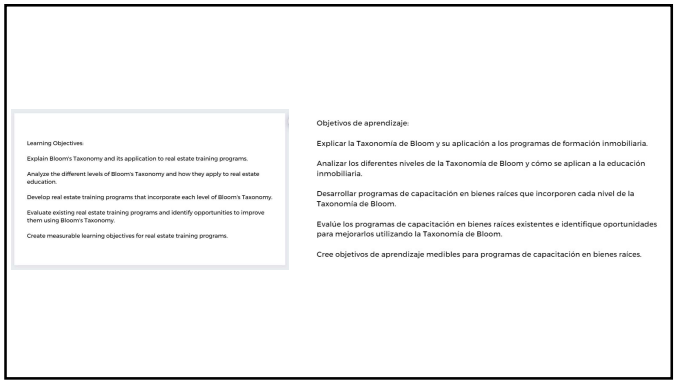
53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Evaluate existing real estate training programs and identify opportunities to improve them using Bloom's Taxonomy.
Create measurable learning objectives for real estate training programs.
Objetivos de aprendizaje:
Explicar la Taxonomía de Bloom y su aplicación a los programas de formación inmobiliaria.
Analizar los diferentes niveles de la Taxonomía de Bloom y cómo se aplican a la educación inmobiliaria.
Desarrollar programas de capacitación en bienes raíces que incorporen cada nivel de la Taxonomía de Bloom.
Evalúe los programas de capacitación en bienes raíces existentes e identifique oportunidades para mejorarlos utilizando la Taxonomía de Bloom.
Cree objetivos de aprendizaje medibles para programas de capacitación en bienes raíces.

54

BILINGUAL
ADVISORY BOARD
INTRODUCTION
ReMarkiTable

55

PREPARÁNDOSE PARA UNA CASA ABIERTA...
Lista de Verificación
AÑADIR NOMBRE AQUÍ
YOUR LOGO HERE
¿Estás buscando vender tu hogar? Descarga nuestra guía GRATUITA:
PREPARÁNDOSE PARA UNA CASA ABIERTA...
Lista de Verificación
tusitioweb.com

56

NATIONAL ASSOCIATION of REALTORS®
News, Blogs & Videos
Research & Statistics
MY ROLES
ASSOCIATION EXECUTIVE
BROKER
COMMERCIAL BROKER
RESIDENTIAL AGENT
VOLUNTEER LEADER
REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations.
2016 Broker Summit Announced
ARTICLE 12
Select Your Interests:

57

58

CARTER
SCHOOL
ROOM 207
FEB 1978

59

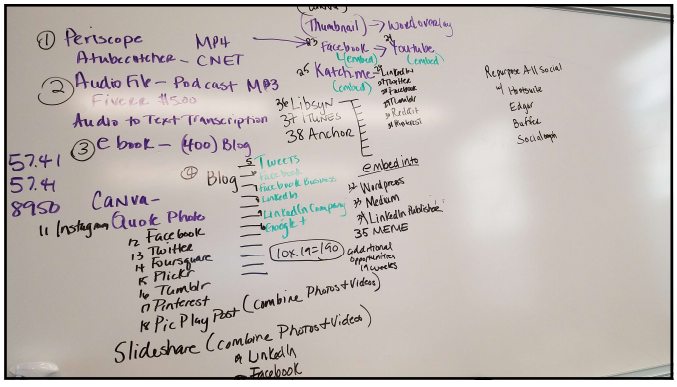
Does Your Website Discriminate Against People With a Disability?
Does your online videos have closed captioning for the deaf ?
Do you use software that can turn text into audio for the blind?

60

61

Deaf and Hard of Hearing Community

62



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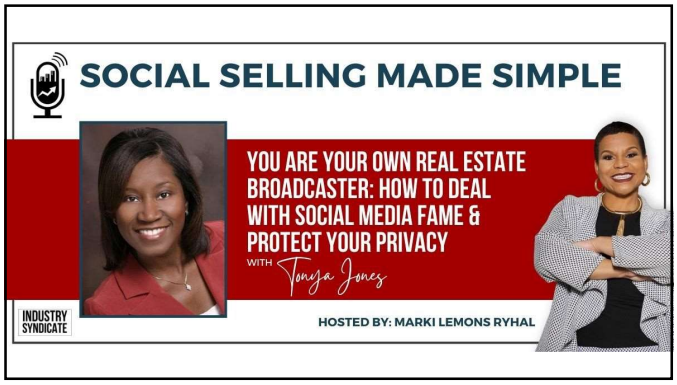
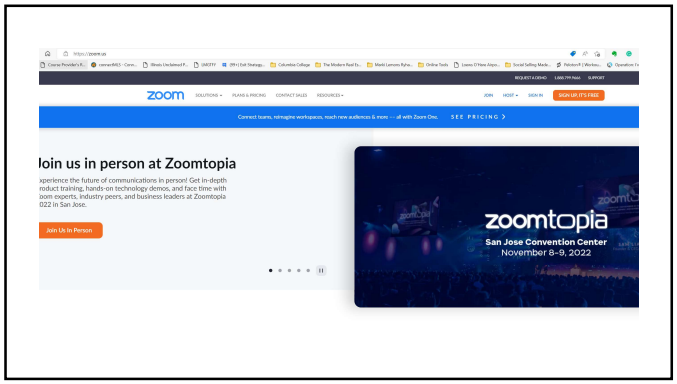

SOCIAL SELLING MADE SIMPLE
YOU ARE YOUR OWN REAL ESTATE BROADCASTER: HOW TO DEAL WITH SOCIAL MEDIA FAME & PROTECT YOUR PRIVACY
WITH Tonya Jones
INDUSTRY SYNDICATE
HOSTED BY: MARKI LEMONS RYHAL

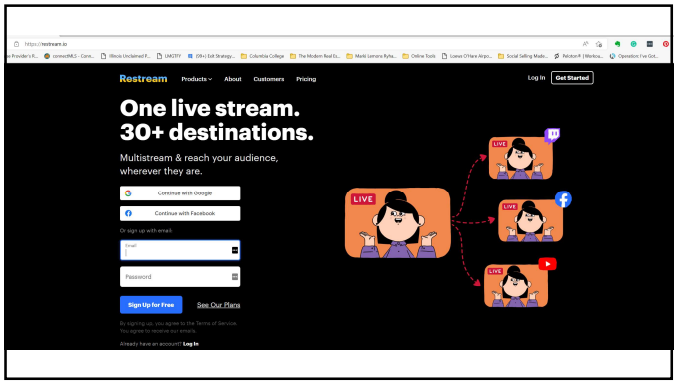
64


zoom
loin us in person at Zoomtopia
xperience the future of communications in person! Get in-depth
roduct training, hands-on technology demos, and face time with
oom experts, industry peers, and business leaders at Zoomtopia
022 in San Jose.
Join Us In Person
zoomtopia
San Jose Convention Center
November 8–9, 2022

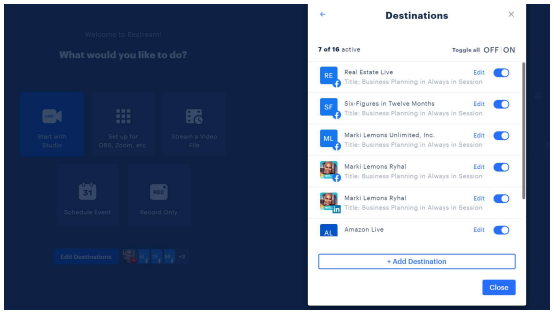
65

6N12 Hot Seat-Marki is it!
Recording 1

66


Restream
Products
About
Customers
Pricing
Log In
Get Started
One live stream.
30+ destinations.
Multistream & reach your audience,
wherever they are.
Continue with Google
Continue with Facebook
Or sign up with email
Email
Password
Sign Up for Free
See Our Plans
By signing up, you agree to the Terms of Service.
You agree to receive our emails.
Already have an account? Log In
LIVE
LIVE
LIVE
LIVE

67


Welcome to Restream!
What would you like to do?
Start with Studio
Set up for OBS, Zoom, etc.
Stream a Video File
Schedule Event
Record Only
Edit Destinations
Destinations
7 of 10 active
Toggle all OFF ON
RE
Real Estate Live
Edit
Title: Business Planning in Always in Session
SF
Six-Figures in Twelve Months
Edit
Title: Business Planning in Always in Session
ML
Marki Lemons Unlimited, Inc.
Edit
Title: Business Planning in Always in Session
Marki Lemons Ryhal
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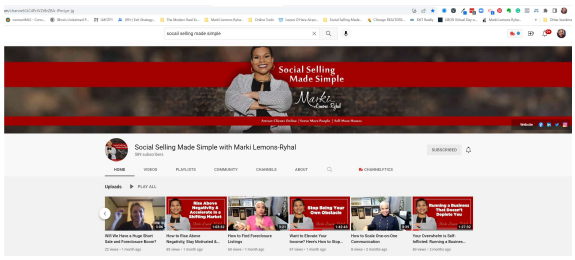
Title: Business Planning in Always in Session
AL
Amazon Live
Edit
+ Add Destination
Close

68


social selling made simple
Social Selling
Made Simple
Marki
Lemons Ryhal
Social Selling Made Simple with Marki Lemons-Ryhal
SUBSCRIBED
HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT
CHANNELYTICS
Uploads
PLAY ALL

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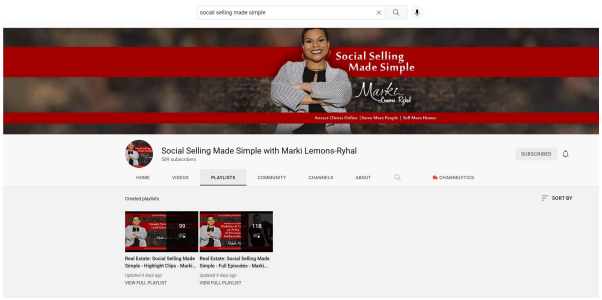

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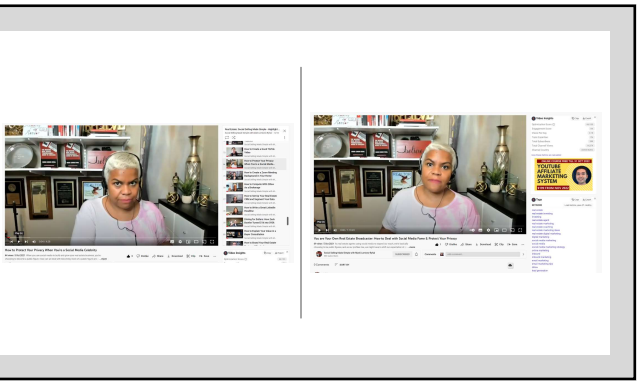
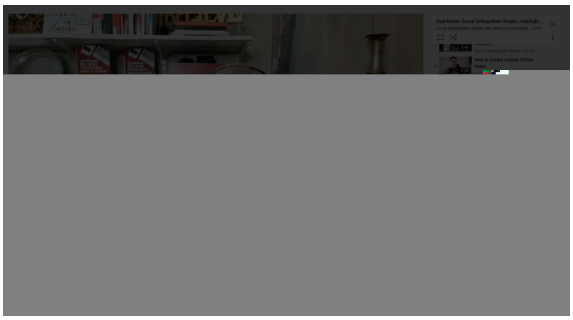


71

- LINKEDIN up to 10 Minutes
- TWITTER up to 2:20
- Facebook
- IGTV up to 10 minutes-Use INSHOT
- Instagram Carousel Post up to 10 Minutes
- Messenger

72



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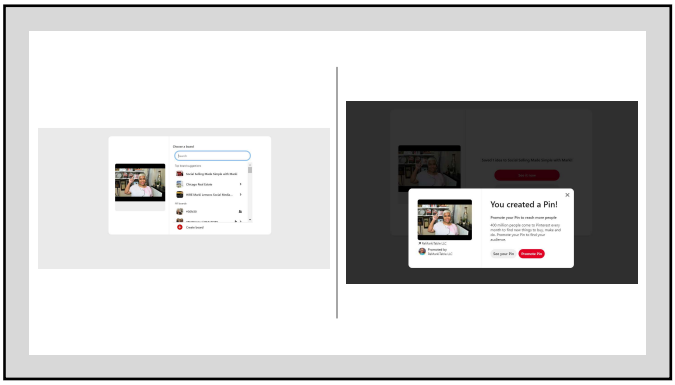

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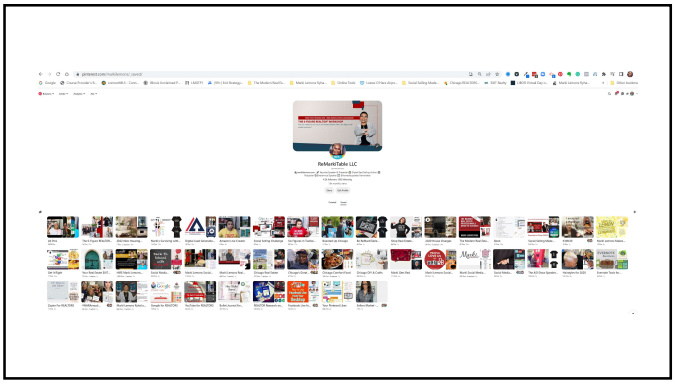

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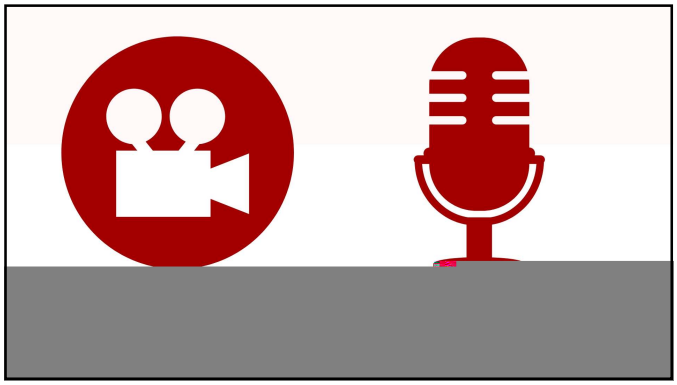
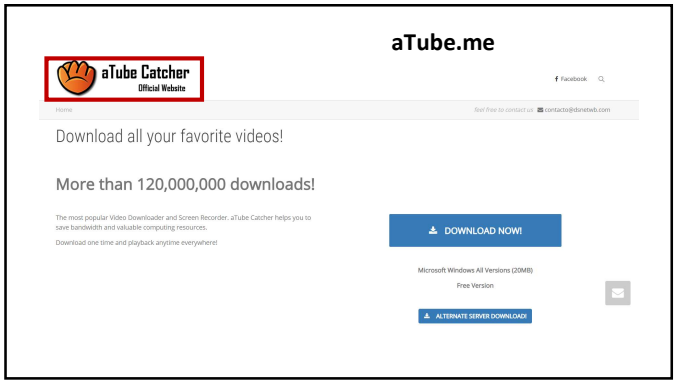


76

PODCAST
Social Selling
Made Simple
Spotify

77


aTube.me
aTube Catcher
Official Website
Facebook
Download all your favorite videos!
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The most popular Video Downloader and Screen Recorder. aTube Catcher helps you to save bandwidth and valuable computing resources.
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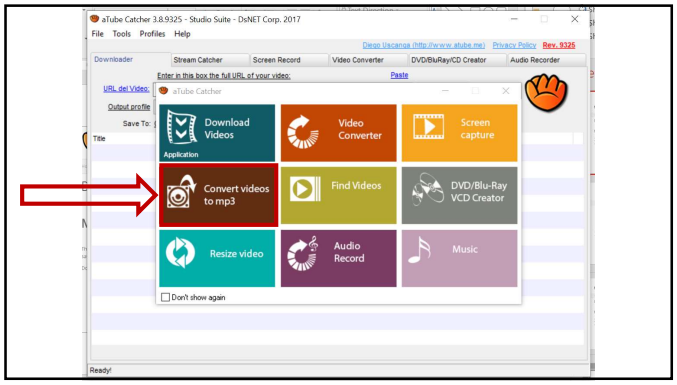
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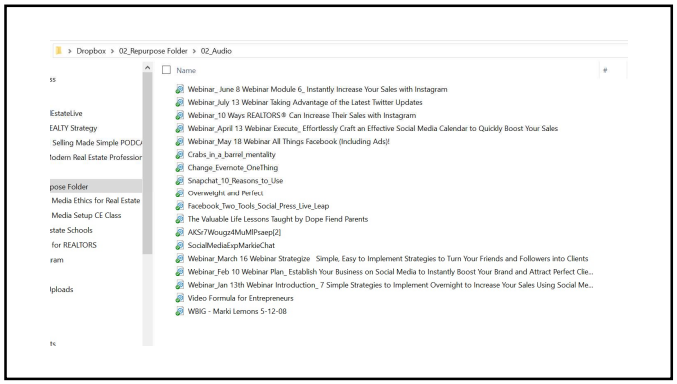
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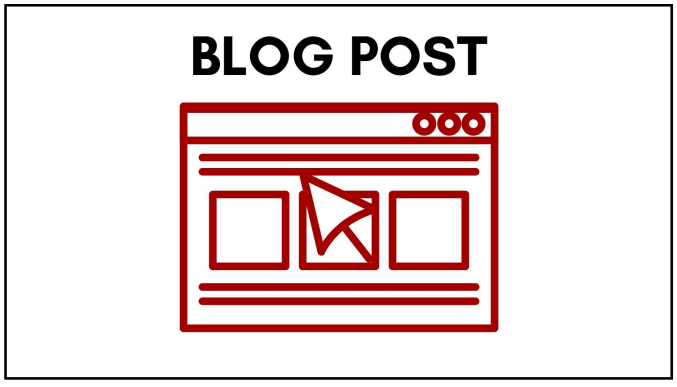
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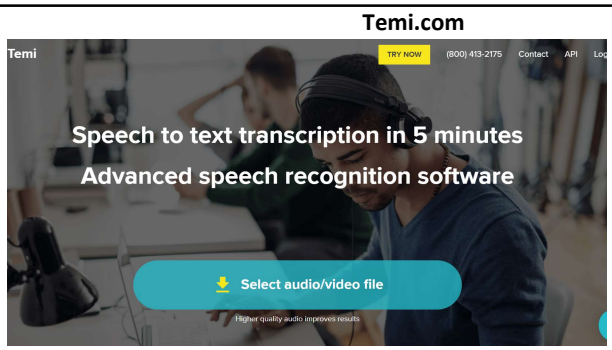
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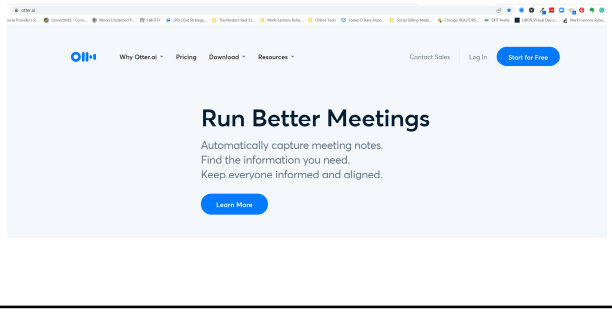
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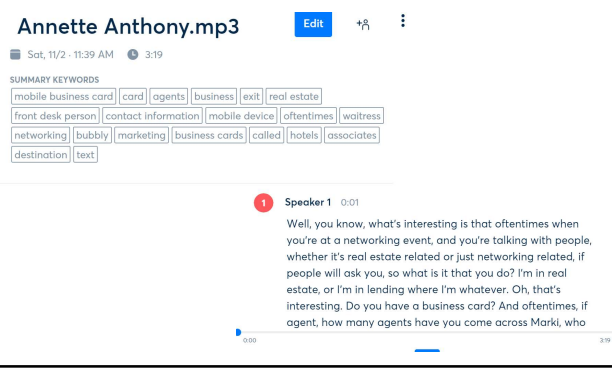
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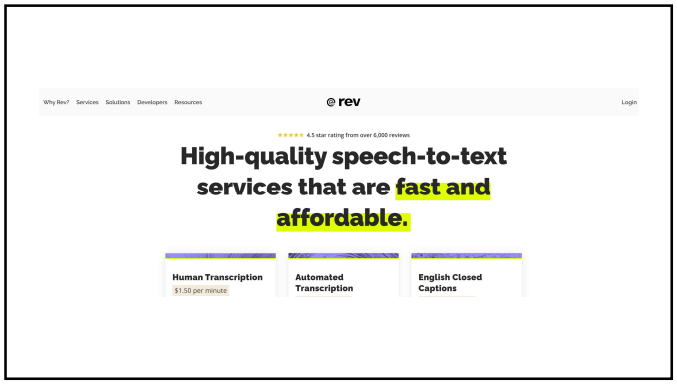
Well, you know, what's interesting is that oftentimes when you're at a networking event, and you're talking with people, whether it's real estate related or just networking related, if people will ask you, so what is it that you do? I'm in real estate, or I'm in lending where I'm whatever. Oh, that's interesting. Do you have a business card? And oftentimes, if agent, how many agents have you come across Marki, who
0:00
3:19

84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EMAIL

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PHOTO

TEXT

As real estate agents using social media to expand our reach, we're basically choosing to be public figures, and as our profiles rise, we might have to shift our expectation of privacy.

We are our own broadcasters in the name of real estate, and that means more recognition out in the world. The question is, how do we adjust to this newfound local fame? What steps can we take to protect ourselves in public? How do we combat marketing FOMO and shiny object syndrome?

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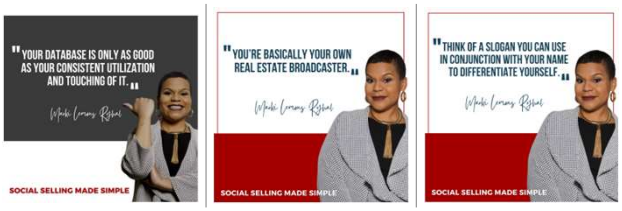

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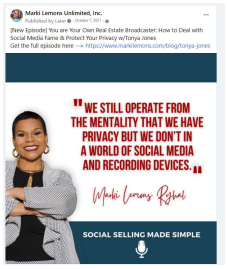

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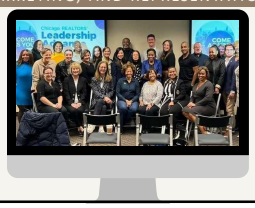
STANDARD OF PRACTICE 12-10

Standard of Practice 12-10 REALTORS®' obligation to present a true picture in their advertising and representations to the public includes internet content, images, and the URLs and domain names they use.

REALTORS HAVE AN OBLIGATION TO PRESENT A TRUE PICTURE IN ADVERTISING, MARKETING, AND REPRESENTATIONS.



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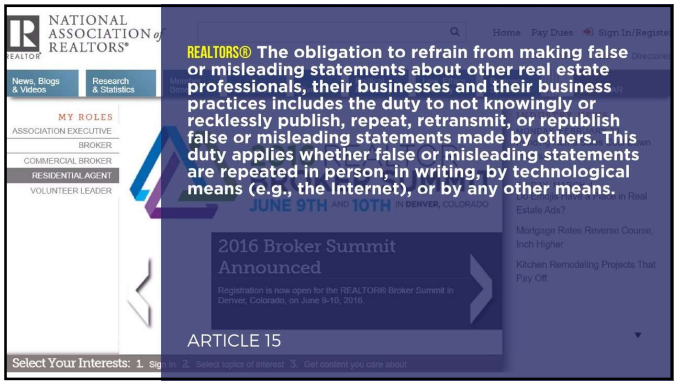

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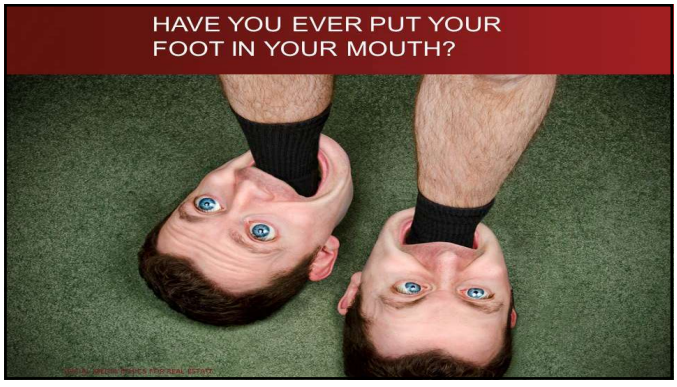

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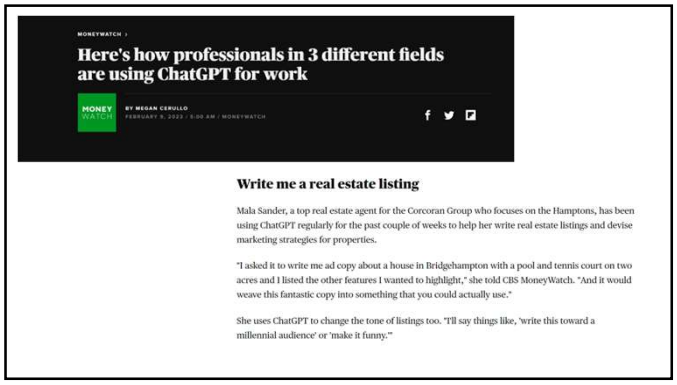

MONEYWATCH ›

Here's how professionals in 3 different fields are using ChatGPT for work

MONEY WATCH

BY MEGAN CERULLO

FEBRUARY 9, 2023 / 8:00 AM / MONEYWATCH

Write me a real estate listing

Mala Sander, a top real estate agent for the Corcoran Group who focuses on the Hamptons, has been using ChatGPT regularly for the past couple of weeks to help her write real estate listings and devise marketing strategies for properties.

"I asked it to write me ad copy about a house in Bridgehampton with a pool and tennis court on two acres and I listed the other features I wanted to highlight," she told CBS MoneyWatch. "And it would weave this fantastic copy into something that you could actually use."

She uses ChatGPT to change the tone of listings too. "I'll say things like, 'write this toward a millennial audience' or 'make it funny.'"

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