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REALTORS®**



AI, ChatGPT, & Real Estate, the Law & Code of Ethics



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AI, ChatGPT, & the Law & the Code of Ethics Note Packet

Artificial Intelligence - A set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand and translate spoken and written language, analyze data, make recommendations, and more.

4 Types of AI

1. Reactive	
2. Limited Memory	
3. Theory of Mind	
4. Self-Aware	

3 Fields of AI

1. Machine Learning	
2. Deep Learning	
3. Neural Networking	

The History of AI

1. The Beginning 1950-1955	
2. Phase 1 1956-1979	
3. Phase 2 1980-1999	
4. Phase 3 2000-Late 2022	
5. 11/30/22 Launch of OpenAI & ChatGPT	

Who is OpenAI & ChatGPT

1. OpenAI	
2. ChatGPT	
3. GPT	Generative pre-trained transformers are a type of Large Language Model (LLM) and a prominent framework for generative artificial intelligence. The first GPT was introduced in 2018 by OpenAI.

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What are the Concerns with Generative Artificial Intelligence (AI)

Is AI-generated content Legal?

Copyright & Trademark Infringement

Screen Writers Guild strike - one of the main reasons is the writers' concern of being replaced by AI

Drake & Weeknd collaboration - Heart on My Sleeve released 4/14/23 was really created with AI (Ghostwriter). Universal Music Group aggressively pursued its take down but not after it achieved over 1 million streams across several channels in just 2 days.

Thaler v. Perlmutter

Scientist Stephen Thaler is suing the US Copyright Office for denying copyright protection for images he generated using DABUS, an A.I. system he built. This case challenges the idea that only works of human authorship are protected under the federal Copyright Act because humans are creating AI systems.

Zaraya of the Dawn Comic Book versus US Copyright Office

A copyright registration previously granted was partially canceled because it included “non-human authorship” that hadn’t been taken into account.

Author Kristina Kashtanova brought a case arguing that even though the images used in the novel were generated by AI she modified each image multiple times until she was able to get the desired, right pictures, thus making them human-generated.

Getty Images v. Stability & Stable Diffusion AI

Getty is claiming that Stability AI trained its AI tool on more than 12 million Getty photographs without the company’s authorization.

Tools to Detect (or Evade) Content Generated by AI

Quillbot.com, AI Content Detector, OpenAI's AI Text Classifier, [Originality.ai](https://originality.ai)

State Display & Disclosure Laws

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Is AI-generated content Biased, Weird, & Hateful? Can it Violate Fair Housing?

Tip: Remember to be representative in any of your marketing and be specific in your prompts to ensure you don't receive the default results.

Prompt: /imagine a young **African American boy** looking out the window watching the rain and thinking about his future

Is AI-generated content Accurate/The Source is the Internet?

Tip: Any AI-Generated content should always be proofread and/or sourced to ensure there aren't any grammatical, or factual errors. But especially in real estate, you need to make sure that there isn't any potentially legally infringing content such as Fair Housing.

<p>Example Prompt: Write a property description for a home with 3 bedrooms, 3 bathrooms, a pool, a split floor plan, new ac, a new roof, a large lot, lakefront views, and near a park & church</p>	<p>Result: This beautiful lakefront home is perfect for any family as it boasts 3 bedrooms and 3 bathrooms, with a split floor plan for added privacy. Enjoy the warm weather in the privacy of your own backyard with the sparkling pool. Recently updated with a new AC and roof, this home is move-in ready. The large lot and corner location provide plenty of space and are within walking distance of a park and church. Take in the stunning lake views from multiple rooms in the house, perfect for relaxing and entertaining. Don't miss out on the opportunity to make this house your family's next dream home.</p>
<p>Modified Prompt: Factoring in fair housing laws, write a property description for a home with 3 bedrooms, 3 bathrooms, a pool, a split floor plan, new ac, a new roof, a large lot, lakefront views, and near a park & church.</p>	<p>Result: This beautiful lakefront home boasts 3 bedrooms and 3 bathrooms, with a split floor plan for added privacy. Enjoy the warm weather in the privacy of your own backyard with the sparkling pool. Recently updated with a new AC and roof, this home is move-in ready. The large lot and corner location provide plenty of space and are close to a park. Take in the stunning lake views from multiple rooms in the house, perfect for relaxing and entertaining. Don't miss out on the opportunity to make this house your next dream home.</p>

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Can AI-generated Avatars be used for Malicious Purposes?

Can AI-generated Content be used for Malicious Purposes including Cybersecurity?

Is AI going to Change or Replace a lot of Jobs & Disrupt the World Economy?

The Top 10 At-Risk Jobs per Business Insider.

- Tech jobs (Coders, computer programmers, software engineers, data analysts)
- Media jobs (advertising, content creation, technical writing, journalism)
- Legal industry jobs (paralegals, legal assistants)
- Market research analysts
- Teachers
- Finance jobs (Financial analysts, personal financial advisors)
- Traders
- Graphic Designers
- Accountants
- Customer Service Agents

Can AI Become Self-Aware/Reach Singularity & Replace Us?

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How to Use AI Tools - Creating the Perfect Prompt

4 Components of Creating the Prompts Task(s)

<p>Instruction - a task the AI model has to perform.</p> <ul style="list-style-type: none"> ● Rewrite ● Summarize ● Edit ● Create 	<p>Context - information that will help it to produce a better response.</p> <ul style="list-style-type: none"> ● Using examples ● Data ● Trends ● Etc. 	<p>Input Data - input or a question that you need to be answered.</p> <ul style="list-style-type: none"> ● Q&A ● Problem Solve ● Proof/Edit 	<p>Output Indicator - the format of the output.</p> <ul style="list-style-type: none"> ● Written Content (blog article, webpage, video script, social media post, resume, cover letter, proposal, etc.) ● Image (picture, infographic) ● Video ● Presentation
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You can include information about **Your Desired**:

<ul style="list-style-type: none"> ● Focus ● Format ● Style 	<ul style="list-style-type: none"> ● Intended Audience ● Text Length ● List of Points you want to be addressed 	<ul style="list-style-type: none"> ● Perspective or Mood that you want the text written from, if applicable ● Specific Requirements, such as no jargon or specific things (ex. factoring in Fair Housing laws) you want to be accounted for.
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Prompt Writing Tips

- 1. Start Simple** - If you want better results, start with simple prompts and add more elements and context. By doing this, you'll gradually improve your results.
- 2. Provide Instruction** - To design effective prompts for simple tasks, you can use commands such as "Write," "Classify," "Summarize," "Translate," "Order," etc. These commands instruct the large language model on what task you want it to perform.
- 3. Be Specific** - what you want the machine learning model to do is critical to getting good results especially if you have a desired outcome or style of generation/format in mind. Providing examples is helpful as well.
- 4. Be Direct and Precise** - explain your expectations as much as you can. For example, state precisely how long you want the output to be and include expected keywords.

Remember:

- To experiment to get different results
- Always proof-read for factual errors, sources, and legal compliance
- For longer or more in-depth projects you can break prompts into separate steps that build on each other



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Top 10 Uses of AI

1. Automate Tasks	
2. Create Content	
3. Create Content Ideas	
4. Write Property Descriptions	
5. Providing Imagery	
6. Problem-Solving	
7. Strategy/Planning	
8. Optimize the Office	
9. AI/Avatar for Video Creation	
10. Streamline Meetings	

What About Generative AI Tools for Images & Video

More Best Uses of AI Tools - The New Apps Store ([google.com/webstore](https://www.google.com/webstore) & integrations)



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AI & Real Estate

1. Idean & Content Creation	
2. Marketing, Lead Gen, & Follow Up	
3. Improve Time & Task Management	
4. Improve & Prioritize Communications	
5. Client (or Lead) Servicing	
6. Provide Legal & Financial Advice	
7. Identify Potential Risks & Threats	
8. Streamline Transactions	
9. Improve Property & Investment Valuations	
10. Write or Edit Code	

What is the Future of AI?

“An agent who refuses to embrace this technology will be replaced or usurped by one who does.”