



**KANSAS
REALTORS®**



**Create Awesome Marketing Content &
Materials with AI, Canva & ChatGPT**



Security 1st 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



**KANSAS
REALTORS®**

STRONGER TOGETHER

**BROKERAGE ESSENTIALS:
RELATIONSHIPS,
SUPERVISION, AND
ADVERTISING**

KAR Conference – Continuing
Education - 2025

BROKERAGE RELATIONSHIP

- Kansas law, specifically BRRETA (Brokerage Relationships in Real Estate Transactions Act), outlines the legal relationships between licensees and the parties they serve.
- In Kansas, **dual agency is illegal**.
- Instead, the law allows for a **designated agency** where a broker can name one licensee to represent a buyer and another licensee from the same firm to represent a seller in the same transaction.





KEY RELATIONSHIPS

Seller's Agent: Represents only the seller. Owes the seller loyalty, confidentiality, and fiduciary duties.

Buyer's Agent: Represents only the buyer. Owes the buyer loyalty, confidentiality, and fiduciary duties.

Transaction Broker: Is not an agent for either party. They are a neutral facilitator, providing information and exercising reasonable skill and care, but they do not advocate for either side. This is the assumed relationship until a written agency agreement is signed.

For more information: see Kansas 2019 Statute, 58-30,110 and Rules and Regulations of KREC, 86-3-26.

BROKER SUPERVISION

Kansas law mandates that a supervising or branch broker is responsible for the actions of their affiliated licensees.

Key responsibilities include:

- **Establishing written policies and procedures** to guide licensees on real estate practice law.
- **Providing training** on those policies and procedures.
- **Ensuring all contracts and forms** are reviewed for accuracy and compliance.
- **Preventing** licensees from engaging in activities that require a license while their license is inactive, suspended, or expired.
- **Taking timely action** to correct or mitigate a violation by an affiliated licensee.
- **For more information:** consult Rules and Regulations of KREC 86-3-31

ADVERTISING

All advertising by a Kansas licensee must be conducted under the direct supervision of the supervising broker.

A key requirement is that all advertisements must **prominently and conspicuously** display the supervising broker's trade name or business name.



ADVERTISING

Requirements

- **Team Names:** Team names are permitted but cannot be confusing to the public or be mistaken for the supervising broker's business name.
- **Personal Property:** A licensee advertising their own property must clearly state in the ad that they are a licensed real estate professional.
- **Online Advertising:** The same rules apply to all forms of media, including websites and social media. The supervising broker's name must be easily seen and identified.
- **Fair Housing:** All advertising must comply with Fair Housing laws, avoiding any discriminatory language or imagery.

Prohibitions

- **No misleading information:** Advertising cannot misrepresent any property, terms, values, or services.
- **For more information:** consult Kansas Real Estate Brokers' and Salespersons' License Act, 58-3085, 58-3086 and Rules and Regulation of KREC, 86-3-7



Creating Awesome Marketing Materials with AI & ChatGPT Note Packet

What is ChatGPT

Free versus Paid Pro Version of ChatGPT

Free	Paid \$20/mo
<ul style="list-style-type: none"> ● No Guaranteed Access ● Back of the line & slower processing ● Access to GPT version 3.5 <ul style="list-style-type: none"> ○ Uses info from the Internet thru 9/30/21 ○ No ability to use plugins ○ All info entered is potentially not private ○ No historical data to craft your Persona or personalization of content 	<ul style="list-style-type: none"> ● Guaranteed 100% up-time with Premium processing ● Access to GPT version 4.0 <ul style="list-style-type: none"> ○ Can browse the internet for current information ○ Custom Instructions - Persona & Special Directions ○ Use Dalle for Imagery, charts, slides, etc. ○ Supports plugins & custom GPTs ○ Usage is Private ● Historical data creates your AI Persona

How to Use AI Tools - Creating the Perfect Prompt

4 Components of Creating the Prompts Task(s)

Instruction - a task the AI model has to perform. <ul style="list-style-type: none"> ● Rewrite ● Summarize ● Edit ● Create 	Context - information that will help it to produce a better response. <ul style="list-style-type: none"> ● Using examples ● Data ● Trends 	Input Data - input or a question that you need to be answered. <ul style="list-style-type: none"> ● Q&A ● Problem Solve ● Proof/Edit 	Output Indicator - the format of the output. <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 LLM 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

Tip: You can use tools like AIPRM or ChatGuide.ai to help write the prompts for you!



Creating Awesome Marketing Materials with AI & ChatGPT Note Packet

What About Generative AI Tools for Images

OpenAI's Dalle-2 Tools

- Labs.openai.com
- PlayGround AI
- Microsoft Designer
- Night Cafe
- Cala
- Mixtles

Other Generative AI Image Tools

- MidJourney
- Stable Diffusion
- Wombo
- Deep Dream

Tip: You can use tools like Lexica.art, Effortless MidJourney, or Prompt Pal to write better image prompts

AI Video Tools - Descript & Vidyo.ai

AI Avatars

D-id.com



CRAIG GRANT



Creating Awesome Marketing Materials with AI & ChatGPT Note Packet

Canva AI Tool Suite

Brand Hub

Magic Write

Discover Translate

Text to Image

Magic Edit & Eraser

Magic Design

Magic Presentation

Bulk Create



Creating Awesome Marketing Materials with AI & ChatGPT Note Packet

How to Build a Full Marketing Plan with AI

Create a Monthly/Annual Marketing &/or Communication Plan

Identify Target Audience & Best Ways to Reach Them

Identify Headlines, Keywords, Hashtags, etc.

Plan out a lead funnel, call to action, etc.

Content Campaign

1. Identify __ blog post ideas
2. Now write a 500-750 word blog post for idea #1 (repeat for idea #2, etc.)
3. Now write a video script &/or social media post for idea #1 (repeat for idea #2, etc.)

Property Campaign

1. Write a property description
2. Now create a flyer for that property highlighting __.
3. Now create social media posts for that property
4. Now create a video script for that property

Branding Campaign

1. Compile a list of client testimonials, real estate tips, etc.
2. Use the Canva Bulk Create Tool to build out a whole series of posts

How to Create a Year's Marketing Materials Using Canva's Bulk Create Tool

(requires a paid Canva Pro account)

Go to Canva - In Canva go to Docs

1. Either click the + icon and choose Magic Write and then use the prompt above for Content Ideas - Prompt 1 and have Canva generate a list of ideas or paste in the numbered bulleted list ChatGPT created into the Canva Doc (instead of using Magic Write)
2. Select and Copy the bulleted list
3. Go to Excel or Google Sheets and paste the info into cell A1
4. Save the file as a .CSV file
5. Back in Canva find a marketing piece (ex. Facebook post, Instagram Story, etc.) and the design template you want to create
6. Use the Styles tool to ensure each design uses your brand (colors, fonts, etc.) in the design
7. In the left bar, click on Apps and search/find Bulk Create
8. Click upload CSV file and upload the file you created in step 5
9. Select the content box in your design where you want to insert the info from the spreadsheet
10. Right-click your mouse and click Select Connect Data > Select the first line
11. Click Continue > click Generate ___ number of Posts
