


# Top Ways to use AI in Real Estate


## 1. Write a compelling Listing Descriptions in Seconds

**Tool:** ChatGPT or [Realtor.ai](#)

 Upload photos and top selling points of the property, then let AI draft a clean, catchy description for MLS, social media, and more.


## 2. Create Social Media Content, Captions, Campaigns, Blog Posts, Newsletters, and more.

**Tool:** Canva Magic Write, ChatGPT, or Jasper

 Generate Instagram captions, Facebook post ideas, and even graphics using AI. Ask Ai to create a campaign that will capture the buyer you define using the social media platform you choose. AI helps you write informational content that builds trust with your audience (perfect for SOI drip campaigns, newsletters, or website blogs).


## 3. Develop Video Scripts for Reels & YouTube

**Tool:** ChatGPT or Descript or Napkin.ai or Capcut

 Plug in your topic (ex: “Why now is a great time to buy in [city]”) and get a video script with a hook, bullet points, and a Call to Action, ready to record. You can even ask AI to develop a campaign or series of videos for your Move Up Video Series or Monthly Market Updates.


## 4. Enhance Buyer/Seller Communication

**Tool:** ChatGPT, GrammarlyGO, or Notion AI

 Write better emails, texts, and responses, especially when delivering tough news or explaining complicated steps. ChatGPT can help draft thoughtful, customized follow-ups that sound like *you*, to include texts, emails, and video scripts.


## 5. Prep for Listing Appointments

**Tool:** ChatGPT or Beautiful.ai

 Turn your notes or seller homework into a smart pre-listing plan, talking points, and objection-handling responses. You can also develop a launch plan and timeline before you go to the appointment.

## 6. Analyze Market Trends and Offers Quickly

**Tool:** ChatGPT + MLS Exported Data or Offer/Net Sheet

 Drop stats into ChatGPT and ask for a summary based on the data and timeframe. Upload offer and net sheet. Request a written summary and possibly how the seller might counter.