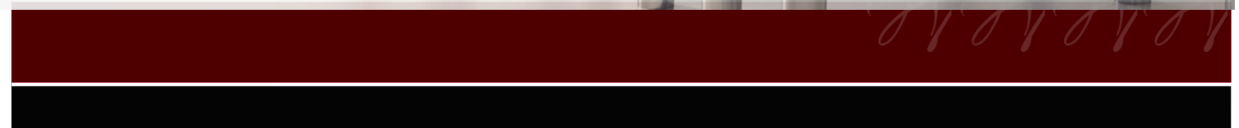
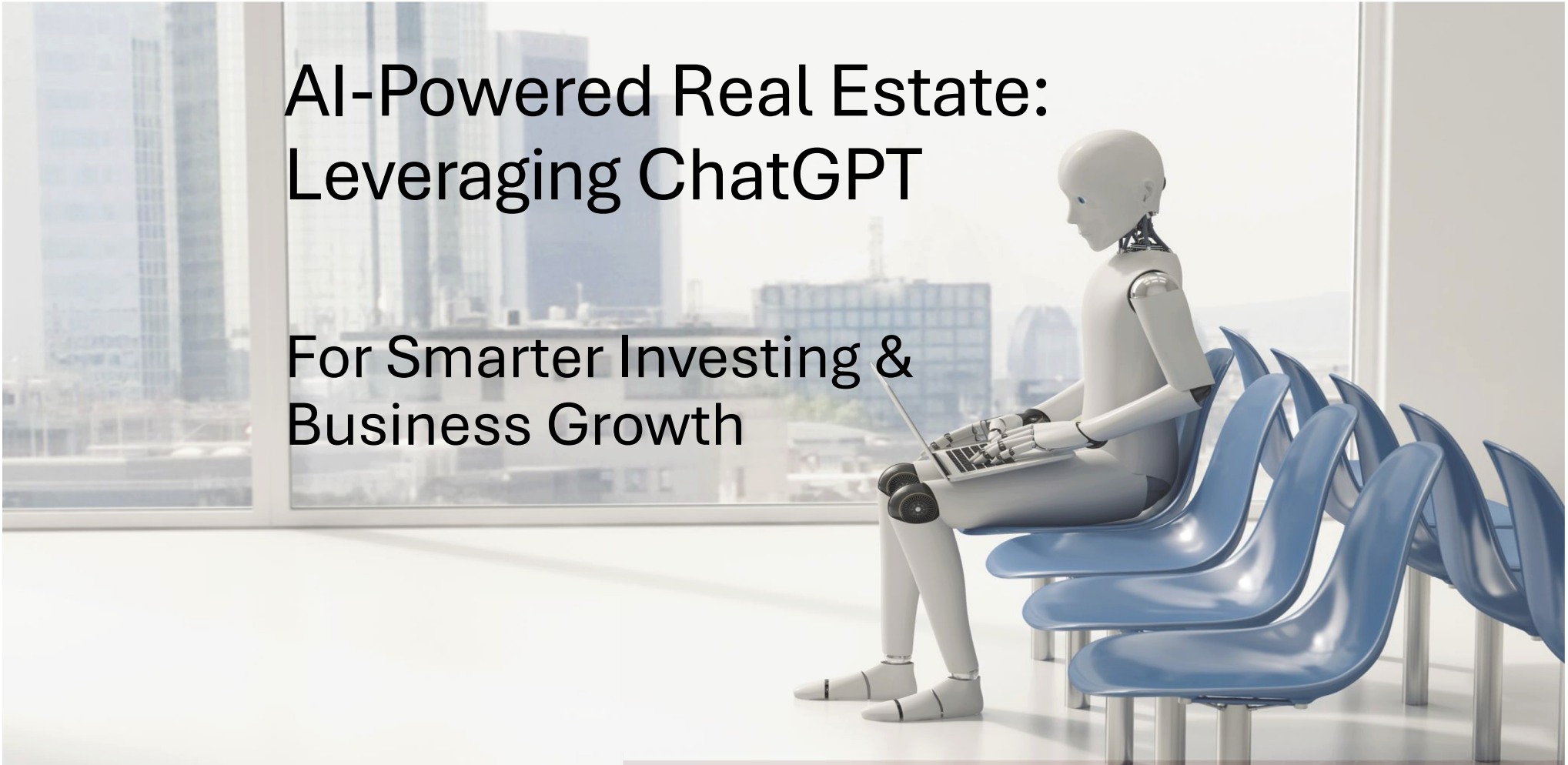




AI-Powered Real Estate: Leveraging ChatGPT

For Smarter Investing &
Business Growth





About Me...

- ❖ Real Estate Investor and NTAREI member since mid-2017
 - ❖ Private lending (SDIRA)
 - ❖ House hacking a duplex in Rockwall since mid-2018
- ❖ Enterprise level IT Consultant to Fortune 100 clients for almost 30 years
 - ❖ Dell
 - ❖ IBM
 - ❖ Hasbro
 - ❖ HanesBrands
 - ❖ VW / Porsche
 - ❖ J&J
 - ❖ T-Mobile
- ❖ Web developer and consultant since 2016

I do my best to keep up with new technologies. AI is a must today for ANY profession.





Why Does AI Matter for You?



More Profitable
Deals



Less Wasted
Time



Lower Risk



Higher ROI





Quick Poll

- How many currently use AI tools?
- Which AI applications interest you most?
- Lead Generation
- Property Analysis
- Tenant Screening





Agenda for Tonight

- AI & ChatGPT Fundamentals
- AI in Real Estate Today
- AI Across Real Estate Investment Niches
- Risks, Challenges & Ethics
- Future of AI in Real Estate
- Action Steps & Q&A



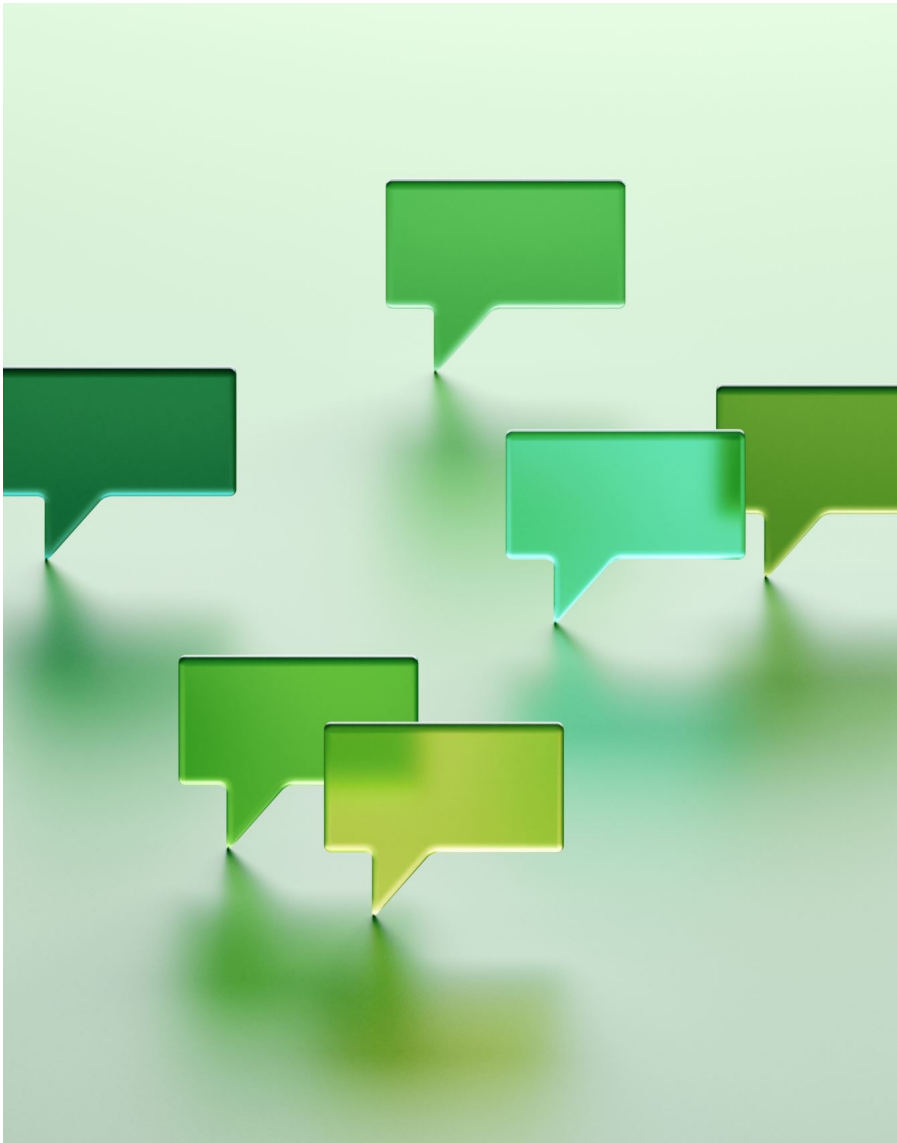


AI Fundamentals

**“ AI = Tool to process data
for faster, smarter
decisions ”**

- Think of it as a powerful assistant or 24/7 unpaid Intern
- Not as complicated as it sounds





Meet ChatGPT

- Language model by OpenAI
- Answers questions, drafts emails, analyzes deals
- Real-world example:
By quickly assessing local market trends, repair cost estimates, and projected cash flows, the investor identified a promising opportunity that culminated in a successful property flip.





Sample Prompt:

“As a real estate investor, what are the top 3 neighborhoods in Richardson, TX for long-term real estate investment, based on appreciation potential, rental demand, school quality, and crime rates?”





ChatGPT Response:

Based on factors such as appreciation potential, rental demand, school quality, and crime rates, the following neighborhoods in Richardson, TX, are prime candidates for long-term real estate investment:

1. Canyon Creek

- **Appreciation Potential:** Canyon Creek boasts a median real estate price of \$810,336, placing it in the top 8% of Texas neighborhoods for property values.
- **Rental Demand:** With an average rental price of \$3,980, the area attracts high-income tenants, ensuring steady rental income.
- **School Quality:** The neighborhood is served by top-rated schools, enhancing its appeal to families.
- **Crime Rates:** Canyon Creek is known for its low crime rates, contributing to a safe and secure environment.





ChatGPT Response:

2. Prairie Creek

- **Appreciation Potential:** Prairie Creek is recognized as one of Richardson's premier communities, known for well-maintained homes and mature trees.
- **Rental Demand:** The neighborhood's proximity to parks and recreational amenities makes it attractive to renters seeking quality of life.
- **School Quality:** Prairie Creek is served by reputable schools, making it desirable for families prioritizing education.
- **Crime Rates:** The area maintains a reputation for safety, with low crime rates contributing to its desirability.





ChatGPT Response:

3. Sherrill Park

- **Appreciation Potential:** Sherrill Park has shown significant appreciation over the past five years, ranking among the highest in the Richardson area.
- **Rental Demand:** Its location near golf courses and recreational facilities enhances its appeal to potential renters.
- **School Quality:** The neighborhood is served by quality schools, attracting families and ensuring a stable rental market.
- **Crime Rates:** Sherrill Park is considered a safe neighborhood, with crime rates lower than the national average.





ChatGPT Response:

Investing in these neighborhoods offers a combination of strong appreciation potential, high rental demand, excellent school quality, and low crime rates, making them ideal for long-term real estate investments in Richardson, TX.





Beyond ChatGPT

- ❖ DealCheck
- ❖ Reonomy
- ❖ PropStream
- ❖ Zillow AI
- ❖ AI-driven CRMs





How AI Is Already Helping



- ❖ AI-Driven Lead Generation
- ❖ Tenant Screening
- ❖ Deal Analysis & Valuation





AI vs. Manual Analysis

Manual Analysis: ~2–3 hours per property

AI/ChatGPT: Minutes per property

Comprehensive Suggestions





DEMO: AI-Powered Rental Pricing

Sample Prompt:

"ChatGPT, I own a 3-bed, 2-bath rental in [city]. Average market rent is \$X. What price should I set?"





Real Estate Niches

- Landlords
- Property Managers
- Wholesalers
- Fix & Flippers
- Private & Hard Money Lenders
- House Hackers
- Multifamily Syndicators
- Mobile Home & RV Parks
- Commercial Real Estate
- Self-Storage & More





Landlords

Landlords:

- AI Tenant Screening
- Lease Agreement Drafting

DEMO

- *Prompt:* “As a Landlord, create a polite but firm email responding to a tenant’s late rent payment. Use a firm but friendly business style.”





Landlords

DEMO

Response:

Subject: Friendly Reminder: Past Due Rent Payment

Dear [Tenant's Name],

I hope this email finds you well. I wanted to follow up as I noticed that your rent payment for [Month] has not yet been received. As a reminder, rent was due on [Due Date], and as of today, it remains outstanding.

I understand that unexpected situations can arise, and if there is any issue with making the payment, please let me know as soon as possible. If you have already sent the payment, kindly





Landlords

disregard this message, but if not, please arrange for payment immediately to avoid any late fees as outlined in your lease agreement.

Please confirm when we can expect the payment or if you need to discuss any concerns. Communication is key, and I appreciate your prompt attention to this matter.

Looking forward to your response.

Best regards,

[Your Name]

[Your Contact Information]

[Your Property Management Company, if applicable]





Property Managers

Property Managers:

- Predictive Maintenance
- Chatbots for Tenant FAQs

DEMO

- *Prompt:* “As a Real Estate Property Manager, draft a reminder email for rent due dates with an upsell for online payment. Use a firm but friendly business style.”





Property Managers

DEMO

Response:

Subject: Friendly Reminder: Rent Due Soon – Pay Online for Convenience!

Dear [Tenant's Name],

I hope you're doing well! This is a friendly reminder that your rent payment for [Month] is due on **[Due Date]**. To ensure a smooth and timely payment, we encourage you to take advantage of our **secure online payment option** for added convenience.





Property Managers

Why Pay Online?

- ✓ **Fast & Secure** – No need to write checks or visit the office.
- ✓ **24/7 Access** – Pay anytime, anywhere.
- ✓ **Automatic Payments** – Set up recurring payments and never worry about missing a due date.

You can make your payment easily through **[Online Payment Portal Link]**. If you haven't signed up yet, it only takes a few minutes!





Property Managers

As a reminder, late fees may apply for payments received after **[Late Fee Date]**, so we encourage you to submit your payment on time. If you have any questions or need assistance, feel free to reach out.

Thank you for your prompt attention, and as always, we appreciate having you as a valued resident!

Best regards,

[Your Name]

[Your Contact Information]

[Your Property Management Company, if applicable]





Wholesalers



Wholesalers:

- Off-Market Deal Discovery
- Automated Property Valuation

DEMO

- *Prompt:* “Generate a marketing email for a hot off-market deal.”





Fix & Flippers

Fix & Flippers:

- Budgeting Renovation Costs
- Identifying Undervalued Properties

DEMO

- *Prompt:* “Help me allocate a \$50K rehab budget for maximum ROI.”





Private/Hard Money Lenders

Private & Hard Money Lenders:

- Faster Deal Screening
- Risk Assessment Models

DEMO

- *Prompt:* “Evaluate a borrower’s risk level for a \$200K flip loan at 12% interest.”





House Hackers

- Cash Flow Projections
- Creative Financing

DEMO

- *Prompt:* “Calculate monthly expenses if I rent 2 rooms in my home.”





Multifamily Syndicators

- Investor Communications
- Underwriting Analysis

DEMO

- *Prompt:* “Draft a 1-page investment summary for a 12-unit apartment syndication.”





Commercial RE

- AI-Driven Market Research
- Lease Optimization

DEMO

- *Prompt:* "As a Commercial Real Estate Investor, evaluate a multi-tenant retail property in downtown Frisco, Texas. It's approximately 12,000 square feet, with average monthly rents of \$2.50 per square foot and operating costs of around \$1.00 per square foot. The asking price is \$2.4 million. Could you walk me through the steps to calculate the cap rate and estimate the net operating income? Also, please share best practices for negotiating a commercial real estate purchase in this market and discuss how local economic conditions or foot traffic trends might affect my returns. Finally, suggest other key metrics or data points I should gather for thorough due diligence."





Other Niches

Mobile Home & RV Parks:

- Seasonal Pricing
- Automated Marketing & Bookings

Self-Storage:

- Demand Forecasting
- AI-Enhanced Pricing Models





Risks, Challenges & Ethics



- AI Limitations
- Bias & Ethical Pitfalls
- Case Study: Algorithm Overpricing





Gazing into the Crystal Ball



- Predictive Market Downturn Alerts
- Smart Contracts & Blockchain
- Augmented Reality & AI Integration





Next Steps & Closing

- Start Small
- Live Q&A
- Resources & Prompts
- Final Thought





Resources

<https://www.whittedholdings.com/ai-powered-real-estate-resources-page/>

- ❖ Slide Deck
- ❖ Catalog of ChatGPT prompts used in this presentation
- ❖ Links for all sources

