

AI-Powered Real Estate

Leveraging ChatGPT for Smarter Investing & Business Growth

North Texas Association of Real Estate Investors (NTAREI) seminar

Free or Freemium AI-Powered Tools and Resources for Real Estate Professionals

Below is a curated list of free or freemium AI-powered tools and resources that real estate professionals often use to streamline research, analysis, and marketing. Each one typically has a free tier, free trial, or open-access features. (Always check each site's usage limits, as some may cap the number of queries or require sign-up.)

1 ChatGPT (OpenAI)

- What It Does: General-purpose AI chatbot that can draft emails, create property listings, generate marketing ideas, or even do basic deal analysis.
- How to Use: Sign up for a free account and start asking property-related questions or requesting help with real estate tasks.

2 Bing Chat (Microsoft)

- What It Does: AI-enhanced web search that can answer real estate queries, perform quick



neighborhood analysis, and summarize local market news.

- How to Use: Use Microsoft Edge or go to [Bing.com](https://www.bing.com) with a Microsoft account. Ideal for quick comps or public-record searches with natural language.

3 Google Gemini

- What It Does: AI-driven conversational tool similar to ChatGPT. Can provide clarifications on market trends, investment strategies, or property metrics.
- How to Use: Available in regions where Gemini is supported; sign in with a Google account for free usage.

4 DealCheck (Free Tier)

- What It Does: Analyzes rental and flip deals, calculates ROI, and compares properties side by side. Limited property count in free plan.
- How to Use: Create a free account and input basic deal info (purchase price, ARV, expenses) to get quick profitability metrics.

5 Rentometer (Free Quick Checks)

- What It Does: Estimates rental rates for a given address by comparing local comps.



- How to Use: Free version allows a few daily “quick checks” of rent estimates for one address at a time.

6 Redfin Estimate

- What It Does: Offers an automated home-value estimate tool, often more localized than Zillow, and draws on MLS data.
- How to Use: Enter a property address on Redfin’s site to view estimated home value, rental potential, and local market insights.

7 Zillow (Zestimate)

- What It Does: Provides an automated property valuation (“Zestimate”) and market stats (like neighborhood price trends).
- How to Use: Go to Zillow, search for an address, and check the listed Zestimate plus any local market data.

8 [Realtor.com](https://www.realtor.com) Local Market Trends

- What It Does: Displays listing prices, recently sold comps, and local market health indicators. Also uses AI to recommend similar properties.
- How to Use: Search an address, city, or ZIP code to see median list prices, days on market, and more.

9 Trulia Neighborhood Insights



- What It Does: Uses AI-driven algorithms to highlight neighborhood amenities, crime stats, and local school ratings.
- How to Use: Enter an address or neighborhood; scroll through interactive maps and data overlays for deeper insights.

10 City-Data

- What It Does: Aggregates a wide variety of public data (demographics, crime rates, income levels) across cities and neighborhoods, some with AI-driven summaries.
- How to Use: Search a city or ZIP code to review real estate trends, population data, and local discussion forums.

11 RealtyMole (Freemium API)

- What It Does: Offers a rental property data API (some free calls per month) for comps, property details, and estimated rent.
- How to Use: Sign up for a free developer account; integrate the API to fetch local rental comps or set up quick analyses.

12 [Data.gov](https://data.gov) (Public Datasets)

- What It Does: While not a single “AI tool,” [Data.gov](https://data.gov) provides raw datasets—some of which can be fed into AI models for real estate analyses (e.g., Census data, local housing stats).



- How to Use: Download relevant datasets (like local population or economic indicators), then use AI software (e.g., ChatGPT, Excel + add-ins) to identify trends.
- 13 Interseller or [Apollo.io](https://www.apollo.io) (Free Plans)
- What They Do: These are more lead-generation or outreach tools that integrate limited AI features for finding/engaging leads—useful if you’re trying to automate cold email or track down property owners.
 - How to Use: Create a free account with limited monthly leads and see how AI can help you build contact lists and automate outreach.
- 14 Google Analytics 4 (GA4)
- What It Does: Not real-estate-specific, but it uses machine learning (e.g., predictive audiences) to track website visitors’ actions, helpful if you list or market properties online.
 - How to Use: Set up GA4 on your property listing site or investor landing pages to measure user engagement and glean AI-driven insights on visitor behavior.
- 15 Free AI-Enhanced CRM Trials (e.g., HubSpot)
- What It Does: CRMs like HubSpot have built-in AI email analysis, lead scoring, or chatbots. Often offer a free tier or trial.
 - How to Use: Track leads, manage property inquiries, and automate follow-ups. Use AI features to evaluate the quality of inbound leads.



Tips for Using These Tools

- 1 Combine & Compare: Use multiple sites (Zillow, Redfin, [Realtor.com](https://www.realtor.com)) to cross-verify property values and reduce the risk of inaccurate estimates.
- 2 Sign Up for Free Plans: Tools like DealCheck and Rentometer offer limited free usage—enough for smaller investors or initial testing.
- 3 Practice Prompt Engineering: For ChatGPT, Bing Chat, or Gemini, learn how to craft more effective queries (prompts) to get detailed real estate outputs.
- 4 Watch for Limits: Each free tier usually has daily/monthly usage caps. Keep track so you don't run out mid-analysis.
- 5 Use Local Expertise: Even with great AI tools, local market knowledge remains critical. AI outputs are best treated as a starting point.

By mixing and matching these no-cost or freemium AI/analytics tools, you can drastically cut down on manual research time, refine property valuations, optimize your lead-generation efforts, and scale your real estate investing efforts more efficiently.

