



Will AI replace you or enhance you?

Ines Hegedus-Garcia





Will AI replace you or enhance you? | FIABCI World Real Estate Congress

AI

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AI is not new

The field of AI research was founded at a workshop in a US college in **1956**.

Those who attended would become the leaders of AI research for decades.

Many of them predicted that a machine as intelligent as a human being would exist in no more than a generation.

Everyday uses of AI



Online Shopping

Companies use artificial intelligence technology to improve the customer experience.



Fraud prevention

Credit card companies and financial institutions, for example, use AI to track card usage and analyze buyer behaviors



Facial recognition for your phones



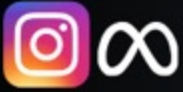
Spam Filters



Text editors Autocorrect



Spotify



Social media

To customize experiences and engage with users
Suggested friends - what you see on your feeds



Google Maps

Acquired WAZE



Ridesharing

Pricing and demand



Smart Homes Nest Thermostat



Check deposits mobile



Snapchat lenses



Google Search



Amazon Recommendations



Netflix





Chat GPT



Instruction



write a short poem about an international audience in a FIABCI annual conference held in Miami Beach that describes how exciting but at the same time scary, the thought of artificial intelligence is. Will it replace the real estate and related industries or help with automation and efficiency?

Result



On Miami's golden shore, FIABCI unites,
From across the globe, under radiant lights.
AI in focus, future's promising heights,
For industries linked, it ignites exciting sights.

Real estate, finance, and construction too,
Ponder AI's promise, perspectives anew.
A dance with efficiency, prospects accrue,
Not a shadow, but a sunrise breaking through.

Concerns may flutter, a fleeting silhouette,
Yet the dawn of AI isn't a threat.
A beacon for industries, a robust silhouette,
Where human and AI harmoniously beget.

In this exciting juncture, a truth rings clear,
AI's here to assist, not to supersede or smear.
A vibrant future, both far and near,
Where AI's partnership is something to cheer.

CONTENT IDEAS

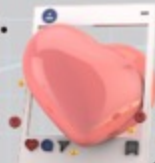
List of 10 videos every agent should create?



Rewriting Content.



Post captions for engagement, SEO, for different platforms.



VIDEO OUTLINE | SCRIPTS

Short and long form.



Landing page copy - Ads - Guides.



Sales copy for sales funnel.



EMAIL MARKETING



Database nurturing - Email newsletters

Prospecting scripts.



Property Descriptions



Chat GPT



**One of the biggest risks
to the future
of civilization is AI.**

-Elon Musk.



ANTICIPATE ISSUES

Credibility. Authenticity

Disclaimer. Credit.

AI assistant vs. Human Assistant.

Ethics.

Responsibility.




ANTICIPATE ISSUES

Danger

**Bad humans - lazy applications
without fact checking, fair housing
violations, privacy/spam.**



Automation and efficiency as **The Super Power**



**AI will not replace you.
A person using AI well, will.**

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Original



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Instruction



tell me in a short paragraph, why AI will not replace Realtors and related industries, but a person using AI well, wil

Result



AI will not replace Realtors and related industries because the human element is irreplaceable in areas such as building relationships, understanding nuanced client needs, and providing personalized expertise. However, a person who effectively utilizes AI can gain a significant competitive advantage. By leveraging AI tools and technologies, individuals can enhance their efficiency, analyze vast amounts of data quickly, and make more informed decisions. Integrating AI as a powerful tool empowers professionals to deliver enhanced services, streamline workflows, and stay ahead in a rapidly evolving industry. It is the synergy between human skills and AI capabilities that will drive success and innovation in real estate and related fields.



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