

VIRTUAL MLS
SUMMIT
Bring it Home

AI
Guide
2025



Innovative technology solutions and unmatched property intelligence

Cotality delivers innovative technology and powerful property intelligence—giving MLSs, brokers, and real estate professionals the tools to meet today's biggest challenges and grow their business with confidence.

Solutions include:

Matrix™

MLS-Touch™

OneHome™

OneHomeowner™

Realist®

- Efficiency that Delivers

Streamlined workflows that free up time for what matters most: clients and closings.

- Engagement that Connects

Tools that help agents stay relevant and valuable at every stage of the client journey.

- Expertise that Elevates

Intelligence that empowers agents to stand out as trusted local market experts.

cotality.com



Cotality™ Real Estate Solutions powers MLS tools used by three out of four real estate professionals in North America. With AI built in, these tools help you work smarter, stay connected with clients, and stand out as the local expert.

Faster, smarter listing creation

The new **Matrix™ Listing Manager** makes it easy to create high-quality listings that attract more qualified buyers—fast. Powered by CoreAI™, it helps ensure your listings are complete, accurate, and compliant from the start. Start a listing on-site using voice commands, speech-to-text, and your phone's camera. AI tags rooms automatically, and iPhone LiDAR captures room dimensions in seconds. It even creates floorplans in minutes—no extra processing needed.

Image-based comparisons to support pricing decisions

AI-driven image tagging makes it easy to compare kitchens, bathrooms, and more—right within the Matrix CMA. Quickly spot differences in quality and condition to make smarter pricing and presentation decisions.

Smarter search, deeper engagement

OneHome™, the client collaboration portal for Matrix, uses **AI Image Search** so buyers can upload a photo or select photos from listings—like a kitchen with skylights or a backyard garden they love—and instantly find listings with similar features.

OneHome's **PropertyFit™ Score** uses AI to rank listings based on what your buyer actually wants—so they can zero in on the best matches, faster.

Translating big data into local expertise

Realist® helps you deliver the local market insights your clients expect—backed by powerful AI and data models trusted across real estate, lending, and insurance. You get tools like Sell Score, Rent Score, and AVMs to spot likely sellers, assess rental potential, and price homes more accurately.

Plus, **Premium Flood and Hazards Reports** give you clear, property-level risk scores—so you can give buyers the context they need to plan for insurance with confidence and make informed decisions.

Stronger login security to protect data

Login security matters—especially when you're accessing sensitive MLS and client data. **Clareity Assure™** adds smart protection behind the scenes, using AI to verify users in real time based on things like location, device, and behavior. It keeps your experience seamless.

Download Cotality's [Real Estate AI eBook](#) here!





VIRTUAL MLS SUMMIT

— *Bring it Home*

New Mexico MLS , Colorado Real Estate Network, PrimeMLS, Hive MLS (formerly North Carolina Regional MLS) and IRES MLS are the hosts of the Bring It Home MLS Virtual Summit – bringing thousands of real estate brokers from across the nation together to inspire and nurture the MLS user by being the leading source of important MLS topics.

Mission: To gather our MLS members, influential MLS leaders, and industry pioneers to drive innovation, culminate ideas and openly discuss prevalent MLS and real estate subject matters.

Vision: To inspire and support the MLS user by being the leading educational source of pertinent MLS topics.



<https://www.virtualmlssummit.com/>



Introduction to the 2025 AI Guide Booklet

In today's fast-paced digital age, productivity is not just a goal; it's essential. However, many professionals still find themselves caught in cycles of busywork, endless meetings, and constant digital distractions, despite years of technological advancements. The fundamental principle remains unchanged: productivity is the output we generate in relation to the time and effort we invest. Nevertheless, the tools available to us have evolved significantly.

Artificial intelligence (AI) has emerged as a powerful force, fundamentally transforming the nature of work. According to a 2024 report from Accenture, organizations that integrate AI into their workflows experience an average productivity boost of 40%. Additionally, Gartner forecasts that by 2026, over half of the workforce will depend on AI tools for task prioritization, drafting communications, and automating repetitive tasks, thereby revolutionizing how we manage our time and energy.

As Peter Drucker wisely noted, "Efficiency is doing things right; effectiveness is doing the right things." AI empowers us to achieve both by optimizing tasks with precision and allowing us to focus on creative and strategic pursuits. A recent survey by Harvard Business Review found that 91% of workers using generative AI reported significant improvements in both the speed and quality of their output, reinforcing the technology's role as a crucial ally in enhancing productivity.

This guide serves as a comprehensive resource to the most powerful and widely used AI tools across various fields. Whether you are in education, real estate, or the creative industries, this guide will help you discover the best AI solutions available in 2025.

Welcome to a new era of work, where AI enhances your talents rather than replaces them.

The information contained in this booklet is intended solely for educational and informational purposes regarding the evolving technologies related to artificial intelligence. The Virtual Summit MLSs do not endorse, promote, or recommend any specific products, services, or brands mentioned herein. Readers are encouraged to conduct their own research and consult with qualified professionals regarding any decisions related to artificial intelligence technologies. The Virtual Summit MLSs disclaims any liability for the use or misuse of the information provided in this booklet.



The Best AI Tools by Category

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How People Are Using AI in 2025

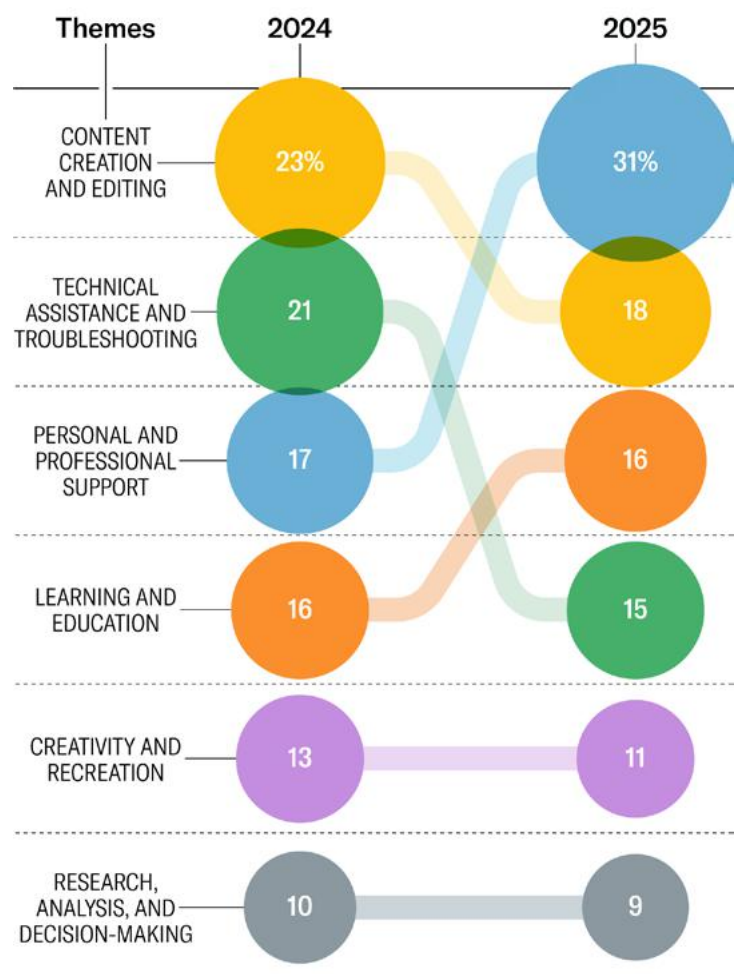
In the article titled **“How People Are Really Using Gen AI in 2025,”** Marc Zao-Sanders highlights that, in 2025, artificial intelligence has transitioned beyond its traditional role in enhancing workplace efficiency. It has become intricately woven into various aspects of personal wellness, daily management, and creative endeavors. AI now functions as a supportive tool that not only facilitates our actions but also aids in shaping our identities and aspirations.

Top 6 AI Use-Cases in 2025

- 1 Therapy & Emotional Support** - AI is now a key tool for personal well-being—used for mental health support, companionship, mindfulness, and cognitive behavioral therapy. Its rise reflects both increased mental health awareness and the isolation trend
- 2 Life Organization & Productivity** - People rely on AI to manage schedules, tasks, to-dos, and daily routines—serving as a digital assistant that helps streamline their everyday life
- 3 Finding Purpose & Personal Growth** - AI is being used to explore life goals, deepen self-understanding, and support personal development journeys
- 4 Idea Generation & Content Creation** - From brainstorming to writing articles, drafting marketing campaigns, and creating visuals, AI helps spark creativity and speed up content workflows
- 5 Search, Research & Analysis** - Users leverage AI for targeted searching—summarizing information, conducting complex research, and analyzing data across diverse topics
- 6 Editing & Content Refinement** - AI is widely used to proofread, rephrase, format, and polish written materials—from emails to essays

Major Gen AI Use Case Themes That Emerged

Use cases have shifted from technical to emotive over the past year.



Source: Filtered.com



Source: The article “How People Are Really Using Gen AI in 2025” by Marc Zao-Sanders (HBR, April 2025)

Navigating AI in Real Estate

Real estate brokers should view AI as a powerful assistant that can boost efficiency, creativity, and productivity but it must be used with careful review, clear instructions, respect for Fair Housing laws, protection of client privacy, and an understanding of its limitations. AI should augment, not replace, the broker's human expertise and relationship-building role. Here are some suggestions to consider as you begin integrating AI into your real estate practice.

Train on proper AI use

Why: Brokers and staff need to understand the risks and limitations of AI.

Recommendation:

Develop an "AI use policy" for your brokerage, covering:

- Appropriate AI use cases (e.g., marketing drafts, research assistance...)
 - Fair Housing and compliance considerations
 - Privacy and security requirements
 - Human oversight requirements
-

Leverage reputable AI tools designed for real estate

Why: Some tools are better aligned with industry needs and compliance requirements.

Recommendation:

- Evaluate AI platforms before using.
 - Avoid free general-purpose consumer AI tools if they don't offer clear security, compliance, and customization options.
-

Always review AI-generated content carefully

Why: AI outputs can contain errors, unintended biases, or language that may violate Fair Housing laws.

Recommendation: Treat AI as an assistant, not a replacement.

- Proofread and edit all AI-generated materials before publishing or sharing with clients.
- Specifically review marketing content for Fair Housing and other compliance requirement.



Provide clear instructions in prompts

Why: Good prompts lead to better, safer AI outputs.

Recommendation: Add “compliance” guidance to your prompts: *for example:*

“Act as a licensed real estate professional. Generate content that complies with the Fair Housing Act and avoids any references to protected classes (race, color, national origin, religion, sex, familial status, or disability). Focus only on the property’s features, amenities, location advantages, and neutral descriptions. Avoid language that suggests preferences for specific types of buyers or tenants. Use a professional and inclusive tone throughout.”

Understand privacy and data protection issues

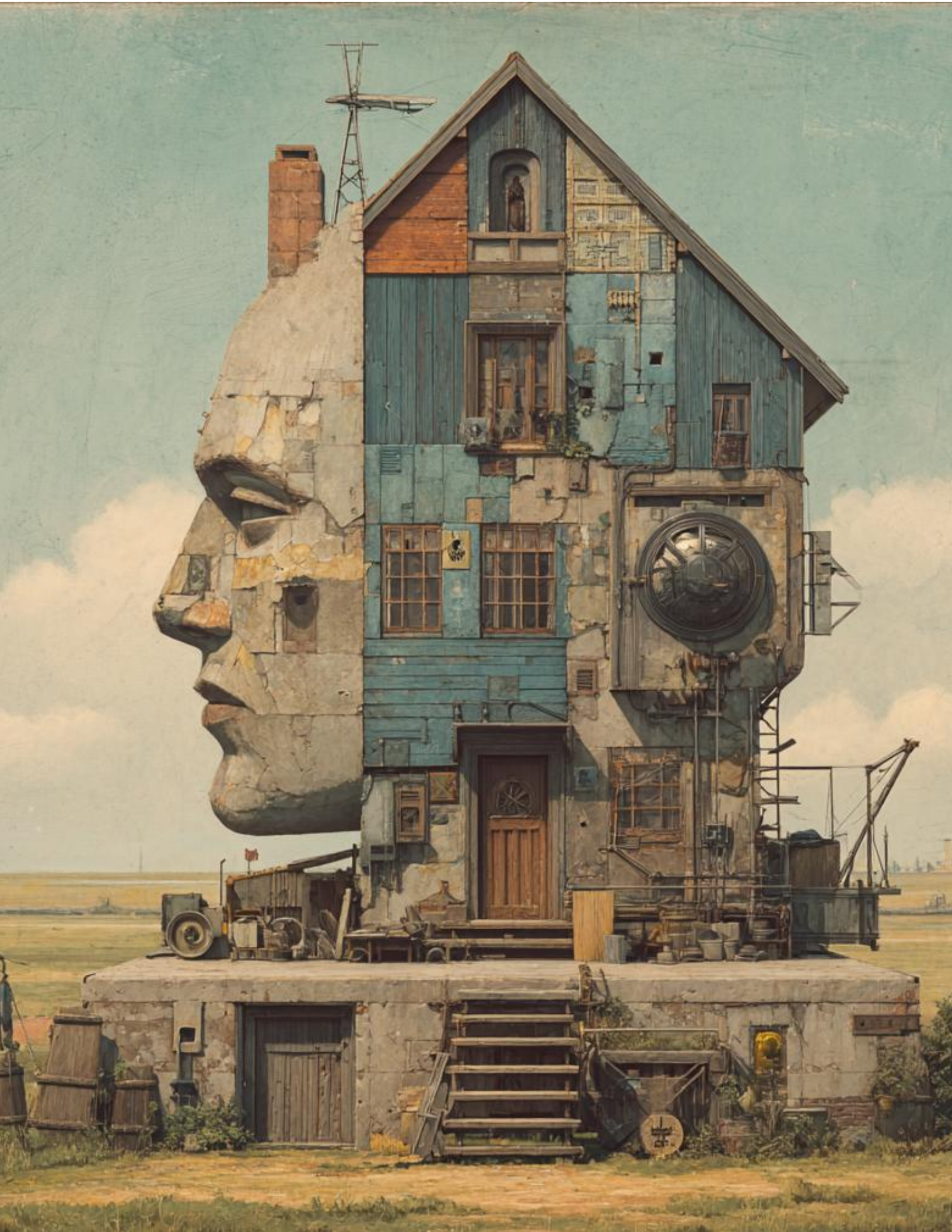
Why: AI tools may store or process client information externally.

Recommendation: Avoid inputting personally identifiable information (PII) about clients into AI tools unless you are certain the platform is secure and compliant with data protection laws. Check vendor privacy policies and terms of service before using AI platforms.

Use AI to augment your expertise, not replace it

Why: AI lacks human context, empathy, negotiation skill, and deep market understanding.

Recommendation: Use AI for time-saving tasks like draft writing, market summaries, marketing copy, and brainstorming ideas, but bring your own expertise and relationship-building skills to every client interaction.



The Foundation of AI: The Importance of Prompting

At the core of effectively using AI tools, whether for writing, image generation, analysis, or automation, is the art and science of prompting. A prompt is simply the instruction or query you give the AI, but its phrasing and structure determine the quality, relevance, and usefulness of the response you get.

Why is prompting so important?

Because AI models do not read your mind. They interpret the text you give them and try to generate a response that matches what you ask for, not necessarily what you intended. This means that poorly written or vague prompts can lead to irrelevant, incomplete, or low-quality outputs, while clear, detailed, and well-structured prompts unlock the true power of AI.

- **Prompting Tip1:** *You can ask AI to help you write a prompt.*
- **Prompting Tip 2:** *Garbage input equals garbage output!*

example of a

REAL ESTATE PROMPT STRUCTURE (A.C.T.I.O.N.)

A. Act as

Define the role the AI should play.

Example: Act as an experienced real estate listing agent in NC

C. Context

Provide detailed context about the task or property. Include location, features, client type, etc.

Example: You are creating a listing description for a 4-bed, 3-bath home in Raleigh, NC, with a pool and solar panels, listed at \$725,000, upload documents or images to assist

T. Task

Clearly state what you want the AI to do.

Example: Write an engaging, Fair Housing-compliant listing description for MLS and social media.

I. Intent / Audience

Define the target audience and tone or purpose.

Example: Audience: Homebuyers and eco-conscious buyers. **Tone:** warm, professional, and concise.

O. Output format

Specify the format: bullets, paragraph, email, ad copy, etc. **Example:** Output: 150-word paragraph suitable for MLS remarks.

N. Notables / Compliance

Add anything important like Fair Housing rules, branding notes, or features to avoid.

Example: Avoid any mention of race, family status, or walking distance. Comply with Fair Housing guidelines.

Important Terms

Output: The response generated by AI.

Inference: The process of creating a response.

Input: Data given to the AI to create an output.

Training Data Datasets: used to train an model.

Model: AI system that processes and learns from data.

Max Tokens: The maximum amount of text an AI can process

Effective Commands: AI Language

Act as: Assign a role to AI.

Compare: Draw comparisons.

Summarize: Condense information.

Explain: like I'm 5 Learn in a simple way.

Elaborate: Provide detailed explanations.

List: Create lists for better formatted output.

Identify gaps: Highlight missing information in the output.

Continue: Extend an ongoing conversation or get more output.

Translate: Convert text from one language to another.

Pros and Cons: Evaluate advantages and disadvantages.

Tranform: Covert image into a alternate style image

Tone

Enthusiastic: Create excitement.

Reassuring: Offer comfort in outputs.

Friendly: Create an approachable tone.

Empathetic: For understanding outputs.

Instructional: For clear stepwise guidance.

Professional: For formal communication.

Inspirational: To motivate and encourage action in output

Casual: For relaxed or official communication style output.



Good Prompting Matters:

Output Examples of What Works—and What Doesn't



WITHOUT Fair Housing-Compliant Prompt (Risky)

"This charming home is perfect for young families and first-time buyers! Located in a quiet, safe neighborhood with great schools nearby. Enjoy the large backyard where your kids and pets can play. A short drive to churches and family-friendly restaurants. Don't miss this cozy opportunity to build your future!"

Fair Housing Risks:

- **"Perfect for young families"** - age and familial status
- **"Quiet, safe neighborhood"** - potential redlining language
- **"Great schools"** - could imply racial or socioeconomic bias
- **"Churches"** - references religion



WITH Fair Housing-Compliant AI Prompt

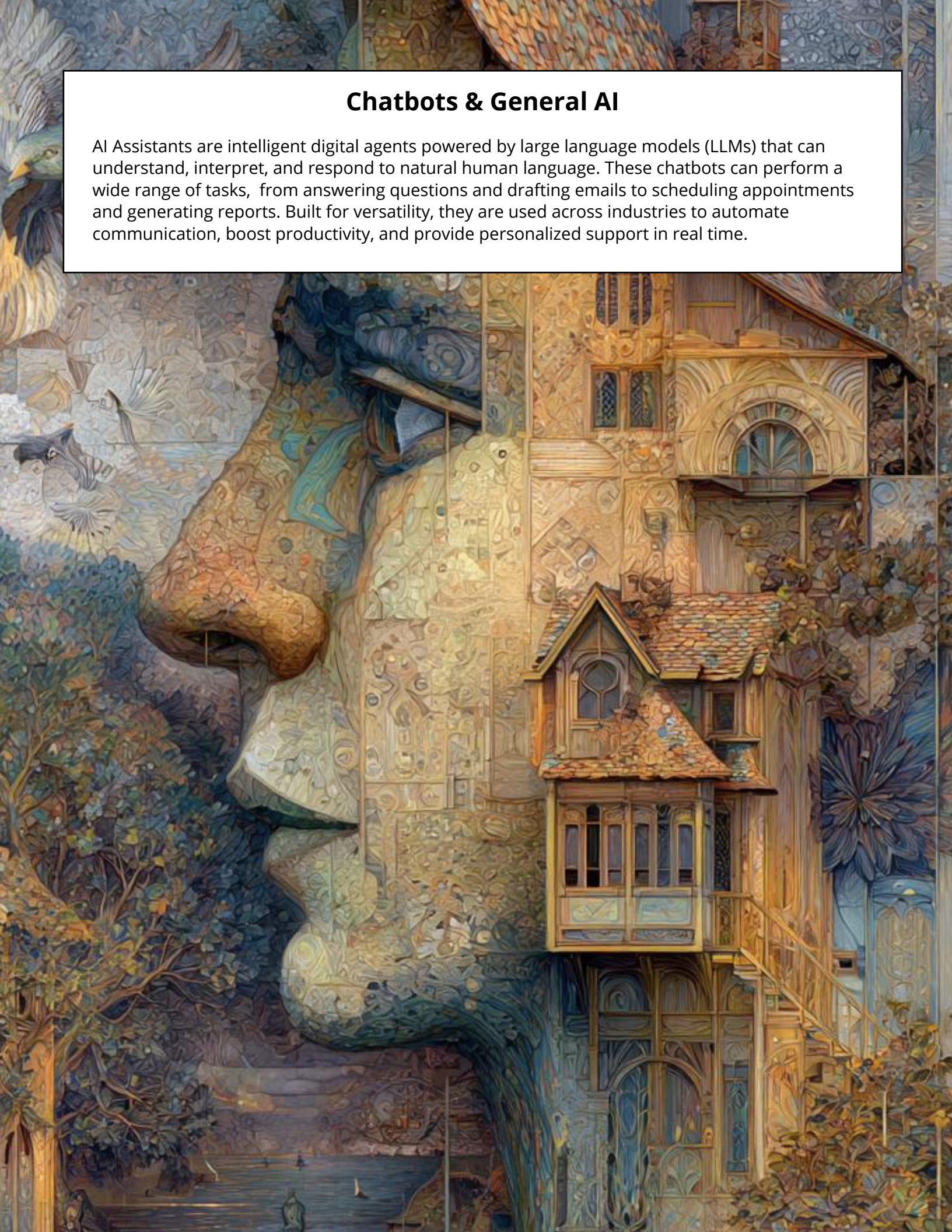
"Welcome to this beautifully updated 3-bedroom, 2-bath home located in suburban Charlotte. Built in 2015, this property features a spacious open-concept layout, modern kitchen with stainless steel appliances, and a large fenced backyard—ideal for relaxing, gardening, or entertaining. Conveniently located near parks, shopping centers, and dining options. A move-in-ready opportunity in a well-maintained residential community."

Compliant and Professional:

- Focuses only on property features
- Mentions location benefits neutrally (parks, shopping)
- Avoids any mention of target buyer groups
- Complies with Fair Housing guidelines

Chatbots & General AI

AI Assistants are intelligent digital agents powered by large language models (LLMs) that can understand, interpret, and respond to natural human language. These chatbots can perform a wide range of tasks, from answering questions and drafting emails to scheduling appointments and generating reports. Built for versatility, they are used across industries to automate communication, boost productivity, and provide personalized support in real time.





ChatGPT 5.0

GPT-5, released on August 7, 2025, is OpenAI's latest flagship AI model. It features a dynamic multi-model architecture, improved reasoning to a "PhD-level" across disciplines, stronger safety controls, and advanced multimodal capabilities. Designed for both speed and depth, GPT-5 is now the default ChatGPT model for all users and is being rapidly adopted across enterprise, education, and creative fields.

Core Capabilities:

- **Dynamic Architecture** – Automatically routes tasks between fast and reasoning models.
- **Advanced Reasoning** – High accuracy in problem-solving across math, science, writing, and strategy.
- **Enhanced Safety** – Reduced hallucinations, better instruction adherence, and "safe completions" that handle sensitive prompts responsibly.
- **Multimodal Input** – Processes text, images, diagrams, and selected video frames.
- **State-of-the-Art Coding** – Top scores on SWE-bench and other benchmarks; excels in multi-step coding tasks.
- **Tool & Agent Integration** – Performs complex workflows by chaining tools and automating multi-step processes.
- **Enterprise Scalability** – Optimized for customer support, data analysis, content creation, and policy handling.
- **Broad Platform Support** – Embedded in Microsoft Copilot, future Apple AI integrations, and enterprise software.



<https://chatgpt.com/>

Pros 5.0

- **Stronger Reasoning** – Performs complex, multi-step tasks with higher accuracy.
- **Dynamic Speed Optimization** – Routes between fast and deep-thinking models.
- **Better Safety & Accuracy** – Fewer hallucinations and adherence to instructions.
- **Multimodal Support** – Handles text, images, diagrams, and limited video frames.
- **Best-in-Class Coding** – Excels in programming benchmarks.
- **Enterprise-Ready** – Scales for customer service, analysis, and automation.
- **Wider Availability** – Default model for all ChatGPT users, including free tier.

Cons

- **Rollout Glitches** – Early reports of slow responses, math errors, and instability.
- **Not Fully Revolutionary** – Seen by some as an incremental upgrade over GPT-4o.
- **Rate Limits** – Stricter caps for complex "thinking" queries in some tiers.
- **Transparency Gap** – UI doesn't always show which model variant is running.
- **Enterprise Disruption Concerns** – Raises job displacement fears.



Claude is a reliable AI assistant developed by Anthropic, emphasizing ethical standards and safe interactions, making it ideal for writers, researchers, and enterprises. While it excels in document analysis and conversational assistance, it may not be the best fit for live web tasks or complex automations. Named after Claude Shannon, the father of information theory, Claude competes directly with ChatGPT and other large language models (LLMs), focusing on providing trustworthy and helpful support.

Claude can assist with a variety of tasks including:

- Writing and editing content (emails, blogs, marketing copy)
- Summarizing and analyzing documents
- Answering questions with contextual accuracy
- Coding help
- Brainstorming ideas
- Customer support
- Legal and policy analysis (with disclaimers)

Claude is especially noted for its alignment with human values, aiming to be less likely to produce harmful or biased outputs



<https://claude.ai/>

Pros

- Extremely large context window (can analyze long documents with ease)
- Strong emphasis on safety and alignment with ethical use
- High-quality summaries and policy/legal analysis
- Intuitive, conversational responses
- Regular updates from Anthropic to improve model behavior

Cons

- No internet access or real-time browsing
- Fewer third-party integrations or plugin support
- Can be overly cautious or "refuse" tasks more often than ChatGPT
- Not ideal for real-time data or niche technical tools







Gemini (formerly Bard) is Google's most advanced family of AI models, designed for multimodal understanding and tight integration with Google's ecosystem. The latest versions—Gemini 1.5 Pro and Flash—offer competitive performance to ChatGPT-4 and Claude 3, with capabilities in:

- Text and document analysis
- Real-time web browsing
- Coding help
- Image and file interpretation
- Spreadsheet and data tool integration
- Multilingual reasoning
- Integration with Google Workspace (Docs, Gmail, Sheets, etc.)

Gemini is built with a focus on speed, utility, and real-time accuracy, especially for users already embedded in Google services.



<https://gemini.google.com/app>

Pros

- Live web access via Google Search—great for current events and facts
- Seamless integration with Google products (Docs, Gmail, etc.)
- Handles images, files, and long documents effectively
- Very fast and responsive, especially Gemini Flash
- Strong support for education, productivity, and business use cases

Cons

- Lacks personality or depth in some creative tasks
- Occasionally provides shallow or incomplete reasoning
- Less transparent about limitations or model versions
- Some enterprise users prefer Claude's guardrails for safety



Grok 4 represents a significant advancement for xAI, distinguishing itself as a unique AI designed to provide stylish commentary on real-time news, humor, and social insights. While it excels in casual assistance, it still falls short in meeting the needs of enterprise or productivity-focused users. This latest version of xAI's large language model enhances reasoning, accuracy, and multimodal capabilities compared to Grok 1.5. Grok 4 aims to be more helpful and context-aware while retaining the brand's signature witty and rebellious tone.

Like earlier versions, Grok 4 is directly integrated into the X Premium+ experience, giving users access to real-time conversations, search, and social trend insights directly within the platform.



<https://grok.com/>

Pros

- Real-time trend analysis via X feed access
- Witty, casual, and conversational—distinct voice
- Much stronger reasoning and writing than Grok 1.5
- Now supports images, basic code, and multimodal inputs
- Part of a growing AI ecosystem inside X
- Potential future integrations with Tesla, Neuralink, etc.)

Cons

- Access limited to X Premium+ subscribers only
- Still no standalone app, desktop tools, or enterprise offering
- No memory, plugins, or advanced customization
- Lacks deep multimodal capabilities compared to GPT-4o
- Still behind Claude and ChatGPT in complex or professional tasks







Meta AI is Meta's suite of generative AI products, built primarily on its LLaMA (Large Language Model Meta AI) family of open-source models. The most recent versions are LLaMA 2 (released 2023) and LLaMA 3 (released 2024), with plans for increasingly powerful open models.

Meta has embedded its AI into:

- Messenger, Instagram, and WhatsApp (as conversational chat assistants)
- Meta AI website (meta.ai)
- Ray-Ban Meta Smart Glasses with voice AI
- Open-source model access (for researchers and developers)
- Emu Video text-to-video (limited)

Unlike OpenAI or Google, Meta's strategy leans on open-source LLMs, and integrating AI into social, wearable, and mixed-reality platforms.

Pros

- Open-source models (LLaMA 2 & 3) with wide developer adoption
- Embedded in Instagram, WhatsApp, and Messenger
- Good performance for casual Q&A, humor, and creative tasks
- Meta AI assistant supports live web search and citations
- Powers smart glasses and AR/VR apps—great for on-the-go AI

Cons

- Not yet as powerful or nuanced as GPT-4 or Claude 3
- Lacks dedicated productivity tools or enterprise features
- No desktop or standalone productivity version yet
- Limited customization, no memory or plugin features
- Most users only access it casually via social apps



Perplexity AI is a powerful AI-powered search engine assistant designed to provide direct, cited answers from the web—combining the best of search and conversational AI. It uses large language models (LLMs) like GPT-4, Claude, and Mistral, and gives users the ability to choose the model for specific tasks.

Unlike ChatGPT or Claude, which are often general-purpose assistants, Perplexity focuses on real-time research, summarization, and web-sourced responses, making it an ideal tool for those needing up-to-date, trusted information fast.



<https://www.perplexity.ai/>

Pros

- Real-time web access with up-to-date facts and citations
- Best-in-class for research, fact-checking, and sourcing
- Very fast, minimal fluff in responses
- Allows model selection (GPT-4, Claude, etc. with Pro)
- Chrome extension and mobile app available

Cons

- Limited creativity and roleplay compared to Claude or ChatGPT
- No deep personalization, memory, or tool ecosystem
- Focuses mostly on Q&A—less flexible for general tasks or long-form writing
- Requires Pro subscription to unlock full model access







Copilot is Microsoft's branded AI assistant built using OpenAI's GPT-4 (and GPT-4o in some cases), integrated across the Microsoft ecosystem including Word, Excel, Outlook, PowerPoint, Teams, and Windows 11. It's designed to help users work faster, write better, analyze data, generate summaries, and automate routine tasks, right inside the tools they already use.

There are multiple Copilot variants:

- Microsoft 365 Copilot: Embedded in Office apps for enterprise users
- GitHub Copilot: Developer assistant for coding
- Copilot in Windows: Built into Windows 11 sidebar for system-level tasks
- Copilot Pro: Personal productivity tool with GPT-4 access for individual users



<https://copilot.microsoft.com/>

Pros

- Deeply integrated into Microsoft Office Suite
- Saves time by automating writing, summarizing, emailing, and formatting
- Enterprise-grade privacy and security controls
- GitHub Copilot is a powerful code assistant for developers
- Great for working professionals, especially in corporate environments

Cons

- Requires Microsoft 365 subscription or Copilot Pro (\$20/mo) + 365 apps
- Limited use outside the Microsoft ecosystem
- Fewer creative capabilities than Claude or ChatGPT
- Some features still rolling out across platforms
- Minimal customization or plugin support

Real Estate AI Tools

Real Estate AI Tools are specialized solutions designed to support agents, brokers, and property professionals in marketing, analytics, and client service. These tools can automate listing descriptions, analyze market trends, enhance lead generation, and even create virtual tours or floor plans. By streamlining tasks and delivering data-driven insights, AI empowers real estate professionals to close deals faster, personalize customer experiences, and stay competitive in a tech-driven market.

Remine Pro - advanced real estate platform that combines MLS data, public records, and predictive analytics to help agents identify opportunities, engage clients, and manage transactions—all in one place. Predictive analytics to identify likely sellers and buyers.



<https://www.remine.com>

Follow Up Boss- real estate-focused CRM and lead management platform that helps agents, teams, and brokerages convert more leads into clients. It centralizes communication, automates follow-ups, and tracks lead activity across multiple sources to ensure no opportunity is missed.



<https://www.followupboss.com>

Structurely - AI-powered conversational assistant designed to engage, qualify, and nurture real estate leads via text and email. It acts as a virtual ISA (Inside Sales Agent), responding to inquiries instantly, following up over time, and handing off warm leads to agents when they're ready.



<https://www.structurely.com>

Lundy Navigator - AI-powered platform built specifically for real estate professionals. It offers smart property search, market analytics, and predictive insights to help agents identify opportunities, match buyers with listings, and streamline decision-making. Its intuitive dashboard uses AI to interpret MLS data and recommend next-best actions.



<https://www.getlundy.io/navigator>

VirtualStagingAI - AI-powered tool that instantly stages real estate listing photos without the need for manual editing or designers. Agents simply upload a photo of an empty or sparsely furnished room, and the platform uses artificial intelligence to add stylish, realistic furniture and decor in seconds.



<https://www.virtualstagingai.app>



The view from your office.

Sidekick
gives you
countless
hours back.

**THE ULTIMATE AI ASSISTANT
FOR AGENTS AND BROKERAGES.**

VOTED BEST AI APPLICATION BY INMAN.

LEARN MORE AT [SIDEKICKDATA.IO](https://sidekickdata.io)



Sidekick

Sidekick is an AI-powered productivity assistant tailored for real estate agents, teams, and brokers. Designed with a chat-style interface that feels like messaging a personal assistant, it helps professionals automate routine tasks, stay organized, and uncover valuable opportunities using real-time MLS data and client behavior insights.

Key Features

- **CMA & Market Reports:** Generates Comparative Market Analyses instantly using live MLS data.
- **Lead Discovery:** Identifies and prioritizes high-potential leads based on engagement and preferences.
- **Inbox & Calendar Automation:** Schedules appointments, drafts emails, and manages follow-ups effortlessly.
- **Client Activity Alerts:** Sends real-time notifications when clients view properties, open emails, or request showings.
- **AI Chat Interface:** Lets users command tasks conversationally (e.g., "Find homes under \$600k in Charlotte").
- **Transaction Management:** Integrated with leading transaction management platforms to easily manage files.

Real Estate Use Cases

- Automates daily tasks to save time and boost productivity.
- Surfaces hidden leads and matches clients to listings faster.
- Keeps agents responsive and on top of client interactions.
- Supports onboarding and training for new agents with intelligent assistance.



<https://www.sidekickdata.io>

Sidekick empowers real estate pros to focus on relationships while it handles the busy work.

Real Estate AI Tools (cont)

Ask the Agent - is a powerful video communication and engagement platform designed exclusively for real estate professionals. Built to automate messaging, capture leads, and enhance client relationships, ATA elevates your online presence while saving you time and effort.

Use in Real Estate:

- Engage buyers virtually with your “Digital Twin”
- Capture and route leads automatically
- Provide 24/7 client service without agent intervention
- Improve listing conversion and digital experience



<https://asktheagent.realestate/>

Matterport - leading 3D spatial data platform that transforms physical spaces into immersive digital twins. With the integration of AI, Matterport enhances how real estate professionals capture, process, analyze, and market properties.



<https://www.matterport.com>

CubiCasa - mobile-based floor plan creation app that allows real estate professionals to generate accurate, professional-looking floor plans by simply scanning a property with a smartphone. It's fast, easy to use, and requires no special equipment.



<https://www.cubicasa.com>

iGUIDE - professional property mapping and virtual tour platform that creates interactive 3D tours, complete with accurate floor plans, room measurements, and virtual navigation tools. It helps real estate professionals showcase properties online in an immersive and informative way.



<https://www.goiguide.com>

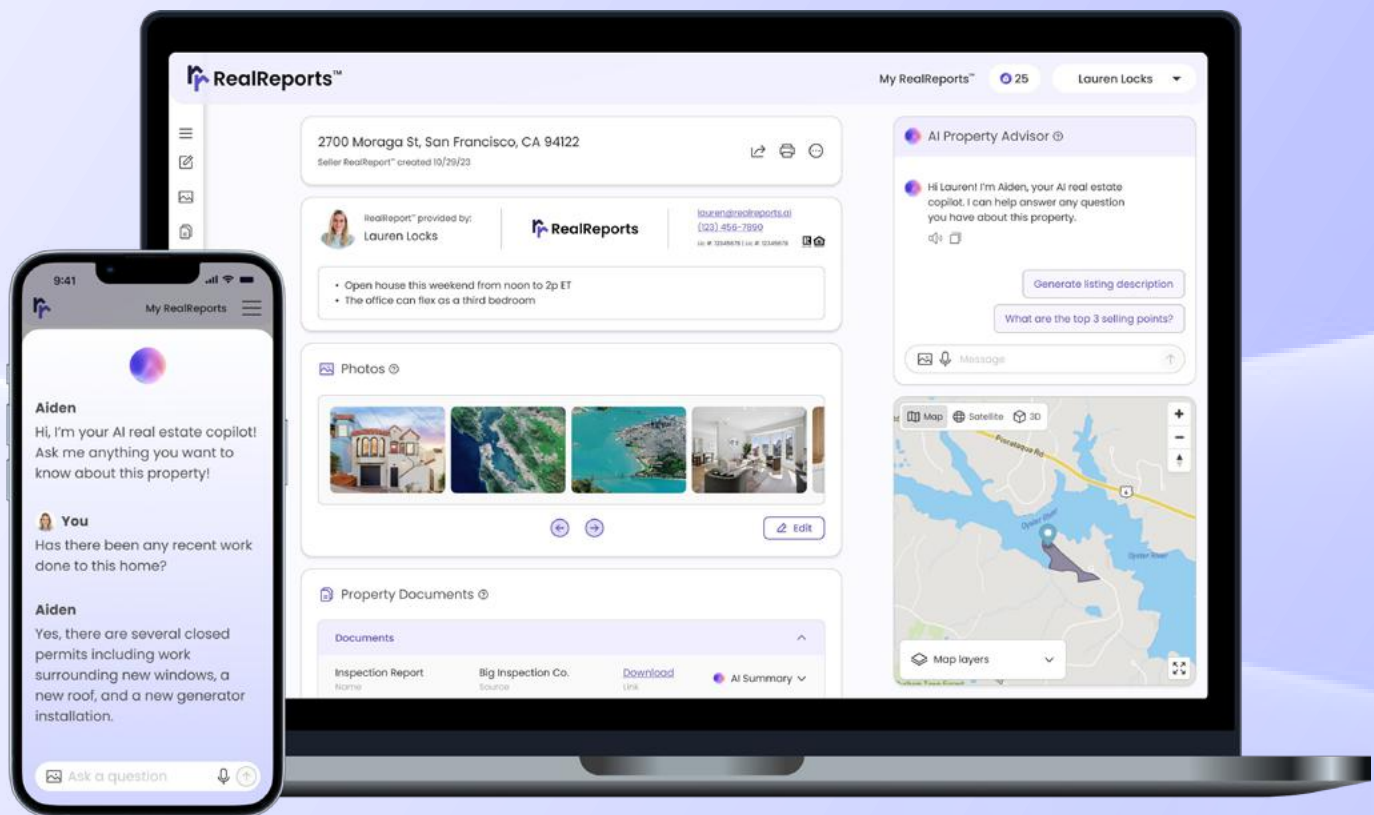
Jasper - AI-powered content generation platform designed to help users create high-quality marketing copy, blog posts, social media content, and more. Built for speed and scale, Jasper is especially popular among marketers, agencies, and real estate professionals for crafting listing descriptions, emails, and ads.



<https://www.jasper.ai>



You either know the most, or you're losing to someone who does...



Get a free RealReport



RealReports delivers the most complete property intelligence for every home in the country, supercharged by AI to make you sharper, faster, and more valuable. Built by a team of real estate and technology professionals, and trusted by top MLSs nationwide, RealReports has set the new industry standard for agents determined to win.

Key Features:

- **One-Click Property Reports:** Generate comprehensive reports on any property in the U.S. in seconds
- **AI Property Advisor:** Answer property questions, conduct research, analyze documents, and surface actionable insights with built-in AI, Aiden
- **Lead Generation:** Share RealReports to capture high-intent buyer leads—ideal for marketing your listing, prospecting, and engaging past clients
- **Dynamic Data Layers:** Access critical information about a property, parcel, and neighborhood, all in one place (permits, zoning, climate, schools, tax records, rental estimates, flood zones, liens, owner details, loan/sales history, utilities, points of interest, property/lot specs, valuation, and many more...)
- **Consumer-Friendly Format:** Stand out to clients with beautifully designed, dynamic reports that are fully customizable

Benefits:

- Distinguish yourself as the local expert
- Win more listings and buyers by providing clear, unique value
- Save hours by automating research and report-building
- Drive data-backed, competitive decision-making

Use Cases:

- Listing presentations
- Buyer consultations
- Lead generation
- Offer diligence
- Showing research



Real Estate AI Tools (cont)

Restb.ai - AI-powered computer vision platform built for the real estate industry. It automatically analyzes and tags listing photos, detects property features, and ensures MLS compliance—helping professionals save time, improve listing quality, and enhance the user experience.



<https://restb.ai>

Sherlock by ChocolateChips.AI - An enterprise-grade AI tool designed for MLSs and REALTOR® associations to monitor listing images online for unauthorized usage. Working off your MLS photo feed, Sherlock searches the web and flags every location where those photos are displayed—identifying unauthorized instances—and provides direct links to each occurrence



<https://www.chocolatechips.ai/>

Plunk is an AI-powered real estate analytics platform that delivers real-time home valuation, market insights, and investment analysis. Designed for agents, brokerages, and MLSs, Plunk uses live data and machine learning to help users understand a property's true value and potential. Plunk offers custom pricing for brokerages and MLSs.



<https://www.getplunk.com/>

Aragon.ai is an AI-powered headshot generator designed specifically for professionals—including real estate agents—who want high-quality, polished profile photos without the need for a traditional photo shoot.



<https://www.aragon.ai>



(Realtors Property Resource – National Association of REALTORS®)

Realtors Property Resource® (RPR®), a powerful member benefit from the National Association of REALTORS®, provides cutting-edge AI features to enhance how real estate professionals access, interpret and communicate property data. These AI-driven tools are designed to boost agent productivity, deliver more compelling insights and support compliance—all within a single, integrated platform.

AI Market Trends ScriptWriter

Generate personalized, data-backed market updates and more—perfect for agents who want to stay visible and credible with consumers.

Coming Soon: Agents can turn their market trends into social media graphics, videos and PowerPoints.

Use Cases: Social media posts, articles, video scripts and email copy.

Customization Options: Tailors tone (e.g., professional, casual, friendly) and message based on target audience (buyers, sellers, investors, etc.).

Benefits:

- Saves time on writing tasks
- Promotes consistency and professionalism
- Ensures Fair Housing-compliant language for safer marketing

AI Property Insights

An RPR Mobile™ app exclusive, AI Property Insights delivers instant, AI-written summaries of a property and the local market conditions for easy sharing and better client engagement.

- **Data Sources:** Pulls from live MLS feeds and public records.
- **Output:** Clear, hyperlocal trend overviews suitable for newsletters, CMAs, listing presentations and social posts.

Benefits:

- Keeps agents informed with current, relevant insights
- Enables fast, confident communication of market intelligence
- Saves hours of manual research and writing

AI-Powered CMA (Coming Soon)

Launching in RPR Mobile™, this feature uses AI to streamline comparative market analysis for both buyer and seller scenarios. It scores comps, recommends pricing strategies and offers talking points—instantly on the go.

Use cases: Listing presentations, pricing discussions, offer guidance and CMA reports

Customization Options: Agents can add or remove comps, adjust pricing and explore market-aligned, above-market or below market strategies, with full control over every step.

Benefits:

- Speeds up CMA process without sacrificing accuracy or control
- Reinforce agent authority with AI-powered insights
- Helps agents explain pricing in clear language with deep insights



<https://www.narrpr.com>



RPR[®]

Audience Captivating, Analysis Simplifying, Content Creating...

Discover RPR's AI-powered Market Trends ScriptWriter, which transforms local key metrics into engaging video scripts and compelling social content.



Visit rpr.me/scriptwriter



Download on the
App Store



GET IT ON
Google Play

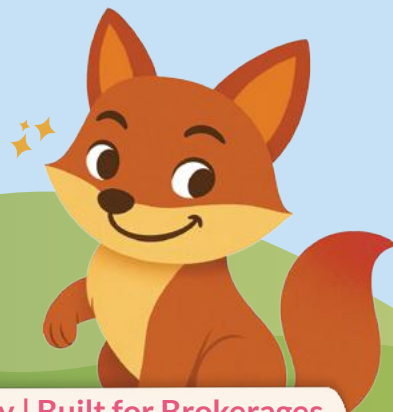
Not all forests are full of secrets. Ours has **answers.**

Welcome to Voiceflip, an enchanted forest where AI assistants live to serve. Engineered specifically for real estate, our crew is on call 24/7, fluent in 26 languages, and delivered effortlessly.

Smart, cute, and a little bit
magical.



Meet Ardi | Built for
MLS & Association Member Support



Meet Sly | Built for Brokerages
& Agent Help Desks



Meet Zip | Built for
PropTech Customer Service



Ardi (Artificial Reasoning and Decision Intelligence) is a sophisticated virtual support assistant developed by Voiceflip specifically for Multiple Listing Services (MLSs), REALTOR® associations, and brokerages. Purpose-built for the real estate industry, Ardi is designed to deliver consistent, intelligent, and accessible support to members and staff across multiple communication channels—24 hours a day, 7 days a week.

Key Features and Capabilities:

- **24/7 Omnichannel Support**
Ardi provides continuous member assistance through various platforms including websites, email, chat, SMS, and voice—ensuring accessibility at all times, including after business hours and during peak inquiry periods.
- **Automated Routine Task Handling**
By automating repetitive queries (such as password resets, training schedules, MLS access questions, and membership requirements), Ardi reduces the burden on human staff and allows teams to focus on higher-value tasks.
- **Built on Verified Internal Knowledge**
Unlike typical AI bots that rely on general web data or human memory, Ardi is trained using verified internal documents and knowledge bases. This ensures accurate, policy-aligned responses that reflect the organization's official standards and procedures.
- **Multilingual and Scalable**
Ardi supports 26 languages and handles high inquiry volumes without sacrificing quality, making it scalable for both large associations and smaller regional MLSs alike.

Benefits for MLSs, Associations, and Brokerages:

- **Operational Efficiency**
Significantly reduces support center workload by deflecting common questions, leading to faster response times and lower staffing demands.
- **Service Quality and Member Satisfaction**
Delivers consistent, high-quality answers with no variance from agent to agent. Members receive quick, accurate help regardless of when they ask or which platform they use.
- **Cost-Effective Scalability**
Enables organizations to expand member support coverage without proportional increases in staffing or cost.
- **Data Security and Compliance**
Built to operate within industry standards, ensuring sensitive information is handled securely and in compliance with data governance policies.



<https://voiceflip.com/ardi>

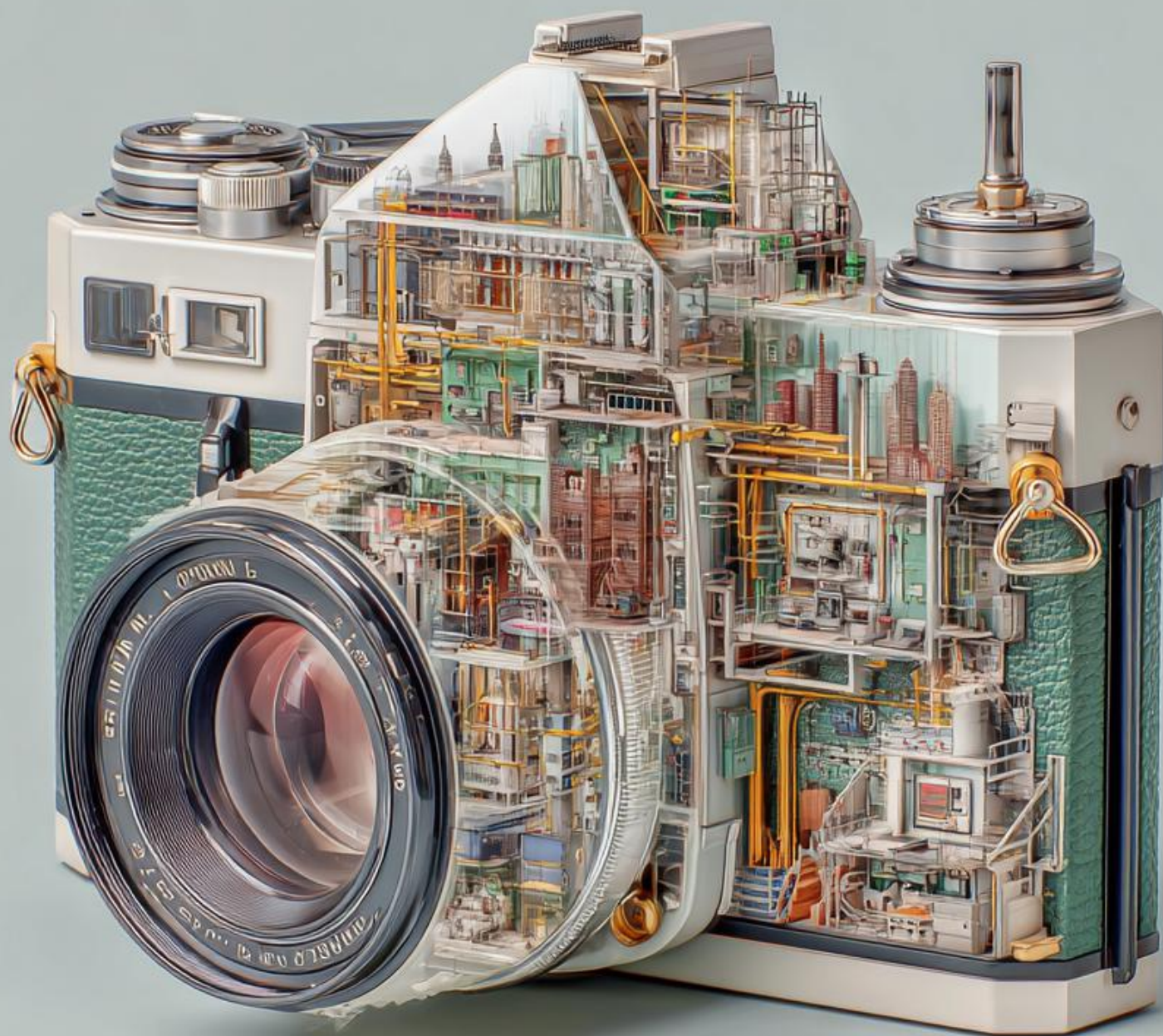


Image Generation

Image Generation AI tools use text prompts, sketches, or other inputs to create stunning visuals, illustrations, or photo-realistic images. These tools leverage deep learning models to produce original content, ranging from artwork and concept designs to marketing graphics and product mock-ups. Widely used by designers, marketers, and content creators, Image Generation AIs unlock new creative workflows and eliminate the need for traditional design software or stock photos.

Midjourney - AI image generator known for producing highly artistic, imaginative, and stylized visuals from text prompts. Popular among designers and creatives for its surreal, painterly results.



<https://www.midjourney.com>

DALL·E 3 (OpenAI) DALL·E 3 - a cutting-edge AI from OpenAI that generates highly realistic and creative images from natural language prompts. It excels at detailed, contextually accurate visuals and is integrated into ChatGPT Pro.



<https://openai.com/dall-e>

Leonardo.ai - specializes in producing high-quality, visually rich images tailored for game design, concept art, and product visuals. It provides control and customization for professional creators.



<https://www.leonardo.ai>

Canva Magic Studio - combines AI-powered design tools such as Magic Write (copy), Magic Edit (image editing), and Magic Design (layout suggestions) into a unified platform for fast, high-quality visuals. Perfect for marketing, branding, and social media content.



<https://www.canva.com/>

Aragon.ai - AI-powered headshot generator designed specifically for professionals—including real estate agents—who want high-quality, polished profile photos without the need for a traditional photo shoot.



<https://www.aragon.ai>

Looka - uses AI to generate custom logos and branding kits, including color palettes, business cards, and social templates, tailored to your business style. Ideal for startups and small businesses.



<https://www.looka.com>



The Leading AI Headshot Generator for **Real Estate Agents**

Turn your selfies into professional-grade headshots in minutes.
Save hundreds of dollars and hours of your time.

 Google Reviews **4.8** ★★★★★

 Trustpilot **4.8** ★★★★★



With users coming from



Visit our page
<https://www.aragon.ai/>

Trusted by nearly
2 million professionals



Aragon.ai



Aragon.ai

Meet **Aragon.ai**, the #1 AI headshot generator trusted by nearly 2 million users and top teams at Fortune 500 companies. Get studio-quality headshots from just a few selfies, delivered in minutes, not days.

Why Real Estate Agents Love Aragon

Look Sharp Across All Platforms

- From your MLS profile to yard signs, emails, social media, and Zillow—your photo is your brand. Aragon delivers crisp, confident headshots that say ***"You can trust me."***

Sell Yourself Like a Listing

- Buyers shop with their eyes—and that includes agents. Aragon turns your selfies into stunning, HD-ready photos styled for your niche:
Corporate | Luxury | Lifestyle | Community-Focused | Modern Executive

Save Time. Close More.

- No need to schedule studio sessions or retakes. Upload a few selfies and get dozens of professional-quality headshots in minutes, not days.

Perfect for Teams & Brokerages

- Keep your agent bios clean, branded, and consistent across your website and marketing materials—no matter where your agents are located.

How It Works

Upload selfies – Users provide 6+ photos (clear selfies work best).

AI builds a custom model – Aragon's proprietary system, built by researchers with backgrounds at Google, Meta, and MIT, generates polished headshots.

Receive styled headshot packs – Includes multiple finished photos in attires and backgrounds of your choice. Creative and themed styles available for additional purchase (e.g. "Old Money" pack).

Download and export – Images are available in HD, watermark free, and ready for use, typically delivered within 20 minutes.

First Impressions Start With Aragon.

PROMO CODE (15% OFF): MLSSUMMIT



<https://www.aragon.ai/>



Video Generation & Editing

This category includes AI tools that simplify and enhance video creation through automation and intelligent editing. These tools can generate realistic avatars, animate text or images, create scenes from scripts, and apply professional-level edits with minimal input. Ideal for content creators, marketers, and educators, AI-driven video tools help speed up production, reduce costs, and unlock creative possibilities without needing advanced technical skills.

Veo 3 is a next-generation AI video model that creates rich 8-second video clips with audio, including dialogue and ambient sounds. It delivers impressive cinematic quality with realistic lighting, motion, and texture, along with accurate lip-syncing. Accessible through Gemini apps.



<https://labs.google/fx/tools/flow>

Runway ML – Description: Advanced video generation from text, images, and video. Offers powerful Gen-2 model for creative storytelling, editing, and VFX. Runway ML Gen-2 is a pioneering, publicly accessible AI tool that transforms prompts into visually rich video snippets—ideal for creatives exploring new ways to generate cinematic feel content, even though it's still evolving.



<https://runwayml.com>

Pika Labs – Generate high-quality AI videos from text prompts. Known for cinematic realism and fast, creative outputs. Creators, marketers, social media users, and storytellers looking for easy-to-use AI tools to generate short, dynamic videos with custom effects and strong visual motion.



<https://pika.art>

Sora by OpenAI is an advanced AI video generation model that turns text prompts into high-quality, realistic videos. It can create cinematic scenes up to 60 seconds long, based on simple descriptions, images, or clips.



<https://sora.chatgpt.com/>

Synthesia – Create professional videos using AI avatars and voiceovers. Ideal for training, marketing, and corporate content—no camera or mic needed.



<https://www.synthesia.io>

Ask the Agent is your AI-powered virtual digital twin built specifically for real estate professionals.. It provides instant, accurate answers to consumer questions directly from you, helping streamline engagement, reducing agent workload.



<https://asktheagent.realestate/>

OpusClip – Automatically transforms long-form videos (e.g., webinars, podcasts) into viral short clips with captions, highlights, and AI curation.



<https://www.opus.pro>



ASK THE
AGENT™



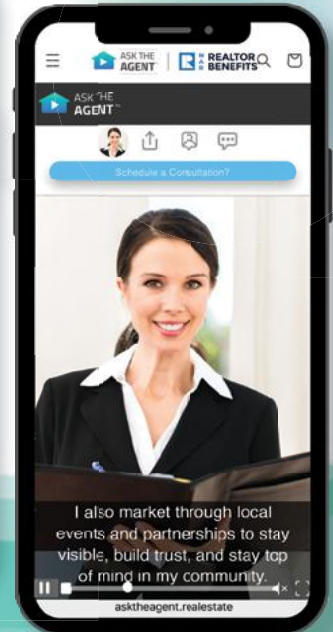
REALTOR
BENEFITS®

Tired of repeating yourself?

With Ask the Agent, your face, your voice, working overtime – so you don't have to.



Get your
Digital Twin
Assistant!



From photo to video...
Meet your Digital Twin Assistant.

It's YOU, always on:

- Introduce yourself
- Answer FAQs
- Communicate across digital, print, and social
- Track engagement
- Capture warm leads
- Link & QR code centric



Scan to
Signup

Adrienne Murphy
adrienne@asktheagent.com
(864) 387-8024

It's not just a shortcut –
It's one smart, interactive link.

www.asktheagent.realestate



Ask the Agent (ATA) is a powerful video communication and engagement platform designed exclusively for real estate professionals. Built to automate messaging, capture leads, and enhance client relationships, ATA elevates your online presence while saving you time and effort.

Key Benefits for Brokers

- **Interactive, Professional Videos:** Create and share videos that respond to clients' FAQs, market your listings, and showcase your expertise—all with one click
- **Lead Generation & Analytics:** Built-in lead capture and detailed insights help you follow up more effectively, track engagement, and convert prospects into clients.
- **"Digital Twin" Automation:** Develop an avatar version of yourself that answers inquiries 24/7, ensuring you're always engaging.
- **Scalable for All Levels:** Tools suited for solo agents, brokerages, MLSs, and associations—with customizable libraries and video workflows.

How Ask the Agent Works

Send your Headshot and Record Your Voice

- Send your headshot or a video and record your voice.
- Select your best head shot or record a video.

AI-Powered "Digital Twin" is Created

- The ATA system builds a virtual version of you—your **Digital Twin Agent**—that's available 24/7.
- Indexed, pre-recorded videos deliver relevant answers to prospects questions.

Deploy Anywhere (Online & Offline)

- Share your digital video assistant via:
 - QR codes (for business cards, flyers, yard signs)
 - Links in email or text
 - Embedded on your website or listing pages
 - Social media platforms

Engage Leads & Track Results

- Every interaction is tracked: who watched, for how long,...
- Built-in analytics help you prioritize follow-up and improve your messaging.

Customize Your Library Over Time

- Add new videos any time—market updates, seasonal messages, new listings.
- Organize content into categories (e.g., Buyers, Sellers, Relocation, Neighborhoods).



<https://asktheagent.realestate/>



Writing & Copywriting

AI Writing & Copywriting tools assist in creating high-quality written content quickly and efficiently. From blog posts and social media captions to ad copy and product descriptions, these tools use natural language processing to generate compelling, human-like text. Ideal for marketers, writers, and business professionals, they help streamline content creation, maintain brand voice, and boost productivity—whether starting from scratch or refining existing material.

Jasper - A top-tier AI tool for marketers and content teams, Jasper specializes in SEO-friendly content, ad copy, and brand-consistent messaging.



<https://www.jasper.ai>

Writesonic - A full-featured AI writing and content platform tailored for marketers, bloggers, and businesses. It supports over 80 content types, from long-form blog posts and landing pages to ad copy and social media content.



<https://writesonic.com/>

Copy.ai - AI-powered platform for generating blog posts, email campaigns, ads, and product descriptions at scale. Great for teams and marketers.



<https://www.copy.ai>

Sudowrite - A creative writing assistant designed for fiction writers. Helps with plot generation, tone changes, character development, and story flow.



<https://www.sudowrite.com>

Writer.com - Enterprise-grade AI for clear, consistent, and compliant communication. Geared towards businesses with custom style guides and security.



<https://www.writer.com>

Notion AI - A built-in AI assistant within Notion that helps with summarizing notes, drafting content, brainstorming, and editing within documents.



<https://www.notion.so/product/ai>

Grammarly - A leading AI writing assistant offering grammar checks, tone suggestions, clarity improvements, and style adjustments in real time.



<https://www.grammarly.com>

Wordtune - AI tool that rewrites, rephrases, and improves sentence structure for clarity and tone. Great for creative and professional writing.



<https://www.wordtune.com>

[illegible][illegible]

1947-1948 - EBY
 HAD PROBLEMS OF TRANS
 using this to write down
 to War

The
 following were added
 to the
 records
 of the
 year 1900

Notetakers & Meeting Assistants

AI Notetakers and Meeting Assistants are tools designed to capture, summarize, and organize information from conversations and virtual meetings. These tools automatically transcribe discussions, highlight key points, assign action items, and generate summaries—freeing up participants to focus on the conversation. Ideal for teams, professionals, and educators, they improve collaboration, reduce manual note-taking, and ensure important details are never lost.

Fathom – Automatically records and summarizes Zoom calls, generating highlights, key moments, and follow-up items.



<https://www.fathom.video>

Fireflies.ai – AI-powered meeting assistant for recording, transcribing, summarizing, and analyzing calls across Zoom, Google Meet, Teams, and more.



<https://www.fireflies.ai>

Otter.ai – Offers real-time transcription, collaborative meeting notes, and speaker identification. Ideal for teams and education.



<https://otter.ai>

Nyota – Live AI meeting copilot that provides real-time insights, summaries, and contextual prompts during calls.



<https://www.nyota.ai>

Sembly – Transcribes meetings, identifies action items, and delivers AI-generated summaries across platforms like Zoom, Google Meet, and Teams.



<https://www.sembly.ai>

Airgram – A meeting productivity tool that captures agendas, transcribes conversations, and tracks action items for multiple platforms.



<https://toolai.io/en/ai/airgram>



Voice & Speech AI

Voice & Speech AI tools specialize in converting spoken language into text and vice versa, enabling seamless voice interactions and audio processing. These tools can transcribe conversations, generate lifelike voiceovers, translate spoken language, and assist with voice-controlled applications. Commonly used in customer service, content creation, and accessibility services, they enhance communication, expand reach, and create more natural, hands-free user experiences.

ElevenLabs – Industry-leading tool for ultra-realistic AI voice cloning, ideal for audiobooks, games, and voiceover applications in multiple languages.



<https://www.elevenlabs.io>

Play.ht – AI voice generation platform for creating lifelike speech, widely used in podcasting, e-learning, and narration. Supports multiple languages and tones.



<https://www.play.ht>

Resemble AI – Offers voice cloning with custom emotion control, APIs for developers, and real-time voice synthesis for games and apps.



<https://www.resemble.ai>

Murf.ai – Text-to-speech platform with studio-quality voiceovers for business presentations, explainer videos, and e-learning content.



<https://www.murf.ai>

Descript (Overdub) – Descript's Overdub feature allows users to clone their voice and edit audio just like a document. Great for podcasters and editors.



<https://www.descript.com>

Email Management

AI-powered email management tools streamline your inbox by organizing messages, writing emails, summarizing threads, and surfacing high-priority items. These tools reduce time spent in email, improve communication quality, and boost productivity for individuals and teams.

Sidekick AI- AI assistant designed for real estate communication. Auto-drafting emails, scheduling, managing follow-ups



<https://sidekickdata.io>

Superhuman- AI-enhanced premium email client for speed, smart replies, and automation.



<https://www.superhuman.com>

Grammarly for Email - Offers grammar, tone, and clarity suggestions in real time, integrates with Gmail and Outlook.



<https://www.grammarly.com>

Flowrite - AI email writer that turns short prompts into full emails and replies.



<https://www.flowrite.com>

Lavender - AI email assistant and coaching tool for sales outreach, improves tone, clarity, and personalization.



<https://www.lavender.ai>

Mailbutler

AI assistant for Apple Mail and Gmail—offers smart scheduling, tracking, and personalized suggestions.



<https://www.mailbutler.io>

Ellie - AI tool trained on your own writing style to draft email replies automatically.



<https://www.ellie.ai>



Productivity & Automation

Productivity & Automation AI tools are designed to streamline repetitive tasks, manage workflows, and enhance day-to-day efficiency. These tools can automate scheduling, handle data entry, integrate apps, and optimize team collaboration. Ideal for professionals and businesses, they reduce manual workload, increase output, and allow users to focus on high-value activities—turning time-consuming processes into seamless, automated operations.

Zapier AI – Automates workflows by connecting apps and services. Zapier’s AI assistant lets users build “Zaps” using natural language, with no coding. Infinite automation combos for agents and brokerages.



<https://www.zapier.com>

Notion AI – Built into Notion, this AI writes tasks, summarizes content, brainstorms, and organizes workspaces—boosting productivity with smart suggestions. Flexible productivity workspace for brokerages and teams.



<https://www.notion.so/product/ai>

Sidekick AI – All-in-one productivity assistant tailored to real estate from CMAs, calendar & email automation, lead insights. Purpose-built for real estate workflows.



<https://www.clickup.com/ai>

Trello AI –Trello’s built-in Butler AI helps automate board actions, recurring tasks, and reminders with simple rules and commands. Great for transaction coordinators, office admins, and teams managing multiple deals.



<https://www.trello.com>

Reclaim.ai – Smart scheduling and task management tool that uses AI to block time for tasks, habits, and meetings in your calendar. Keeps real estate pros focused and balancedPricing:



<https://www.reclaim.ai>

Motion – AI-powered time-blocking tool that creates dynamic schedules based on deadlines, priorities, and availability. Combines calendar and task planner. Ideal for solo agents or team leaders juggling it all.



<https://www.usemotion.com>



Scheduling

AI scheduling tools automate calendar management, helping users optimize their time through smart time-blocking, conflict resolution, meeting coordination, and task prioritization. These tools are ideal for busy professionals and teams looking to minimize context switching and maximize productivity.

Reclaim.ai - AI-powered smart calendar that automatically finds the best time for meetings, tasks, habits, and breaks—integrating directly with Google Calendar. Helps agents balance work + life while staying productive.



<https://www.reclaim.ai>

Motion - AI that builds your daily schedule automatically. Plan a day of back-to-back showings or task-heavy closings. Great for agents who juggle appointments, offers, and calls



<https://www.usemotion.com>

Sidekick AI - AI scheduling assistant that integrates with your calendar and lets people book meetings based on your availability. Purpose-built for real estate workflows.



<https://www.sidekickai.com>

Clara Labs - Human-assisted AI scheduling assistant designed for busy executives. Handles calendar coordination and follow-ups. Ideal for high-touch client follow-ups via email.



<https://claralabs.com>

x.ai (Now part of Bizzabo) - Once a standalone AI meeting scheduler, it's now integrated into Bizzabo for event scheduling.



<https://www.bizzabo.com>



Social Media Management

Social Media Management AI tools help automate, optimize, and streamline content creation, scheduling, and engagement across platforms like Instagram, Facebook, LinkedIn, and X (Twitter). These tools use AI to generate post ideas, write captions, analyze performance, suggest hashtags, and repurpose content—saving time while maximizing reach and impact for businesses, influencers, and marketing teams.

Lately.ai - AI that repurposes long-form content (blogs, videos, podcasts) into dozens of social posts, optimized by past performance.



<https://www.lately.ai>

Predis.ai - AI tool for auto-generating social media posts, creatives, and hashtags from just a product or topic description.



<https://www.predis.ai>

Ocoya - Combines AI content generation (using GPT) with graphic design and scheduling for social media—great for quick campaigns.



<https://www.ocado.com>

SocialBee - AI-enhanced platform for content scheduling, audience targeting, and post recycling across all major social platforms.



<https://www.socialbee.com>

RPR AI ScriptWriter - Instantly writes Fair Housing-safe listing copy and social captions for REALTORS®



<https://www.narrpr.com>

ChatGPT + Canva - Use ChatGPT to write captions & Canva AI to design branded visuals.



<https://chatgpt.com/>



<https://www.canva.com/>

Jasper AI - Tailored real estate ad copy, blog posts, and social content with tone control.



<https://www.jasper.ai/>





Presentations

AI presentation tools help users create professional, visually appealing decks in minutes using natural language prompts. These platforms use smart templates, automated design layouts, and AI-generated content to eliminate the need for manual formatting—perfect for pitches, reports, and storytelling.

Gamma - lets you generate elegant, interactive presentations by simply describing your topic. It automatically builds out the structure, slides, and visuals, saving time and ensuring polished results.



<https://www.gamma.app>

Beautiful.ai - Smart slide templates that adapt as you add content—great for business users, marketers, and sales teams.



<https://www.beautiful.ai>

SlidesAI -Add-on for Google Slides that generates full slide decks from text or topics. Great for students and professionals.



<https://www.slidesai.io>

Canva Magic Design (Presentations) - Part of Canva's Magic Studio, this tool generates slide decks based on topics or uploaded content. Highly customizable.



<https://www.canva.com/presentations>

Research & Data Analysis

AI tools in Research & Data Analysis help users gather insights, interpret complex datasets, and streamline the research process. These tools can summarize papers, extract trends from data, automate reports, and even forecast outcomes. Whether for education, analysts, or business professionals, they accelerate decision-making and enhance accuracy by turning vast amounts of information into actionable knowledge.

ChatGPT / Claude / Perplexity

Type: LLMs (Large Language Models)

- **Use:** Literature review, summarization, hypothesis generation, real-time question answering
- **Best For:** Quick understanding of complex topics, generating insights from unstructured text, synthesizing research papers
- **Strengths:** Chat-style Q&A, Can parse large documents, Easily integrates into research workflows



<https://chatgpt.com/>



<https://claude.ai/>



<https://www.perplexity.ai/>

RPR Market Trends AI

Delivers instant, AI-written summaries of local market conditions for easy sharing and better client engagement.

- **Data Sources:** Pulls from live MLS feeds and public records.
- **Output:** Clear, hyperlocal trend overviews suitable for newsletters, CMAs, listing presentations, and social posts.



<https://www.narrpr.com>

RealReports

Delivers the most complete property intelligence for every home in the country, supercharged by AI to make you sharper, faster, and more valuable.

Key Features:

- **One-Click Property Reports:** Generate comprehensive reports on any property in the U.S. in seconds
- **AI Property Advisor:** Answer property questions, conduct research, analyze documents, and surface actionable insights with built-in AI, Aiden



<https://realreports.ai>





Convert image to Art

Upload your image into ChatGPT and add Prompt



Transform this image of a suburban single-story home into a watercolor painting. Emphasize soft, fluid brushstrokes with gentle blending of colors. Use warm earthy tones for the stone facade and cool grays for the roof. The sky should be light blue with fluffy white clouds rendered in a delicate, airy wash. The lawn and trees should appear vibrant and fresh with textured green brushwork. Include soft shadows and preserve the perspective and composition of the original photo. The overall mood should feel calm, bright, and inviting—like a serene afternoon scene in watercolor.



Transform this image of a home into a detailed LEGO house built entirely out of LEGO bricks. Preserve the original structure and perspective of the house, including the gabled roof, garage, siding, and front door. Represent the stone facade, roof shingles, and window shutters using textured LEGO brick patterns. The driveway, lawn, palm tree, and surrounding landscaping should also be constructed from LEGO pieces in bright, colorful plastic blocks. Maintain a realistic LEGO scale and style, with visible brick lines, studs, and a playful, blocky aesthetic true to a LEGO diorama or LEGO Creator set.



Transform this image into the cartoon style of The Simpsons cartoon color homes. Use bright, flat colors and bold outlines typical of the show. The lawn should be vibrant green, sky bright blue with fluffy clouds, Preserve the shape and perspective of the house in image, but apply the animated Springfield suburban look.



Transform this exterior image of a house into the style of Vincent van Gogh's Starry Night. Apply Van Gogh's signature swirling sky, bold brush strokes, vibrant blues and yellows, and expressionist texture. Maintain the structure and recognizable shape of the house, but infuse the background and surroundings with a dreamlike, star-filled night sky and painterly landscape, capturing the emotional and dynamic movement of Van Gogh's work



Transform this image of a single-story home into a child's crayon drawing. Use bold, uneven outlines and playful, imperfect proportions to mimic a youthful drawing style. The sky should be bright blue with chunky white clouds, the lawn vivid green with visible crayon strokes, and the driveway shaded in gray with a rough texture. Represent the house with flat blocks of color—tan or brown bricks, a dark gray roof, and white garage and window trims. Include details like the palm tree and shrubs with simple, colorful scribbles. The overall image should feel cheerful, naive, and handcrafted, as if drawn with wax crayons by a child."

PROMPT EXAMPLES

FUN WITH PHOTOS



The One-Stop Shop for Industry Intelligence



The one-stop shop for industry intelligence is here! MLSPropTech.com is now live and offers MLSs, Associations, and PropTech companies access to the most complete platform to understand and navigate the ever-evolving real estate industry.

With a focus on connecting industry leaders to actionable intelligence and features to manage their partnership strategies, MLSPropTech.com is designed to help businesses stay ahead of the curve and drive transformative results.

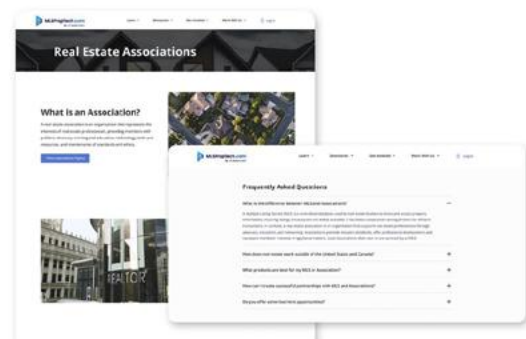
Comprehensive Directories

Access the most complete and up-to-date directories of PropTech companies, products, and APIs to help you simplify your search for partnerships and find the right solutions for your business.



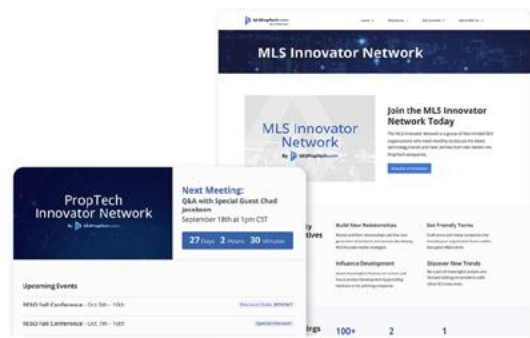
Educational Resources

Deepen your understanding of the industry and delve into the intricacies of MLSs, Associations, and PropTech. MLSPropTech.com will help you make sense of the seemingly complex and ever-changing real estate industry.



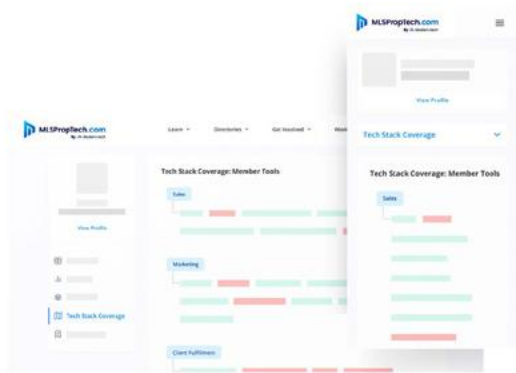
Innovator Networks

Access the most exclusive networks for industry executives, where the most influential leaders meet every month to share ideas, knowledge, and collaborate to drive innovation.



Tech Stack Builder

Manage your technology partners and identify how to improve your member benefit offerings with the MLSPropTech.com Tech Stack Builder. (Exclusively for MLSs and Associations)



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Stay up-to-date with industry shifts, identify new opportunities for business growth, and access insider knowledge not available anywhere else.



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Promote your company's latest news and updates on the go-to source for industry news, information, and technology.



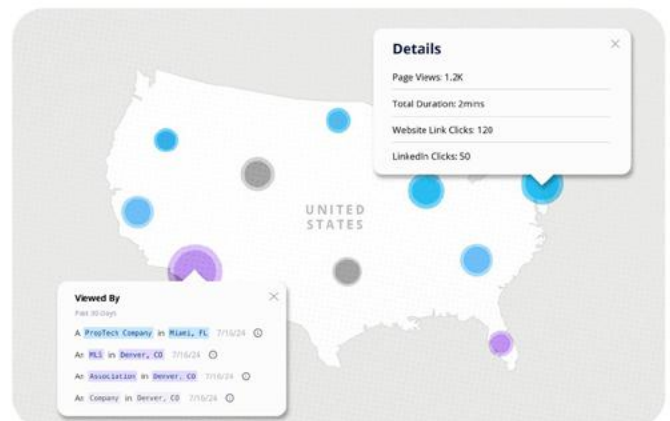
Proprietary Trends Data

Leverage exclusive, data-driven insights into market trends that help you make informed decisions and forecast future movements.



Profile Views & Stats

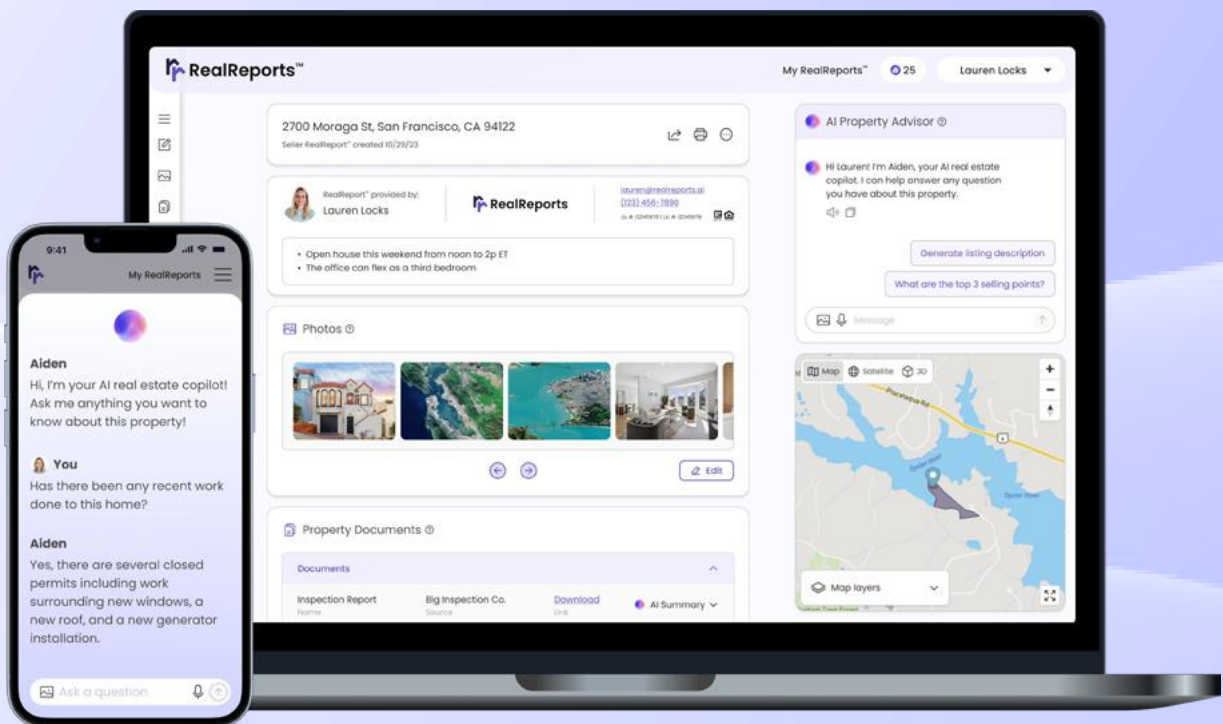
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