AI, ChatGPT, & Real Estate Note Packet

Intro to AI & ChatGPT

Artificial Intelligence - A set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand, and translate spoken and written language, analyze data, make recommendations, and more.

Generative AI - A type of artificial intelligence system capable of generating text, images, or other media in response to prompts. Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

4 Types of AI

1. Reactive	
2. Limited Memory	
3. Theory of Mind	
4. Self-Aware	

3 Fields of AI

1. Machine Learning	A branch of artificial intelligence (AI) and computer science focuses on the algorithms trained to imitate the way that humans learn, gradually improving its accuracy by uncovering key insights within huge amounts of data to make classifications, and predictions, and drive decision-making within applications and businesses.
2. Deep Learning	A subset of Machine Learning is essentially a Neural Network with three or more layers. These Neural Networks attempt to simulate the behavior of the human brain allowing it to "learn" from large amounts of data. While single-layer neural networks can make approximate predictions, the additional hidden layers help to optimize and refine for accuracy.
3. Neural Networking	Also known as Artificial Neural Networks (ANNs)—mimics the human brain through a set of algorithms. At a basic level, a neural network is comprised of four main components: Inputs, Weights, A Bias or Threshold, & Output

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The History of AI

The Beginning 1950-1955	
Phase 1 1956-1979	
Phase 2 1980-1999	
Phase 3 2000-Late 2022	
Phase 4 - 11/30/22 Launch of ChatGPT	

Who is OpenAI & ChatGPT

OpenAI	
ChatGPT chat.openai.com	
GPT	Generative pre-trained transformers are a type of Large Language Model (LLM) and a prominent framework for generative artificial intelligence. The first GPT was introduced in 2018 by OpenAI.

Free versus Paid Pro Version of ChatGPT

Free	Paid $20/mo

● No Guaranteed Access
● Back of the line & slower processing
● Access to GPT version 3.5
  ○ Uses info from the Internet thru 9/30/21
  ○ No ability to use plugins
  ○ All info entered is potentially not private
  ○ No historical data to craft your Persona or personalization of content
	● Guaranteed 100% up-time with Premium processing
	● Access to GPT version 4.0
	  ○ Can browse the internet for current information
	  ○ Custom Instructions - Create Your Persona & Special Directions
	  ○ Supports plugins
	  ○ Usage is Private
	● Historical data creates your AI Persona (content created in your mood, tone, style, etc.)

Which Platform Should I Use?

ChatGPT v. Google Bard v. BingChat v. Jasper v. Claude

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What are the Concerns with Generative Artificial Intelligence (AI)

1. Is AI-generated content Legal?

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Legal Cases to Keep an Eye On

Thaler v. Perlmutter	Scientist Stephen Thaler is suing the US Copyright Office for denying him copyright protection for images he generated using DABUS, an A.I. system he built. This case is challenging the idea that only works of human authorship are protected under the federal Copyright Act because humans are creating AI systems.
Zaraya of the Dawn Comic Book versus US Copyright Office	A copyright registration previously granted was partially canceled because it included "non-human authorship" that hadn't been taken into account. Author Kristina Kashtanova brought a case arguing that even though the images used in the novel were generated by AI she modified each image multiple times until she was able to get the desired, right pictures, thus making them human-generated.
Getty Images v. Stability & Stable Diffusion AI	Getty is claiming that Stability AI trained its AI tool on more than 12 million Getty photographs without the company's authorization.
Class Action Lawsuit filed by the Clarkson Law Firm v. OpenAI & Google	The lawsuit is claiming that OpenAI & Google are illegally stealing & scraping vast amounts of data to train their LLM without the copyright owner's permission, knowledge, and without compensation and this includes the privacy rights of minors (COPPA) & other protected groups.

AI Detection Tools - Try to determine the likelihood of content was created by a human or AI and if it was plagiarized. Options: AI Content Detector, OpenAI's AI Text Classifier, Originality.ai. But there are also tools like Quilbot.com that can rewrite something to ensure it will pass the AI detection tools

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2. AI-generated content can be Biased, Weird, Hateful, and. Can Violate Fair Housing

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3. The Source is the Internet - AI-generated content can be False &/or Misleading

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Tip: Always proofread & check everything created by AI - facts, sources, & legal/code of ethics
   With Fair Housing, you can include "Factoring in US Federal Fair Housing Laws" in your prompt

4. AI Avatars & Deep Fakes (& Article 15 of the Code of Ethics)

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5. AI is going to Change or Replace a lot of Jobs

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6. AI is being used to develop Malware (WormGPT) & other Malicious Activities

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7. AI is being used for Surveillance

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8. AI is being used for Weapons

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9. Can AI Become Self-Aware/Reach Singularity & Replace Us?

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How to Use AI Tools - Creating the Perfect Prompt

4 Components of Creating the Prompts Task(s)

Instruction - a task the AI model has to perform.	Context - information that will help it to produce a better response.	Input Data - input or a question that you need to be answered.	Output Indicator - the format of the output.
- Rewrite - Summarize - Edit - Create	- Using examples - Data - Trends - Etc.	- Q&A - Problem Solve - Proof/Edit	- Written Content (blog article, webpage, video script, social media post, resume, cover letter, proposal, etc.) - Image (picture, infographic) - Video - Presentation

You can include information about **Your Desired**:

- Focus - Format - Style	- Intended Audience - Text Length - List of Point**s** you want to be addressed	- Perspective or Mood that you want the text written from, if applicable - Specific Requirement**s**, such as no jargon or specific things (ex. factoring in Fair Housing laws) you want to be accounted for.

Prompt Writing Tips

1. Start Simple - If you want better results, start with simple prompts and add more elements and context. By doing this, you'll gradually improve your results.

2. Provide Instruction - To design effective prompts for simple tasks, you can use commands such as "Write," "Classify," "Summarize," "Translate," "Order," etc. These commands instruct the LLM what task you want it to perform.

3. Be Specific - what you want the machine learning model to do is critical to getting good results especially if you have a desired outcome or style of generation/format in mind. Providing examples is helpful as well.

4. Be Direct and Precise - explain your expectations as much as you can. For example, state precisely how long you want the output to be and include expected keywords.

Remember:
- To experiment to get different results
- Always proof-read for factual errors, sources, and legal compliance
- For longer or more in-depth projects you can break prompts into separate steps that build on each other

Tip: You can use tools like AIPRM or ChatGuide.ai to help write the prompts for you!

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What About Generative AI Tools for Images

OpenAI's Dalle-2 Tools	Other Generative AI Image Tools
● Labs.openai.com ● PlayGround AI ● Microsoft Designer ● Night Cafe ● Cala ● Mixtles	● MidJourney ● Stable Diffusion ● Stability ● Wombo ● Deep Dream

Tip: You can use tools like Lexica.art, Effortless MidJourney, or Prompt Pal for image prompts

AI Video Editing & Production Tools - Descript.com &Vidyo.ai

AI Avatars

Is a digital representation of a human in a virtual setting. The 'AI' in the term 'AI avatar' indicates that the avatar is powered by artificial intelligence. Can be used to dynamically create video content or presentations delivered by "You" or an "AI-generated Person" in the gender, language, mood, & style you want, simply by providing a script of what you want it to say and how you want it delivered!
- Consists of a "Person's": Face & Body, Voice, & Likeness

AI Avatar Tools - D-id.com & Synthesia.ai

More Generative AI Tools - The New Apps Store

Integration into Tools we already use & love - Optimizing the Office, Grammarly, CRMs)

Canva's Magic Studio part of Canva Pro $120/yr includes:

Brand Hub	
Magic Write with Brand Voice	
Magic Switch with Translate	
Magic Media	
Magic Animate	
Magic Design with Video	
Magic Edit, Expand, or Grab	
Magic Morph	
Magic Design	
Magic Presentation	
Bulk Create	

How to Bulk Create in Canva **--** Go to Canva - In Canva go to Docs
1. Create a list of ideas manually, in Canva Magic Write or a tool like ChatGPT
2. Select and Copy the bulleted list
3. Go to Excel or Google Sheets and paste the info into cell A1
4. Save the file as a .CSV file
5. In Canva find a marketing piece (ex. Facebook post) and the design template you want to create
6. Use the Styles tool to ensure each design uses your brand (colors, fonts, etc.) to the design
7. In the left bar, click on Apps and search/find Bulk Create
8. Click upload CSV file and upload the file you created in step 5
9. Select the content box in your design where you want to insert the info from the spreadsheet
10. Right-click your mouse and click Select Connect Data > Select the first line
11. Click Continue > click Generate ___ number of Posts

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The Next App Store - 3rd Party companies build AI tools using OpenAI or Google's API (google.com/webstore)

Merlin	
YouTube Video Summary with ChatGPT	
Productive.ai	
HeyGen.com	
REImagineHome.ai	

AI & Real Estate - Top Ways to Use AI in Your Life & Business

1. Automate Tasks	
2. Identifying Content Ideas	
3. Content Creation	
4. Write Property Descriptions	
5. Providing Imagery	
6. Providing Marketing Materials	

7. Marketing Planning & More	
8. Video with an AI Avatar	
9. Write or Edit Code	
10. Optimize the Office	
11. Optimize Time & Task Management	
12. Improve & Prioritize Communications	
13. Problem Solving	
14. Conduct Research & Projects	
15. Business Planning & More	

16. Identify Potential Risks & Threats	
17. Provide Legal Guidance	
18. Provide Financial Guidance	
19. Streamline Transactions	
20. Securing Transactions	
21. Improve how we Evaluate Properties	
22. Improve how we Search for Properties	
23. Improve Client (or Lead) Servicing	

What is the Future of AI?

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"An agent who refuses to embrace this technology will be replaced or usurped by one who does."