

USING CHATGPT IN YOUR BUSINESS

5 helpful tips

There is no denying that the artificial intelligence revolution is in full swing. According to Pew Research Center, [27% of Americans](#) interact with AI "at least several times a day."

While there are dozens of AI tools out there, one of the most popular is ChatGPT, the text-generation platform capable of churning out hundreds of words of text in a matter of seconds.

Like any savvy real estate professional, you have undoubtedly considered using AI like ChatGPT for your business. Whether you're just starting with AI or are a seasoned ChatGPT pro, this list of practical tips and tricks from Patten Title will help you put AI to work for your business.

WHAT'S CHATGPT?

[ChatGPT](#) is an AI software that responds to prompts and questions to create text. When users input a prompt, the platform will generate a response. It can also build on its original response, admit mistakes, and answer questions.

ChatGPT is a specific type of generative AI. Generative artificial intelligence is any AI technology that generates content — in this case, text content.

To support its functions, ChatGPT developers trained the software on a wide range of internet text. The software analyzes this content to respond to questions, provide users with relevant information, and "learn."

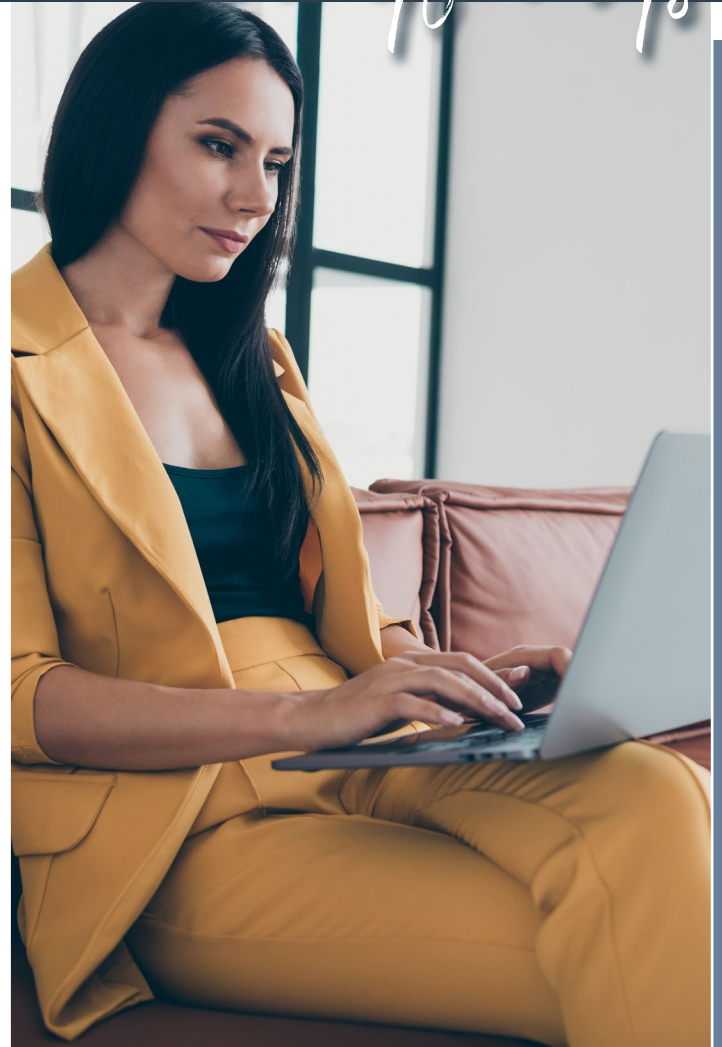
HOW TO USE CHATGPT

If you have experimented with ChatGPT, then you know the process is relatively straightforward. Once you launch the platform, input your question or query and hit submit. ChatGPT will then generate a relevant response.

However, there is more to using AI like ChatGPT than simply typing in a prompt. You must include details in your prompts if you want the platform to generate relevant responses efficiently.

For instance, suppose that you want to use ChatGPT to create a listing description. If you enter a prompt like, "Create a listing description for 123 Main Street, Austin, TX," it will provide a very generalized response and may omit important details, like square footage, amenities, and the number of rooms the home has.

Instead of using a vague prompt, you'll want to be more specific. You could submit a prompt such as, "Create a real



estate listing description for 123 Main St, Austin, TX. Mention that the property has a pool, 4 bedrooms, 2 baths, a recently remodeled kitchen, and 2,000 square feet of living space."

By being more detailed, you will be more likely to receive a publish-ready listing description. Here is a quick reference hint: when writing out your prompts, use the R.E.L.I.C method in which you include the Role, any Exclusions, the desired Length of the output, any Inspiration such as a link or sample copy, and finally the Context of the prompt. This ensures that ChatGPT generates specific, detailed and unique content relative to your exact requirements.

5 tips →



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5 Helpful Ways

TO USE CHATGPT IN YOUR BUSINESS

While there are many ways to use ChatGPT in your Texas real estate business, five of the most popular tips and tricks include using AI to:

1. CRAFT BETTER EMAILS

Email marketing is a powerful tool for connecting with new clients and staying on the radar of past customers. However, writing the perfect email can take time, especially when you are already overwhelmed with responsibilities.

With ChatGPT, you can create emails for an entire campaign in a matter of seconds. Every email should be grammatically correct and publish-ready so you can plug them right into your next campaign. That said, always do your due diligence and carefully read through the generated text to ensure grammar and spelling are on point before pasting it into your email body.

2. GENERATE DETAILED LISTING DESCRIPTIONS

ChatGPT is also an excellent tool for writing listing descriptions. You can create compelling descriptions that attract prospective buyers to book a showing.

Remember, when using ChatGPT for this purpose, be sure to provide a bit of background information on the property. If the first response lacks vital information, you can ask ChatGPT to revise it until you are satisfied with the listing description.

3. WRITE COMPELLING TEXTS

ChatGPT can craft short-form content like text messages, too. Simply type in a prompt like, "Write a real estate marketing text to target past customers."

Within seconds, you will have a well-composed text message that you can copy and paste into your text list.

4. CREATE AGENT BIOS

Publishing biographies about agents on your real estate business' website can build trust with potential customers and strengthen your brand's image. But who has time to create agent bios when you are busy making deals?

Fortunately, ChatGPT can handle this task as well. When creating your prompt, include relevant information about the subject of the bio so that ChatGPT can incorporate specific details in its reply. Your agents can then edit or add to the bios before they are published.

5. REVAMP YOUR SOCIAL MEDIA MARKETING

ChatGPT can support your social media marketing efforts in a variety of ways. For example, you can leverage ChatGPT to create social media posts and advertising copy. Additionally, the platform can supply fresh social media marketing ideas for different times of the year as well as trending hashtags and topics to provide your input on.

more info 

Additional Sources TO CONSIDER FOR AI

ChatGPT is only one AI tool that can benefit your real estate business. Other options can include:

CHATBOTS

If you have a website, [adding chatbots](#) is a great way to improve the customer experience. You can decrease response times and ensure that “someone” is always available to field client questions.

Chatbots can help site visitors find relevant forms or contact data, access your latest blogs, or obtain answers to common questions.

REAL ESTATE ASSISTANTS

AI-powered virtual assistants can help you keep your schedule organized, avoid double-booking, and maximize your overall efficiency. A handful of [AI virtual assistants](#) are out there, a few of which are designed specifically for real estate agents.

You’ll want to do your research and compare the benefits of each to find the ideal fit for your real estate business.

REMODEL DESIGN TOOLS

If part of your business is to help flippers find their next project home or like to take on your own remodels from time to time, consider [using AI to plan your next renovation](#). Several generative AI tools can help you redesign rooms — or entire homes — in seconds.

Some of them even offer a free demo, so you can put them to the test before investing your hard-earned cash.

IF YOU AREN'T USING AI, IT'S TIME TO START

Using AI tools like ChatGPT can give your real estate business a competitive edge. With AI, you can craft communications, optimize listing descriptions, and connect with prospective clients. Perhaps most importantly, you can save countless hours every week, leaving you more time to book showings and get deals done.

