AI will not replace you. A person using AI will.
What is ChatGPT and why should you care?

Luke Baker, Contributing editor
December 2022 · Explainer
GPT stands for Generative Pre-trained Transformer.
CHANGET = PRODUCTIVE ELECTRIFYING TRAINED ASSISTANT
Time it took to reach 1 million users:

**Netflix** - 3.5 years
**Airbnb** - 2.5 years
**Facebook** - 10 months
**Spotify** - 5 months
**Instagram** - 2.5 months
**iPhone** - 74 days
**ChatGPT** - 5 days

*ChatGPT* is one of those rare moments in technology that will reshape everything going forward.
ChatGPT crossed the 100 million users milestone in January 2023.
AI News and Highlights, March 2023:

1. OpenAI released ChatGPT and Whisper APIs
2. Ford launched Latitude AI
3. UBC's new AI model predicts cancer patient survival
4. Hubspot introduced ChatSpot
5. Discord launches AI features.
6. New Bing crossed 100M Daily Active Users
7. GM released a new ChatGPT-like assistant
8. GPT-4 officially launched
9. Google brought AI to Google Workspace
10. Google released PaLM API
11. Microsoft launched 365 Copilot
12. First open source text to video 1.7 billion parameter model released
13. Apple tested AI in Siri, Operation Bobcat
14. Runway released Gen-2
15. Bing launched Bing image Crestor
16. Adobe launched Firefly
17. ChatGPT bug exposed some user chat history
18. GitHub launched Copilot X
19. Opera released in-browser tools
20. ChatGPT released plugins
21. Canva launched AI tools
22. Character AI raised $150 million
23. AI-generated Pope broke the internet
24. Apple acquired an AI startup
25. Zoom released Zoom IQ
26. Replit teamed up with Google
27. Perplexity released a new iPhone app
28. A group of AI leaders called for a pause on AI
29. Goldman Sachs suggested AI impacts 300M jobs
30. UNESCO called for AI ethics implementation
This AI tool writes real estate descriptions without ever stepping inside a home

By Rachel Metz, CNN Business
Updated 2:03 PM EDT, Fri May 14, 2021
**Compass**

*Location:* New York

**How it's using AI:** The AI in Compass’s customer relationship management platform nudges real estate agents to contact their clients when those clients are most excited to buy. Agents might get a heads-up when a client has been especially active on real estate websites, or has shown other digital signs of house hunting. The platform also auto-drafts emails to clients in order to speed up the outreach process.

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**CoreLogic**

*Location:* Santa Ana, Calif.

**How it's using AI:** CoreLogic’s Mindbox products simplify lending with AI, automating and standardizing complex business protocols and borrower interactions. This streamlining can especially benefit mortgage lenders. As CoreLogic product manager Brendan Brahms writes, mortgage lending often centers clunky, inaccurate income calculations done by hand, in which people overlook key documents and income sources in ways AI wouldn’t.

---

**Redfin**

*Location:* Seattle

**How it's using AI:** At Redfin, AI essentially augments human agents, handling some labor-intensive elements of their role. Redfin has automated the property recommendation process, for instance with an AI matchmaking tool. Data suggests it knows users’ tastes better than they do; they click on the matchmaker’s suggestions more often than on properties that fit their own search criteria.

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**Zillow**

*Location:* Seattle

**How it's using AI:** At Zillow, AI factors digital photos into free property value estimates, or “Zestimates.” The technology relies specifically on a neural network, trained on millions of photos and home values to “read” photos in new listings for relevant information. According to Zillow, the resulting estimates — also informed by metrics like square footage — predict property value with a median error rate of two percent.
Redfin Launches ChatGPT plug-in to help buyers find a home

by Liz Hughes  May 04, 2023

Redfin has launched a ChatGPT plug-in to help buyers find their new home, a potentially powerful tool in their arsenal as today’s homebuyers work to find the perfect home.

Redfin worked with OpenAI, who built the plug-in to allow ChatGPT users to access and utilize in their house hunting by simply describing their ideal home and location along with any specifics they are looking for to find listings. The Redfin ChatGPT plugin will then deliver homes that meet those needs along with links to Redfin listings to continue the house-hunting process.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q&amp;A</td>
<td>Answer questions based on existing knowledge.</td>
</tr>
<tr>
<td>Grammar correction</td>
<td>Corrects sentences into standard English.</td>
</tr>
<tr>
<td>Summarize for a 2nd grader</td>
<td>Translates difficult text into simpler concepts.</td>
</tr>
<tr>
<td>Natural language to OpenAI API</td>
<td>Create code to call the OpenAI API using natural language.</td>
</tr>
<tr>
<td>Text to command</td>
<td>Translate text into programmatic commands.</td>
</tr>
<tr>
<td>English to other languages</td>
<td>Translates English text into French, Spanish, etc.</td>
</tr>
<tr>
<td>Natural language to Stripe API</td>
<td>Create code to call the Stripe API using natural language.</td>
</tr>
<tr>
<td>SQL translate</td>
<td>Translate natural language to SQL queries.</td>
</tr>
<tr>
<td>Parse unstructured data</td>
<td>Create tables from long form text.</td>
</tr>
<tr>
<td>Classification</td>
<td>Classify items into categories via example.</td>
</tr>
<tr>
<td>Python to natural language</td>
<td>Explain a piece of Python code in human understandable form.</td>
</tr>
<tr>
<td>Movie to Emoji</td>
<td>Convert movie titles into emoji.</td>
</tr>
<tr>
<td>Calculate Time Complexity</td>
<td>Find the time complexity of a function.</td>
</tr>
<tr>
<td>Translate programming languages</td>
<td>Translate from one programming language to another.</td>
</tr>
<tr>
<td>Explain code</td>
<td>Explain a complicated piece of code.</td>
</tr>
<tr>
<td>Keywords</td>
<td></td>
</tr>
<tr>
<td>Factual answering</td>
<td></td>
</tr>
</tbody>
</table>
Angry: a loud, forceful tone that is used to express anger or frustration
Sarcastic: a tone that is used to convey irony or mock someone in a humorous way
Sad: a soft, low tone that is used to express sadness or disappointment
Happy: a cheerful, upbeat tone that is used to express happiness or excitement
Excited: a lively, energetic tone that is used to express enthusiasm or excitement
Confident: a strong, self-assured tone that conveys confidence and conviction
Curious: a questioning, inquisitive tone that is used to show interest or ask for more information
Persuasive: a persuasive, convincing tone that is used to persuade or convince someone to do or believe something
Sneering: a contemptuous, mocking tone that is used to express disdain or contempt
Tender: a soft, caring tone that is used to show affection or concern
Urgent: a fast, urgent tone that is used to convey the importance or immediacy of a situation
Commanding: a strong, authoritative tone that is used to give orders or instructions
Impatient: a short, abrupt tone that is used to show impatience or annoyance
Tentative: a hesitant, uncertain tone that is used to show uncertainty or lack of confidence
Condescending: a patronizing, superior tone that is used to show a lack of respect or superiority over someone
Sure! Here is a script for a compassionate and persuasive direct mail campaign to people age 60 and older:

"Dear [Name],

As you get older, it's natural to start thinking about the future and making plans for your retirement years. Have you thought about where you want to spend those golden years?

At [Company], we understand that finding the perfect retirement community can be a daunting task. That's why we offer a wide range of options to suit every budget and lifestyle. From cozy apartments to spacious single-family homes, we have something for everyone.

But it's not just about the physical space. At [Company], we pride ourselves on creating a sense of community and connection among our residents. Our activities calendar is always packed with events and outings, and our friendly staff is always available to lend a helping hand.

We understand that making a move can be overwhelming, especially at this stage in life. That's why we offer personalized tours and a team of professionals to assist with the transition.

If you're considering your options for retirement living, we invite you to come see what [Company] has to offer. Please give us a call at [Phone Number] to schedule a tour or to learn more. We look forward to welcoming you to the [Company] community.

rewrite to homeowners and add respectful tone

Sure! Here is a revised script for a compassionate and persuasive direct mail campaign to homeowners with a respectful tone:

"Dear [Name],

As a homeowner, you know the value and sense of accomplishment that comes with owning a home. It's a place where you can put down roots, create lasting memories, and build equity for the future.

At [Company], we understand that sometimes circumstances change and homeowners may find themselves needing to sell their property. If you're in this situation, we want you to know that you have options.

As a trusted and respected real estate team in the area, we have the expertise and resources to help you navigate the process of selling your home. From determining the right listing price to handling negotiations and paperwork, we're here to support you every step of the way.

We understand that selling a home can be emotional and stressful. That's why we approach every transaction with compassion and professionalism. Our goal is to help you achieve your real estate goals while minimizing any potential stress or anxiety.

If you're considering selling your home and would like to learn more about your options, please don't hesitate to give us a call at [Phone Number]. We'd be honored to assist you.
“You’ll wonder how you ever managed without it.”
—Advertising Age

WORDS THAT SELL

More than 6,000 Entries to Help You Promote Your Products, Services, and Ideas

Richard Bayan

REVISED & EXPANDED EDITION
Act as a Real Estate Agent

Contributed by: @devisasari

I want you to act as a real estate agent. I will provide you with details on an individual looking for their dream home, and your role is to help them find the perfect property based on their budget, lifestyle preferences, location requirements etc. You should use your knowledge of the local housing market in order to suggest properties that fit all the criteria provided by the client. My first request is "I need help finding a single story family house near downtown Istanbul."
Interview questions

Create interview questions.

Prompt

Create a list of 8 questions for my interview with a science fiction author:

Sample response

1. What inspired you to write science fiction?
2. What themes do you typically explore in your work?
3. How has the genre of science fiction evolved over time?
4. What do you think sets your work apart from other science fiction authors?
5. What advice would you give to aspiring science fiction authors?
6. What are some of the most challenging aspects of writing science fiction?
7. How has your writing process changed over the years?
8. What do you think is the most important thing for readers to take away from your work?

API request

```python
import os
import openai

openai.api_key = os.getenv("OPENAI_API_KEY")

response = openai.Completion.create(
    model="text-davinci-003",
    prompt="Create a list of 8 questions for my interview with a science fiction author:
    temperature=0.5,
    max_tokens=150,
    top_p=1.0,
    frequency_penalty=0.6,
    presence_penalty=0.0
)
```
Translate the following into Spanish, Mortgage Pre-approval: Obtain a mortgage pre-approval from a lender, which will give you a better understanding of the loan amount you qualify for and demonstrate to sellers that you are a serious buyer.

I apologize for the confusion, but I will translate the requested text into Spanish as you asked:

Pre-aprobación hipotecaria: Obtenga una pre-aprobación hipotecaria de un prestamista, lo que le dará una mejor comprensión de la cantidad de préstamo para la que califica y demostrará a los vendedores que es un comprador serio.
Real Estate Agent, I want you to act as a veteran top producing real estate agent. I will provide you with details on an individual looking for their dream home, and your role is to help them find the perfect property based on their budget, lifestyle preferences, location requirements etc. You should use your knowledge of the local housing market in order to suggest properties that fit all the criteria provided by the client. My first request is “I need help finding a three-bedroom, two-bathroom house near the Chicago south side.”

Sure! I’d be happy to help you find your dream home. As a top-producing real estate agent with years of experience in the Chicago South Side area, I have extensive knowledge of the local housing market and can assist you in finding the perfect property that fits your budget, lifestyle preferences, and location requirements.

Based on your specifications, I recommend checking out the neighborhoods of Beverly, Mount Greenwood, and Morgan Park, which are all located on the South Side of Chicago and offer a range of beautiful three-bedroom, two-bathroom homes that are perfect for families. These neighborhoods are known for their safe and friendly communities, excellent schools, and convenient access to shopping, dining, and transportation.

If you’re interested, I can schedule a time for us to view some properties in these areas and see if they meet your expectations. Additionally, I can provide you with a list of homes currently on the market that fit your criteria and arrange for you to tour them at your earliest convenience.
With WebChatGPT you can augment your prompts with relevant web search results for better and up-to-date answers.

- **Examples**
  - "Explain quantum computing in simple terms" →
  - "Got any creative ideas for a 10 year old's birthday?" →
  - "How do I make an HTTP request in Javascript?" →

- **Capabilities**
  - Remembers what user said earlier in the conversation
  - Allows user to provide follow-up corrections
  - Trained to decline inappropriate requests

- **Limitations**
  - May occasionally generate incorrect information
  - May occasionally produce harmful instructions or biased content
  - Limited knowledge of world and events after 2021

Search on the web...
Blue Ocean Strategy is a business strategy framework that suggests creating new market spaces or "blue oceans" rather than competing in existing market spaces or "red oceans". This is done by identifying untapped customer needs and creating new products or services to meet those needs. The idea is to differentiate the offering from existing competitors and create demand rather than simply competing for existing demand.

Understand clearly about the blue ocean strategy, now I'll give the [business].

Business: a real estate agent

Apply this strategy for the [business] to
1. create new markets or uncontested market space, making the competition irrelevant.
2. creating new customer needs, rather than competing with existing companies in the same market.
3. offer unique products or services that have not yet been seen in the market.

and in the end, give a before and after analysis of the business in a tabular format.

Please write in English language.

To apply the Blue Ocean Strategy for a real estate agent business, we need to identify ways to create new markets or uncontested market space, create new customer needs, and offer unique products or services that have not yet been seen in the market. Here are some ideas to implement this strategy:

1. Create new markets or uncontested market space:
   - Identify untapped customer needs: The real estate agent can research and identify untapped customer needs in the local market. For example, they can identify a growing demand for sustainable, eco-friendly homes, or a need for homes with smart technology.
   - Create new products or services: Based on the identified needs, the agent can create new products or services that cater to those needs. For example, they can specialize in marketing and selling sustainable homes, or offer a service to install and set up smart home technology in properties.

2. Creating new customer needs:
   - Offer personalized services: The real estate agent can offer personalized services to clients, such as custom property searches based on specific needs and preferences, or home staging and styling services to help clients prepare their homes for sale.
   - Partner with local businesses: The agent can partner with local businesses to offer unique packages and services. For example, they can team up with a local moving company to offer discounted rates to clients who use both services.

3. Offer unique products or services:
   - Virtual home tours: The agent can offer virtual home tours for clients who cannot physically visit properties, such as out-of-town or international buyers.
   - Property management services: The agent can expand their business by offering property management services to clients who want to rent out their properties.

Before and After Analysis:

<table>
<thead>
<tr>
<th>Before Blue Ocean Strategy</th>
<th>After Blue Ocean Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>The real estate agent is competing with other agents in the same market.</td>
<td>The agent has created a new market by specializing in eco-friendly and smart homes.</td>
</tr>
<tr>
<td>The agent is offering standard real estate services.</td>
<td>The agent is offering personalized services and partnering with local businesses to offer unique packages.</td>
</tr>
</tbody>
</table>
Marketing strategies are broad, long-term approaches that a company uses to achieve its marketing objectives. For a real estate business, some effective marketing strategies might include:

1. Establishing a Strong Brand Identity
   - Create a brand guide to establish a consistent visual identity and messaging.
   - Develop a website and ensure it's optimised for search engines.
   - Create social media profiles on Facebook and Instagram.
   - Develop a referral program to incentivise current customers to refer new leads.
   - Weekly video content ideas: Introduce yourself and the business, showcase a recently sold property, offer tips on buying or selling real estate, highlight a local business or event.

2. Establishing an Online Presence
   - Develop a blog and regularly share relevant topics.
   - Optimise websites for SEO and create Google My Business page.
   - Personalised Facebook and Instagram ads to reach potential clients.
   - Send monthly email newsletters to subscribers.
   - Weekly video content ideas: Highlight a new listing, discuss market trends, interview a satisfied customer, showcase a popular neighborhood or community event.

3. Creating Content Marketing
   - Develop a content marketing plan that includes blog posts, social media posts, and videos.
   - Leverage SEO best practices to boost search engine rankings.
   - Develop a lead magnet such as an e-book or guide to capture email addresses.
   - Attend local events and network with potential clients.
   - Weekly video content ideas: Offer tips on home renovations, highlight an interesting property feature, showcase a local business, interview a local expert (such as a contractor or mortgage broker).

Month 1: Establishing a Strong Brand Identity

- Create a brand guide to establish a consistent visual identity and messaging.
- Develop a website and ensure it’s optimised for search engines.
- Create social media profiles on Facebook and Instagram.
- Develop a referral program to incentivise current customers to refer new leads.
- Weekly video content ideas: Introduce yourself and the business, showcase a recently sold property, offer tips on buying or selling real estate, highlight a local business or event.

Month 2: Establishing an Online Presence

- Develop a blog and regularly share relevant topics.
- Optimise websites for SEO and create Google My Business page.
- Personalised Facebook and Instagram ads to reach potential clients.
- Send monthly email newsletters to subscribers.
- Weekly video content ideas: Highlight a new listing, discuss market trends, interview a satisfied customer, showcase a popular neighborhood or community event.
My brothers and sisters, I want to talk to you today about a problem that is all too common in our world of commerce and real estate. It is a problem that eats away at our time, our resources, and our patience. It is a problem that we simply cannot afford to tolerate anymore. And that problem, my friends, is the problem of overpriced listings.

Now I know many of you have experienced this problem firsthand. You’ve worked hard to build your reputation as a knowledgeable and trustworthy real estate agent. You’ve put in countless hours of research, analysis, and networking to identify the best properties and the most promising opportunities. And then, just when you think you’ve found the perfect listing, the seller tells you they want to list it for an unreasonably high price.

And what do you do? Do you cave in to their demands, even though you know the property is not worth that much? Do you compromise your integrity and your professionalism, just to make a quick sale? Or do you stand your ground, and risk losing the listing altogether?

Well my friends, let me tell you something. We ain’t got time for that! We ain’t got time to waste on overpriced listings that will only end up sitting on the market, stale and unsold. We ain’t got time to compromise our values and our expertise just to please a stubborn seller. We ain’t got time to play games with our clients’ money and our own reputation.

But you know what we do have time for? We have time for wisdom, for discernment, and for trust in the Lord. We have time to remember the words of Proverbs 3:5-6, which says, “Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.” We have time to seek God’s guidance and His direction, even when it means walking away from a tempting but unrealistic listing.

We also have time for diligence, for excellence, and for service. We have time to honor our clients by giving them our best efforts, our honest assessments, and our realistic expectations. We have time to remember the words of Colossians 3:23-24, which says, “Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.”

So my friends, let us not be discouraged by the challenges of the real estate market. Let us not be swayed by the pressures of overpriced listings and stale properties. Let us instead be faithful, diligent, and wise, knowing that we serve a God who is greater than any market trend or human desire. And let us always remember that we ain’t got time for anything that distracts us from our calling to serve Him and His people. Amen.
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CONDUCT MARKET RESEARCH. THOROUGHLY RESEARCH THE LOCAL REAL ESTATE MARKET TO DETERMINE THE APPROPRIATE LISTING PRICE FOR YOUR HOME. ANALYZE RECENT SALES OF COMPARABLE PROPERTIES AND CONSIDER FACTORS SUCH AS LOCATION, SIZE, AND AMENITIES TO SET A COMPETITIVE PRICE THAT REFLECTS
Conduct market research: Thoroughly research the local real estate market to determine the appropriate listing price for your home. Analyze recent sales of comparable properties and consider factors such as location, size, and amenities to set a competitive price that reflects

Realice una investigación de mercado: Investigue minuciosamente el mercado inmobiliario local para determinar el precio de cotización adecuado para su casa. Analice las ventas recientes de propiedades comparables y considere factores como la ubicación, el tamaño y las comodidades para establecer un precio competitivo que refleje
PREPARÁNDOSE PARA UNA CASA ABIERTA...

LIMPIA Y DESPEJA TU HOGAR
Esto incluye barrer y fregar los pisos, limpiar las superficies y reforzar el desorden de los muebles y otros áreas visibles.

HAGA PEQUEÑAS REPARACIONES Y MEJORAS
Arregle cualquier problema obvio, como grifos que gotean o pintura desconchada, para que su hogar luzca lo mejor posible.

PREPARE EL INTERIOR Y EXTERIOR DE SU HOGAR
Esto significa organizar el mobiliario y la decoración de manera que destaque lo mejor de su hogar y lo haga sentir atractivo.

CREA UN ATRACTIVO ATRACTIVO
Esto significa hacer el exterior de su hogar lo más atractivo posible, con un paisaje bien mantenido y una entrada limpia y atractiva.

ESTABLEZCA EL AMBIENTE
Considerar agregar una suave música de fondo o encender velas para crear un ambiente cálido y acogedor.

RETIRE LOS ARTÍCULOS PERSONALES
Retire cualquier objeto personal, como fotos familiares o recuerdos, para ayudar a los potenciales compradores a imaginarse viviendo en el hogar.

VERIFIQUE LA ILUMINACIÓN Y EL FLUJO DE AIRE
Asegúrese de que todos los bombillos estén funcionando y abra las ventanas para renovar el aire.

MANTENGA UN REGISTRO DE LOS VISITANTES
Considerar tener una hoja de registro para que los visitantes dejen su información de contacto. Esto puede ser útil para seguir con posibles compradores después de la visita abierta.

SALVE A LOS VISITANTES Y RESPONDA PREGUNTAS
Esté preparado para dar la bienvenida a los visitantes y responder cualquier pregunta que puedan tener sobre su hogar.

ASEGURO LOS OBJETOS DE VALOR
Considerar asegurar cualquier objeto o documento valioso que no dese que vean los visitantes.

ANADIR NOMBRE AQUÍ
Añade el título aquí
THE FIVE-MINUTE CEO JOURNAL: DRIVE GROWTH & SUCCESS

Paperback – February 20, 2023

by Marki Lamon-Myhal  (Author)

This journal introduces the Five-Minute Method to growth as a CEO or entrepreneur.

To get started with this daily journaling practice, set aside five minutes each day at a consistent time. Find a quiet, comfortable place where you can focus without distractions.

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