How Can I Use These Tools?
Elevate Your Real Estate Business with Cutting-Edge AI Solutions

ChatGPT
- **What it is:** AI tool for creating property descriptions, marketing content, and client communication.
- **Cost:** Free version available; premium plans start at $20/month.
- **How to use:** Write property descriptions, respond to inquiries, and create social media posts.
- **Sample agent prompt:** "Write a detailed listing for a 4-bedroom, 3-bathroom home in Scottsdale, AZ."
- **Sample lender prompt:** "Draft an email explaining the benefits of refinancing."

OpusClip
- **What it is:** AI video editor for creating highlight reels and promotional videos.
- **Cost:** $29/month.
- **How to use:** Produce video tours, highlight key features, and create short social media reels.
- **Sample agent prompt:** "Edit a 60-second highlight reel for my latest property listing."
- **Sample lender prompt:** "Create a short video explaining the mortgage application process."

ManyChat
- **What it is:** AI chatbot platform for automating lead qualification and client interactions.
- **Cost:** Free version available; premium plans start at $15/month.
- **How to use:** Set up automated chat flows, qualify leads, and schedule follow-up calls.
- **Sample agent prompt:** "Build an automated chatbot to qualify new leads."
- **Sample lender prompt:** "Create a chatbot sequence to guide clients through pre-approval."

UniPro
- **What it is:** AI marketing platform for developing full-scale marketing strategies.
- **Cost:** $79/month.
- **How to use:** Create email campaigns, social media posts, and virtual tour promotions.
- **Sample agent prompt:** "Develop a marketing strategy for a new luxury condo development."
- **Sample lender prompt:** "Create a marketing plan to promote a new mortgage product."

Gemini
- **What it is:** AI-powered content creation for marketing materials and social media.
- **Cost:** $49/month.
- **How to use:** Build content calendars, write blog posts, and create promotional materials.
- **Sample agent prompt:** "Create a 30-day content calendar for a real estate agent."
- **Sample lender prompt:** "Write social media posts explaining different mortgage options."

Homebot
- **What it is:** AI platform for delivering personalized home value reports and market updates.
- **Cost:** $25/month.
- **How to use:** Keep clients informed about home values, equity updates, and market trends.
- **Sample agent prompt:** "Send personalized monthly home value reports to my clients."
- **Sample lender prompt:** "Create a report showing how refinancing could impact home equity."

StreetText
- **What it is:** AI-powered platform for creating and managing Facebook ad campaigns.
- **Cost:** $99/month.
- **How to use:** Design targeted ads, track performance, and optimize lead generation.
- **Sample agent prompt:** "Create a Facebook ad offering a free home valuation report."
- **Sample lender prompt:** "Design a Facebook ad promoting low-interest mortgage rates."

LoomAI
- **What it is:** AI avatars to guide potential buyers through 3D property tours.
- **Cost:** $49/month.
- **How to use:** Add interactive avatars to virtual tours, answer FAQs, and provide information.
- **Sample agent prompt:** "Design a virtual avatar to guide buyers through a 3D tour."
- **Sample lender prompt:** "Create a virtual avatar to explain different mortgage options during a tour."

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