



AGENDA

- Introduction
- Some Perspective on AI
- AI Strategy 1: Instant Listing & MLS Copy Generator
- AI Strategy 2: AI Image Enhancement & Virtual Staging
- AI Strategy 3: Social Media Calendar in 60 Seconds
- The Top 3 AI Tools I use every day
- Q & A

CHRISTOPHER ALLEN

[Hewman.ai](#)
AI Strategist

Former RE agent and instructor
Worked with Toby in 2005-2014 to Launch Kaplan's online RE Education presence

Corporate Experience

- Worked in high-level strategy with C-Suite at 3M, Target Stores, Best Buy, Blue Cross MN and Kaplan University

Focus on AI began 2+ years ago

- AI Consultant for large learning companies
- AI SME for Coursera's GenAI for Microsoft Copilot course specializations
- AI Workshops to help businesses

Why I'm Doing This

What I'm Hearing . . .

- People not sure where to begin, and wary.

AI, THE TERMINATOR AND JOBS

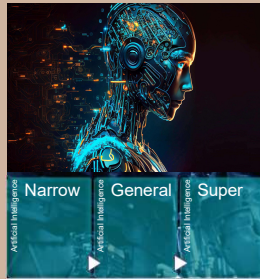
We've been through this before

- Printing press
- Industrial Revolution
- Internet
- *60% of jobs are new since 1940

But this is Different - Artificial Intelligence - Stages

- MIT Estimate for Super Intelligence
- [The Future is Unwritten](#)

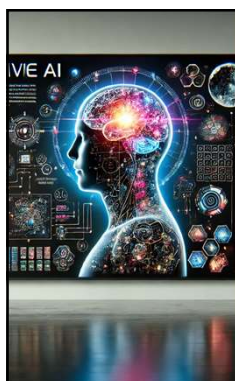
Warning: Mistakes, Privacy, Ethics and Kids



POLL – SHOW OF HANDS

How many have used a GPT like: ChatGPT, Copilot, Claude or Gemini at least once?

How many are using one for work as a regular tool?



INTRODUCTION TO GENERATIVE AI

• Introduction to Generative AI and GPTs

- Generative Pre-Trained Transformer
 - ChatGPT, Claude, Gemini, Copilot, Grok 3, Llama 3
 - Recent updates: Reasoners + Time

• How to Use

- Like Texting with a Friend (AI Chat)
- Importance of prompt structure (prompt engineering)
 - Context, Goal, Role, Output (Source, if applicable)
- Iterate for best results
- Better input leads to better output

AI STRATEGY 1:

INSTANT LISTING
& MLS COPY
GENERATOR

Instantly Create Listings That Sell

1. Agents spend hours writing listings, and dull copy doesn't sell
2. What if you could create powerful, engaging MLS listings, in seconds?

Instant Listing Copy Generator (ChatGPT)

- Quickly **generate emotionally-driven MLS descriptions**
- Instantly **adjust to match your desired tone** (luxury, starter, investor)

"Listings with compelling descriptions get 10–20% more views." — Zillow

INSTANT LISTING & MLS
COPY GENERATOR

Let's Generate an MLS Listing - LIVE

ChatGPT:

"Write a compelling, 120-word MLS description for a charming 5-bed, 3-bath Art Deco home at 312 Willow Lane, Austin, TX. Features: solar panels, private backyard, walkable cafes. Include an engaging lifestyle hook and an urgency-driven call-to-action."



AI STRATEGY 2:

AI IMAGE
ENHANCEMENT &
VIRTUAL STAGING

Increase Value with High Quality Images

Listing photos are expensive, time-consuming, and critical.

- Professional staging: \$300 - \$500 per room
- Unprofessional images reduce buyer clicks

Imagine instantly improving or virtually staging your photos in minutes.

AI-Powered Virtual Staging & Enhancement

- Improve photos instantly—no Photoshop needed
- Virtually stage rooms to showcase potential
- MLS-compliant when disclosed properly

"Professionally staged images attract up to 60% more online clicks." — BoxBrownie

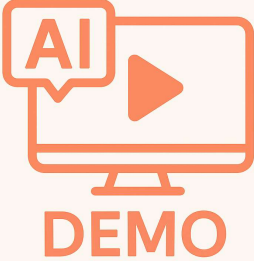
AI IMAGE ENHANCEMENT & VIRTUAL STAGING

See AI Virtual Staging in Action - Live

The tool we're using for this is called:

[REImagineHome](#)

1. Virtual Staging
2. Redesign Furnished Rooms
3. Remove or Empty Space



AI STRATEGY 3:

SOCIAL MEDIA CALENDAR



Instantly Create Listings That Sell

Agents struggle to consistently market on social media.

- Brainstorming engaging content weekly is challenging
- Inconsistent posting leads to fewer inbound leads

What if AI could automatically create your social posts—in under 60 seconds?

AI-Generated 14-Day Social Media Calendar

- Customized content, captions, and hashtags
- Quickly editable, reusable, and always relevant
- Keeps you consistently visible to buyers and sellers

"Agents who post consistently get 2.3x more inbound leads." — Sprout Social

SOCIAL MEDIA CALENDAR

Creating a 14-Day Social Calendar Instantly - Live

ChatGPT:

- "Create a detailed 14-day Instagram & Facebook content calendar targeted at first-time homebuyers in Denver. Each post should include:
- - A short engaging caption (1–2 sentences)
- - Relevant emojis (2–3 per post)
- - 2 targeted hashtags (#DenverHomes, #FirstTimeBuyer, etc.)
- - Suggested image or visual idea"



TOP 3 AI TOOLS I USE DAILY

1. ChatGPT
 - a) My go-to work partner
 - b) Summarizing, communications, presentations, STRATEGY
2. Perplexity (GPT)
 - a) Shallow to deep dive online research
3. My own GPT for Hewman.ai
 - a) Specific to the company

NEXT STEPS TO PUT AI TO WORK IN YOUR BUSINESS

[Hewman.ai/kaplan](#)

Ready for a quick win?

Agent AI Launch Kit
Kaplan Special ~ \$49

63 expertly crafted prompts you can start using today

Organized into 8 high-impact categories:

- Listing Copy & Media
- Lead Nurture & Follow-up
- Pricing & CMA Support
- Social & Video Teasers
- Buyer / Seller Education
- Objection and Negotiation
- Market-Update Content
- Sales & Marketing

Want hands-on practice?

2.5-Hour Live Workshop
Kaplan Special ~ \$249 per seat

This session equips you with the mindset and skillset to adapt, extend, and apply AI tools in the real estate scenarios that matter most.

You'll solve this in the session:

- How to create high-performing listing copy in seconds
- How to build a full marketing campaign in minutes (including social posts, teaser videos, and listing emails)
- How to personalize AI-generated sales scripts so they sound like you and convert like a pro

AI for your whole office?

Brokerage Team
Contact for bulk pricing

If you're part of a team or brokerage, imagine what's possible when your entire office can write listings faster, build consistent content, and automate follow-up.

We offer custom AI Strategy Days to help brokerages streamline their marketing, sales, and agent performance, so the whole team wins.

Work Smarter

Q & A
