

AI-Powered Real Estate: Practical Strategies for Success for Tucson REALTORS®

Need to know in AI:

- Large Language Model (LLM): The engine behind tools like ChatGPT that reads and writes like a human.
- Generative AI: The umbrella for AI that creates text, images, videos, music, and more.
- Machine Learning (ML): AI that learns from data to spot patterns and predict outcomes.
- Natural Language Processing (NLP): The tech that helps AI understand and respond to human language.
- Prompt Engineering: Writing clear instructions for AI so it gives you better results.
- Generative Engine Optimization (GEO): Like SEO, but for AI-powered search tools.
- AI ISA: An AI virtual assistant that engages leads 24/7 via text, email, or calls.

Prompts

Prospecting Part 1: Act like a Realtor in [your market]. Create a 12-month prospecting plan for listings starting now.

Prompt 2: Make a detailed weekly schedule for the first 90 days.

Prompt 3: Create the schedule (or content calendar) into a table for Google Sheets.

SEO vs. GEO vs. AEO

- Search Engine Optimization (SEO): The art of getting your content to rank on search engines like Google.
- Generative Engine Optimization (GEO): The strategy of getting your content cited or references by AI tools like ChatGPT, Google Gemini, and other LLMs
- Answer Engine Optimization (AEO): Optimizing your content to appear in featured snippets, AI summaries, voice searches, or answer boxes.

What can agents do now?

- Write like a teacher, not a salesperson.
- Structure content in Q&A or step-by-step formats (LLMs love organised, skimmable information).
- Focus on expertise.
- Publish on high authority platforms.
- Consistency is key

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