



Smarter Deals with AI: Using AI to Find, Fund, and Flip Faster

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“As a Real Estate Fix and Flipper in Texas, what steps would need to be taken if, while demoing a patio in the backyard of a home, the body of the actual owner is discovered?”





ChatGPT Response



Discovering a body during a property renovation—especially if it's the body of the actual legal owner—triggers **serious legal, criminal, and procedural implications**. Here are the exact steps a **real estate fix-and-flip investor in Texas** should take if such a situation occurs:





ChatGPT Response



1. Stop All Work Immediately

Cease all construction, demolition, or cleanup activities on the site.

Secure the area to **preserve the scene.**





ChatGPT Response



2. Call 911 Immediately

Report the **discovery of a body**. Law enforcement will respond, assess the scene, and begin a formal investigation.

Be factual and avoid making assumptions (e.g., don't declare it as a murder or identify the body prematurely).





ChatGPT Response



3. Cooperate Fully with Law Enforcement

Provide all access to the property.

Share all information about the **ownership chain**, purchase date, contractors on-site, and timeline of the renovation.

Expect the property to be treated as a **crime scene** and potentially inaccessible for a period.





ChatGPT Response



4. Confirm Chain of Title

Contact your **title company** and **real estate attorney** immediately.

If the **actual legal owner is the deceased**, and you purchased the home from someone else (e.g., an heir, investor, or wholesaler), this raises **serious title and fraud concerns**.





ChatGPT Response



5. Pause All Transactions & Notify Stakeholders

Alert any **lenders, private money investors, partners, or buyers.**

Your attorney may recommend placing a **temporary hold or lien** on the property until ownership is resolved.

Do not attempt to sell or transfer the property until the legal status is cleared.





ChatGPT Response



6. Prepare for Legal and Probate Issues

If the death occurred before the sale and the deceased is the **recorded title holder**, then:

The sale may be **null and void**.

You may have to go through **probate proceedings** or work with the court to **clear title**.

A **Quiet Title Action** may be required if fraud or missing heirs are involved.





ChatGPT Response



7. Expect Delays, Investigations, and Insurance Reviews

Law enforcement will determine the cause of death (accident, foul play, etc.).

If the death is suspicious, the case may take months to resolve.

Notify your **insurance provider** (property and liability) in case of claims, coverage issues, or PR fallout.





ChatGPT Response



8. Retain Legal Representation

Hire a **real estate attorney** with experience in probate and criminal matters.

If you used a **wholesaler or inherited title issues**, you may also need a **litigation attorney** for fraud or misrepresentation.





ChatGPT Response



✓ Bonus: Document Everything

Keep a **timeline** of events, photos, receipts, and communication logs.

This protects you in case of **legal disputes**, **title insurance claims**, or if you need to **testify in court**.





ChatGPT Response



⚠ Key Risks to Be Aware Of:

Risk	Explanation
Title Fraud	If the person who sold you the home didn't have proper authority, the sale might be invalid.
Criminal Investigation	You or your contractors could become witnesses or suspects in a homicide case.
Property Stigmatization	Texas does not require disclosure of a death on property unless asked, but public knowledge could affect resale.
Financial Loss	Renovation halt + potential title loss = serious cash flow impact. Lender may demand repayment.





ChatGPT Response



If you want, I can also generate a **template notification letter to your title company, attorney, or lender**, or prepare a **crisis response checklist** tailored to this situation.





“ Make it humorous. ”





"So You Found a Body in the Backyard? A Flipper's Guide to Not Ending Up on Dateline"

- 1. Drop the Sledgehammer. Step Away from the Scene.**
- 2. Call 911 – Not Your Contractor, Not Your Mom**
- 3. Brace for Crime Scene Tape and Awkward Conversations**
- 4. Lawyer Up. Like, Yesterday.**
- 5. Call the Title Company (But Maybe Not During Happy Hour)**
- 6. Pause the Flip. Cancel the Open House. Burn the Flyers.**
- 7. Expect Delays (and Probably Therapy)**





8. Get Used to Phrases Like:

“Undisclosed occupant”

“Deceased seller complications”

“Well, technically that sale wasn’t... legal.”

“You might be on the news tonight.”

Bonus: Texas Disclosure Laws

In Texas, you don’t have to disclose that someone died on the property unless asked.

But... if the news chopper was flying overhead and you were on the 6 o’clock news with crime scene tape behind you... yeah, they’re probably gonna ask.





TL;DR – The Flipper’s Emergency Checklist:

- ✓ Stop work
- ✓ Call 911
- ✓ Lawyer up
- ✓ Notify your title company
- ✓ Don’t freak out on camera
- ✓ Don’t sell the house (yet)
- ✓ Consider writing a memoir: *Flipping Nightmares: From Open Houses to Open Graves*





“ Explain it like I'm a 12-year-old.”



 Alright kiddo, here's what you do if you're fixing up a house and—*bam!*—you find a real, actual skeleton under the patio... and it turns out to be the person who *owned the house*. 😳👤

1. STOP EVERYTHING

Seriously, drop the tools. This is no longer a house project. You just stepped into a real-life mystery movie. Think: “*Texas Chainsaw Meets Property Brothers*.”





2. Call 911 Right Away

This is not the time to post it on TikTok. Call the police.
Say:

“Hi, I found a body in the backyard while fixing up a house.”

Then let the grown-up detectives come handle it. They know what to do.



3. Let the Police Take Over

They’ll show up with tape, gloves, and serious faces. They’ll probably say things like “*secure the perimeter.*” Just stay calm and let them do their thing.





2. Call 911 Right Away

This is not the time to post it on TikTok. Call the police.
Say:

“Hi, I found a body in the backyard while fixing up a house.”

Then let the grown-up detectives come handle it. They know what to do.

TL;DR (Too Long; Didn't Read)

Stop working

Call the police

Don't panic

Tell the truth

Let the adults (and lawyers) handle it

Maybe don't flip haunted houses next time 🧛‍♂️





“ Explain it like I'm a 12-year-old valley girl. ”





Omg okay like seriously girl 😱 buckle up, 'cause this is so not your usual backyard makeover story. So like imagine you're demoing the patio of this totally old house you bought to flip, right? You're thinking "*Ugh, this concrete is soooo 2003*", when BAM 🦴 — **you find a literal dead body.** Like, **actual skeleton-in-the-backyard** vibes. And plot twist? It's the *real* owner of the house 😳.

Here's what you gotta do, step-by-step, before you totally freak out and end up on *Snapped*:



Step 1: Stop swinging that hammer, queen.

Like for real, *put the tools down*. This isn't HGTV anymore — it's giving *Law & Order: Flip House Unit*.





Step 2: Call 911. Not your BFF. Not your Insta Story.



Step 3: Let the cops do their CSI thing.



Step 4: Call a lawyer. Like, an adultier adult.



Step 5: Call your title company and be like:



Step 6: Tell your investor friends – gently.



Step 7: Don't try to sell it. Duh.

backyard. It's not a *vibe*.



Step 8: Mentally prepare for chaos.





🌟 The Silver Lining?

This story is gonna SLAY at brunch.

“Yeah, I once flipped a house and found a whole human under the patio. No biggie.”

Need me to write you a ✨ totally glam ✨ apology letter to your hard money lender or like a “Sorry I found a body” Instagram caption? I got you, girl 💖





“ Explain it like I'm a drag queen. ”

Yaaaas darling, let Mother ChatGPT break it down for you in full glam and glitter. ✨





“ Explain it like we're Cheech & Chong.”

😂 Alright maaaan, you got it. Let's break this down like we're Cheech & Chong, flipping houses and accidentally flipping *dead bodies*, too.

🚧 **Cheech & Chong's Guide to Flippin' Houses & Findin' Corpses**

(Or: “*Duuuude, I think that's not just an old tree root...*”)





“ Explain it like we're Bill & Ted. ”

Whoa, dude. Okay. So you and me — we're like, totally flipping this house in Texas, right? Ripping up the backyard patio, vibing, crushing it...

Then **BAM** — we find a **dead body**, and it's not just *any* body.

It's the *actual owner of the house*, bro.

This is not excellent.





“ Explain it like I'm Deadpool. ”

Ohhh you want the *Deadpool Edition*[™]?

Alright, buckle up, buttercup. Let's walk through what to do when you're swinging a sledgehammer on your latest Texas flip, and boom—**you unearth the OG homeowner's corpse like it's the world's worst Easter egg hunt.**





“ Explain it like it happened on an episode of "Fixer Upper". ”

Absolutely. Here's how it would go down if this "*found-a-body-under-the-patio*" situation happened on an episode of **Fixer Upper**—Texas style:





Fixer Upper: The Crime Scene Edition

Season 9, Episode 6: “From Flip to Forensics”

Opening Scene:

Joanna walks into the backyard, wearing a flowy top and boots that somehow never get dirty. Chip is gleefully swinging a sledgehammer at the patio.

Chip: “JoJo, I *feel* like there’s something under here. Maybe a raccoon nest, maybe gold coins, maybe—OH NOPE. DEFINITELY NOT GOLD COINS.”

[Camera zooms in dramatically. Suspenseful music swells.]





🛑 Cut to Commercial: Sponsored by Magnolia Crime Tape™

Act II: Investigation Station

Act III: Title Company Tea ☕

Act IV: Real Estate Fallout Montage

Final Scene: Hope Restored

3 months later, with the case solved, the probate court's blessing, and a whole new patio poured...

Closing Tagline:

"In real estate, it's all about location, location... investigation." 🔍

Would you like this turned into a mock Fixer Upper-style listing flyer that reads:

"3 Bed, 2 Bath – *With History*. Lots of it." 😊





About Me...

- ❖ Real Estate Investor and NTAREI member since mid-2017
 - ❖ Private lending (SDIRA)
 - ❖ House hacking a duplex in Rockwall since mid-2018
- ❖ Enterprise level IT Consultant to Fortune 100 clients for almost 30 years
 - ❖ Dell
 - ❖ IBM
 - ❖ Hasbro
 - ❖ HanesBrands
 - ❖ VW / Porsche
 - ❖ J&J
 - ❖ T-Mobile
- ❖ Web developer and consultant since 2016

I do my best to keep up with new technologies. AI is a must today for ANY profession.





Why Does AI Matter for You?



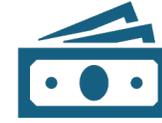
More Profitable
Deals



Less Wasted
Time



Lower Risk



Higher ROI





Quick Poll

- ❖ How many currently use AI tools?
- ❖ Which AI applications interest you most?
 - ❖ Lead Generation
 - ❖ Property Analysis
 - ❖ Tenant Screening
 - ❖ Something else?





Agenda for Tonight

- ❖ AI & ChatGPT Fundamentals
- ❖ ChatGPT Basics (With Live Introduction)
- ❖ AI in Real Estate Today
- ❖ AI Across Real Estate Investment Niches
- ❖ Risks, Challenges & Ethics
- ❖ Future of AI in Real Estate
- ❖ Action Steps & Q&A

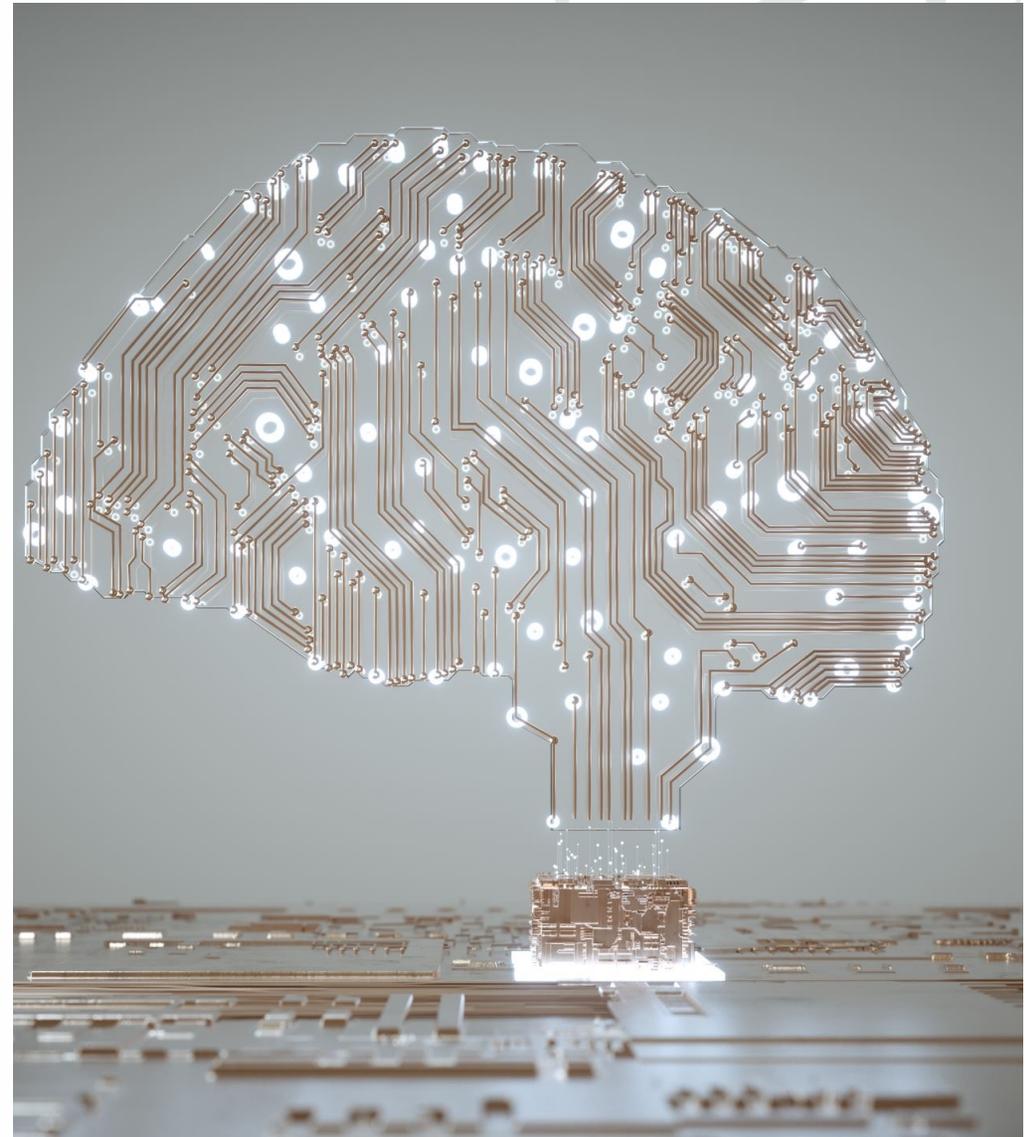


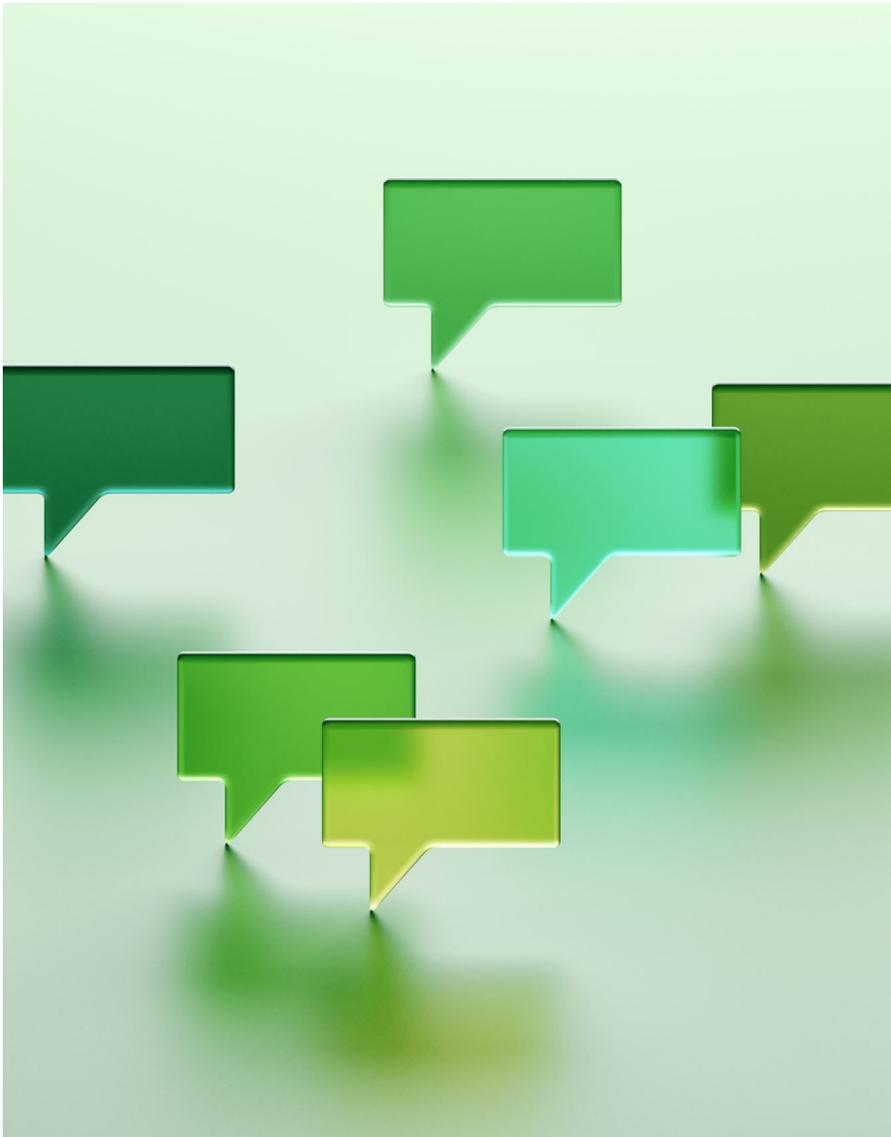


AI Fundamentals

**“ AI = Tool to process data
for faster, smarter
decisions ”**

- ❖ Think of it as a powerful assistant
- ❖ Not as complicated as it sounds





Meet ChatGPT

- ❖ Language model by OpenAI
- ❖ Answers questions, drafts emails, analyzes deals
- ❖ Real-world example:
By quickly assessing local market trends, repair cost estimates, and projected cash flows, an investor identified a promising opportunity that culminated in a successful property flip.

https://www.softkraft.co/real-estate-ai/?utm_source=chatgpt.com





Using ChatGPT: Basics



ChatGPT has native apps for phones, tablets, and computers. But probably the easiest way to use ChatGPT is through a Web browser. Just go to <https://chatgpt.com/>. Sign up for free.

There are paid versions available. (Free is good for most text.)

Plus (\$20/month)

(Probably a good idea for regular business use.)

- ❖ Extended limits on messaging, file uploads, advanced data analysis, and image generation
- ❖ Standard and advanced voice mode
- ❖ Access to deep research, multiple reasoning models (o3-mini, o3-mini-high, and o1), and a research preview of GPT-4.5
- ❖ Create and use tasks, projects, and custom GPTs (“Plugins”)
- ❖ Limited access to Sora video generation
- ❖ Opportunities to test new features





Using ChatGPT: Basics



- ❖ You can talk to ChatGPT like a person.
- ❖ It can **answer questions, write things, analyze data, help with code, summarize, brainstorm,** and more.

How Do I Talk to It?

- ✓ Use plain English
- ✓ Be specific
- ✓ Give context

Examples:

- ❖ “Write a social media post for my new real estate listing.”
- ❖ “Summarize this blog post in 3 bullets.”
- ❖ “Create a meal plan for someone who’s vegetarian and gluten-free.”





Using ChatGPT: Basics

What Can ChatGPT Actually Do?

Category	Examples
Writing	Emails, ads, blog posts, captions
Research	“What is BRRRR strategy in real estate?”
Planning	“Build a 7-day workout schedule”
Learning	“Explain AI like I’m 12 years old”
Coding	“Fix this PHP bug in my Laravel project”
Real Estate	“Analyze this rental property’s ROI”





Using ChatGPT: Basics



Pro Tips to Sound Smart Fast

❖ **Start with “Act as...”**

“Act as my marketing coach and write 3 headlines.”

❖ **Use bullet points or numbered steps**

“List 5 steps to refinance a rental property.”

❖ **Refine your results**

“Make it shorter.”

“Add humor.”

“Now format it as a checklist.”





Using ChatGPT: Glossary for Beginners



What is a Prompt?

- **Prompt**

The message or question **you type in** to tell ChatGPT what you want.

- *Example:*

“Write a 2-sentence summary of the BRRRR strategy.”

What is a Response?

- **Response**

The **answer** ChatGPT gives you based on your prompt.

- *You ask. ChatGPT answers.*





Using ChatGPT: Glossary for Beginners



What is a Model?

❖ Model

The **AI brain** behind ChatGPT. Current versions include GPT-3.5 and GPT-4.

❖ *Higher number = more powerful + accurate.*

“Models” or versions (The default is probably fine.)

GPT-4o	Great for most questions
GPT-4o with scheduled tasks (BETA)	Ask ChatGPT to follow up later
GPT-4.5 (RESEARCH PREVIEW)	Good for writing and exploring ideas
1	Uses advanced reasoning
03-mini	Fast at advanced reasoning
03-mini-high	Great at coding and logic
GPT-4o mini	Faster for most questions
GPT-4	Legacy model





Using ChatGPT: Glossary for Beginners



What is Role Prompting?

❖ Role Prompting

Telling ChatGPT to **act like a specific role** to get better answers.

❖ *Example:*

“Act as my real estate mentor. Help me analyze a BRRRR deal.”

What is Regenerate Response?

❖ Regenerate Response

Click this to have ChatGPT **try again** with a new version of the answer.

❖ *Think of it like: "Show me another way to say this."*





Using ChatGPT: Glossary for Beginners



What is Context?

❖ **Context**

The **conversation history** ChatGPT remembers during your chat.

❖ *New thread = no memory. Same thread = better follow-up answers.*





Using ChatGPT: Tips



- ❖ If you don't like ChatGPT's response, you have two options:
 - ❖ Edit your prompt and resubmit.
 - ❖ Hit the Regenerate Response button. 
 - ❖ ChatGPT saves ALL prompts and responses in the conversation.
- ❖ Start a new conversation for each logical topic.
- ❖ Give each conversation a descriptive name.





Using ChatGPT: Advanced features (Requires Plus upgrade)

❖ Plugins (Now "GPTs")

- ❖ Create audios from text inputs
- ❖ Create videos from text inputs
- ❖ Transcribe any YouTube video
- ❖ Book trips using Expedia
- ❖ MUCH more!

❖ Share conversation

❖ Advanced data analysis ("Big data")

❖ Create your own GPTs (Customized versions of ChatGPT)





Custom Instructions

- ❖ Basically pre-prompts
- ❖ They allow you to tell ChatGPT:
 - ❖ Who you are
 - ❖ What you like
 - ❖ What you dislike
 - ❖ Your preferences
 - ❖ How you would like ChatGPT to act
- ❖ You're giving it a template to work from





Custom Instructions

What would you like ChatGPT to know about you to provide better responses?

Job: Your current position or main activity

Examples: Wholesaler, Landlord, Property Manager, Hard Money Lender

Responsibilities: The main responsibilities associated with your job

Examples: Property analysis, Seller negotiations, Deal underwriting

Skills: Your main areas of knowledge or expertise

Examples: Negotiations, Analysis, Appraisals, Property inspection





Custom Instructions

Challenges: Typical problems or challenges in your profession or daily tasks

Examples: Evicting tenants, Finding distressed properties, Educating sellers

Projects: Specific tasks or projects you're focused on now

Examples: Developing a mobile home park, Planning a property rehab, Closing on a sub-to deal

Lingo: Jargon or terminology common in your field

Examples: ARV, LTV, Sub-to, Wrap loan

Goals: What you're aiming to achieve in your profession or personal projects

Examples: Flip a house by December, increase rents on a 200-unit apartment complex, Close on four new deals next month





Custom Instructions

Communication: How you usually connect or share with others.
Examples: Team meetings, email, seller presentations, blog posts.





Custom Instructions

How would you like ChatGPT to respond?

Style: The tone or manner of the response.

Examples: Casual, professional, humorous, empathetic.

Depth: The amount of information in the response.

Examples: Brief summaries, detailed explanations, comprehensive overviews.

Sources: Trusted references or authorities for information.

Examples: Peer-reviewed journals, industry reports, historical texts, renowned authors.





Custom Instructions

Examples: Analogies or examples to illustrate points.

Examples: Software bugs compared to glitches in video games, historical events related to modern situations.

Clarity: Preference for straightforward answers.

Examples: Direct answers, step-by-step explanations, bullet points.

Links: External sites or sources for more details.

Examples: Academic articles, how-to guides, video tutorials, online courses.





Custom Instructions

Teamwork: The approach ChatGPT should take in the conversation.

Examples: Direct answers, collaborative brainstorming, guided exploration.

Approach: How you typically tackle challenges or problems.

Examples: Logical analysis, creative brainstorming, systematic breakdown.





Using ChatGPT: Modes



Research & Explanation Mode

❖ **Purpose:** Ask me to explain a topic, analyze something, or summarize.

❖ **Examples:**

- ❖ “Switch to research mode. Explain how to analyze a real estate market before investing—what data points matter most and where to find them.”
- ❖ “Explain the difference between cap rate and cash-on-cash return, with examples of how each applies to a rental property.”
- ❖ “I’m doing research on LLCs vs. S-Corps for real estate. Can you explain the pros, cons, and tax implications of each?”





Using ChatGPT: Modes



Conversation Mode

❖ **Purpose:** Engage in natural conversation or brainstorming.

❖ **Examples:**

- ❖ “I’m thinking about investing in a short-term rental in Texas. What would you look for if you were me?”
- ❖ “Let’s talk like colleagues—my last duplex deal didn’t go well. Can I walk you through it and get your take?”
- ❖ “I keep hearing about seller financing. Would you ever structure a deal that way? What would that look like in a real scenario?”





Using ChatGPT: Modes



Creative Mode

- ❖ **Purpose:** Generate ideas, write creatively, or simulate tone/style.
- ❖ **Examples:**
 - ❖ “Write a blog post in the tone of Ryan Reynolds.”
 - ❖ “Give me 5 catchy taglines for a real estate firm.”
 - ❖ “Draft an AI-generated poem about Texas landscapes.”





Using ChatGPT: Modes



Professional/Documentation Mode

❖ **Purpose:** Create or format documents, reports, technical specs.

❖ **Examples:**

- ❖ “Switch to documentation mode. Generate a one-page investment summary for a 4-plex I purchased, including purchase price, rehab cost, projected cash flow, and ROI.”
- ❖ “Create a reusable MS Word template I can use to document and analyze each real estate deal I consider.”
- ❖ “Write a Standard Operating Procedure (SOP) for handling tenant move-outs and turnovers in rental properties.”





Using ChatGPT: Modes



Roleplay/Simulation Mode

❖ **Purpose:** Simulate a person, system, or scenario.

❖ **Examples:**

- ❖ “Pretend you’re a private lender. I’m pitching you a duplex deal in Dallas—ask me tough questions about ROI, risk, and comps.”
- ❖ “Act as a potential tenant applying to rent my property. Let me ask screening questions and evaluate your responses.”
- ❖ “Act as my experienced real estate mentor. Guide me through analyzing a BRRRR deal and advise me on funding options.”





Using ChatGPT: Modes



Strategy & Planning Mode

❖ **Purpose:** Help plan projects, roadmaps, or content calendars.

❖ **Examples:**

- ❖ “Help me build a 12-month roadmap to grow my real estate portfolio from 2 to 5 rental properties. Include financing, acquisition, renovation, and tenant onboarding stages.”
- ❖ “Design an AI-powered lead funnel for off-market real estate deals. I want to use ChatGPT for lead scoring, investor emails, and property summaries.”
- ❖ “Help me plan how to break into the Dallas multifamily market. I need target zip codes, analysis tools, partnership options, and risk mitigation steps.”





Using ChatGPT: Prompt Engineering

- ❖ What *IS* “Prompt Engineering”?
 - ❖ *The process of crafting questions or tasks to help ChatGPT provide the most helpful and accurate information.*
- ❖ Why is Prompt Engineering important?
 - ❖ *Creating better prompts helps with problem-solving, decision-making, and learning.*
- ❖ Better prompts = better results in less time.
 - ❖ Be **clear** on what you want to know.
 - ❖ Share **specific** information.
 - ❖ Provide **context**.





Using ChatGPT: Prompt Engineering

❖ Prompt Framework

- ❖ *Define the task; the specific action or goal for the prompt*
- ❖ *Clear instructions; outline guidelines or rules for ChatGPT to follow*
- ❖ *Offer context; background information, examples, and scenarios*
- ❖ *Prompt Framework template; Subject, task, instructions, and context*





Using ChatGPT: Prompt Engineering

❖ Prompt Framework template

Subject: [Subject]

Task: [Task]

Instructions: The [type of content] should be between [word count range], written in a [tone], and include at least[number][specific details].

Context: Imagine you are creating the [type of content] for [company/brand name], targeting [target audience].





Using ChatGPT: Prompt Engineering

❖ Prompt Framework template – with data

Subject: Wholesale property.

Task: Write a Facebook ad for a wholesale property deal.

Instructions: The Facebook ad should be between 250 and 1000 words, written in an informative and persuasive tone, and include at least 3 standout features of the property.

Context: Imagine you are creating the Facebook ad for a wholesale real estate investor, targeting flippers or landlords in the DFW area. (Also paste in property details.)





Using ChatGPT: Prompt Engineering

❖ Prompt Priming

- ❖ *Guide ChatGPT with clear tasks and context for better responses*
- ❖ *Poor prompt priming leads to generic or irrelevant responses*
- ❖ *Good prompt priming gives tailored and specific responses that align to your goals*





Using ChatGPT: Prompt Engineering

❖ Iteration

- ❖ *Ask ChatGPT questions until you have the information you need by rephrasing or giving more context*
- ❖ *By asking more questions, you're teaching the AI to give it a better understanding of what you are looking for (It will remember information between iterations)*
- ❖ *Use when you have a lot of data and don't know how to start; Start small and build*
- ❖ *Edit the question or ask more questions/provide more context ("I forgot...")*





Using ChatGPT: Prompt Engineering

❖ Output Templates

❖ *Ask ChatGPT to provide data using a specific output format*

“Give me a weather forecast in this template for next week.

Date:

Location:

Temperature:

Weather condition:

Clothing recommendation:”





Using ChatGPT: Prompt Engineering

❖ Step-by-Step

- ❖ *Ask ChatGPT to give you the step-by-step instructions for a process*
- ❖ *“As a flipper, give me the step-by-step process for a complete rehab on a 100-year-old single family home”*
- ❖ *“How do I calculate my ROI for this flip? Explain step-by-step”*





Using ChatGPT: Prompt Engineering

❖ Act As

- ❖ *Ask ChatGPT to simulate the expertise of a specific professional*
- ❖ *To access specialized and targeted answers from a simulated expert to save time and resources*
- ❖ *When you need expert guidance from an expert's perspective*
- ❖ *Provide the necessary context and information*

“As a flipper, give me the step-by-step process for a complete rehab on a 100-year-old single family home”





Using ChatGPT: Prompt Engineering

❖ Perspectives

❖ *Similar to Act As, but from multiple perspectives*

“Explain purchasing a residential property using ‘sub to’ from the perspectives of the buyer and the seller. Include pros and cons.”





Using ChatGPT: Prompt Engineering

❖ 4th Grader

- ❖ *Simplify complex concepts for easy understanding*
- ❖ *Makes complex ideas accessible to all levels of expertise*
- ❖ *Use when dealing with a diverse audience to ensure clear and easy to understand information for everyone*

“Explain AI and ChatGPT to a 4th Grader”

(Can modify to be 6th Grader, 9th Grader, PhD... Experiment until you get the desired results.)





Using ChatGPT: Prompt Engineering

❖ 4th Grader

❖ Here's a simple, kid-friendly explanation for a 4th grader:

What is AI?

AI is like a super-smart robot brain. It helps computers think, learn, and solve problems — kind of like how you learn from homework or games!

What is ChatGPT?

ChatGPT is a smart robot helper that you can talk to. You type something in — like a question or a story idea — and it answers back like a really helpful friend.

 **It doesn't know everything**, but it tries its best using what it's learned from books, websites, and conversations.

 It's not magic — it's **math + memory + practice!**

Want a cartoon version or slide for kids?





Using ChatGPT: Prompt Engineering

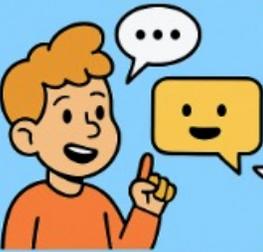
❖ 4th Grader

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It's not magic – it's math + memory + practice!





Using ChatGPT: Prompt Engineering

- ❖ Other Methods
 - ❖ 0-1-Few Shot
 - ❖ Follow-up Questions
 - ❖ Tabular Format
 - ❖ Comparisons
 - ❖ Summarize
 - ❖ Critique Me
 - ❖ Critique Yourself
 - ❖ Teach Me





Using ChatGPT: Prompt Engineering

"Teach me as a complete beginner, step-by-step, how to complete a standard TREC One to Four Family Residential Contract (Resale) to purchase a single-family home using 'sub-to'."

Here's a **simple step-by-step guide** for beginners on filling out the **TREC One to Four Family Residential Contract (Resale)** to purchase a property using a "**subject to**" (**Sub-To**) strategy in Texas:



Step-by-Step: Fill Out TREC Contract for a "Subject To" Purchase

◆ Step 1: Get the Right Form

Download the official **TREC 20-17 form** from [TREC.texas.gov](https://www.trec.texas.gov).





Using ChatGPT: Prompt Engineering

◆ Step 2: Fill Out the Basics

Paragraph 1–3

Buyer and Seller legal names

Property address and legal description

Title company and escrow agent (if known)





Using ChatGPT: Prompt Engineering

◆ Step 3: Purchase Price – Special Handling

Paragraph 3 (Sales Price)

Use **Option C** to show Sub-To:

C. Sales Price is payable as follows:

- (1) \$10,000 (example) as Earnest Money
- (2) \$XXX (if any) Additional Cash at Closing
- (3) The remainder of the sales price shall be subject to the unpaid principal balance of the existing loan of approximately \$XXX, which Buyer agrees to take title to *subject to*.



Note: This avoids new financing or assumptions.





Using ChatGPT: Prompt Engineering

◆ Step 4: Paragraph 4 – Financing

Check “**Other Financing**”.

Then write:

```
“Subject to the existing mortgage(s)
which Buyer will not assume, but will
take title to the property and continue
making payments directly to lender.”
```

◆ Step 5: Add Addendum

✓ Attach a **Seller Financing Addendum or Wrap Around Addendum**, or

✓ Create a **Custom Addendum for Subject To Terms**:





Using ChatGPT: Prompt Engineering

Include:

- Existing loan balance & terms
- Buyer responsible for payments
- Seller remains liable on loan
- Buyer acknowledges “due-on-sale” clause risk
- Disclosure of default risk

◆ **Step 6: Paragraph 9 – Closing**

Specify your **closing date, possession terms**, and ensure it aligns with your Sub-To agreement.





Using ChatGPT: Prompt Engineering

◆ Step 7: Paragraph 11 – Special Provisions

Write clearly:

“Buyer to purchase property subject to the existing mortgage(s). Buyer will make monthly payments directly to lender. Seller to provide full loan details within 3 business days.”

 *Don't use this for legal terms — just clear clarification.*





Using ChatGPT: Prompt Engineering

◆ Step 8: Inspections, Disclosures, & Title

✓ Complete **Seller's Disclosure**

✓ Buyer should **inspect property & review loan docs**

◆ Step 9: Sign and Execute

Both parties sign. Submit to the title company **with all addenda**. Ensure an experienced real estate attorney reviews.





Using ChatGPT: Prompt Engineering



Legal Tips

Always involve a real estate attorney (Sub-To = legal gray zone)

Consider using a **Land Trust** for additional protection

Be upfront about risks to seller

Want me to generate a **filled-out example contract** (sample only, not legal doc)?





Using ChatGPT: Prompt Engineering

❖ Other Methods

❖ 0-1-Few Shot

❖ Follow-up Questions

❖ Tabular Format

❖ Comparisons

❖ Summarize

❖ Critique Me

❖ Critique Yourself

❖ Teach Me

❖ Write Like Me

❖ Ask for Advice

❖ Laddering





Using ChatGPT: Prompt Engineering

❖ Laddering

- ❖ *Take a very complex problem, break it down into pieces, and prompt each piece one-by-one.*
- ❖ *Called laddering because you need to do it one step at a time to get to the top, to reach your goal.*
- ❖ *Even really difficult things becomes manageable as soon as you start breaking them down.*





Using ChatGPT: Prompt Engineering

❖ Laddering

"I'm looking to rehab a 100-year-old house to then use as a single-family rental. I will be using ChatGPT as a tool to plan everything. Break down the different parts that will need to be planned in a bullet-pointed summary so that I can prompt each section one-by-one. Please start with Budgeting"





Using ChatGPT: Prompt Engineering

❖ Laddering

🔧 Full Rehab Planning Checklist (for a 100-Year-Old House Rental)

Use ChatGPT to prompt each section one-by-one.

1. Budgeting (*Start here*)

- Estimate total rehab budget
- Allocate funds by category (roof, plumbing, paint, etc.)
- Add a 10–20% contingency buffer
- Estimate holding costs (utilities, insurance, taxes)
- Plan for final rental-ready costs (cleaning, staging, marketing)





Using ChatGPT: Prompt Engineering

❖ Laddering

2. Inspection & Assessment

3. Permits & Approvals

4. Design & Layout Planning

5. Demo & Structural Work

6. Systems Upgrades

Electrical: rewiring, panel upgrade

Plumbing: pipes, sewer lines, water heater

HVAC: install or update heat/cooling systems





Using ChatGPT: Prompt Engineering

❖ Laddering

7. Interior Work

8. Exterior Work

9. Safety, Code, & Compliance

10. Rental Readiness

11. Leasing & Management Setup

Would you like me to expand the **Budgeting** section next with an actual breakdown template?





Using ChatGPT: Prompt Engineering

❖ Laddering

(Make sure you are still in the same ChatGPT conversation, to maintain the context.)

“Let's start with planning the budget. My budget is \$75,000. I want you to Allocate funds by category (roof, plumbing, paint, etc.)

Add a 10–20% contingency buffer

Estimate holding costs (utilities, insurance, taxes)

Plan for final rental-ready costs (cleaning, staging, marketing)”





Using ChatGPT: Prompt Engineering

❖ Laddering

💰 Rehab Budget Plan – Total: \$75,000

📊 1. Core Renovation Categories (~70–75% of budget = \$52,500)

Category	Budget	Notes
Roof	\$8,000	Replace or repair roof & gutters
Plumbing	\$7,000	Re-pipe if needed, update fixtures & water heater
Electrical	\$6,500	Replace knob-and-tube, upgrade panel, outlets, lights
HVAC	\$6,000	New system or major repairs
Kitchen Renovation	\$7,500	Cabinets, counters, sink, appliances (rental grade)
Bathroom(s)	\$6,000	Vanity, tile, toilet, tub/shower combo
Flooring	\$4,000	Durable LVP or tile throughout
Paint (Interior/Exterior)	\$3,500	Rental-grade finishes
Windows/Doors	\$4,000	Replace broken/damaged units





Using ChatGPT: Prompt Engineering

❖ Laddering

⚠ **2. Contingency Buffer (15%) = \$11,250**

Covers surprise issues like foundation cracks, termites, mold, etc.

🏠 **3. Holding Costs (While Rehabbing) = \$5,000**

Estimate for 3–4 months of ownership:

Expense	Estimate
Utilities	\$800
Property Insurance	\$1,200
Property Taxes	\$2,000
Lawn/Pest/Trash	\$1,000





Using ChatGPT: Prompt Engineering

❖ Laddering

✓ **4. Rental-Ready Final Touches = \$6,250**

Item	Estimate
Deep Cleaning	\$500
Lock/Key Updates	\$250
Basic Staging	\$1,000
Photography	\$300
Marketing Ads	\$500
Tenant Screening	\$700
Property Manager Setup / Leasing Fees	\$3,000

 **Total: \$75,000**





Using ChatGPT: Prompt Engineering

❖ Laddering

These are **mission-critical** for a 100-year-old house and often the biggest rehab drivers.



Step 6: Systems Upgrades – Planning Guide



Electrical

Objective: Replace outdated or unsafe systems (like knob-and-tube or aluminum wiring).

Scope:

- ❖ Full rewire of house to meet current code
- ❖ Replace outdated fuse panel with modern 200-amp breaker panel
- ❖ Add grounded outlets and GFCI protection (kitchen, bath, exterior)
- ❖ Install LED lighting fixtures and smoke/CO detectors

\$ Estimated Cost: \$6,000–\$8,000



Budgeted in earlier breakdown: \$6,500





Using ChatGPT: Prompt Engineering

❖ Laddering



Plumbing

Objective: Ensure leak-free, efficient water delivery and drainage.

Scope:

- ❖ Replace galvanized or cast-iron supply lines with PEX or copper
- ❖ Inspect/replace main sewer line (camera scope recommended)
- ❖ Install new water heater (40–50 gallon tank or tankless)
- ❖ Update shutoff valves, hose bibs, and pressure regulator

\$ Estimated Cost: \$6,000–\$9,000

 *Budgeted in earlier breakdown: \$7,000*





Using ChatGPT: Prompt Engineering

❖ Laddering

🔧 HVAC

Objective: Ensure comfortable heating/cooling for long-term tenants

Scope:

- ❖ If no central HVAC exists: install ductwork + system
- ❖ If existing system is old (15+ years): replace furnace/AC combo
- ❖ Consider heat pump for energy efficiency
- ❖ Smart thermostat (tenant-lockable) for rental control

\$ Estimated Cost: \$5,500–\$7,500

📌 Budgeted in earlier breakdown: \$6,000





Using ChatGPT: Prompt Engineering

❖ Laddering

🔧 Pro Tips for Systems Upgrades

- ❖ Use **licensed trades** for all 3 categories (required for permits & liability)
- ❖ Schedule **sequentially**: Electrical → Plumbing → HVAC
- ❖ Bundle inspections: do sewer scope + electrical + HVAC walkthrough together
- ❖ Ask contractors for **landlord-grade materials** (durable, code-compliant, but cost-effective)

Ready to move on to **Interior Work** next? Or would you like a **contractor interview checklist** for these 3 systems?





Using ChatGPT: Prompt Engineering

❖ Other Methods

❖ 0-1-Few Shot

❖ Follow-up Questions

❖ Tabular Format

❖ Comparisons

❖ Summarize

❖ Critique Me

❖ Critique Yourself

❖ Teach Me

❖ Write Like Me

❖ Ask for Advice

❖ Laddering





Using ChatGPT: Prompt Engineering

- ❖ Advanced Prompt Engineering & Fine Tuning
 - ❖ Learning to combine different techniques you've already studied and applying modifiers to refine the output
 - Example: Use:
 - ❖ The “act as” technique to simulate expertise.
 - ❖ The “summarize” technique for an overview.
 - ❖ Prompt priming to specify tone and context.

“Act as a real estate investing expert. Summarize the influence of AI technologies in the real estate industry over the last decade. Use a professional tone of voice.”





Live Demos





Sample Prompt:

“As a real estate investor, what are the top 3 neighborhoods in Richardson, TX for long-term real estate investment, based on appreciation potential, rental demand, school quality, and crime rates?”





ChatGPT Response



Based on factors such as appreciation potential, rental demand, school quality, and crime rates, the following neighborhoods in Richardson, TX, are prime candidates for long-term real estate investment:

1. Canyon Creek

- **Appreciation Potential:** Canyon Creek boasts a median real estate price of \$810,336, placing it in the top 8% of Texas neighborhoods for property values.
- **Rental Demand:** With an average rental price of \$3,980, the area attracts high-income tenants, ensuring steady rental income.
- **School Quality:** The neighborhood is served by top-rated schools, enhancing its appeal to families.
- **Crime Rates:** Canyon Creek is known for its low crime rates, contributing to a safe and secure environment.





ChatGPT Response



2. Prairie Creek

- **Appreciation Potential:** Prairie Creek is recognized as one of Richardson's premier communities, known for well-maintained homes and mature trees.
- **Rental Demand:** The neighborhood's proximity to parks and recreational amenities makes it attractive to renters seeking quality of life.
- **School Quality:** Prairie Creek is served by reputable schools, making it desirable for families prioritizing education.
- **Crime Rates:** The area maintains a reputation for safety, with low crime rates contributing to its desirability.





ChatGPT Response



3. Sherrill Park

- **Appreciation Potential:** Sherrill Park has shown significant appreciation over the past five years, ranking among the highest in the Richardson area.
- **Rental Demand:** Its location near golf courses and recreational facilities enhances its appeal to potential renters.
- **School Quality:** The neighborhood is served by quality schools, attracting families and ensuring a stable rental market.
- **Crime Rates:** Sherrill Park is considered a safe neighborhood, with crime rates lower than the national average.





ChatGPT Response



Investing in these neighborhoods offers a combination of strong appreciation potential, high rental demand, excellent school quality, and low crime rates, making them ideal for long-term real estate investments in Richardson, TX.





Beyond ChatGPT: AI Related Websites & Tools



AI Assistants

- ❖ **Google Gemini** (*gemini.google.com*):
Google's advanced AI chatbot and productivity assistant, integrated with Google Workspace and powered by cutting-edge large language models.
- ❖ **Microsoft Copilot** (*copilot.microsoft.com*):
Microsoft's AI assistant embedded in Office apps (Word, Excel, etc.) to boost productivity through smart summarization, analysis, and automation.
- ❖ **Claude** (*chat.chatbotapp.ai*):
An AI assistant by Anthropic known for being helpful, honest, and harmless — great for research, writing, and natural conversations.
- ❖ **Perplexity** (*perplexity.ai*):
A conversational AI search engine that provides real-time, cited answers pulled directly from web sources.





Beyond ChatGPT: AI Related Websites & Tools



Real Estate Investor Tools

- ❖ **DealCheck** (dealcheck.io):
A property analysis app that calculates cash flow, ROI, and projections for flips, rentals, BRRRRs, and multi-family deals.
- ❖ **Reonomy** (reonomy.com):
A commercial real estate data platform that provides ownership, debt, tenant, and sales history for off-market deal sourcing.
- ❖ **PropStream** (propstream.com):
A powerful real estate data tool for finding leads, analyzing deals, skip tracing, and building marketing lists.
- ❖ **Mashvisor** (mashvisor.com):
A platform that uses AI to find top-performing Airbnb and traditional rental properties by city, zip code, or neighborhood.
- ❖ **Revaluate** (revaluate.com):
Predictive analytics for agents and investors that scores homeowners based on their likelihood to move in the next 6–12 months.
- ❖ **AirDNA** (airdna.co):
The go-to analytics platform for short-term rental investors, offering occupancy, revenue, and market trend data worldwide.





Beyond ChatGPT: AI Related Websites & Tools



CRM & Business Tools

- ❖ **HubSpot** (*hubspot.com*):
A leading CRM platform for marketing, sales, and customer service — known for its user-friendliness and automation tools.
- ❖ **monday CRM** (*monday.com*):
A visual, customizable CRM and project management platform designed for growing sales teams and workflow automation.
- ❖ **Zoho CRM** (*zoho.com/crm*):
An affordable, feature-rich CRM for managing leads, sales pipelines, and customer interactions with built-in AI.
- ❖ **Odoo** (*odoo.com*):
A modular, open-source ERP suite offering everything from CRM and accounting to inventory and HR tools.
- ❖ **Zendesk** (*zendesk.com*):
A customer support and help desk platform that integrates ticketing, knowledge bases, and AI chat for better service experiences.





How AI Is Already Helping



- ❖ AI-Driven Lead Generation
- ❖ Tenant Screening
- ❖ Deal Analysis & Valuation





Success Stories

- ❖ A small property management firm used an AI-driven chatbot to handle late rent notices, routine maintenance requests, and even some leasing queries. They cut their staff's administrative workload by 30% and improved tenant satisfaction scores.
- ❖ Another investor used an AI property valuation tool to confidently place offers on multiple properties within a week—something that used to take them a month.





AI vs. Manual Analysis

- ❖ Manual Analysis: ~2–3 hours per property
- ❖ AI/ChatGPT: Minutes per property
- ❖ Comprehensive Suggestions





Real Estate Niches

- ❖ Wholesalers
- ❖ Fix & Flippers
- ❖ Private & Hard Money Lenders
- ❖ Landlords
- ❖ Property Managers
- ❖ House Hackers
- ❖ Mobile Home & RV Parks
- ❖ Multifamily Syndicators
- ❖ Commercial Real Estate
- ❖ Self-Storage & More





Wholesalers



Wholesalers:

- ❖ Off-Market Deal Discovery
- ❖ Automated Property Valuation

DEMO

Prompt: Creative Mode + Write Like Me

“As a Real Estate Wholesaler, help me write a cold DM to a potential cash buyer that sounds casual, confident, and local to the North Texas region.””





ChatGPT Response: Wholesalers

Absolutely. Here's a **casual, confident, and locally tailored cold DM** you can send to a potential **North Texas cash buyer**:





ChatGPT Response: Wholesalers

Hey [First Name] — came across your info and wanted to reach out. I'm working on a few off-market deals here in North Texas (mostly DFW area) that might match your buy box. Curious if you're still picking up properties?

Would love to connect if you're active — no pressure, just keeping it local and real.

Let me know if you'd like a version tailored to **multifamily, land, fix-and-flips, or rentals** — or if you're reaching out via **email, text, or Instagram DM.**





Fix & Flippers



Fix & Flippers:

- ❖ Budgeting Renovation Costs
- ❖ Identifying Undervalued Properties

DEMO

Prompt: Conversation Mode + Ask for Advice

“As a Real Estate Fix & Flipper, I have \$50K to flip one property. Should I go for a cosmetic flip in a C-class neighborhood or a deeper rehab in a B-class area?””



ChatGPT Response: Fix & Flippers

 **\$50K Flip: Cosmetic in C-Class vs. Deeper Rehab in B-Class**





ChatGPT Response: Fix & Flippers



Option	Cosmetic Flip – C-Class Area	Deeper Rehab – B-Class Area
Scope	Paint, flooring, fixtures, curb appeal	Structural, kitchen/bath gut, systems
Speed	4–8 weeks	10–16 weeks
Risk Level	Lower capital risk, but higher resale volatility	Higher upfront cost, but better buyer demand
Exit Strategy	Quick flip or cash flow rental	Flip or hold as high-quality rental
Typical Buyers	Investors, FHA buyers	Owner-occupants, higher-credit buyers
ARV Spread	Tighter margins, lower price point	Wider margins, more stable comps
Neighborhood Volatility	Higher tenant turnover, slower appreciation	More stable, better school districts



ChatGPT Response: Fix & Flippers



Recommendation (Strategic Take)

If speed and lower capital risk are your priority:

◆ Go for the **cosmetic flip in a C-class area** — but only if you're confident in your comp selection, contractor, and timeline.

If long-term value and resale reliability are your goal:

◆ Lean into the **deeper rehab in a B-class neighborhood**. You'll attract a more stable buyer pool and reduce resale risk — even if the project takes longer and you use private/hard money to supplement the \$50K.



ChatGPT Response: Fix & Flippers



Hybrid Option to Consider

Use \$50K as the down payment on a B-class rehab, financed with hard money or private funds. This preserves liquidity, gives you better exit options, and limits exposure to the volatility of C-class flips.

Would you like a **deal analyzer spreadsheet, local comp sample,** or a **Financing Stack Strategy** for the B-class rehab option?





Private/Hard Money Lenders

Private & Hard Money Lenders:

- ❖ Faster Deal Screening
- ❖ Risk Assessment Models

DEMO

Prompt: Creative Mode + 0-1-Few Shot

“As a Real Estate Private Lender, give me 3 sample social media posts from a hard money lender explaining why they’re better than banks.”





ChatGPT Response: Private/Hard Money Lenders

Here are **3 professionally crafted social media posts** (short, punchy, and visually friendly) that a **hard money lender** can use to explain why they're better than banks:





ChatGPT Response: Private/Hard Money Lenders

✓ Post 1: Speed Wins Deals

📢 **Banks take weeks. We take days.**

You don't have time to wait when opportunity knocks. Hard money = fast approvals, flexible terms, and no red tape.

🏠 **Close in as little as 5–7 days.**

🔑 **Invest smarter. Move faster. Win more deals.**

#HardMoneyLending #RealEstateInvestor #DFWFlips
#CashIsKing



ChatGPT Response: Private/Hard Money Lenders

 **Post 2: We Say Yes When Banks Say No**

Tired of hearing “You don’t qualify”?

We lend based on the **value of the deal**, not just your credit score.

Perfect for:

Flippers

BRRRR investors

Self-employed buyers

 **We see potential where banks see paperwork.**

#HardMoneyMadeEasy #AlternativeLending

#InvestorFunding #TexasREI



ChatGPT Response: Private/Hard Money Lenders

 **Post 3: Built for Investors, Not Bureaucracy**

Your bank doesn't understand your flip. We do.

 No income verification

 No W-2s

 No appraisals in most cases

 Just fast, asset-based funding for serious deals

 Real estate is your business. **Funding it is ours.**

#PrivateLender #DFWInvestor #FastFunding

#FixAndFlipFinancing





ChatGPT Response: Private/Hard Money Lenders

Would you like matching **graphic templates** for Instagram or Facebook, or a **monthly post calendar** for your lending business?





Landlords

Landlords:

- ❖ AI Tenant Screening
- ❖ Lease Agreement Drafting

DEMO

Prompt: Strategy & Planning + Table Format

“List 5 strategies for reducing tenant turnover in a duplex rental. Present pros/cons and estimated cost impact in a table.”





ChatGPT Response: Landlords

Here is a professional and concise table listing **5 effective strategies** for reducing tenant turnover in a **duplex rental**, along with their **pros, cons, and estimated cost impact**:

Would you like this formatted as a downloadable PDF or integrated into a rental operations guide?





ChatGPT Response: Landlords

Strategy	Pros	Cons	Estimated Cost Impact
1. Offer Longer Lease Terms (12–24 months)	<ul style="list-style-type: none">- Predictable income - Reduces vacancy risk	<ul style="list-style-type: none">- Less flexibility for rent increases	Minimal (may include lease drafting fees)
2. Improve Property Maintenance & Responsiveness	<ul style="list-style-type: none">- Increases tenant satisfaction - Enhances property value	<ul style="list-style-type: none">- Requires consistent effort - May increase short-term expenses	Moderate (\$500–\$2,000/year)
3. Include Perks (e.g., free Wi-Fi, lawn care)	<ul style="list-style-type: none">- Makes unit more attractive- Encourages renewals	<ul style="list-style-type: none">- Recurring monthly expense	Moderate (\$30–\$100/month/unit)
4. Conduct Annual Rent Review (not automatic increase)	<ul style="list-style-type: none">- Builds goodwill - Aligns rent with market rates	<ul style="list-style-type: none">- Potential missed opportunity for max revenue	Minimal (time/labor only)
5. Foster Community & Communication	<ul style="list-style-type: none">- Builds loyalty - Decreases conflict between duplex neighbors	<ul style="list-style-type: none">- Time-intensive - May not appeal to all tenants	Low (e.g., \$50–\$200/year for events/gifts)





Property Managers

Property Managers:

- ❖ Predictive Maintenance
- ❖ Chatbots for Tenant FAQs

DEMO

Prompt: Creative Mode + Teach Me

“As a Residential Real Estate Property Manager, show me the step-by-step process to onboard a new property into a management portfolio”



ChatGPT Response: Property Managers

Here is a **step-by-step process** to onboard a new property into a real estate **management portfolio**, suitable for individual landlords or property management firms:

Step-by-Step Property Onboarding Process

Step	Action	Details
1	Gather Property Documents	Collect deed, insurance, lease(s), inspection reports, utility accounts, warranties, vendor contracts, HOA rules, etc.





ChatGPT Response: Property Managers

Step	Action	Details
2	Inspect the Property	Perform a detailed walkthrough. Document condition, take photos/videos, and create a baseline inspection report.
3	Set Up Accounting	Add the property to your property management or accounting software. Create a dedicated bank account if needed. Define chart of accounts.
4	Transfer Utilities & Service Contracts	Coordinate utility transfers (water, electricity, gas, trash). Notify or renegotiate landscaping, pest control, etc.
5	Review & Transition Existing Tenants	Introduce yourself (or the company) to tenants. Review current lease agreements. Collect tenant information and security deposits.





ChatGPT Response: Property Managers

Step	Action	Details
6	Evaluate & Update Lease Documents	Align lease terms with your policies. Prepare new lease addenda or full lease if renewals are due soon.
7	Input into Management Software	Enter tenant info, lease terms, rent roll, maintenance schedules, vendor contacts, and property notes.
8	Set Up Maintenance Protocols	Create a maintenance request process. Establish preferred vendors. Schedule any needed repairs or inspections.
9	Compliance & Insurance Review	Ensure the property complies with local ordinances, registration/licensing, and is fully insured for landlord use.





ChatGPT Response: Property Managers

Step	Action	Details
10	Finalize Onboarding Checklist	Review checklist for completeness. Notify the owner (if applicable) that onboarding is complete and property is live.

Would you like this turned into a printable **checklist, workflow diagram**, or integrated into your SOP manual for property management?





House Hackers

- ❖ Cash Flow Projections
- ❖ Creative Financing

DEMO

- ***Prompt: Creative Mode + 4th Grader***
- “Explain house hacking to me like I’m a recent high school graduate.”





ChatGPT Response: House Hackers



What Is House Hacking?

House hacking is when you **buy a home**, live in **part of it**, and **rent out the rest** to help pay your mortgage.



Here's How It Works:

You buy a property — could be a duplex, triplex, or even a single-family home with extra bedrooms.

You live in one unit or bedroom.

You rent out the other spaces to roommates or tenants.

They pay you rent, which covers some (or all) of your monthly costs — like your loan, taxes, insurance, and utilities.





ChatGPT Response: House Hackers



Why It's Smart:

Live for cheap or free — rent covers your housing cost.

Build wealth early — you're paying down a mortgage, not just rent.

Learn investing young — get experience as a landlord.

Set up your future — when you move out, it becomes a full rental property.





ChatGPT Response: House Hackers



Example:

You buy a small duplex for \$250,000.

Your mortgage, taxes, and insurance are \$1,800/month.

You live in one unit and rent out the other for \$1,500/month.

Your out-of-pocket cost is only **\$300/month** — way less than rent.

Would you like this turned into a **PDF starter guide, reel script, or mini presentation** for sharing with others?





Mobile Home & RV Parks

- ❖ Dynamic Pricing Strategies
- ❖ Occupancy & Demand Forecasting

DEMO

Prompt: Role Prompting + Scenario-Based Prompting + Instructional Prompting + Constraint-Based Prompting

”As an RV Park Real Estate Investor, I’m considering the effect of local festivals and sporting events on my 80-lot mobile home park in North Texas. Please create a demand forecast that factors in event schedules, historical attendance numbers, and seasonal travel trends to predict occupancy spikes or lulls.”





ChatGPT Response: Mobile Home & RV Parks



Demand Forecast – North Texas RV Park

High Demand Spikes (85–100% Occupancy):

- **Spring (Mar–May):**



Texas Music Revolution – 30K attendees



Frisco RoughRiders Season Start



Spring Break travelers & outdoor festivals





ChatGPT Response: Mobile Home & RV Parks



- **Summer (Jun–Aug):**



4th of July Events (Frisco Freedom Fest – 50K+)



Local rodeos, fairs, RV rallies



Peak family travel

- **Fall (Sep–Nov):**



Friday Night Lights (High School Football)



State Fair of Texas (2M+ attendance nearby)



Cooler weather = longer RV stays





ChatGPT Response: Mobile Home & RV Parks



Slower Periods (55–70% Occupancy):

- **Winter (Dec–Feb):**



Off-season except for:



Holiday travelers & snowbirds



Opportunity: target winter Texans & digital nomads





ChatGPT Response: Mobile Home & RV Parks



Pro Tip:

Overlay **event calendars + Google Trends + historical booking data** to set seasonal pricing & promotions.

Want me to generate a **sample occupancy calendar or dynamic pricing model** next?





Multifamily Syndicators

- ❖ Investor Communications
- ❖ Underwriting Analysis

DEMO

Prompt: Research Mode + Summarize

“Summarize the key SEC rules for 506(b) vs 506(c) offerings in under 150 words.”





ChatGPT Response: Multifamily Syndicators

Here's a concise comparison of **SEC Rule 506(b) vs. 506(c)** offerings:

- ❖ **Rule 506(b)** allows issuers to raise unlimited capital from **up to 35 non-accredited investors** and an unlimited number of **accredited investors**. **Public advertising is prohibited**, and all investors must have a **pre-existing, substantive relationship** with the issuer. Minimal disclosure is required for accredited investors but must be provided to non-accredited ones.





ChatGPT Response: Multifamily Syndicators

- ❖ **Rule 506(c)** allows capital raising from **accredited investors only**, but **general solicitation and advertising are allowed**. Issuers must take **reasonable steps to verify** that each investor is accredited — self-certification is not enough.
- ❖ Both fall under Regulation D and preempt state registration, but 506(c) offers more marketing freedom with stricter compliance.

Would you like a 1-page compliance checklist or visual comparison chart as well?





Commercial RE

- ❖ AI-Driven Market Research
- ❖ Lease Optimization

DEMO

Prompt: Research Mode + Tabular Format

”As a Commercial Real Estate Investor, Give me a table comparing triple-net (NNN), gross, and modified-gross leases. ”





ChatGPT Response: Commercial RE



Lease Types Explained: NNN vs. Gross vs. Modified-Gross

Lease Type	Triple-Net (NNN)	Gross Lease	Modified-Gross Lease
Tenant Pays	All expenses: taxes, insurance, maintenance	Only base rent	Base rent + select costs (e.g., utilities)
Landlord Pays	Structural repairs only	All property expenses	Varies: often taxes & insurance
Rent Level	Lower (tenant bears expenses)	Higher (all-inclusive)	Mid-range
Risk to Tenant	High	Low	Medium
Risk to Landlord	Low	High	Shared
Common Use	Retail, industrial	Office, short-term rentals	Office, multi-tenant retail
Predictability	Lower (variable costs)	High (fixed rent)	Moderate





ChatGPT Response: Commercial RE



Key Takeaway for Investors:

Choose NNN for **low-maintenance cash flow**, Gross for **simplicity**, and Modified-Gross for **balanced control and risk**.

Would you like this slide in **PowerPoint (.pptx)** or **Google Slides** format with visual icons and branding placeholders?





Other Niches

Self-Storage:

❖ **Dynamic Pricing for Units**

❖ **What It Does:** Uses algorithms to analyze occupancy rates, local competition, seasonal trends, and overall market demand.

❖ **Benefit:** Automatically adjusts rental rates, ensuring you're neither under-pricing nor missing revenue opportunities during peak times.

❖ **Market Analysis & Location Scouting**





Other Niches

Probate Acquisitions:

❖ Automated Lead Identification

❖ **How it Helps:** AI systems can scan public probate records, court filings, and obituaries to find recently opened estates that may include real property. This automates the lead-gathering process and helps investors reach out more quickly than competitors.

❖ **Example:** A machine learning algorithm flags new probate cases in your target counties daily, automatically populates a spreadsheet with the relevant property addresses, and alerts your team for follow-up.

❖ Heir & Stakeholder Analysis





Risks, Challenges & Ethics



- ❖ AI Limitations
- ❖ Bias & Ethical Pitfalls
- ❖ Case Study: Algorithm Overpricing





Gazing into the Crystal Ball

- ❖ Predictive Market Downturn Alerts
- ❖ Smart Contracts & Blockchain
- ❖ Augmented Reality & AI Integration

“ We always **overestimate** the change that will occur in the next **two** years and **underestimate** the change that will occur in the next **ten**. ”

— Bill Gates





Next Steps & Closing

❖ Start Small

- ❖ Pick one repetitive task—like drafting emails or initial deal analysis—and let ChatGPT handle it.
- ❖ Use an AI-driven CRM to track leads and automate follow-ups.
- ❖ Experiment with a free property valuation tool that uses AI.





Live Q&A & Demos





Resources & Prompts

❖ Free AI Tools for Real Estate

<https://www.whittedholdings.com/wp-content/uploads/2025/03/Free-or-Freemium-AI-Powered-Tools-and-Resources-for-Real-Estate-Professionals-1.pdf>

❖ Tested ChatGPT prompts for investors

<https://www.whittedholdings.com/wp-content/uploads/2025/03/100-ChatGPT-REI-Prompts.pdf>





Final Thoughts...

Remember: AI isn't meant to replace your expertise—it's a powerful assistive tool that can magnify your capabilities.

“AI won't take your job.

But someone who understands how to use AI very well could. ”





Thank you for coming out tonight!

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- ❖ <https://www.WhittedHoldings.com/>
- ❖ <https://www.whittedholdings.com/ai-powered-real-estate-resources-page/>
 - ❖ Slides
 - ❖ Catalog of ChatGPT prompts used in this presentation
 - ❖ ChatGPT-generated lists of prompts for various REI Niches
- ❖ Udemy Course: ChatGPT Masterclass: The Guide to AI & Prompt Engineering
 - ❖ <https://www.udemy.com/share/108NYi3@X9jolGdV4u9uqSi8hwEdE8TCNZxDSAI-7TuDXTTY-0L9LIb9ZtBBTpW0N9rWl9eX/>

