

AI, ChatGPT, & the Law & the Code of Ethics for Brokers Course Description

Artificial Intelligence or AI is powering a new generation of tools that allow you to do some amazing things compared to tools of the past. With the emergence of generative AI tools like OpenAI's ChatGPT (written content) & Dalle (imagery and video), MidJourney, Google's Bard, Microsoft's Co-Pilot, Canva, & many others incorporating AI into their offerings, it has finally reached the masses.

In this session, we will explore what Generative AI is, and how it can be used by your company and its agents to help boost business efficiencies & productivity, communications, & customer service, and more including the many downsides to this amazing technology and how if they are used improperly they can cause many problems for you and your company including:

- Providing false or misleading information
- Utilizing content that is skewed with bias and even hatred
- Utilizing content that can be viewed by consumers as inappropriate and/or offensive
- Open you up to security flaws and scams
- Violate several federal (Copyright, Trademark, Privacy, Fair Housing) and state laws
- Violate the Standards of Practice articles 10, 12, & 15 of the National Association of REALTORS Code of Ethics
- And more

Course Benefit / Goals

By the end of this session, each attendee will be more intelligent in their personal usage and in guiding their team about the good and the bad of this fast-emerging technology of Generative AI (Artificial Intelligence) to ensure you stay ahead of the curve while improving your team's business efficiencies and customer service, all while using these tools in an ethical and legally compliant manner!

Benefits of attending Include but are not limited to:

- Recognize the basic concepts of Artificial Intelligence (AI), machine learning, deep learning, & natural language processing & how they can be used by your team to best market to & communicate with consumers legally & ethically.
- List the many uses & applications of Artificial Intelligence (AI) & tools including ChatGPT and how they can be used to help your team optimize its business operations, communications, and more when working with your team and agents legally & ethically.
- Develop an understanding of the impact of Artificial Intelligence (AI) & tools including ChatGPT may disrupt or change the real estate industry now & in the near future.
- Recognize the challenges & legitimate concerns that are inherent with using Artificial Intelligence (AI) tools to ensure your team uses it legally & ethically, plus areas to monitor that your agents could use it for that could mislead the public, and violate laws and the code of ethics.

Course Delivery Format:

This course will be delivered in person through a combination of lectures, discussions, and demonstrations that will ensure each student has a full understanding of what Artificial Intelligence is, how it can be used ethically & legally in their business, its inherent concerns, and more.