

AI, ChatGPT, & Real Estate, the Law & the Code of Ethics Course Description

Artificial Intelligence or AI is the science of making machines that can think, act, process large amounts of data, perform, be artistic and creative, and more like Humans. While this technology has been around for decades, it wasn't readily available to most consumers and small business owners. But that all changed with the launch of ChatGPT on November 30, 2022.

ChatGPT is a revolutionary AI chatbot & virtual assistant developed by OpenAI that enables users to brainstorm ideas and create or edit content, communications, images, marketing materials, music, code (websites, apps, etc.), etc. It can also be used to automate processes, maximize time and task management, meet compliance standards, and more, which will improve client communication and customer service.

Based on OpenAI's incredible success, 1000s of AI products have flooded the market including major offerings from Google Gemini, Microsoft Co-Pilot, Canva, Adobe, RPR, Grammarly, & more.

But this game-changing technology has many downsides that, if not implemented properly, can cause all kinds of legal, ethical, and compliance problems for you and your business, 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, Fair Housing, libel, slander, etc.) and state laws related to truth in advertising, not misleading the public, data theft, and more
- Violate the Standards of Practice articles 2, 9, 10, 12, & 15 of the National Association of REALTORS Code of Ethics
- And more

By the end of this session, you will be more intelligent about this fast-emerging technology to ensure you stay ahead of the curve, improve your life happiness, & boost your business efficiencies & customer service, all while using these tools in an ethical & compliant manner!

Course Goals:

- Recognize the basic concepts of Artificial Intelligence (AI), machine learning, deep learning, and natural language processing and how they can be used in their business to best reach & work with consumers legally and ethically.
- Recognize the challenges and legitimate concerns that are inherent in the Artificial Intelligence (AI) space including how to best ethically reach & work with consumers.
- Develop an understanding of the impact of Artificial Intelligence (AI) and tools including ChatGPT on their lives and how they will interact with consumers in various sectors now and in the future of the real estate industry.
- List the many uses and applications of Artificial Intelligence (AI) and tools including ChatGPT can have to enhance their life and business and to best reach & work with consumers legally and ethically.

Course Format:

This course will be delivered in person through a combination of lectures, discussions, demonstrations, and hands-on activities 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.