How AI & ChatGPT are Transforming Commercial Real Estate Course Description

Artificial Intelligence or AI has been around for a long time, but with the emergence of OpenAI's ChatGPT & Dalle, Google Gemini, Microsoft Co-Pilot, MidJourney, & others, plus so many other tools we already use and love like Office, Docs, RPR. Canva, Adobe, Grammarly, and more have incorporated AI into their offerings, it has finally reached the masses.

In this session, we will explore what AI is, how it can be used in your commercial real estate business & everyday life, the legal & ethical implications, & much 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, & natural language processing & how they can be used in their business to best reach & work with consumers legally & ethically.
- Define the architecture & capabilities of Artificial Intelligence (AI) tools including ChatGPT & how they can be used in their business to best reach & work with consumers legally & ethically.
- List the many uses & applications of Artificial Intelligence (AI) & tools including ChatGPT, to enhance their life & business to best reach & work with consumers legally & ethically.
- Develop an understanding of the impact of Artificial Intelligence (AI) & tools including ChatGPT on their lives & how they will interact with consumers in various sectors now & in the future of the real estate industry.
- Recognize the challenges & legitimate concerns that are inherent in the Artificial Intelligence (AI) space including how to best ethically reach & work with consumers.

Course Format:
This course will be delivered in person through a combination of lectures, discussions, demonstrations, & 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, & more.