

AI Agent Academy Cheat Sheet

The best-in-class AI stack for real estate — what to use for every task.

01 The Core Stack

The everyday assistants — keep all five a click away

Claude WRITING

Most natural, human writing — listings, emails, long docs. Add Claude for Chrome to draft & take actions right in your browser.

ChatGPT SYSTEMS

Strong all-rounder. Best for frameworks, data, voice mode, and now image generation (replaces DALL·E).

Perplexity RESEARCH

Real-time answers with sources. Best for market data, local insights, fact-checking.

Gemini

Google's assistant — deep Workspace/Maps integration and excellent image generation.

Grok

xAI's chatbot, built into X. Good for real-time social pulse and quick takes.

02 Best Tool by Task

Match the job to the tool — don't force one model to do everything

TASK	BEST PICK	WHY / BACKUP
Listing descriptions & MLS copy	Claude backup: ChatGPT	Warmest, most natural emotional tone — least "AI-sounding."
Client emails & follow-up	Claude backup: ChatGPT	Personalized, empathetic, ready to send with light edits.
Local market research & comps talk	Perplexity backup: RPR · Comet/Atlas browsers	Live data with citations you can verify before quoting a client. Comet & Atlas browse and pull info from sites for you.
Social captions & content ideas	ChatGPT / Claude backup: Grok for trends	Batch a month of posts in one sitting; match your voice.
Presentations, CMAs, listing decks	Gamma backup: Canva AI	Text → polished deck in minutes; great for pre-listing packets.
Meeting / showing / call notes	Granola in-person: Plaud · also Fathom, Fireflies, Otter	Auto-transcribes & summarizes with action items. Granola for Zoom/Teams; Plaud's wearable recorder for listing appts & buyer consults.
Dictate hands-free (car, desk, phone)	Wispr Flow backup: built-in dictation	Speak into any app — email, notes, even ChatGPT. Cleans filler & matches each app's tone.
Marketing graphics, visuals & light staging	ChatGPT (GPT Image) infographics: Napkin AI · also Gemini, Midjourney	On-brand graphics fast — stage empty rooms & clean up photos. Napkin AI turns market stats into clean infographics.
Listing & social video	Reel-E repurpose: Opus Clip · avatar: HeyGen	Photos → cinematic property video. Opus Clip turns long walkthroughs & lives into captioned Reels/Shorts.
Find who's likely to sell	SmartZip backup: Offrs, Likely.AI	Predictive analytics flag likely-to-list homeowners in your farm — ~72% accuracy across 250+ data points.
Read contracts / disclosures fast	NotebookLM backup: ChatGPT / Claude upload	Load the docs, ask questions, get cited answers. Verify, don't trust blindly.
Automate & connect your apps	Zapier / Make no-code automation	Wire tools together — new lead → auto text, CRM entry & calendar invite, hands-off.

— Listings & Marketing

Reel-E / Amplifiles

Turn listing photos into cinematic video in minutes. Listings with video pull dramatically more inquiries.

HeyGen

AI avatars & video translation — scale "just listed / just sold" clips without filming every time.

Gamma

Pre-listing presentations, CMAs, buyer guides — professional design without a designer.

Poppy AI

Visual AI canvas — drag in videos, PDFs & voice notes and repurpose into posts, emails & scripts; runs GPT/Claude together. For heavy content producers.

Suno

Create custom background music or a branded jingle from a text prompt — royalty-free audio for listing videos & reels.

— Data & Market Intelligence

SmartZip

Predictive analytics that flag homeowners likely to list — ~72% accuracy from 250+ data points. Best for farming a few zip codes.

Offrs / Likely.AI

More predictive seller data; Likely.AI cleans & scores the database you already have.

Altos Research

Real-time, weekly market data — gold for pricing conversations & listing presentations.

RPR / PropStream / Remine

Property & market records for defensible comps. RPR is free to Realtors; Remine is often free in your MLS.

ChatGPT / Claude data crunching

Upload an MLS export (CSV) and get instant absorption rate, days-on-market & price-per-sqft.

04 AI Terminology — 2026 Essentials

Speak the language; sound like you know it

Prompt — the instructions you give AI to get what you want. Specific in, specific out.

Context window — how much it can "hold in mind" at once. Bigger = paste whole contracts.

Hallucination — when AI states wrong info confidently. Always verify facts, prices & law.

Custom instructions — persistent guidance (your voice, market, rules) it remembers every chat.

AI agent / agentic — AI that takes multi-step actions for you, not just answers — e.g. lead follow-up bots.

Connectors / MCP — links that let AI work directly with your email, calendar, CRM & drive.

Grounding / citations — tying answers to real sources you can check. Demand it for anything client-facing.

Fine-tuning — training a model on specific data to sharpen it for one job.

The Golden Rules

AI is leverage, not autopilot. These keep you fast, credible, and compliant.

- 01 Verify before you send.** Treat every fact, figure, comp, and legal claim as a draft until you confirm it. You own the output, not the AI.
- 02 Disclose AI-edited photos.** If you stage or retouch a listing photo with AI, label it. Never alter a property's permanent features in a way that misleads buyers.
- 03 Watch Fair Housing.** AI copy can drift into protected-class language ("perfect for families," "safe neighborhood"). Read every line with FH eyes.
- 04 Protect client data.** Don't paste private financials, SSNs, or confidential terms into public AI tools. Use business/enterprise modes.
- 05 Keep your voice.** Feed it your past writing. The goal is faster *you* — not generic agent #4,000.
- 06 Run 2-4 tools, daily.** Top producers don't use the most tools — they use a few, every day. Consistency is where the ROI shows up.

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AI tools change monthly — verify status & pricing before relying on any tool. Current as of June 2026.