Generative AI for Real Estate People

A three week course that explains how and why Generative AI is going to have an outsized impact on the real estate industry. You'll learn what it is, and is not, how to interact with the major tools, and how to leverage these technologies for individual, and corporate, competitive advantage.

Taught by: Antony Slumbers, a globally recognised speaker, advisor and writer on Proptech and space-as-a-service. A serial entrepreneur, he has founded and exited several Proptech software companies and now consults real estate boards on their transformation, technology and innovation strategies. He writes an influential blog at antonyslumbers.com

This is his third online course since May 2020, and follows on from the success of 'Future Proof Real Estate' and '#Space as a Service - The Trillion Dollar Hashtag'.

Students have taken part from prestigious real estate companies from 43 countries, across 5 continents.

Syllabus*

The course is focussed on understanding how Generative AI can be utilised across the board within the real estate industry today. Participants will finish the course aware of what is available, how to use the primary tools and why they need to lean in to these new technologies. They will also become part of the TDH network of innovators in real estate.

Week 1
• A 'very' brief History of AI
• What is Generative AI?
• AI - Ecosystems & Customisation
• The 3 Rs of Critical Thinking
• The Jagged Edge
• Generative AI Use Cases - Generic
• Human + AI Mentoring
• A Generative AI Prompt Library - for real estate
• Hands on with ChatGPT
• Solving Hard Problems with LLMs
• Case Study: Fifth Dimension AI
• Case Study: Blocktype
• Case Study: Autogen AI

Week 2
• Today: Multi-Modal LLMs ... tomorrow 'Natural Language Computers'
• Generative AI Use Cases - Legal
• Generative AI Use Cases - Real Estate
• Generative AI: Task Adoption Timeline
• Generative AI: Preparedness
• Generative AI: Skills
• Generative AI: A Midjourney primer
• Hands on with Midjourney
• Case Study: Laiout
• Case Study: Conix
• Case Study: Daleva Design
• Case Study: Anacle Systems AU
• Case Study: avy-tmpl

Week 3
- Generative AI: Risks, Concerns and Ethical Implications
- Procuring Generative AI: Safety and Ethical Considerations
- Generative AI: Impact on Jobs
- Generative AI: Impact on Real Estate
- Essential Generative AI Tools
- More Tips for Good Prompting
- Hands on with Perplexity.ai
- The Portfolio Strategy Mentor (creating a GPT)
- GPT - The Green Lease Toolkit Guide
- Case Study: LookX AI
- Case Study: Uniti
- Case Study: Consigli
- Case Study: APG Asset Management

EXTRAS
- Reading list and other links
- GPTs
- 64 Generative AI Use Cases for Real Estate (draft)
- Top 10 Use Cases for AI in Offices
- Using AI to Turbo Charge Human-Centric Real Estate (Video Series)
- Environmental Generative AI Use Cases across the Real Estate Value Chain
- Real Estate Underwriting: using Generative AI
- Office Occupier Susceptibility to AI
- 8 Step Framework for Generative AI Adoption

COURSE OPENS; 12th April

THREE LIVE GROUP SESSIONS:
Friday 12th, 19th and 26th April, 2PM London time

All will be recorded

antonyslumbers.com/course

* The Syllabus might change but only slightly. Most likely with additions rather than subtractions.