



How artificial intelligence affects real estate agents

Artificial intelligence (AI) is providing real estate agents with new avenues for success. For example, AI can:

1. Help you identify strong leads
2. Improve the home search for your clients
3. Predict appraisals and streamline transactions

However, there's one thing that AI hasn't figured out how to do—predict breakdowns to major home systems and appliances.

Today, we'll show you how you can use AI to benefit yourself and your clients. We'll also give you advice for how to fill the gap that AI hasn't yet solved to bring you even more success.

What is AI?



In general, AI is a combination of various technologies. These technologies work together—using algorithms and predictive analytics—to mimic human intelligence and come to logical conclusions without direct human input. AI can compute things much quicker than humans can, especially bulk information.

In real estate, AI can help agents in three specific ways. Let's briefly look at each.

1. AI helps agents identify strong leads

The days of manual lead generation are (mostly) gone. With AI, agents can better and more efficiently generate qualified leads.

That's because AI can find patterns and synthesize data at

incredible speeds. So, rather than having to find, compile, and sift through countless documents (e.g., title documents, client financial information), you can use AI to do it for you. (And if you've ever used Google, you've used AI!)

How does this help you?

First, it helps you separate qualified leads from window shoppers. That could mean less dilly-dallying and more selling.

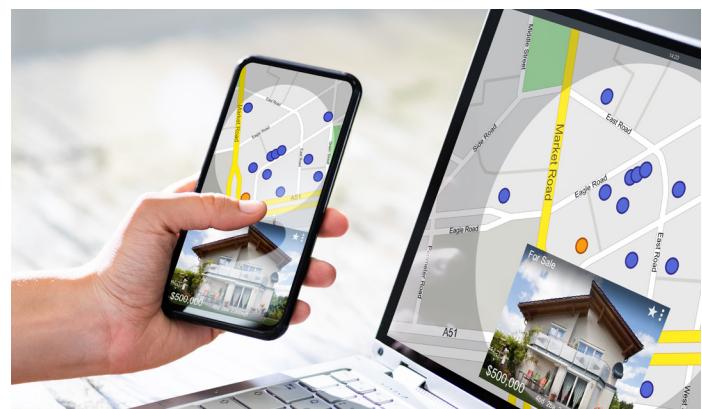
Second, it already helps you find listings that are likely to sell. AI can triangulate countless data points (e.g., when a house last sold, how long the current occupant has lived in the home, the amount similar homes in the area sell for) to predict which homes will soon sell or go on the market. That could provide a head start to you and your clients.

Finally, AI already helps agents zero in on a specific kind of client. One type of AI, natural language processing, can determine what a person wants by analyzing how a person writes and speaks. This could be a boon for agents looking for a specific kind of client (e.g., people looking for luxury homes).

2. AI improves home searches for clients

Buyers want an easy button, especially in a ruthless Seller's market. Since affordability is a major issue, Buyers want to know what they can afford before they commit their time, money, and effort.

AI already helps make searching easier by eliminating houses outside of a client's range or desires.



How does this help you?

AI reduces client stress by helping them know what they're getting into. An agent who can reduce the stress their clients feel is worth their weight in gold.

This is especially true for Buyers. Right now, most Buyers don't think they can afford a home in their market. By combining your innate talent with AI, you can reveal more opportunities to your clients, quicker and easier.

3. AI predicts appraisals more accurately and streamlines transactions

With AI, agents can predict home values more accurately. Using information like transportation options, crime rates, and school district ratings, AI can determine what people value now, the direction a neighborhood is moving in terms of what Buyers value, and help agents provide comparisons to Buyers.



How does this help you?

AI already helps you and your clients pinpoint what they're looking for, now and in the future. It also takes some of the uncertainty out of the process (e.g., "This neighborhood suits me well now, but how do I know it will stay this way?"). That could increase client satisfaction with your work.

Additionally, AI already streamlines your transactions. Instead of having to manually analyze mountains of paperwork—during underwriting, for example—AI synthesizes data and makes lending and closing more efficient. A quick, efficient transaction is important to

just about every Buyer. An agent who can speed up the process is valuable to them.

The one thing AI can't do? Predict breakdowns

While AI already makes house hunting easier, it can't accurately predict when items within the home will break down. Even in fully decked-out smart homes, AI tends to provide more security than predictive ability.

This is a crucial gap that homeowners face. One of the biggest regrets homeowners have about buying is that maintenance and other costs are too high. One way to solve this problem is with a Home Warranty Service Agreement from 2-10 Home Buyers Warranty (2-10 HBW).

With a Home Warranty Service Agreement, your clients have a safety net against unexpected, unpredictable breakdowns caused by routine use. That could save them thousands of dollars in out-of-pocket costs, reduce callbacks from clients, and protect your transaction and reputation.

Conclusion

AI provides many benefits to agents. But the one thing it doesn't do is predict breakdowns. A Home Warranty Service Agreement from 2-10 HBW provides a safety net against breakdowns.

The costs of home ownership are high, and many people don't have the funds for an emergency expense, such as a breakdown. And if something breaks down after you did all this work to find them a home, your clients may blame you, whether it's fair or not.

Protect your transactions and your clients' budgets while enhancing your reputation by enrolling all of your homes with a Home Warranty Service Agreement from 2-10 HBW.

AI helps you do incredible work—incredible work that an unexpected breakdown can quickly undo. Let 2-10 HBW provide quality protection against breakdowns for your clients—the final step on the way to happy home ownership and yet another achievement for you and your business.

