

## The AI Advantage: Real Estate Technology

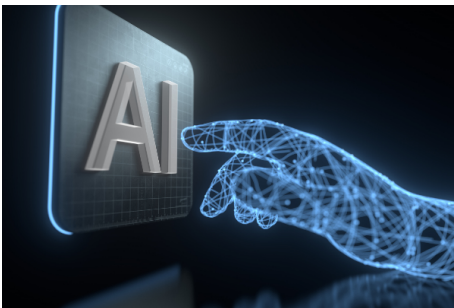


Wed May 13, 2026  
11:00am to 2:00pm EST



600 Marimba Pike, McDonough, GA 30253  
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### The AI Advantage: Real Estate Technology

The AI Advantage: Real Estate Technology course is designed to equip real estate professionals with the knowledge and practical skills needed to leverage artificial intelligence in today's fast-evolving market. This course provides a comprehensive introduction to AI tools and technologies that are transforming how agents generate leads, market properties, analyze data, and serve clients.

Participants will explore how AI enhances property valuation, predictive analytics, and market trend forecasting, allowing agents to make more informed decisions and deliver higher-value insights to clients.

Through hands-on examples and guided exercises, students will learn how to:

- Utilize AI tools for lead generation and prospecting
- Create compelling listing descriptions and marketing materials using AI
- Analyze market data and pricing trends more efficiently
- Automate repetitive tasks while maintaining a personalized client experience
- Implement ethical and compliant AI practices, including data privacy and bias awareness

By the end of this course, participants will have a clear understanding of how to integrate AI into their daily business operations, positioning themselves as forward-thinking professionals with a competitive advantage in the real estate industry.