



1

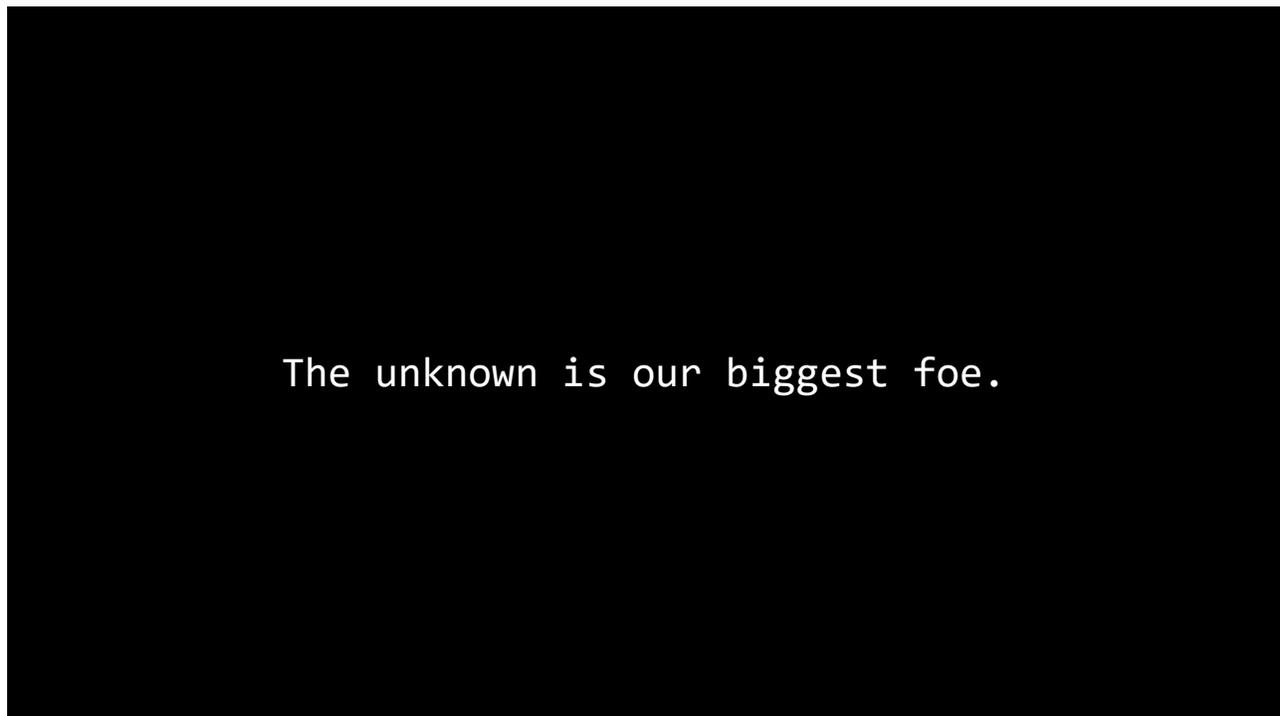
Agenda

- The Foe**
- 7 AI Tips**
Tools and Updates

2



3



4

What should
REALTORS® *actually*
worry about?

5

**This year, cybersecurity
teams saw something new:**

**Hackers using AI that didn't
just help plan the attack, but
*actually carried out the
attack by itself.***

6



7

ANTHROPIC

Research Economic Futures Commitments Learn News Try Claude

Policy

Disrupting the first reported AI-orchestrated cyber espionage campaign

Nov 13, 2025

Read the report

A graphic showing a white card with a black keyhole icon, centered on a pink rectangular background.

8

Why is this a big deal?

Because the AI behaved less like a tool and more like a *self-directed agent* carrying out the attackers' goals.

9

Know This

AI has changed the offense in the game of cybersecurity.

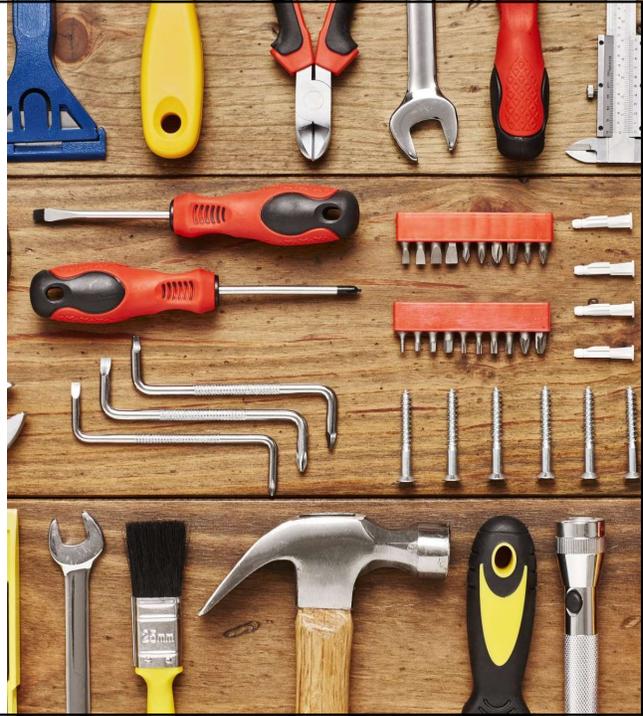
Your defense has to change too.

Traditional security is like bringing a knife to a gunfight.

10

Answer

- Better Tools
- Tools that can think, learn, and respond as fast as the threat.



11

2025

Easy to create a realistic, personalized emails.



12

Subject: Quick Eyes on This Before I Send It to the Sellers

Hey Frank,

I'm heading into showings all afternoon but wanted to get your eyes on the revised listing agreement before we finalize.

You're the expert when it comes to listing paperwork, so I trust your lead here. Once you approve, I'll send it to the sellers.

Here's the doc: **[Insert link]**

Thanks for the quick turnaround, buddy. Appreciate you!

— **Mark**

13

Behavior-based AI email security



Abnormal Security



IRONSCALES

World's 1st Automated Phishing
Prevention, Detection & Response



14

AI Endpoint Protection – Your 24/7 Bodyguard



15

Good News

**AI will help attackers move faster.
But AI-powered defense, good
backups, and a 60-second plan will
make sure one click never takes
down your business.**

16



01

Slow Down & Spot Scams, Deepfakes, and more

17



01

Pause and Verify

18

<https://thispersondoesnotexist.com>

AI has generated realistic images of non-existent people.

Each time you refresh the page, it creates a new, lifelike face entirely fabricated by AI.

19

When the Buyer Isn't a Buyer at All

Agent Carol gets a message from a new buyer named *Emily Carter*. Pretty profile photo. Friendly messages.

Says she found Carol on Facebook and wants to see a listing today.

Emily is unusually eager and says her husband will meet Carol at the house because she's stuck at work.

Carol thinks, *Great. A motivated buyer.*

20

She schedules the showing.

When Carol pulls up, a man is already waiting in the driveway.

He waves and says, “Hey! I’m Emily’s husband.”

Except Emily never existed.

The photo was generated by AI. The Facebook account was fake. The entire conversation was designed for one goal:

To get Agent Carol alone at a vacant house.

21

Real voice or a clone?



22

Voicemail from Association CEO, Bobby Moore

“Hey John, we need to wire \$10k for a last minute RPAC campaign in D.C. I’ll send the details in a follow-up email.”

23

IIElevenLabs

24

Instant Voice Clone

- Upload Audio
- Voice Information
- Finish up

Feedback

Try out your new clone

Your voice is now ready to be used throughout the product.

Generate speech
Take your new clone for a test drive with Text to Speech.

Speak with yourself
Speak with your own clone by creating a Conversational AI agent.

Narrate a story
Create a story, narrated by you using Studio.

Skip

25

Deepfakes

A type of media (video, image, or audio clip) that's created or modified using AI to make it look or sound real.

26

Deepfakes can be used to:



Impersonate your voice in a voicemail or call



Create fake videos of you saying something inappropriate



Scam your clients, your colleagues or your family

27

Real World Example



A CEO thought he was on the phone with his parent company's executive. The voice was cloned using AI. He wired over \$240,000—because the voice sounded exactly like his boss.

28

If it sounds urgent and you weren't expecting it — pause and verify with a second channel, and *never* act on voice or image alone.

29

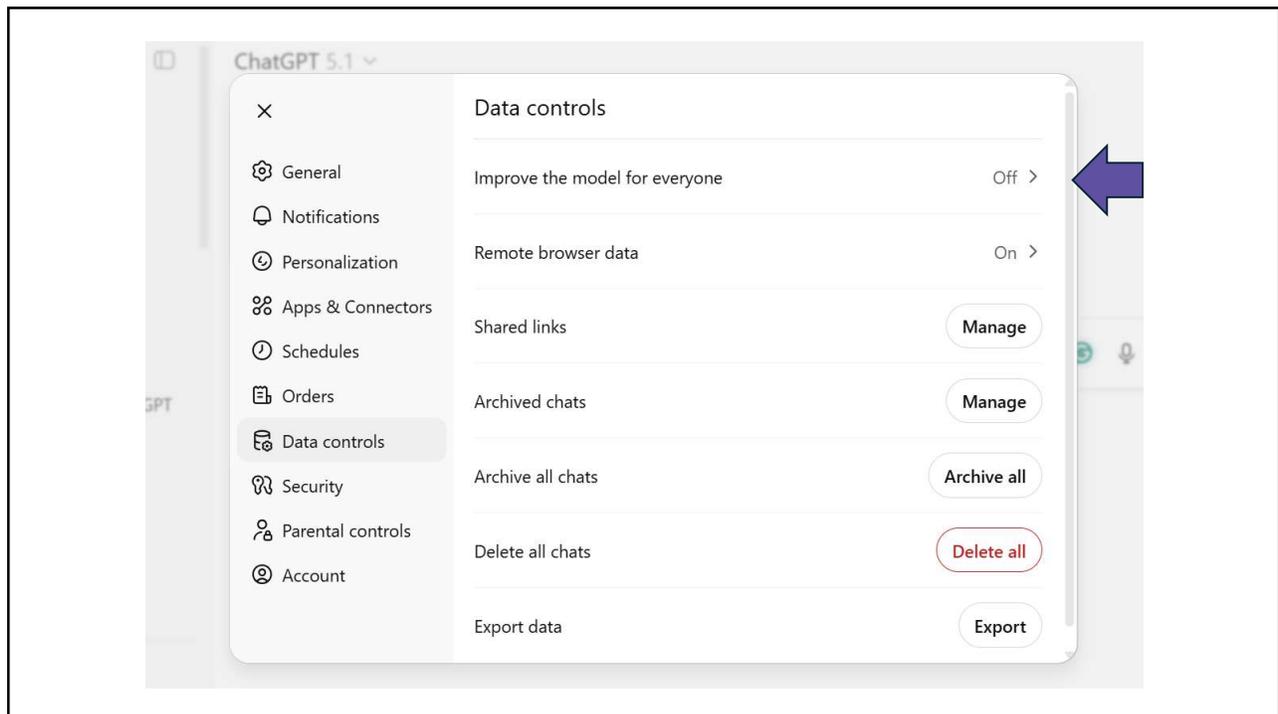


30

Data Privacy

FREE AI tools are scraping your inputs, unless you opt out or use paid/private versions.

31



32

Risks When “On”



Sensitive data leaves your control



Possible human review



Compliance/privacy issues

33

Good Rule of Thumb

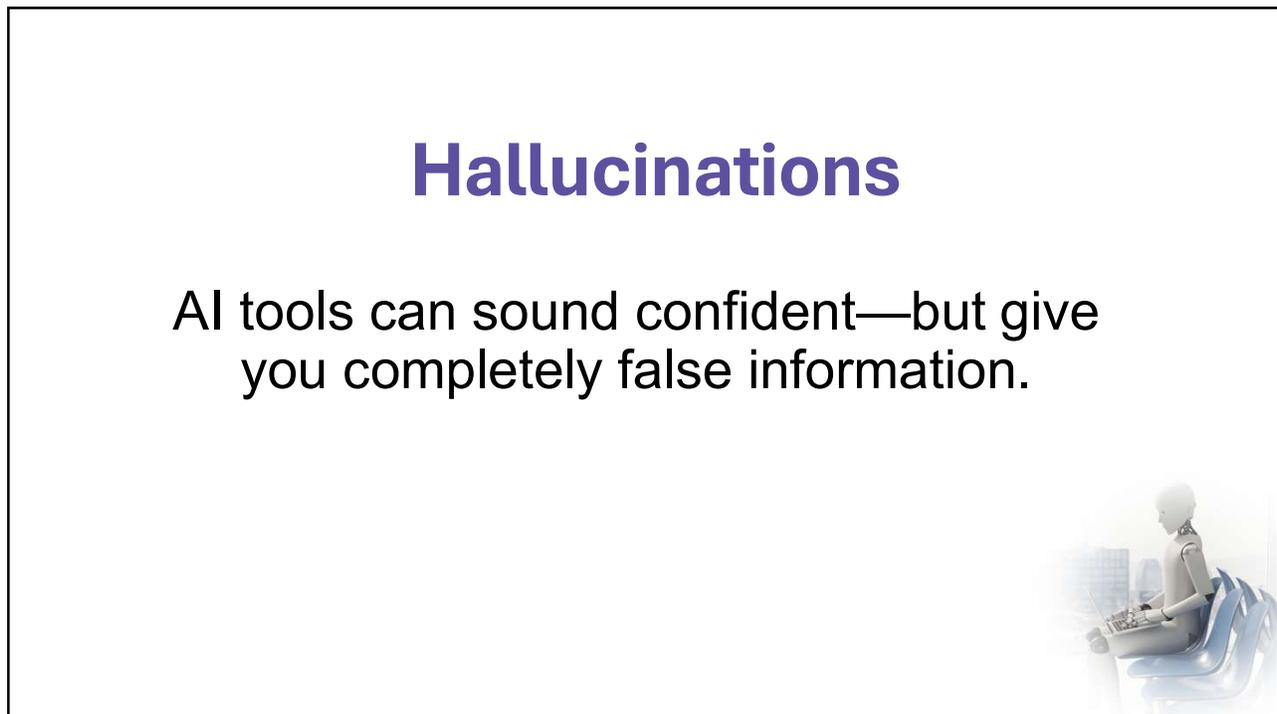
Treat free AI tools like public whiteboards.

Unless you're paying for privacy or checking the settings, don't enter anything you wouldn't want shared.

34



35



36

The Problem

AI described a neighborhood. But...

There is **no lake**.

Willow Creek is **not zoned for Northview**. Not even close.

There are **no condos** in the neighborhood, FHA-approved or otherwise.

37



38

Fact

AI is powerful but it works best when we *humans* stay in the driver's seat. The FRIEND side is all about where that partnership shines.

39



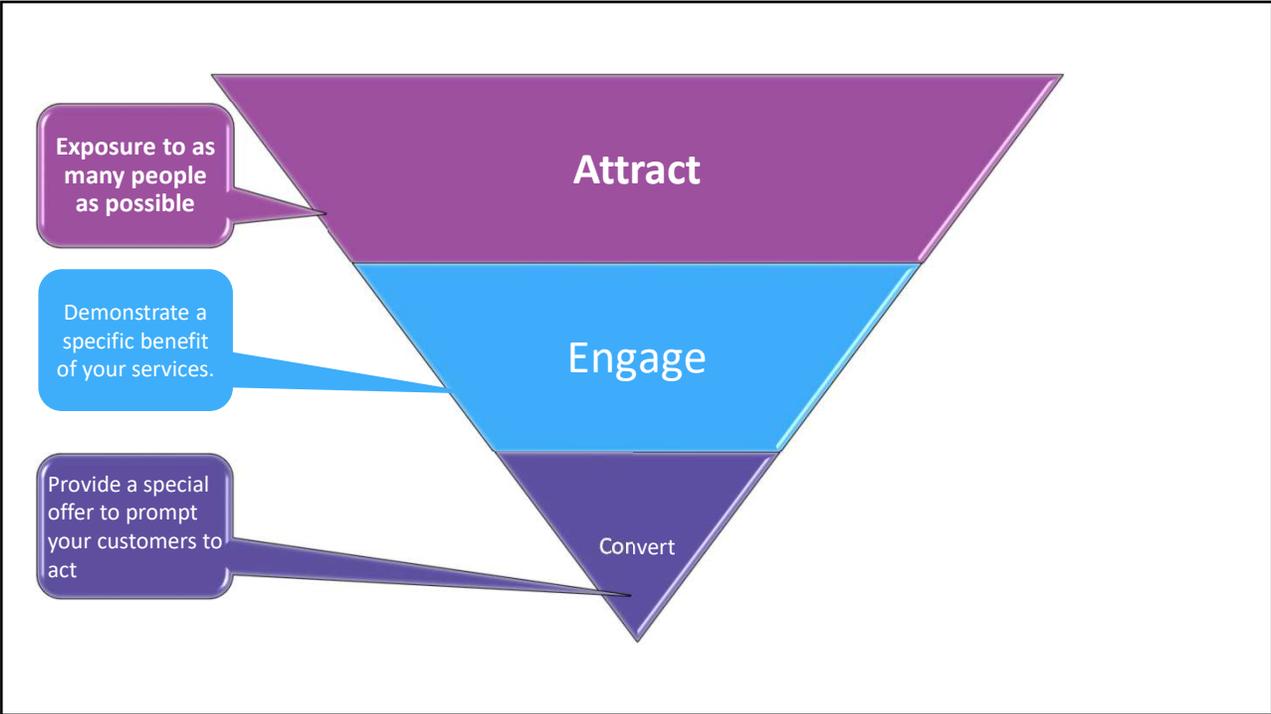
04

Get in Position

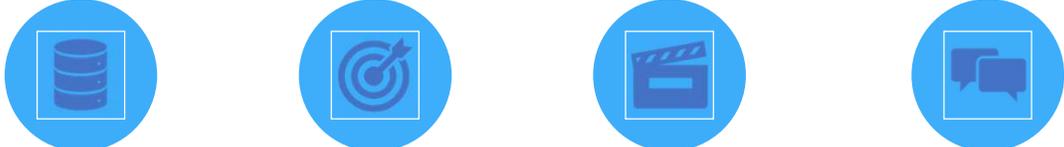
40



41



42



MARKETING NICHE **SOCIAL MEDIA POSTS** **VIDEOS** **EMAIL/ NEWSLETTERS**

43



What has changed?
The way they find you.
How fast and easy you can create content.

44

LLMs

Access Public Info



Google Business listings



Reviews



News or Blog articles



Instagram Bios



LinkedIn Summaries

45

give me the top 3 real estate agents in dallas, tx with great reviews and content online

Here are three standout real-estate agents in the Dallas area who combine strong reviews and a clear, visible online presence—great starting options if you're looking for top help. If you tell me your budget, district or type of property, I can dig up a longer list too.

1) Susan Melnick





Why she stands out:

- Native Dallasite with over 30 years in the market; has sold 1,600+ homes. Realtor +2

+ Ask anything

HOMework

46

Homework

Explore Agents in your City

47

What do you know about Juanita McDowell, speaker and real estate tech trainer?






Here's what I discovered about **Juanita McDowell**, a respected speaker and real estate technology trainer:

Who She Is

- Juanita holds an electrical engineering degree from Georgia Tech and previously led teams at General Motors and AT&T, giving her a sharp technical and corporate foundation. juanitamcdowell.com +14
- She is the CEO of InMotion Consulting, based in Atlanta, GA, delivering **200+ workshops and speaking engagements annually** to agents, entrepreneurs, and corporate audiences nationwide. Georgia Association of REALTORS® +3

Expertise & Focus Areas

Tech & Real Estate Training

She's a certified **e-PRO instructor**, a **Train-the-Trainer**, and a GRI faculty member. Her mission: simplify technology for real-world application—especially for real estate professionals. Her expertise includes digital tools, mobile workflows, paperless systems, cybersecurity, GoDaddy, video marketing, CRM use, and time management. Georgia Association of REALTORS® +2

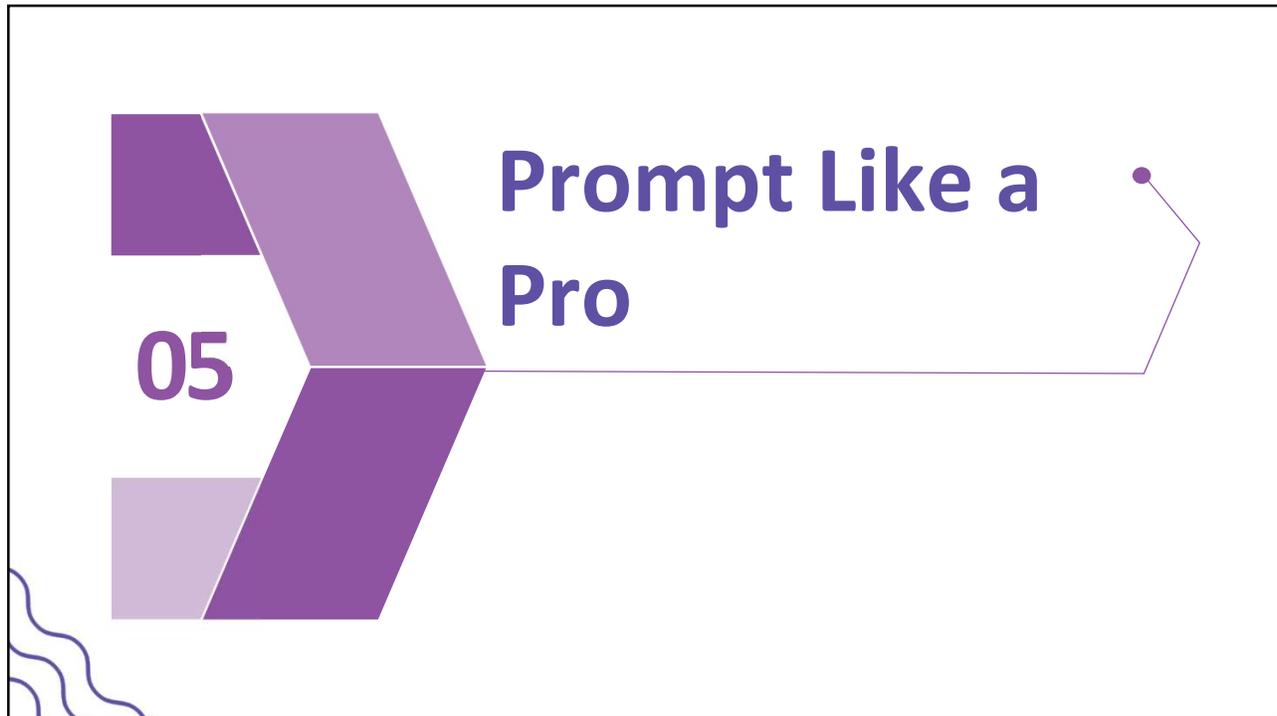
Motivational Speaking

Juanita is the founder of the **Get Sticky™** method—a goal-setting and achievement framework for sustainable progress. Her keynotes cover:

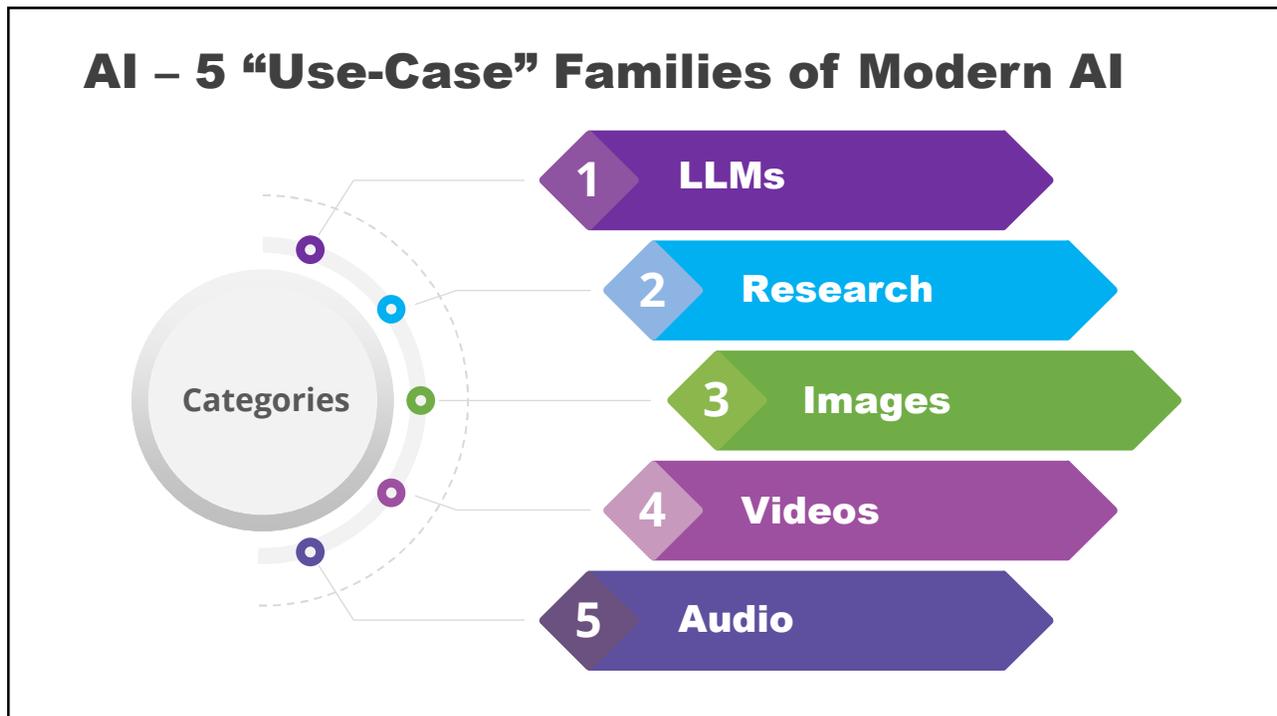
- Get Sticky™**: practical strategies to set goals and actually achieve them
- Resonate, Not Just Speak**: effective communication that builds lasting relationships
- Techguard**: user-friendly cybersecurity awareness for everyday users
- AI: A Leader's Friend or Foe?**: navigating AI's role in leadership and business



48



49

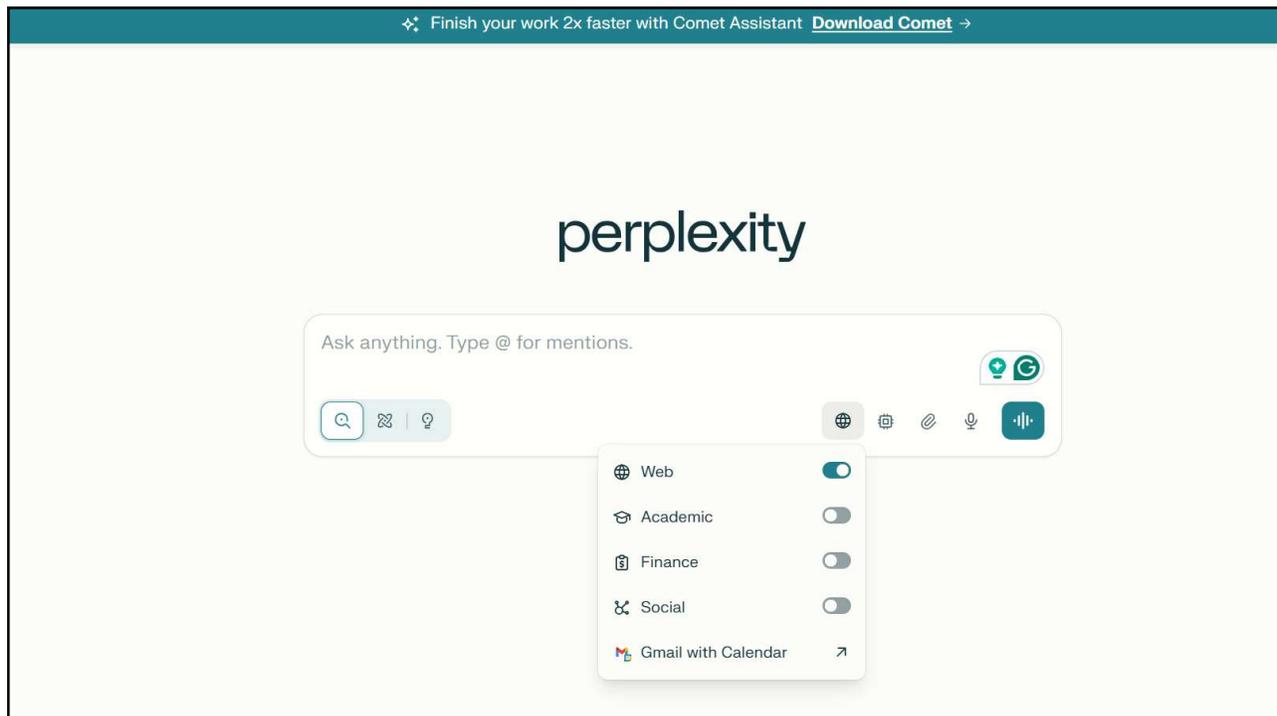


50

Popular LLMs



51



52

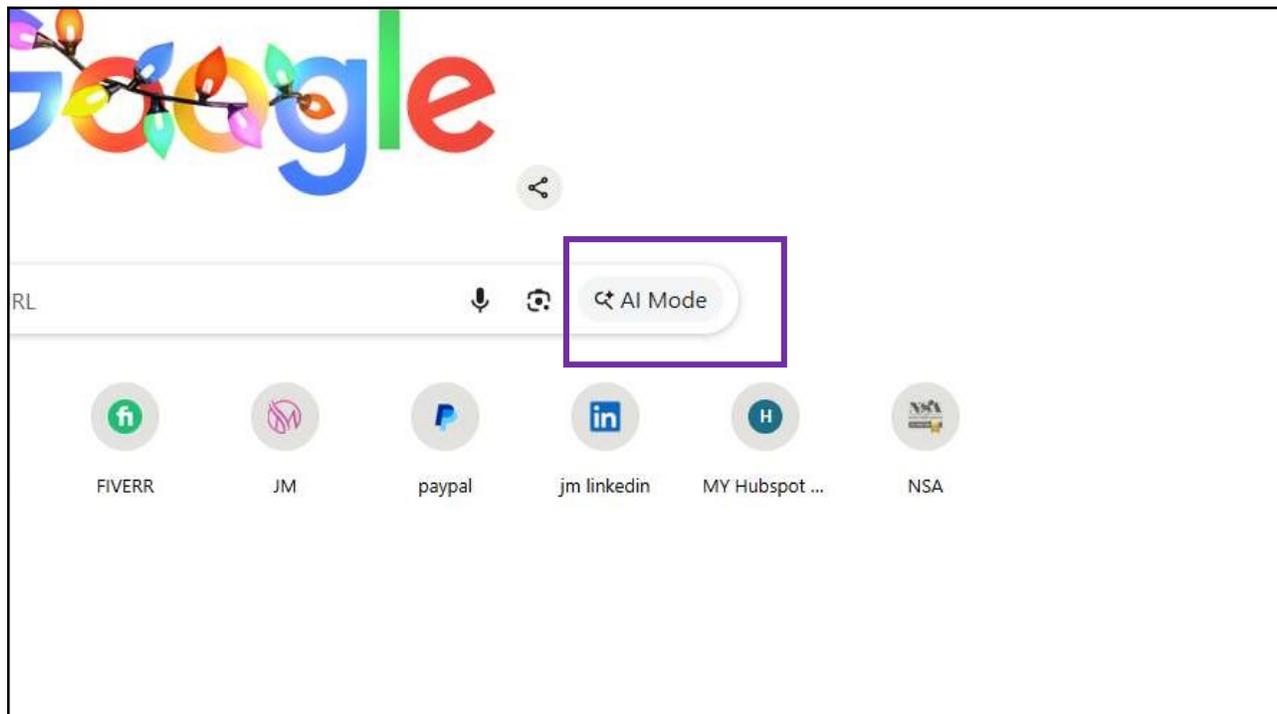
Research - King of this category

Perplexity (real-time search + citations + summaries)

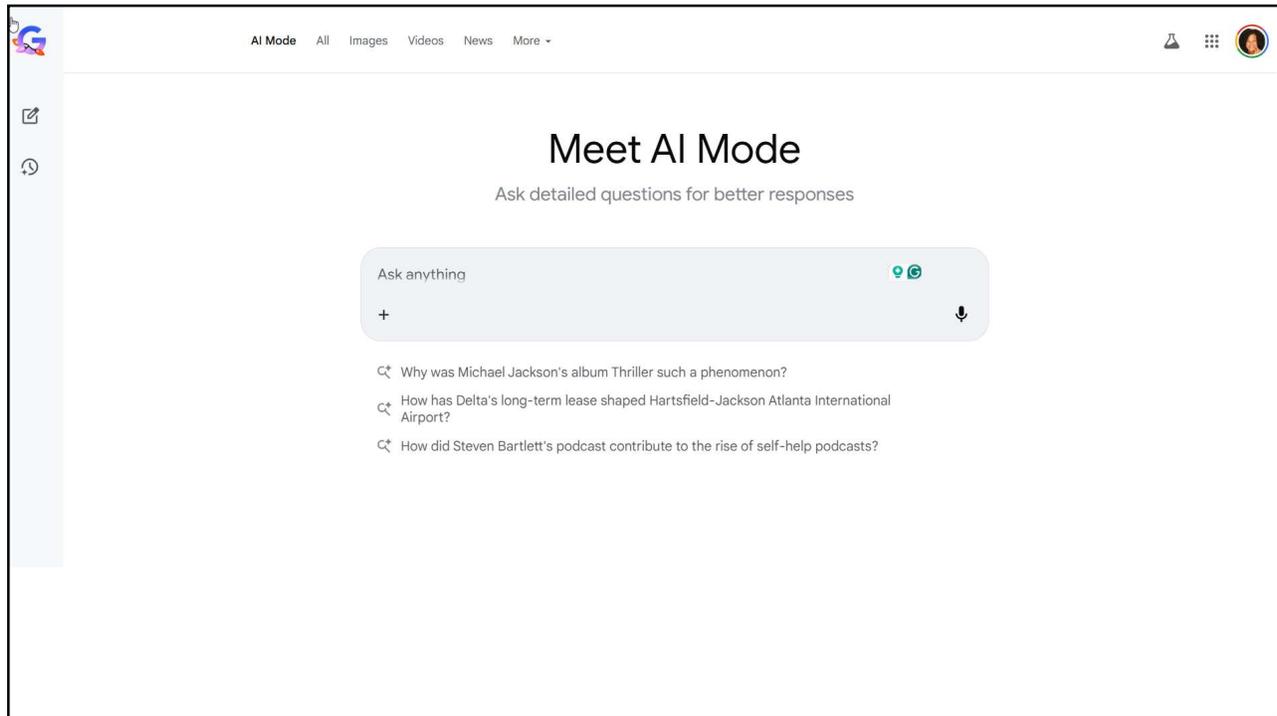
- Use cases for REALTORS®:
- Neighborhood research
- School district changes
- Market trend summaries
- Housing policy updates
- Competition research



53



54



55



56

Role – Who Should AI Be?

Tell the AI what “hat” to wear.

Examples:

- “Act as my real estate marketing assistant...”
- “Act as a compliance-friendly contract reviewer...”
- “Act as a neighborhood expert for Atlanta...”

57

Input – What info do you have?

Give the details, facts, or raw material.

Examples:

- Property features
- Target audience
- Tone you want

58

Steps

Spell out the exact jobs you want AI to perform.

Examples:

- "Create three versions..."
- "Rewrite this for a buyer audience..."
- "Turn this paragraph into a video script..."

59

Expectations – Final Results?

What do they need to look like?

Tell AI what "finished" means to you.

Examples:

- "Use a confident, professional tone."
- "Keep it under 120 words."
- "Format as a table."
- "Make it sound like a friendly Realtor, not a robot."

60

Quick RISE Example

Act as my real estate marketing assistant.

**Here are the features of my new listing (paste).
Create a 60-second video script, then give me 5
hook options. Put in table form.**

Keep the tone friendly, not salesy.”

61

Prompt like a Pro Idea

- **Show, Don't Just Tell**
- Upload images, PDFs, or screenshots to guide the AI on style, tone, or content.

62

Try Meta-Prompting

Get AI to act as a "prompt engineering expert" to build or improve your prompt structure for you.

63

Chat GPT Prompt

Assume the role of a marketing researcher, specializing in lead generation for individuals who want to purchase on a home in (City/GA) in this (price range). Create content around solving this problem.

64

Chat GPT Prompt

In table form, list their pain points and cures and tell me how to address and resolve them. I want to use this info to create Facebook ads.

65

Here is the chart with numbered pain points:

#	Pain Point	Cure	How to Address	Content Ideas	Facebook Ad Ideas
1	High property prices	Provide financing options and first-time buyer programs	Offer consultations with financial experts	Blog post: "How to Navigate High Property Prices in Atlanta"	"Looking to buy your dream home? Learn about financing options for properties in ATL!"
2	Competitive market	Tips for making strong offers	Create guides on crafting compelling offers	Video: "Tips to Stand Out in Atlanta's Competitive Housing Market"	"Struggling to buy a home in ATL? Here's how to make a winning offer!"
3	Unfamiliarity with neighborhoods	Detailed neighborhood guides	Highlight amenities, schools, and community features	Infographic: "Top 5 Neighborhoods in Atlanta for Families"	"Discover the best neighborhoods in Atlanta! Find your perfect home location today."
4	Concerns about property value	Information on market trends and future developments	Share data on historical property value trends	Article: "Understanding Property Value Trends in Atlanta"	"Worried about property value? Learn the market trends before buying in ATL!"
5	Finding a reputable real estate agent	Testimonials and success stories	Showcase client success stories and reviews	Blog post: "Why Choosing the Right Real Estate Agent"	"Meet the top-rated real estate agents in Atlanta"

66



2025

What's the best prompt to generate an Instagram post that will help me attract move-up buyers in Atlanta?

67

What if your AI didn't just answer questions... but worked for you?



68



Mini AI Agents for REALTORS

69



Nvidia CEO Says 2025 Is the Year of AI Agents

By [Tae Kim](#) [Follow](#)
Jan 07, 2025, 5:40 pm EST

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Nvidia CEO Jensen Huang is optimistic that AI agents will become the next big thing for artificial intelligence.

“AI agents are going to get deployed.”

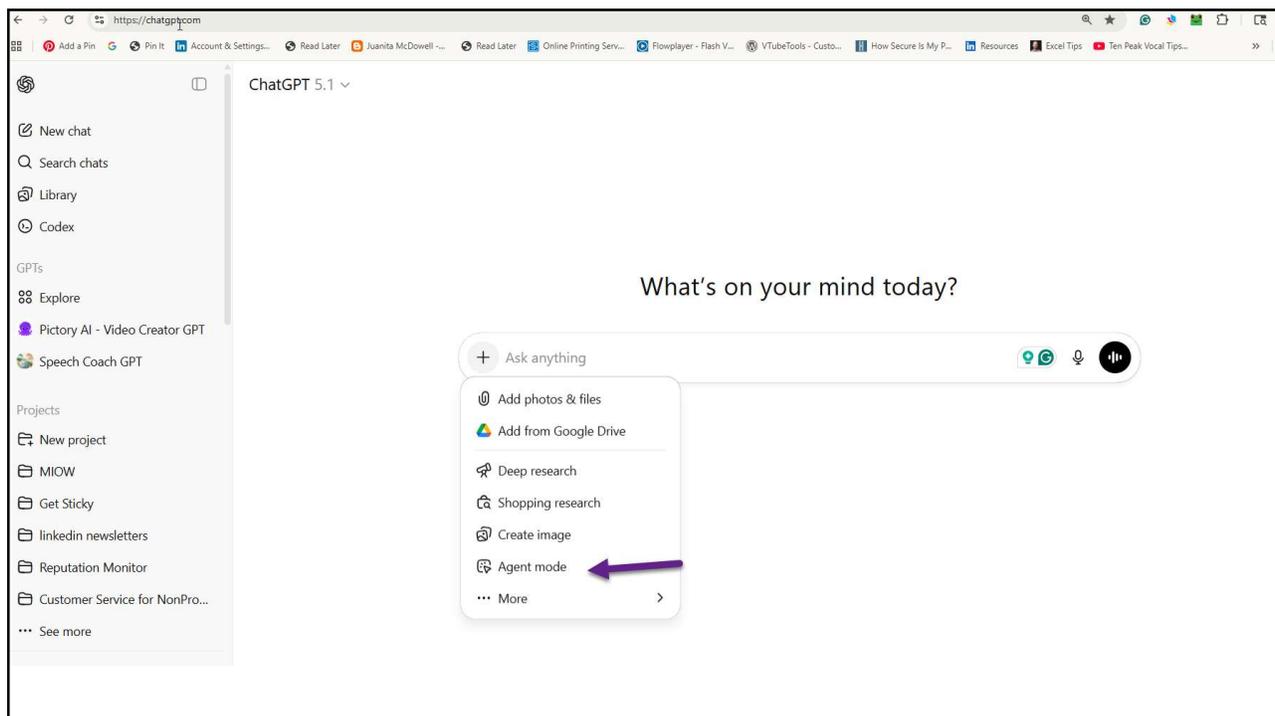
70

What is an AI Agent?

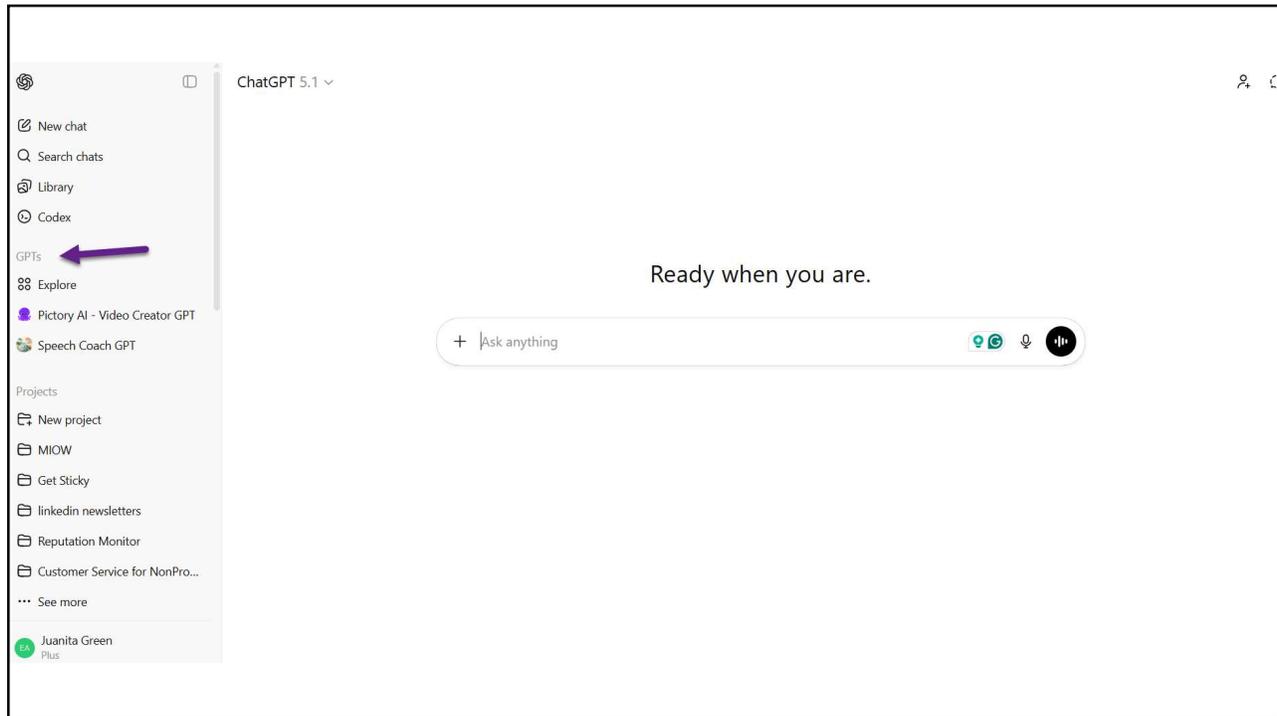
A mini workflow that uses AI to do the job for you.



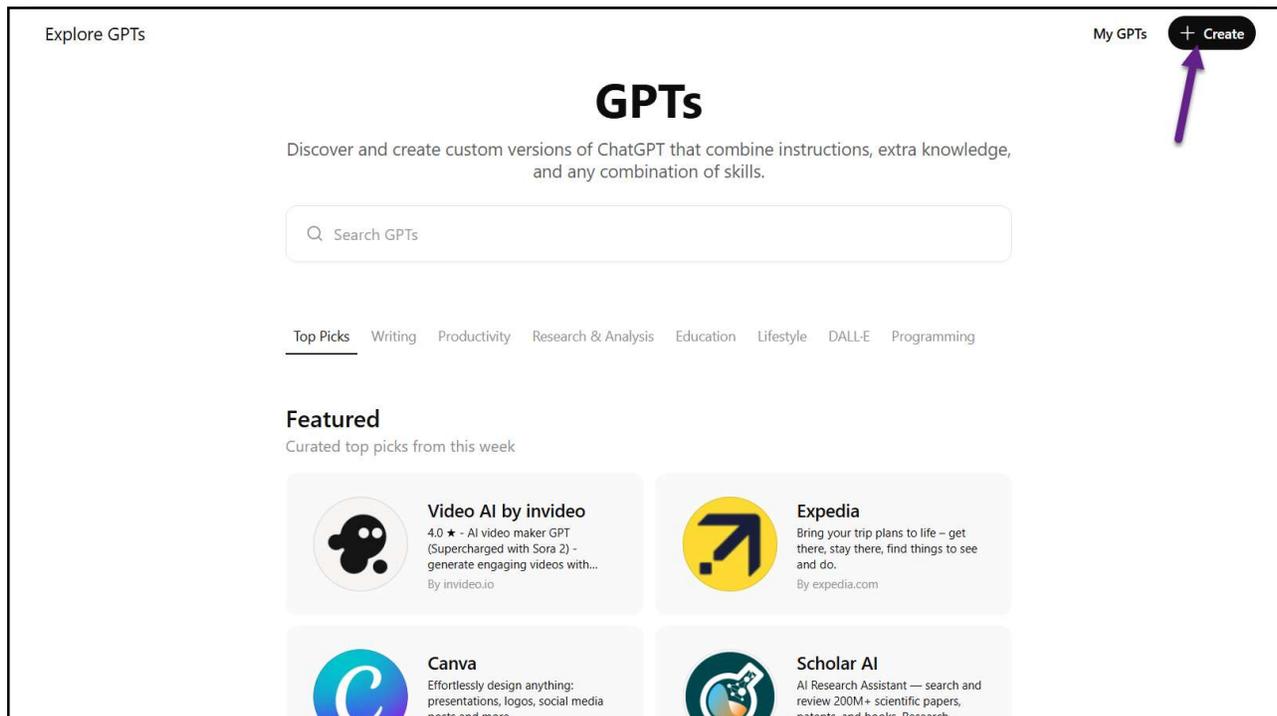
71



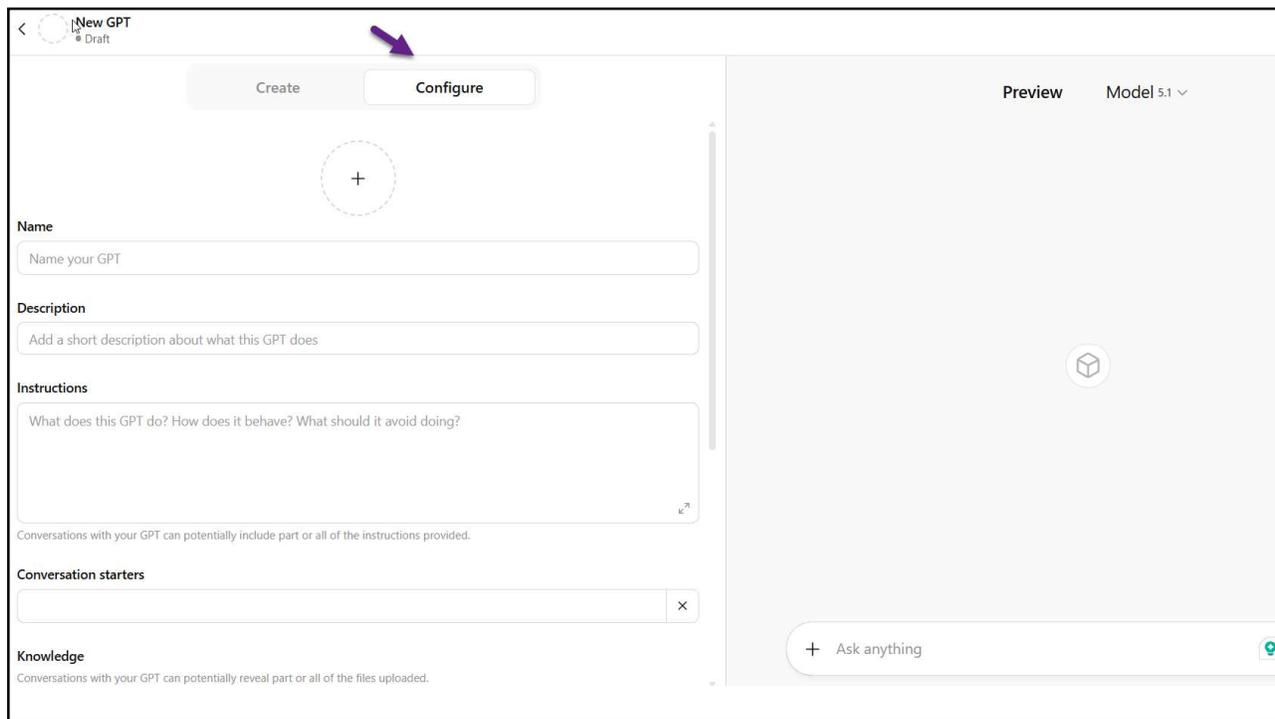
72



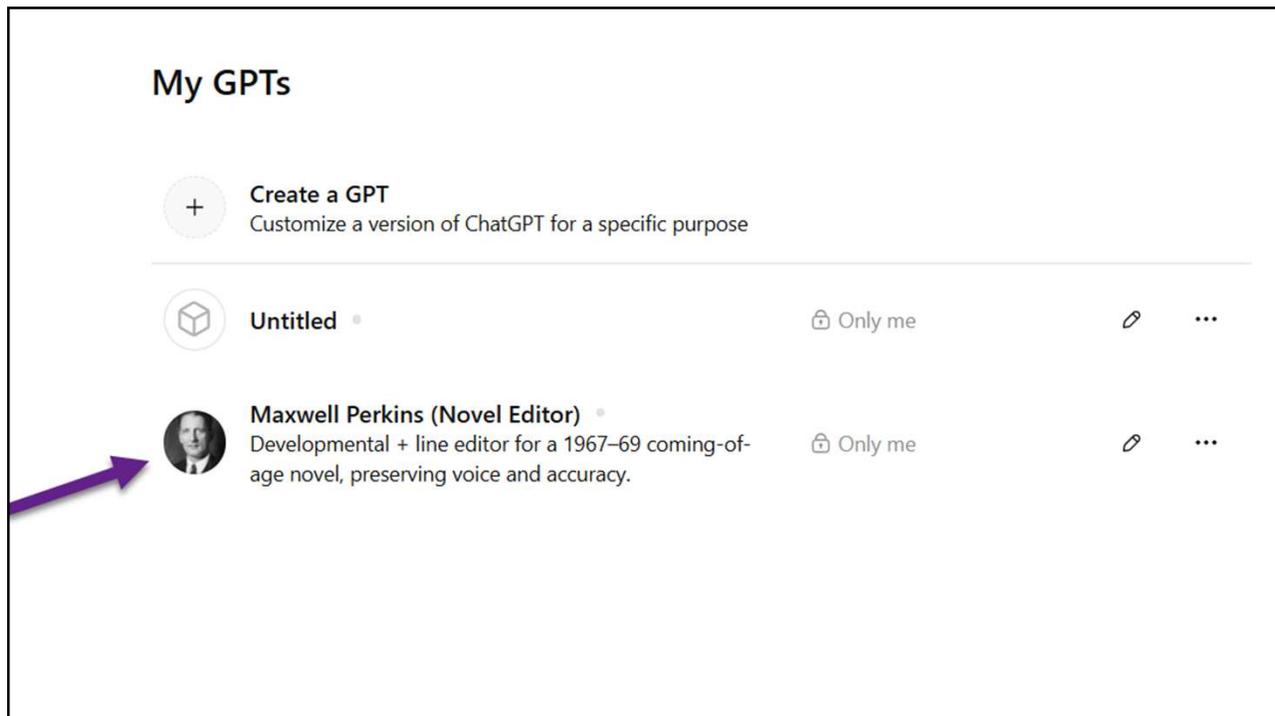
73



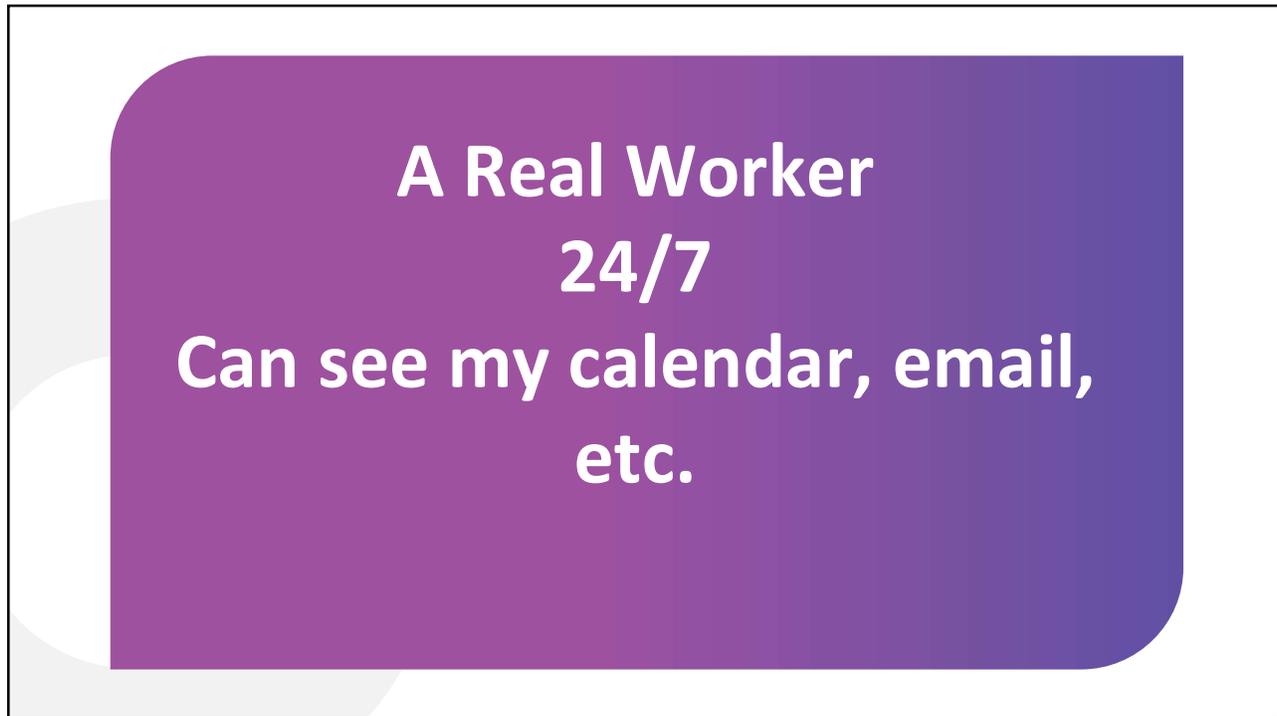
74



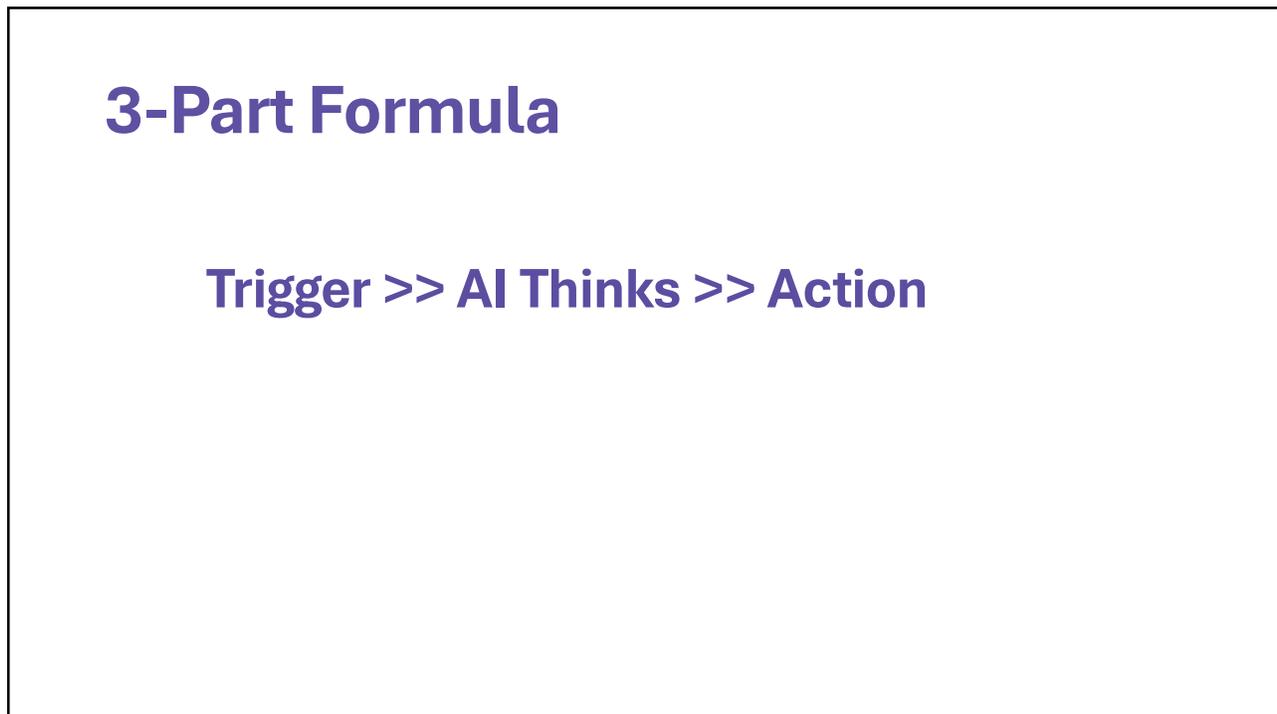
75



76



77



78

Agent Example

- New buyer lead fills out a form on your website.
- The AI reads their answers (budget, area, timeline).
- It auto-writes a warm reply and saves it as a draft in Gmail.
- You review, tweak, hit send.

**New lead form >> AI writes a personalized reply
>> Draft appears in Gmail**

79

ChatGPT

1. What I can do with Gmail inside this chat

With the Gmail connection available to me here:

- I can **search and read** your emails (if you connect Gmail and ask me to).
- I **cannot**:
 - create drafts
 - send emails
 - archive, star, delete, or modify anything in your inbox

So in *this* environment, I can:

- Read what came in from a lead
- Write a perfect reply for you
- Then you **copy/paste** it into Gmail and hit send



I can't push that reply into Gmail as an actual draft myself.



80

The Zapier logo, featuring a red horizontal line followed by the word "zapier" in a bold, black, sans-serif font.

81

Plain English

- N8n or Zapier is the plumbing
- ChatGPT is the brain

**WHEN this happens >> send info to AI>> THEN do
this with the result**

82

Seller Lead Follow-Up Agent

Trigger: “What’s my home worth?” form is submitted

AI thinking: Writes a personalized CMA email + questions

Automation doing: Draft saved to Gmail, CRM updated

83

Transaction Timeline Agent

Trigger: Contract uploaded

AI thinking: Extracts all deadlines

Automation doing: Calendar reminders + CRM tasks + client timeline email

84

Social Media Manager

Wakes up every time I add a new listing to my Google Sheet.

N8n send them to ChatGPT. **AI writes:**

- Instagram captions
- Facebook posts
- A 30-second video script

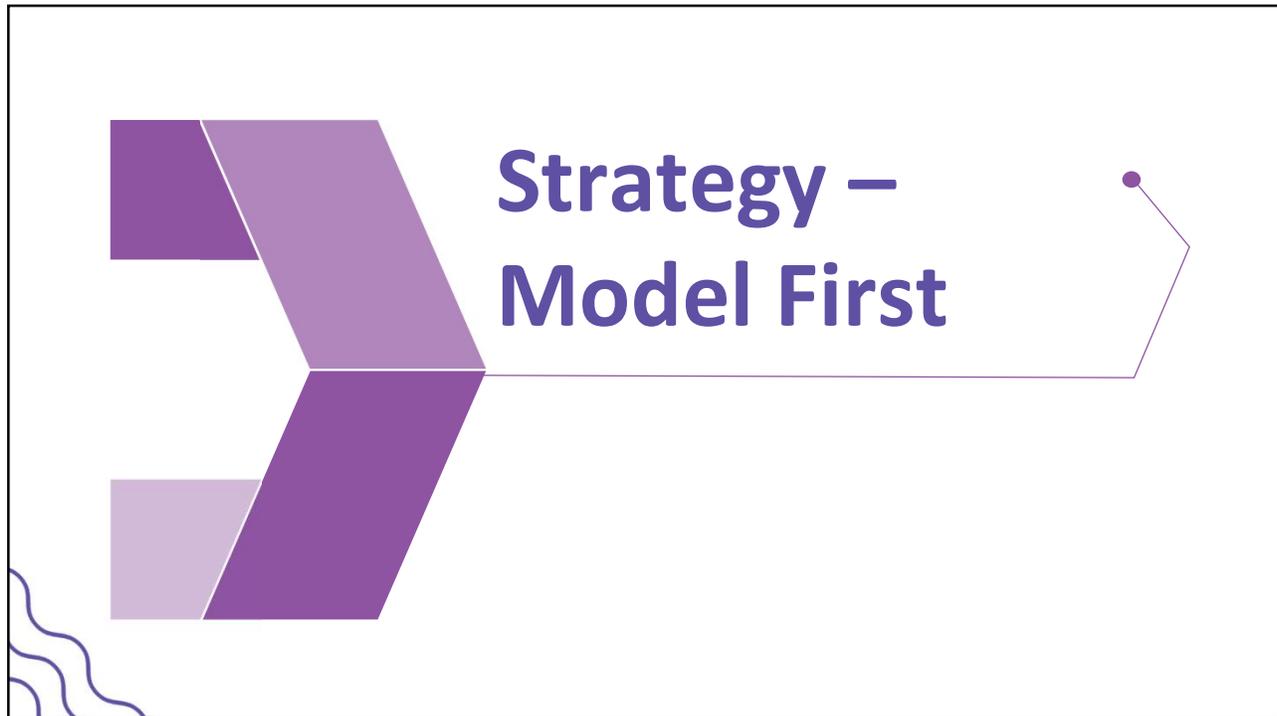
Then n8n drops everything into my email and my content sheet.

I open my laptop and my listing already has a week's worth of social content waiting for me. All I do is tweak and post."

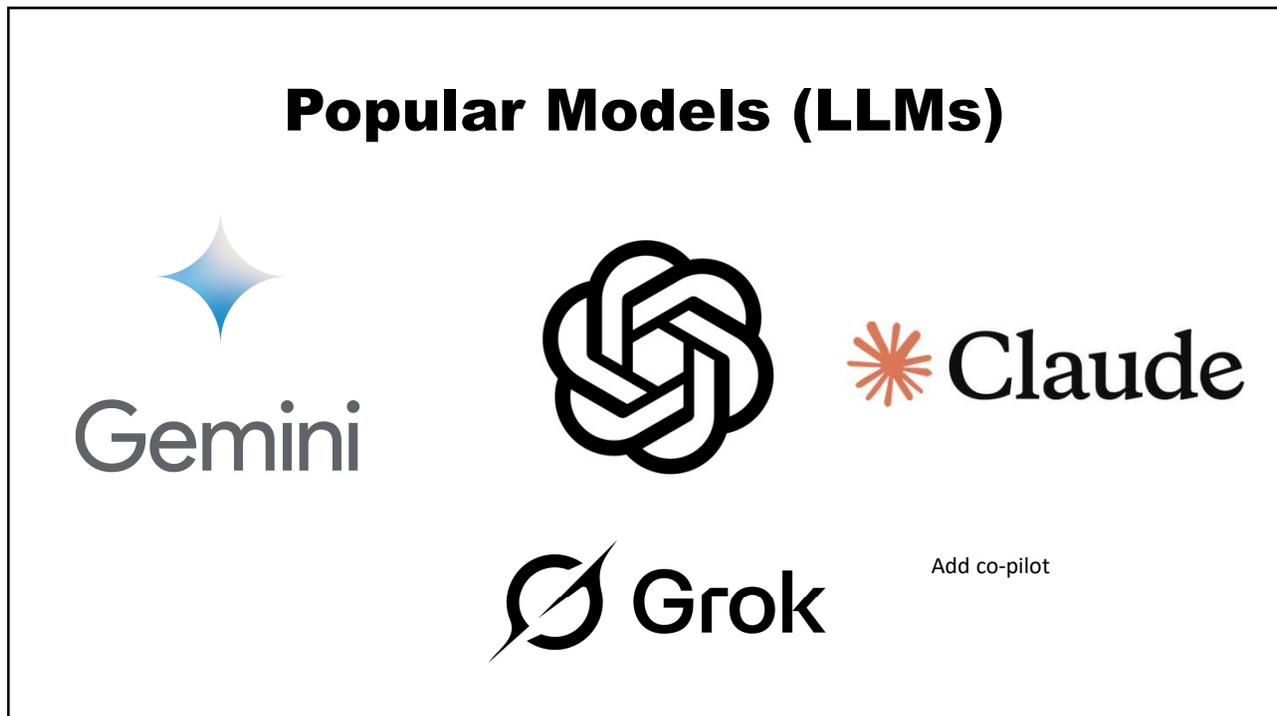
85



86



87



88



89

The screenshot shows the Google Drive interface. On the left, there is a list of folders in "My Drive":

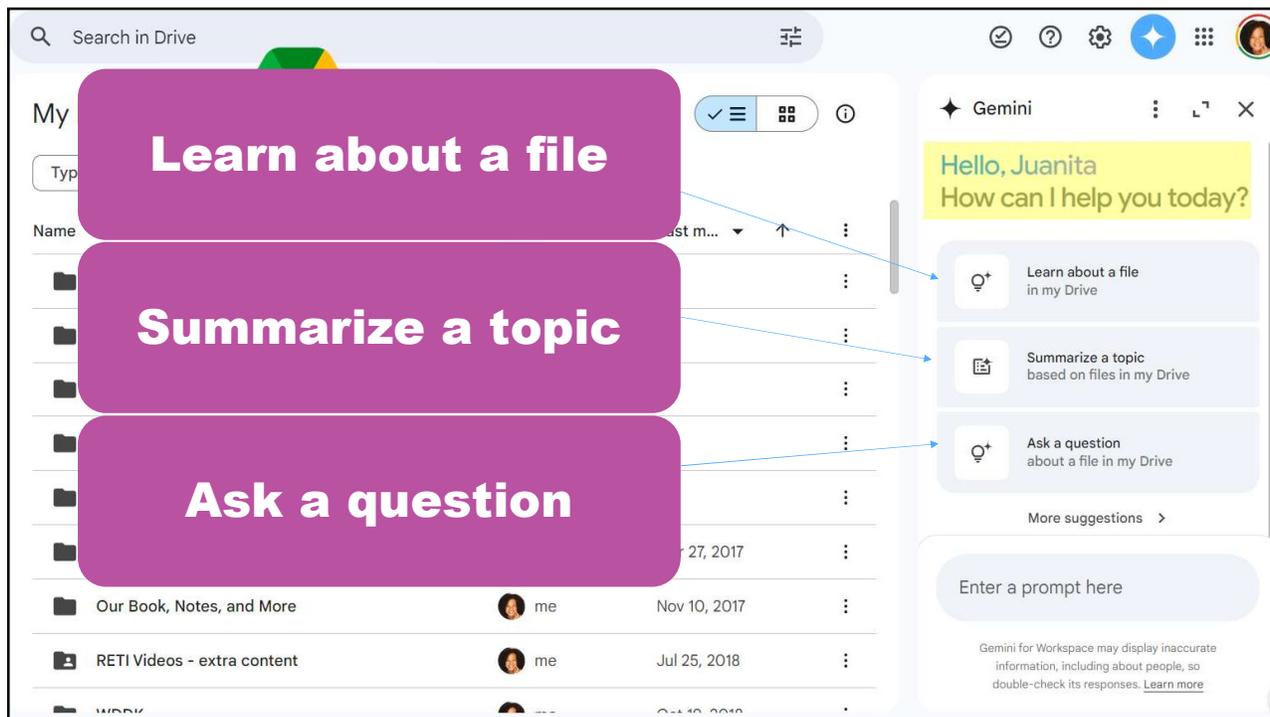
Name	Owner	Last m...	↑	⋮
IM CE Classes	me			⋮
RETI Forms	me			⋮
Classroom	me			⋮
Google Photos	me			⋮
Takeout	me			⋮
test	me	Mar 27, 2017		⋮
Our Book, Notes, and More	me	Nov 10, 2017		⋮
RETI Videos - extra content	me	Jul 25, 2018		⋮
WORK	me	Oct 10, 2018		⋮

On the right side, the Gemini AI chat window is open. It displays a greeting: "Hello, Juanita" and "How can I help you today?". Below the greeting are three suggested prompts:

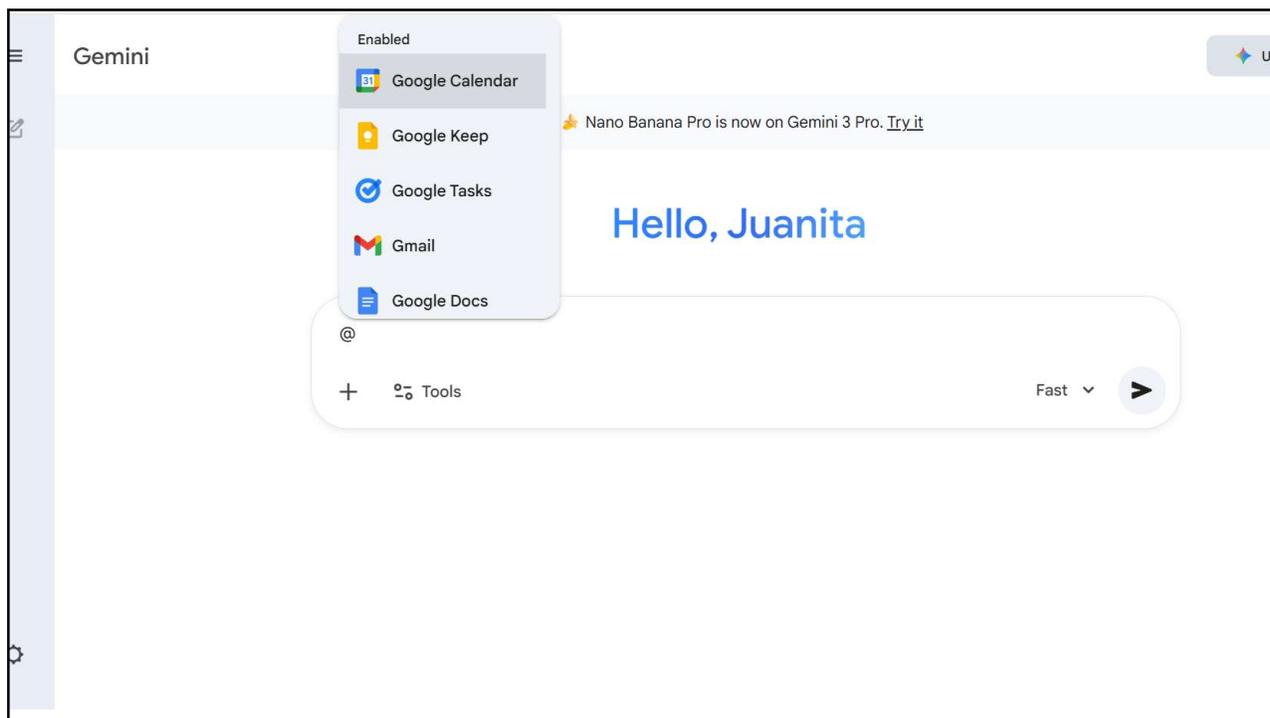
- Learn about a file in my Drive
- Summarize a topic based on files in my Drive
- Ask a question about a file in my Drive

There is also a "More suggestions" link and a text input field labeled "Enter a prompt here". At the bottom of the chat window, there is a disclaimer: "Gemini for Workspace may display inaccurate information, including about people, so double-check its responses. [Learn more](#)"

90



91



92

Advantage

Gemini can connect with and interact with your personal Google Workspace (Gmail, Drive, Docs, etc.) using the @ mention is GOLD.

93

Marketing Campaign Builder

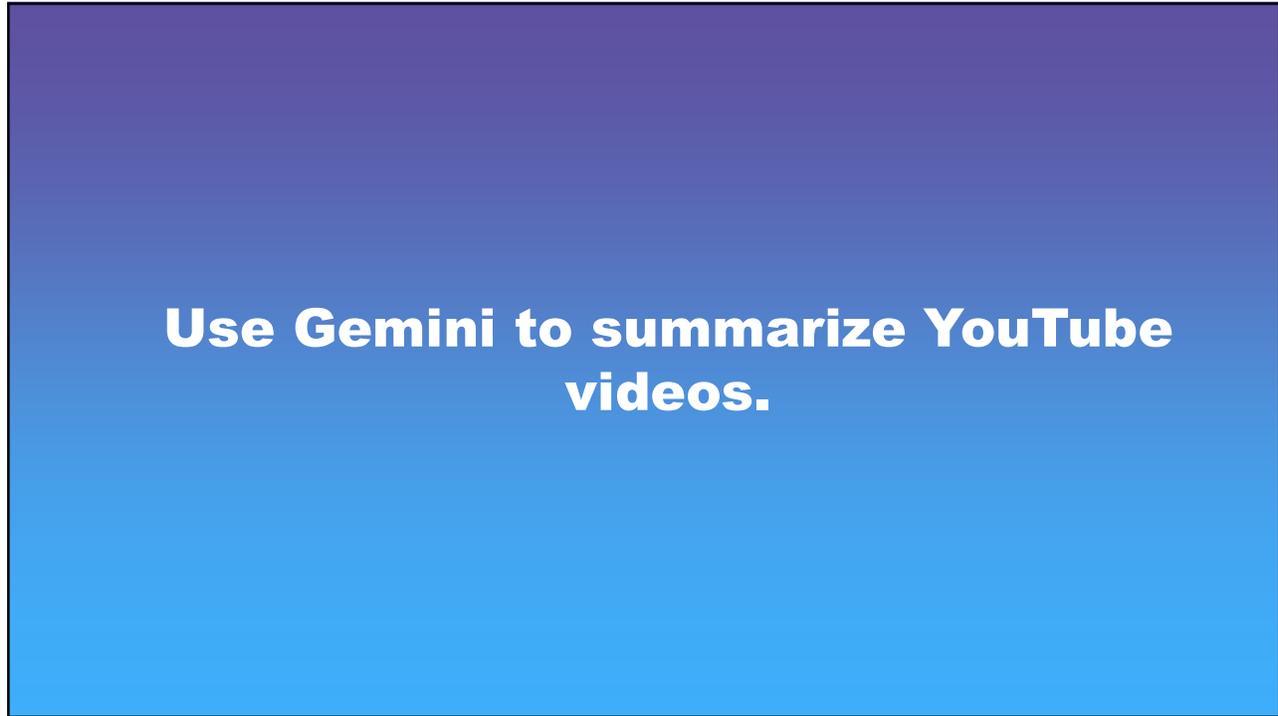
Command

Use the **top 5 selling points** from the **@Google Docs** file named "**Luxury Home Listing Template**" and write a 4-post social media campaign. For the posts, generate **4 ultra-realistic images** of luxury kitchen designs.



Export to Sheets

94



95



96



ChatGPT by Open AI

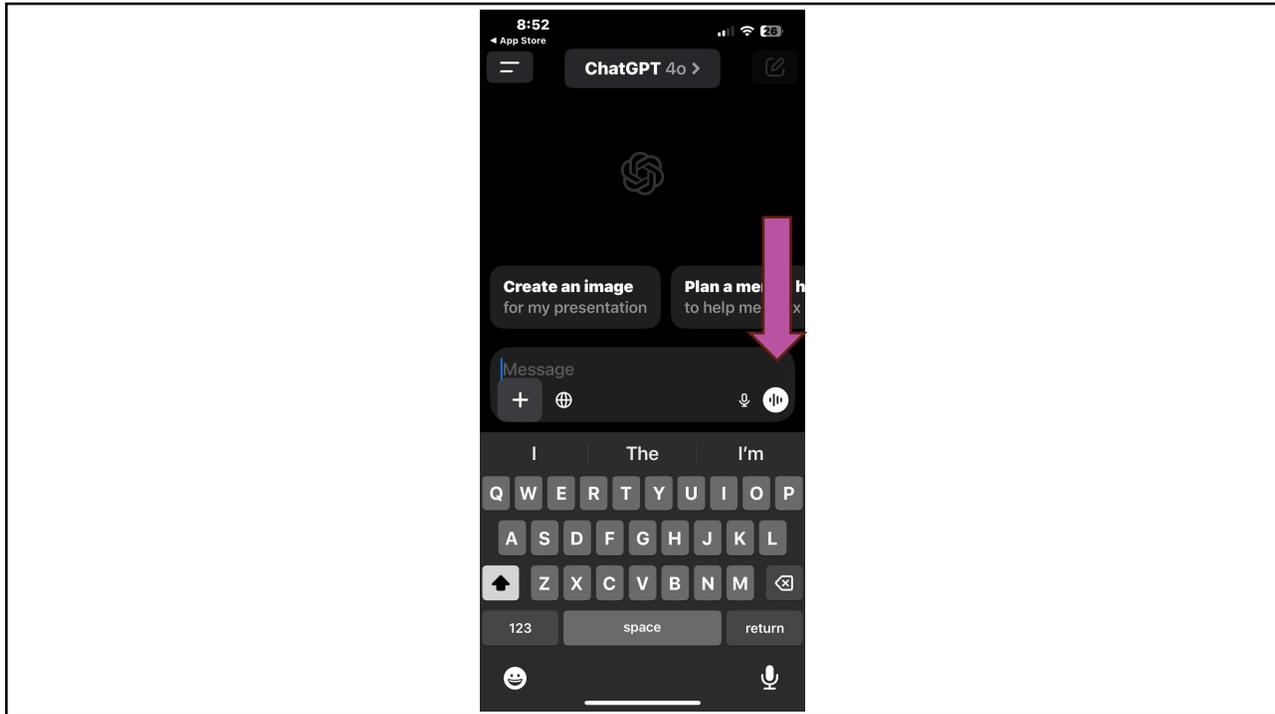
97



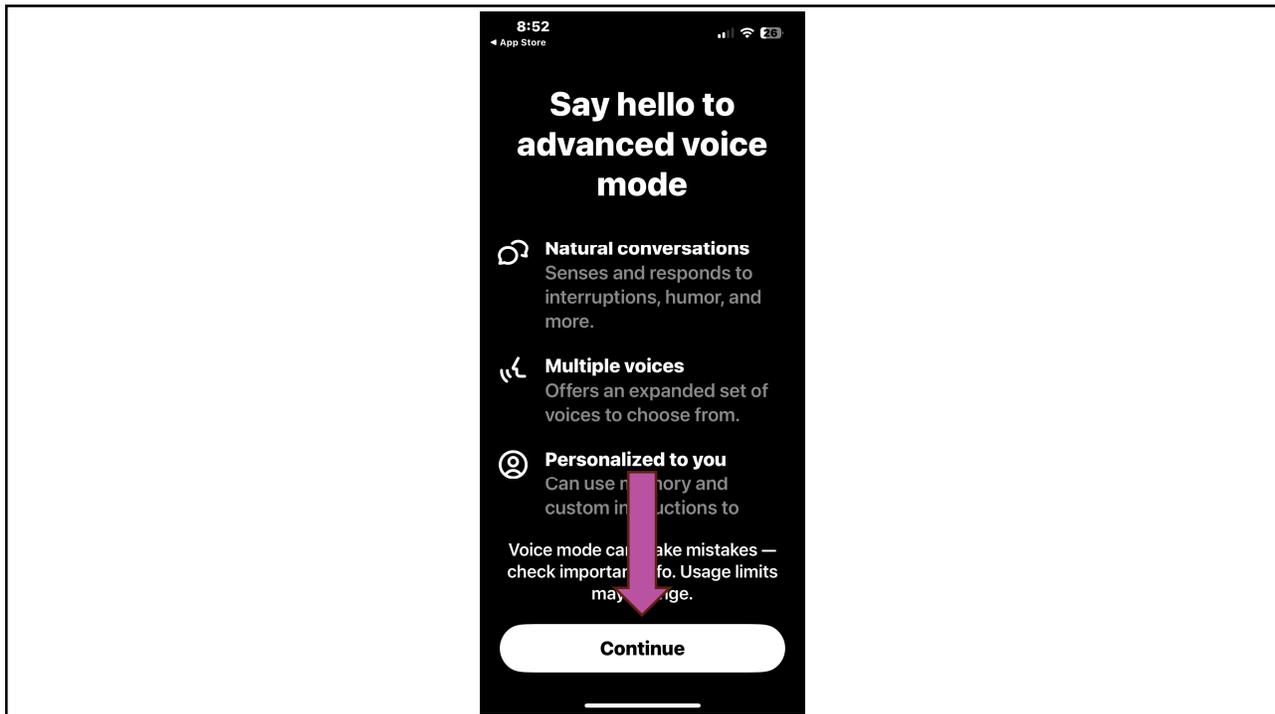
GPT

- Stands for Generative Pre-trained Transformer
- A type of AI model
- Designed to understand and generate human-like text.

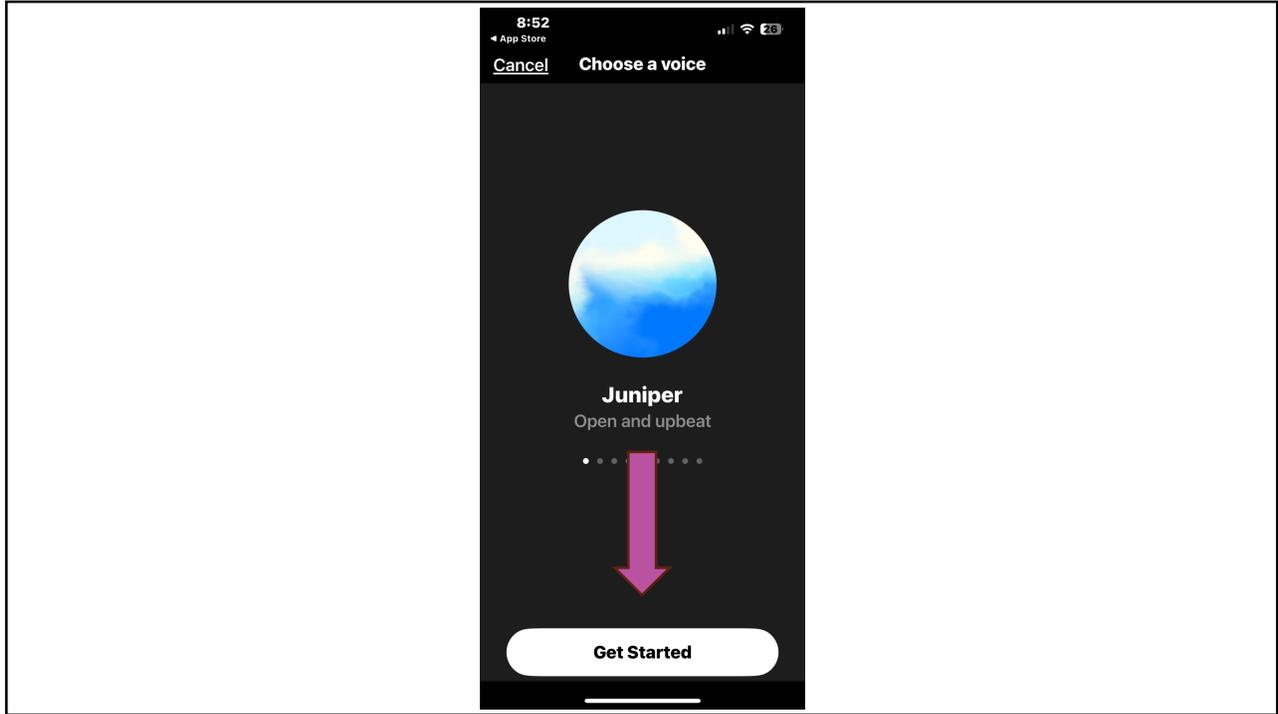
98



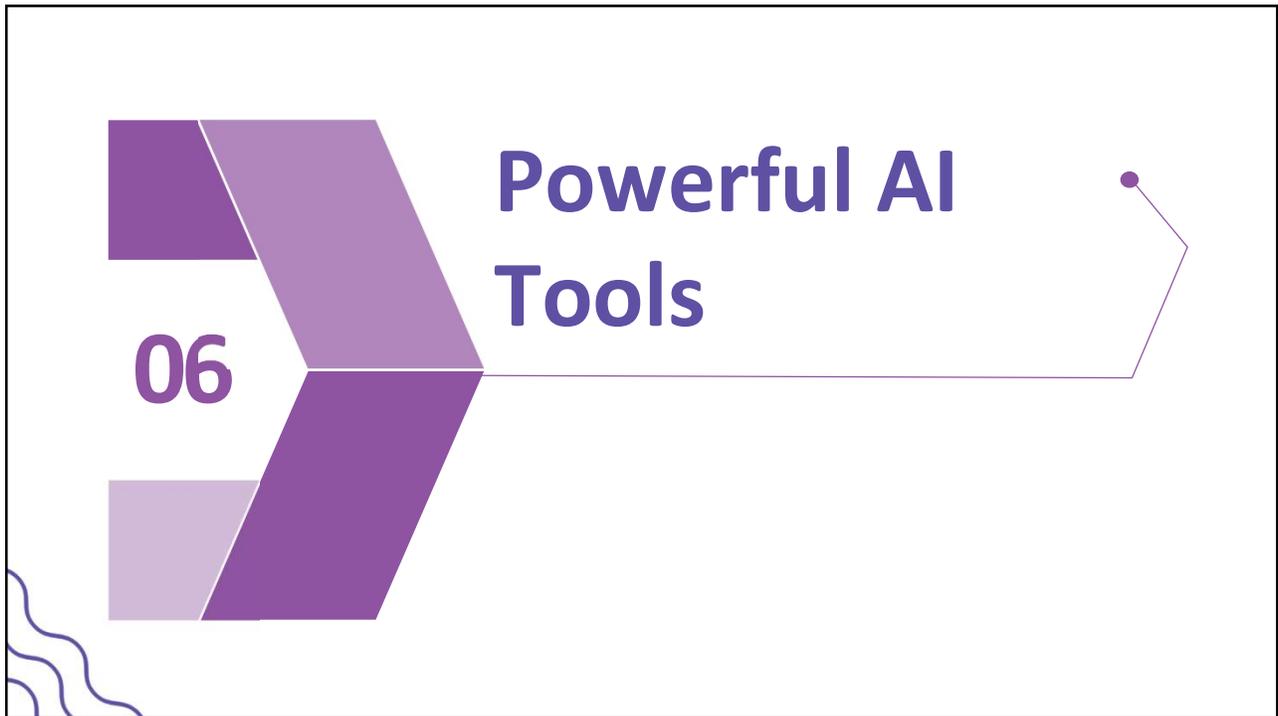
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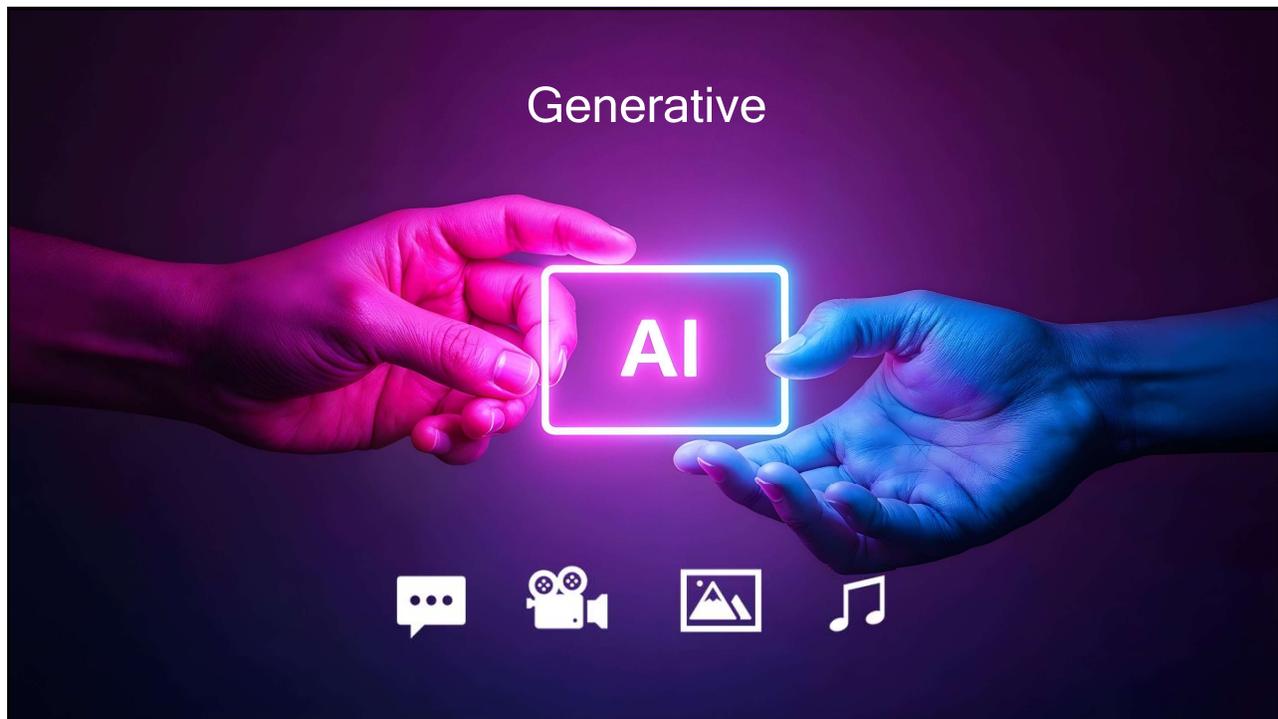
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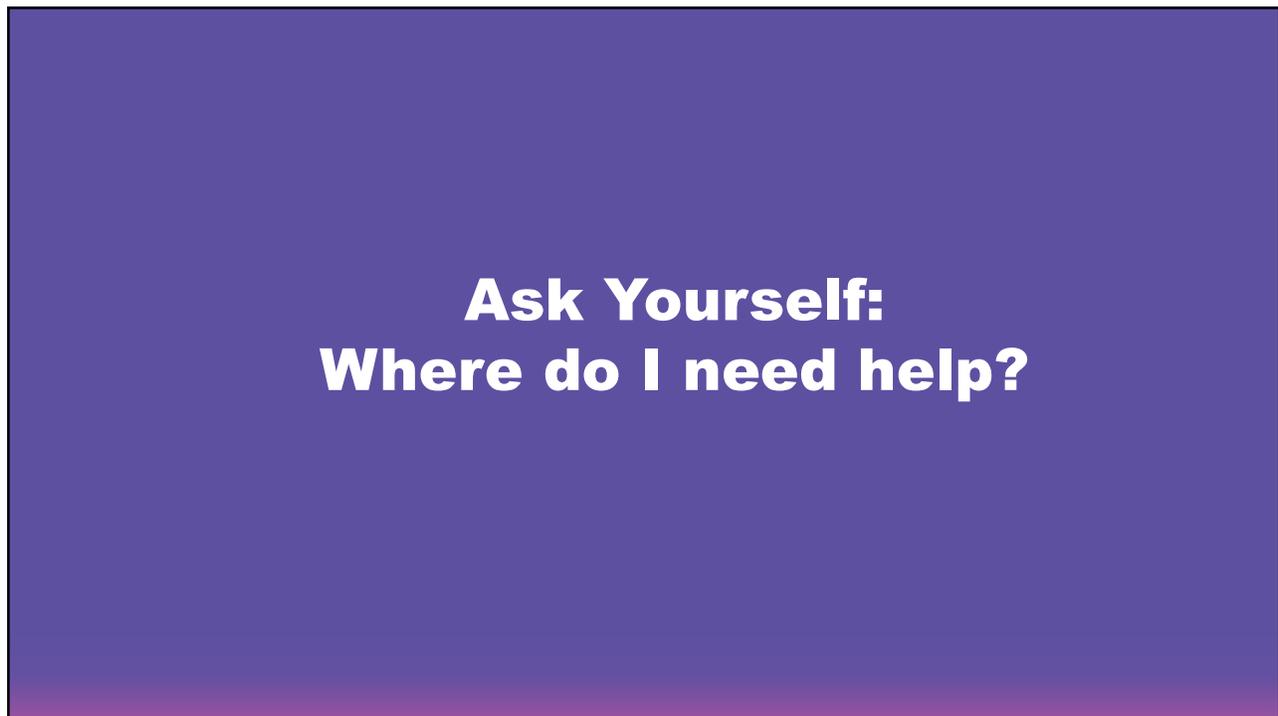
101



102



103



104



I'm not tech savvy. I need help with online apps and programs.

105

Google AI Studio

Chat Prompt `https://aistudio.google.com`

Chat
Stream
Generate Media
Starter Apps
History
Enable save

Welcome to AI Studio

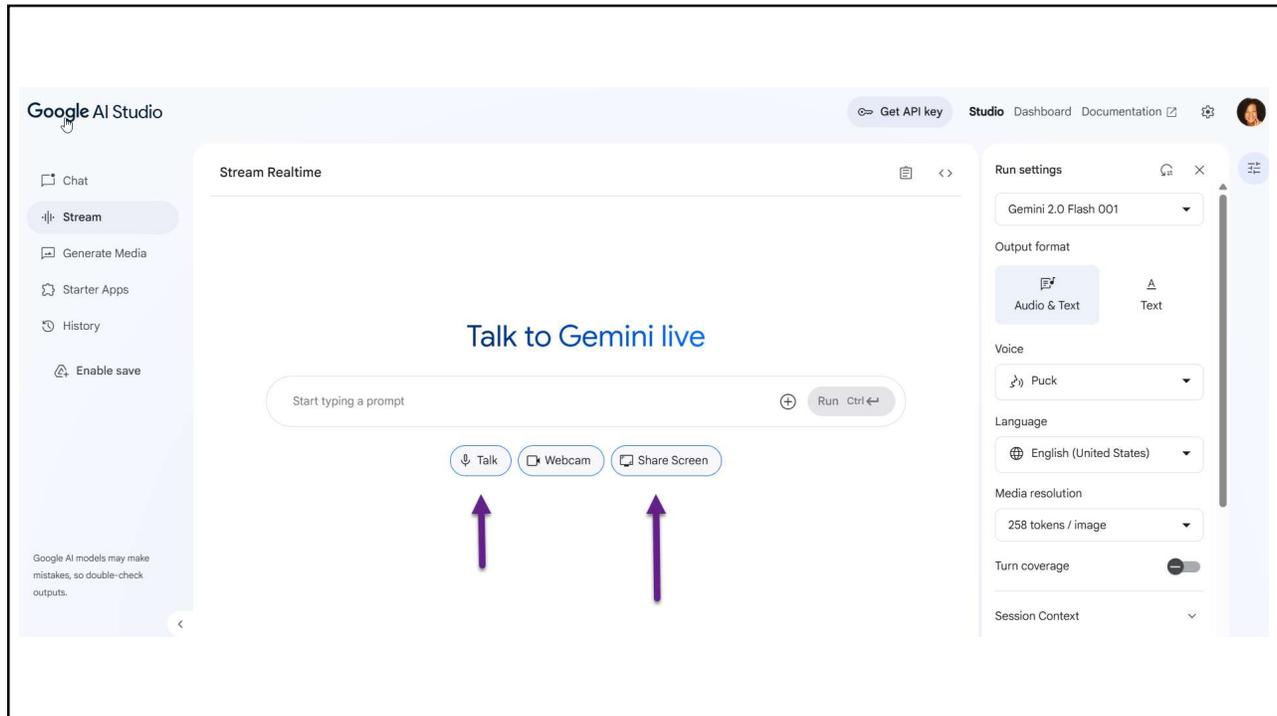
Identify core themes in "War and Peace" by Tolstoy. →I Run Ctrl←

What's new

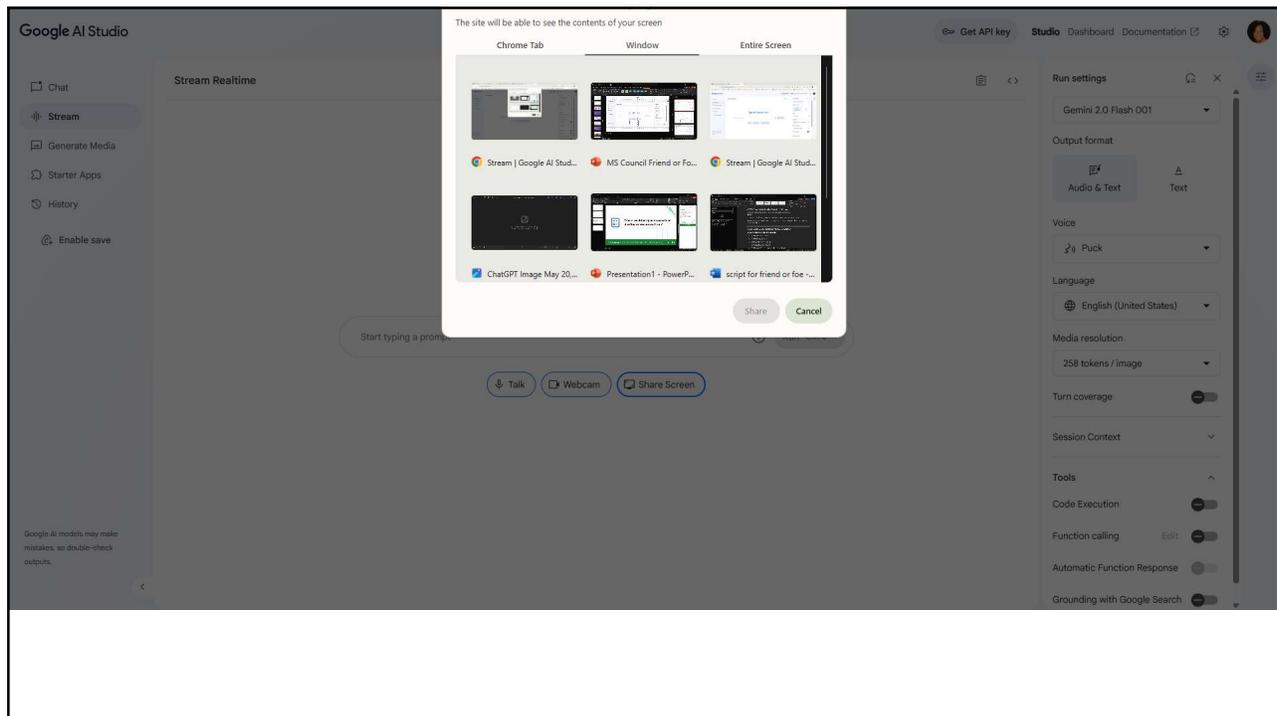
- Native image generation**
Interleaved text-and-image generation with the new Gemini 2.0 Flash
- Explore and co-develop apps**
See Gemini in action with interactive, open source examples
- Quickstart with Gemini API**
Explore guides and examples in the Gemini API Cookbook on GitHub
- Grounding with Google Search**
Generate current, verifiable responses from Gemini using Google Search

This experimental model is for feedback and testing only. No production use.

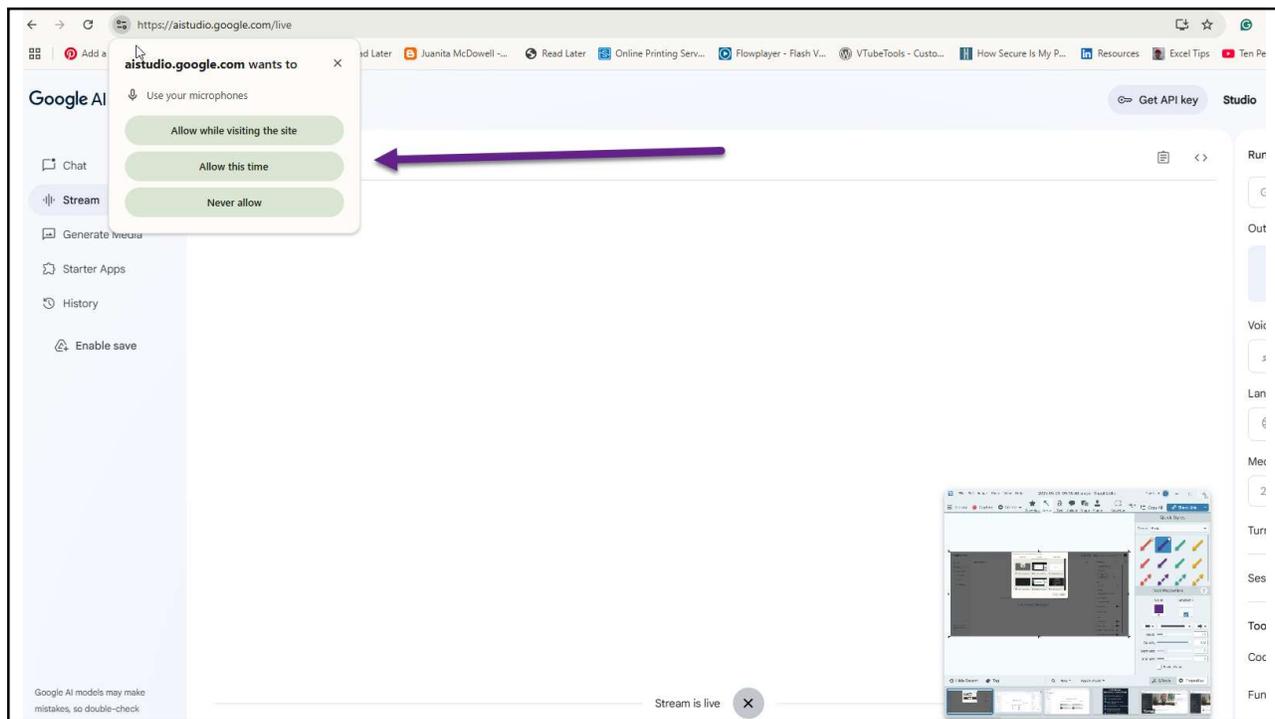
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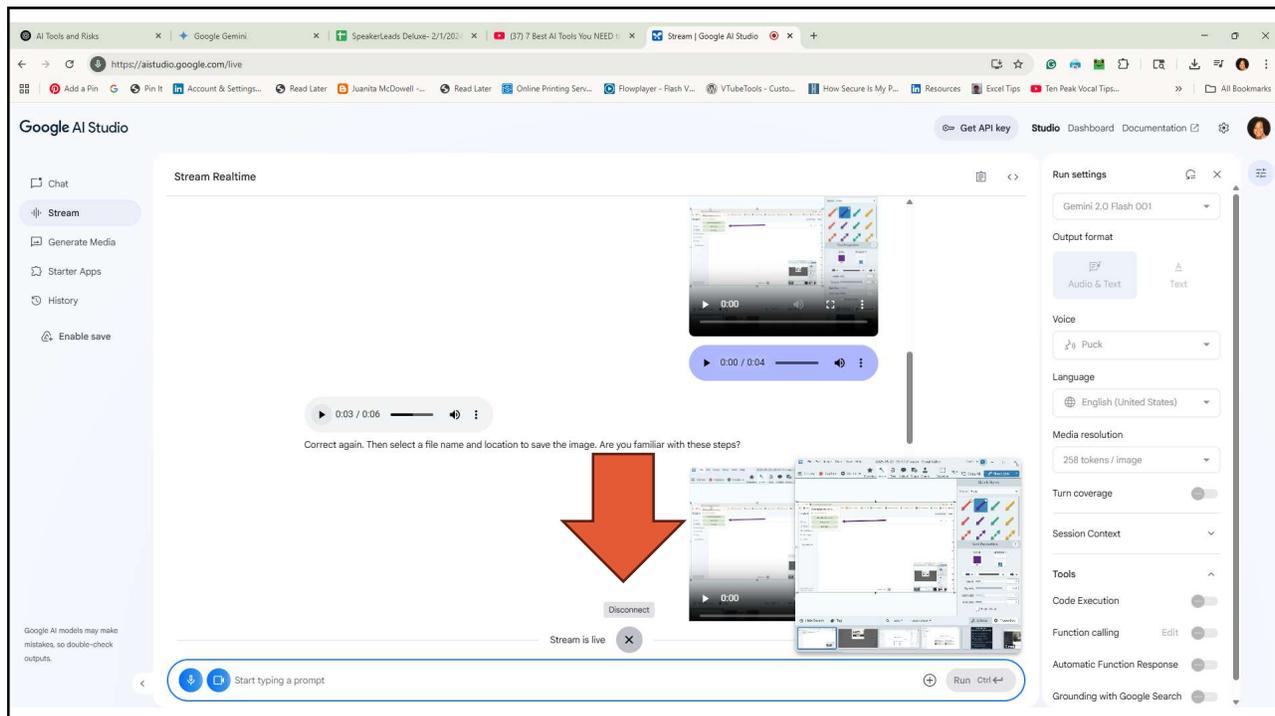
107



108



109



110



Need a source for video creation

111

Promo code unlocked: WINTERBONUS (10% off) →

AutoReel About Blog Pricing Contact Us Login Start for free →

#1 REAL ESTATE AI VIDEO PLATFORM

Create Stunning Property Videos **Instantly** with AI

Create videos 100x faster from just photos.
Join the top real estate media professionals and agents.

Start for free →

No credit card required

4.9

Before → After



112

AutoReel

An AI-powered tool for real estate agents that quickly turns property photos into engaging, cinematic videos for social media by importing listing links (Zillow, Realtor.com),

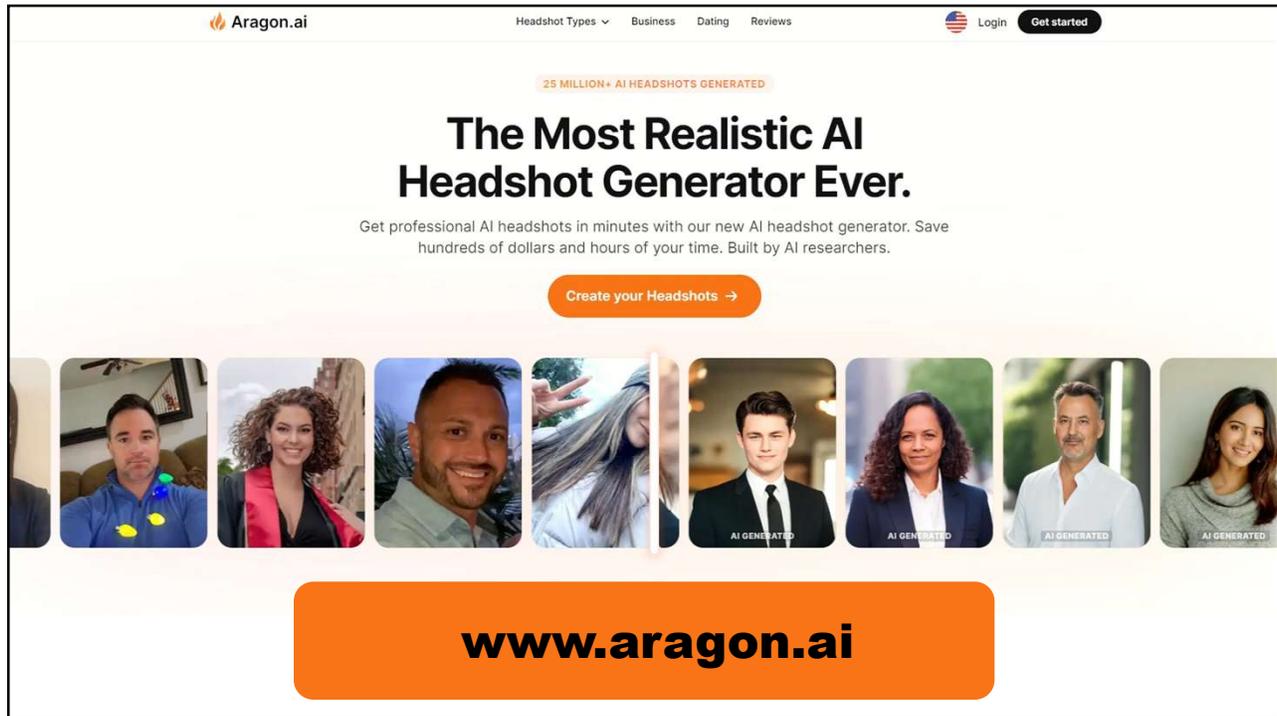
Or uploaded images, adding subtle AI motion, and outputting ready-to-post reels in landscape or portrait (9:16) for platforms like Instagram/TikTok, making marketing faster, easier, and more professional.

113



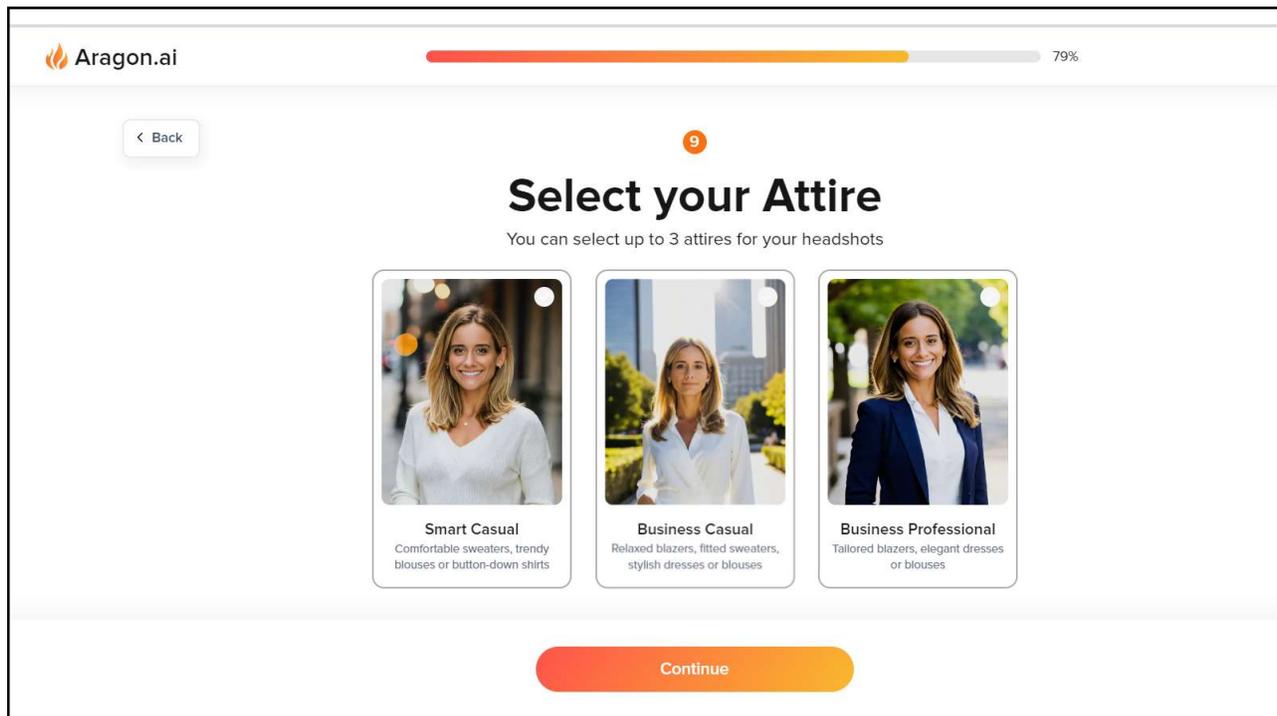
**Need an updated
headshot for social
media profiles
(i.e. LinkedIn).**

114



The Aragon.ai homepage banner features the logo at the top left, navigation links for 'Headshot Types', 'Business', 'Dating', and 'Reviews', and a 'Get started' button with a US flag icon. A badge states '25 MILLION+ AI HEADSHOTS GENERATED'. The main headline reads 'The Most Realistic AI Headshot Generator Ever.' Below this is a sub-headline: 'Get professional AI headshots in minutes with our new AI headshot generator. Save hundreds of dollars and hours of your time. Built by AI researchers.' A prominent orange button says 'Create your Headshots →'. A row of eight diverse AI-generated headshots is shown, with the last four labeled 'AI GENERATED'. At the bottom, a large orange button displays 'www.aragon.ai'.

115



The attire selection screen shows the Aragon.ai logo and a progress bar at 79%. A 'Back' button is in the top left. A step indicator '9' is centered above the title 'Select your Attire'. A subtitle reads 'You can select up to 3 attires for your headshots'. Three attire options are presented in cards: 'Smart Casual' (Comfortable sweaters, trendy blouses or button-down shirts), 'Business Casual' (Relaxed blazers, fitted sweaters, stylish dresses or blouses), and 'Business Professional' (Tailored blazers, elegant dresses or blouses). A 'Continue' button is at the bottom.

116



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Select a package

We offer a package for every budget. Pay once, no subscriptions or hidden fees.

100% Money Back Guarantee

Starter	Basic	Premium
\$59 \$35	\$79 \$45	\$129 \$75
20 high-quality headshots	60 high-quality headshots	100 high-quality headshots
2-hour processing time	1-hour processing time	30-min processing time
5 outfits and backgrounds	20 outfits and backgrounds	40 outfits and backgrounds
5 poses	20 poses	40 poses
		Free background changer

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“
It's crazy that so many of these are this good!! I'll definitely be using this service again!
”

Continue

118



Need to consistently create short form videos for social media.

119

#1 AI VIDEO CLIPPING TOOL

1 long video, 10 viral clips. Create 10x faster.

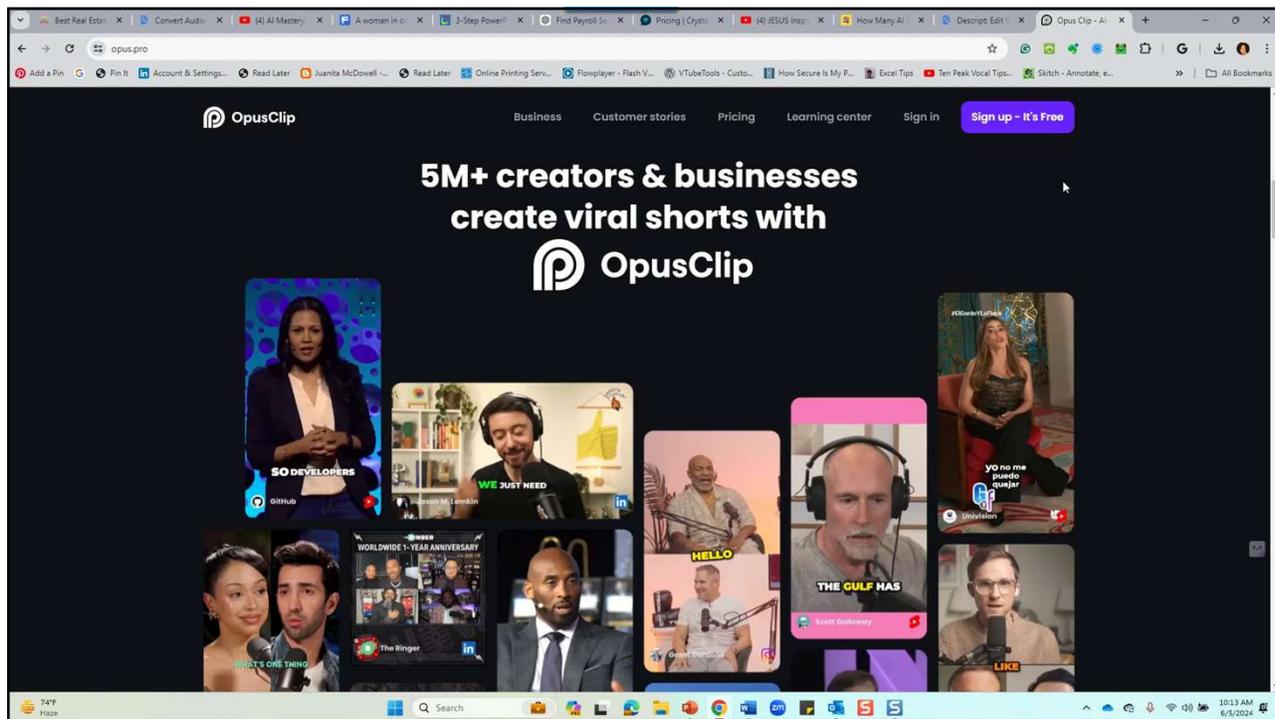
OpusClip is a generative AI video tool that repurposes long videos into shorts **in one click**. Powered by OpenAI

Drop a video link or

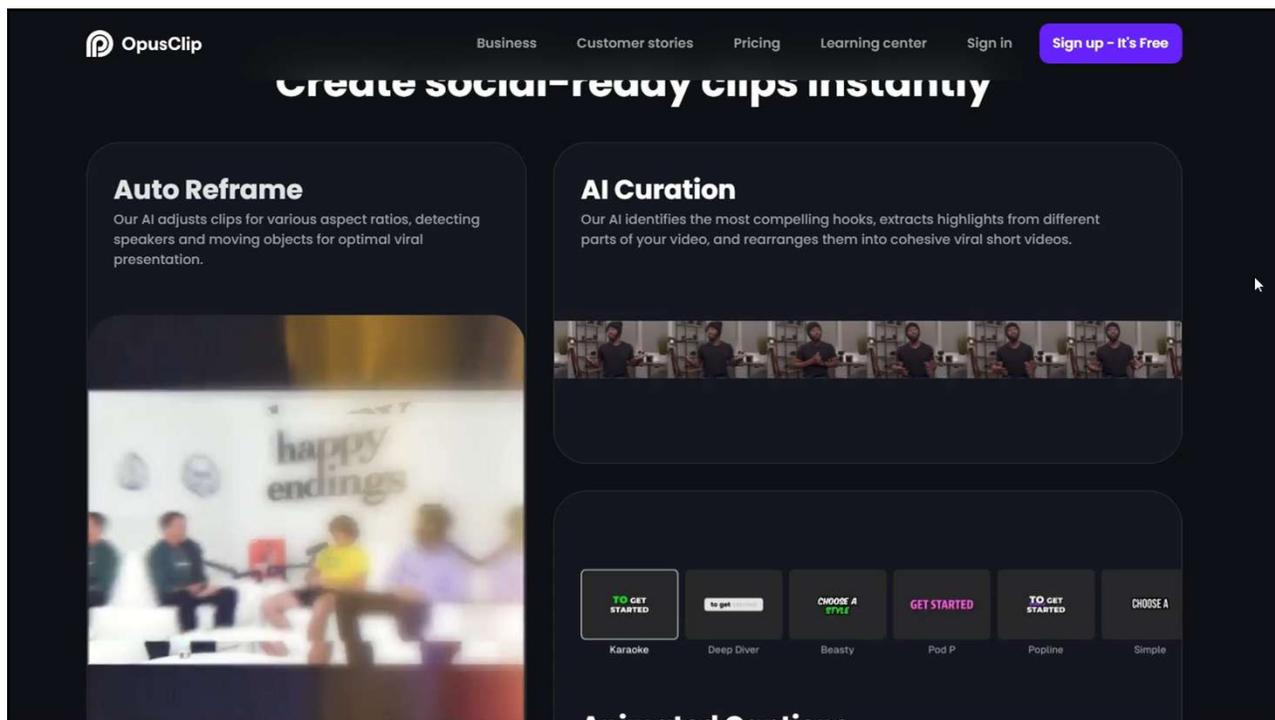
- Auto B-roll
- Viral Templates
- AI Curation
- Auto Reframe
- Auto Caption

www.opus.pro

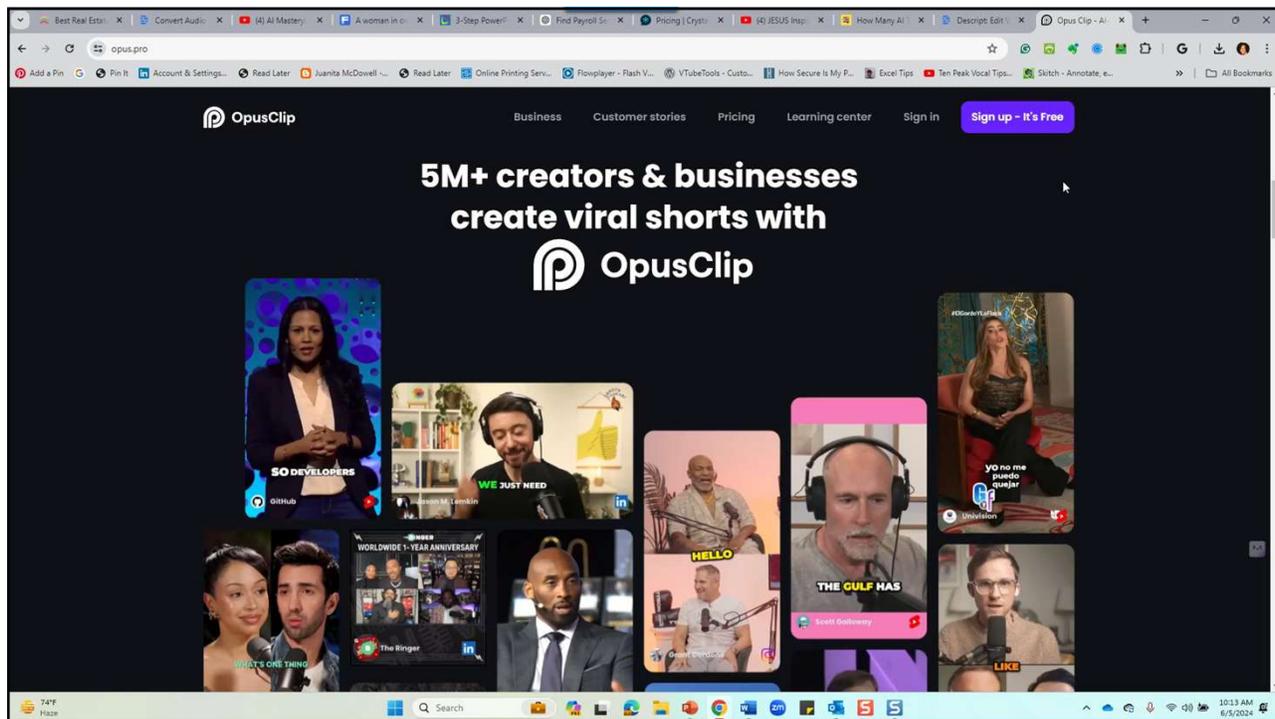
120



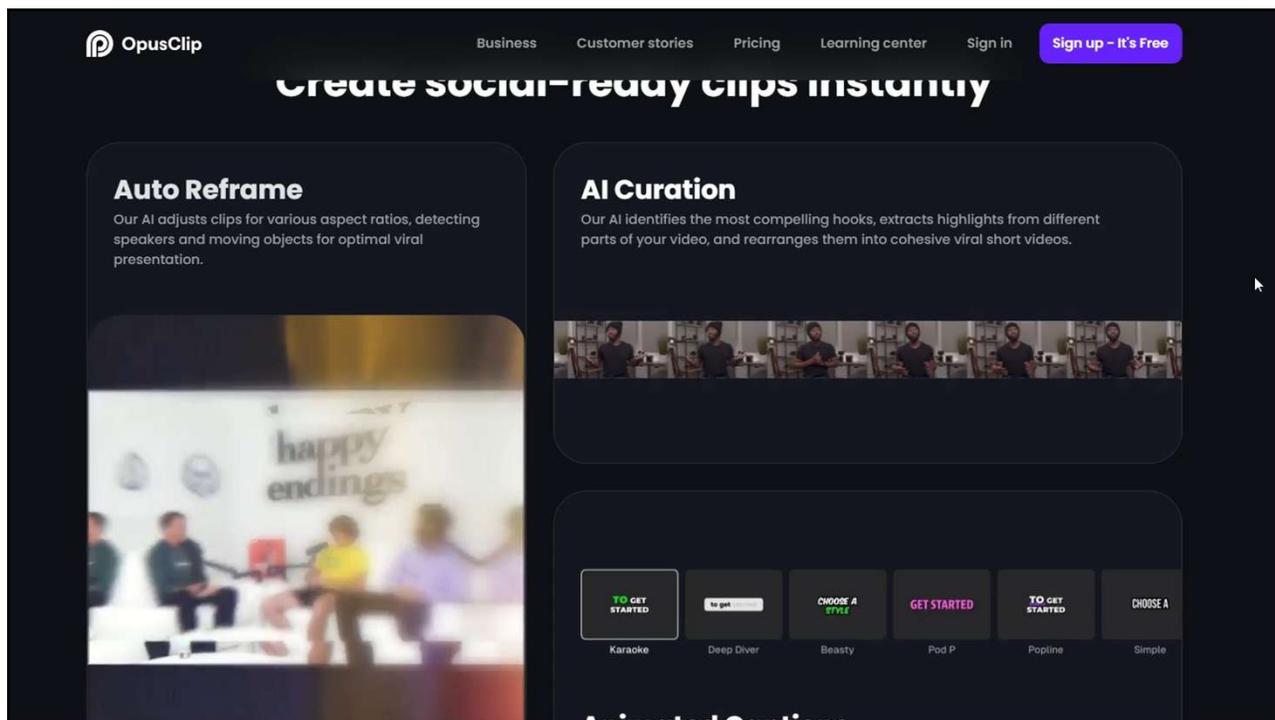
121



122



123

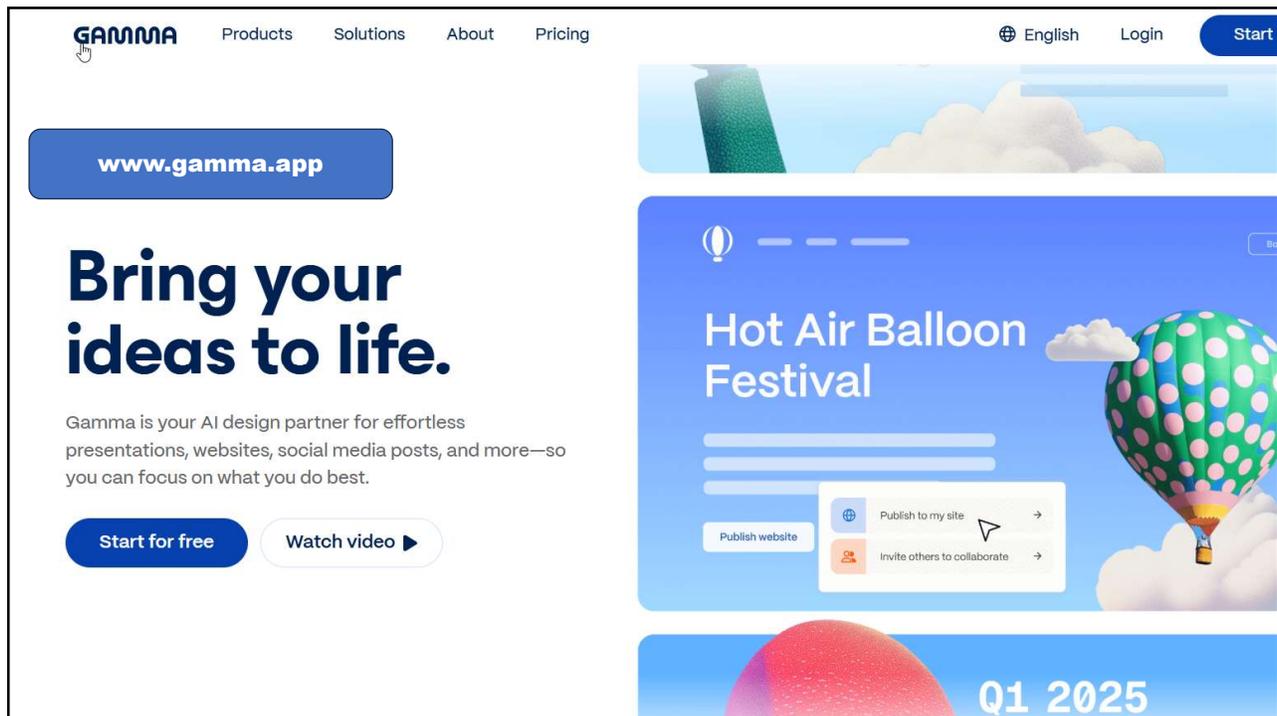


124



I'm overworking my graphic artist. She's needs a bit of help without sacrificing quality.

125



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Q1 2025

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Get Sticky™: 10 Steps to Achieving Success with Balance
By Justin McLeod

Get Sticky™: 10 Steps to Achieving Success with Balance

FOUNDATION

Tip #1 – Support Your Well-being

Tip #2 – Know Your Starting Point

Tip #3 – Create your Board

Tip #4 – Write Your Goals by Hand

Tip #5 – Write Your Goals by Hand

Tip #6 – Turn a Goal into Small, Doable Steps

Tip #7 – Find an Accountability Partner

Tip #8 – Celebrate Success

Tip #9 – Find an Accountability Partner

Tip #10 – Celebrate Success

WALLS

Tip #11 – Grab a Dose of Inspiration

Tip #12 – Stand Tall Among Your Cows

THE FINISH

Tip #13 – Write Your Goals by Hand

Tip #14 – Write Your Goals by Hand

Tip #15 – Write Your Goals by Hand

Tip #16 – Turn a Goal into Small, Doable Steps

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Tip #18 – Celebrate Success

Tip #19 – Find an Accountability Partner

Tip #20 – Celebrate Success

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FOUNDATION

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Need to edit videos? Easy as using a Word document.

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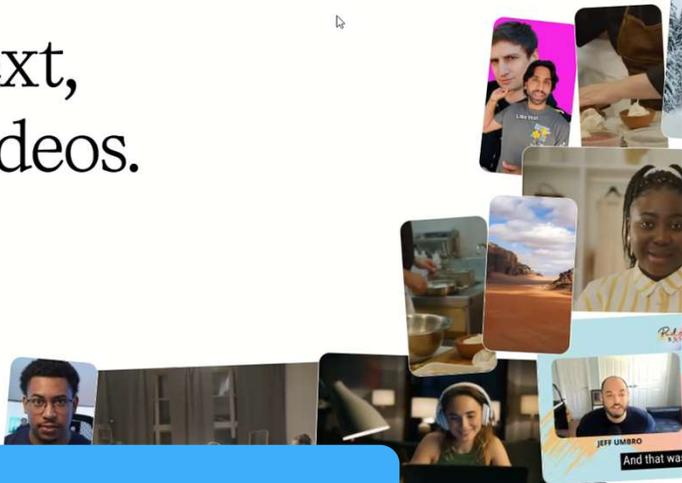
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If you can edit text, you can make videos.

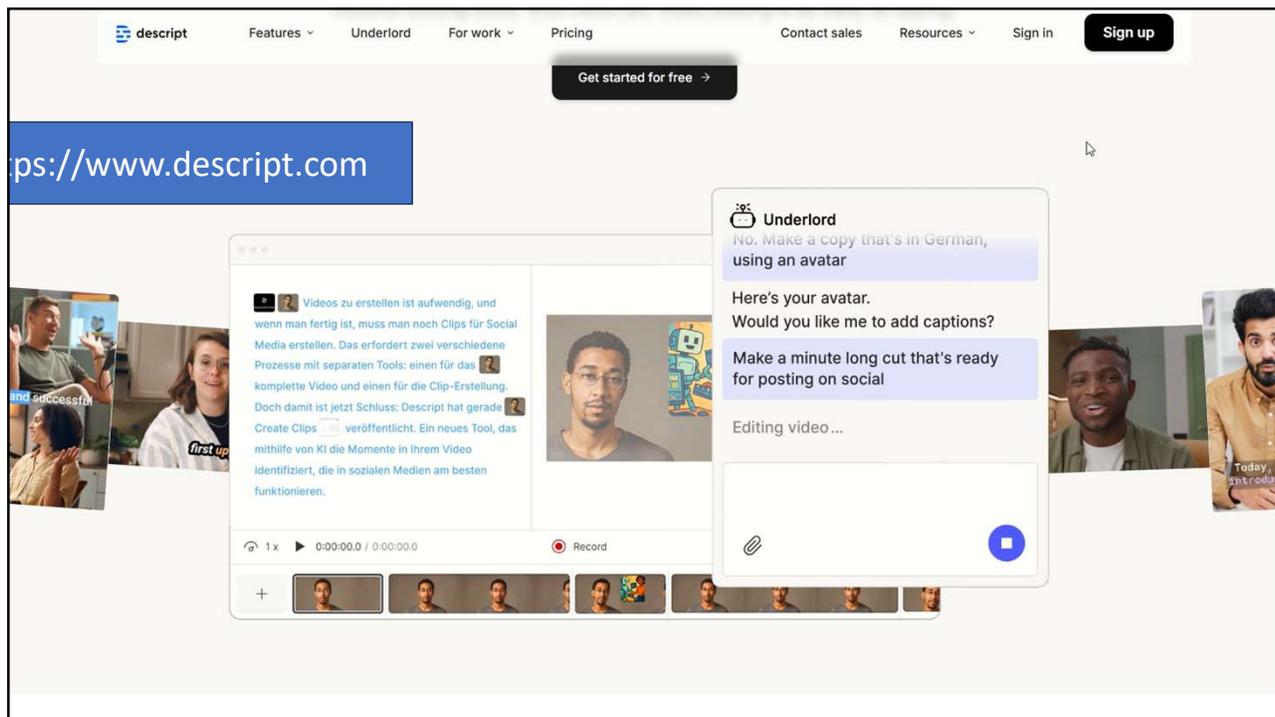
Descript is the AI-powered, fully featured, end-to-end video editor that you already know how to use.

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Video and podcast editing software that treats media files like text documents.

- **Text-Based Editing:** Deleting text in the transcript automatically removes the corresponding audio/video clip.
- **Overdub:** Generates new audio in the user's voice for adding or changing words.
- **Studio Sound:** Improves and standardizes audio quality.
- **Automatic Captions:** Generates captions in English and other languages.

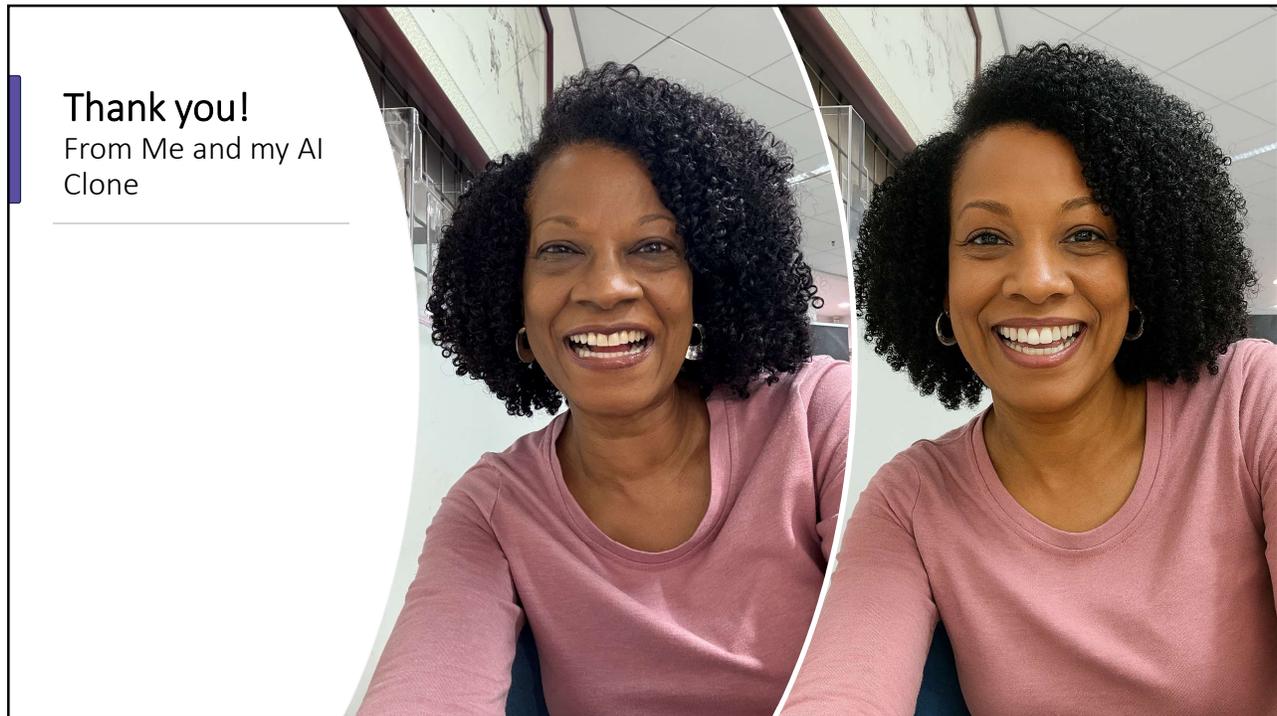
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Thank you!
From Me and my AI
Clone

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AI: Friend or Foe
AMC Breakout Session
By Juanita McDowell

Note: This handout will be removed and updated in two weeks.

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Juanita McDowell

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