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Hyperlocal Real Estate

How to beat A.I. and Block chain in RE

A: DEFINITIONS



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1-Artificial intelligence (AI) is a technology that is already impacting how users interact with, and how are affected by, the Internet. In the near future, its impact **is likely** to continue to grow. **AI** has the potential to vastly change the way that humans interact, not only with the digital world, but also with each other, through their work and through other socioeconomic institutions – for better or for worse



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Artificial intelligence is a technology through algorithms that allows to train a computer to learn how to collect and analyze data.

What is the difference between Data and information?

Data is a just a fact

Information is a sequence of facts that makes sense for a purpose.



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For example,
horse
white
big are data

A big white horse is information.

The algorithm that allows computer to collect data and transform it into information is the basic principle of teaching a computer to become an AI.

Siri or Alexa are examples of AI they learned how to connect the data to bring information to you



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2-Blockchain is a series of computers, ranging from thousands to millions in number, which can simultaneously keep record of the same event or transaction in a ledger that is publicly viewable.

Blockchain technology in the beginning was mostly used for currency like bit-coin, but now is being applied to more areas like Real Estate for example.

Zillow, Homelight, and other **AIs** are using **blockchain** to gather and share information to home buyers and sellers



3- Hyperlocal is information oriented around a **well-defined community** with its primary goal is directed toward the concerns of the population in that community.

(we will explain the new way of hyperlocal farming in the next seminar)



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B: OBJETIVE



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This training is dedicated to helping you as Real Estate professional to utilize technology in the best way possible in your career and personal lives. Technology and Human Balance delivers information on how technology is disrupting the housing and real estate ecosystem, as well as in our daily lives, and how we can properly leverage this dynamic tool in the way we live and work. **AI** Technology with the Human Touch is the Perfect Balance.



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C: AI weaknesses

AI weaknesses

- 1- Customer emotional support
- 2- Specific community needs
- 3- Non logical out of the box thinking
- 4-The nonpublic records
- 5- The human touch



1- The customer emotional Support:

AI can't help you decide your best choice is if you are getting a divorce or lost a member of your family or need a school close to your childhood neighborhood.



2- Specific hyperlocal community needs.

AI can't help with specifics like

To allow kids playing in the common grounds

Allow service pets for support

Not too much loud

What is a great view for you (kids playing or pool area or ocean view)

Community Garage sales or we need a clubhouse in the community.



3- Non logical out of the box thinking.

AI, by definition, can't see out of the box and by any means help with out of the box solutions to your real estate needs.

In a real-life example, all computer models failed but **Captain Chesley "Sully" Sullenberger**, quickly determining he could not reach LaGuardia, piloted the plane to a safe landing into the Hudson River. Thanks to his heroic actions, all 155 people on board survived.

He was thinking out of the box **AI** can't



4- Nonpublic records

AI can't access nonpublic records

Real estate contracts, listing agreements, short-sale information and more are not public so **AI** can't access them.



5- The human touch

The joke that breaks the ice

The perfect imperfections

The personal advice

The personal experience



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D: **AI** Potentials

AI skills that we can use to our advantage

- 1- AI can help you save time looking
- 2- AI can help you with Appointments
- 3- AI can help you looking for comps for CMA
- 4- AI can help you looking for The public records
- 5- AI can help you with CRM (customer relationship management)





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E: CONCLUSION

- Don't be afraid of AI competition
- Work hyperlocals (farm your communities)
- Know the weaknesses of **AI** to your advantage (explain to a potential buyer they can't find records of short sale.
- Take advantage of **AI** skills and use them to help you be more effective.

Stay tuned for the next seminar on
THE HYPERLOCAL FARMING!



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