

# Real Estate Industry Is Abuzz With How Brokers Could Utilize ChatGPT

I've been reading lots of real estate newsletters and blog posts about how to put AI to work, specifically by using ChatGPT. I have also played with that app, asking it to generate articles and answer questions on a variety of real estate-related topics. Like others who have reviewed ChatGPT, I am super impressed — and also a little concerned. Why? This column, written entirely by me, a former professional journalist, has set Golden Real Estate and myself apart from my colleagues and has brought my brokerage and me 90% or more of our business because of the credibility it has succeeded in building.

It's a sad truism about America that the vast majority of citizens, unless they are in a writing profession, can't or are reluctant to compose a readable, grammatically correct and compelling paragraph about anything. Don't be surprised if you start receiving newsletters, blog posts and other written materials demonstrating greatly improved skills by your local agents!

One blog post I read about ChatGPT suggested that I ask it to rewrite a property description to be more compelling, and so I fed it the description of the listing below (reprised here from last week's ad), and within a few seconds got the rewrite shown in the box at right. I did not change a single word, although I did eliminate a few paragraph breaks. The quality of the writing is superb, and the content was completely faithful to what I had written. It is significantly more wordy, with 317 vs. 218 words,

making it more conversational.

I asked ChatGPT to write some articles to see how wise and accurate they might be and was surprised to see how well it did.

One of the topics I was planned to write about myself was based on a May 8th article on Inman News with the headline, "*Why buyer love letters deserve a second chance.*" At right is an article written on this topic in less than 10 seconds by ChatGPT. It does not include all that I would have written on this topic, but it's not bad or incorrect, and it is indeed well written.

If I had written the article, I would have provided more guidance on avoiding fair housing violations, which is what triggered Oregon's 2022 law banning love letters. That law was found unconstitutional on May 6th. I would have advised to exclude any photograph of the buyers. Let's say the picture was of a white couple, and their offer was accepted over an offer from at least one gay or mixed race couple. That losing buyer might well win a lawsuit claiming that the seller and listing agent committed a fair housing violation, if they were to discover the winning love letter.

Fair housing laws include so many "protected classes," that a seller is not allowed to consider even the familial status (married, single, with or without children), disability, or sexual orientation, including transgender status, along with race, creed, etc. It would be hard to write a "love letter" without revealing any of those descriptors.



## The Pros and Cons of Submitting 'Love Letters'

The practice of including "love letters" or personal letters with home offers has been a common practice in real estate transactions. These letters are intended to convey the emotional connection and personal story of the buyer to the seller, potentially appealing to their sentiments and influencing their decision.

However, it's important to note that the acceptability and effectiveness of love letters can vary based on local regulations, cultural norms, and individual

seller preferences. Additionally, there are legal considerations surrounding fair housing laws, which aim to prevent discrimination in the housing market.

In some regions, love letters are discouraged or even prohibited to avoid potential bias or discrimination in the selection process. These laws are in place to ensure fair treatment and equal opportunities for all potential buyers....

[See [www.GoldenREblog.com](http://www.GoldenREblog.com) for the full text of this ChatGPT article.]

## Warning: Being 'Anti-Woke' Could Be Ethics Violation

Dictionary.com defines "wokeism" as "*the promotion of liberal progressive ideology and policy as an expression of sensitivity to systemic injustices and prejudices.*" The political right in America has made "wokeism" one of its favorite punching bags.

June is being celebrated as "Pride Month," and Realtors with conservative leanings might want to keep in mind that the expression of anti-gay or anti-trans opinions could be taken as a violation of Article 10 of the Realtor Code of Ethics, which states that NAR members shall not discriminate "*on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender*

identity." Since ethics complaints are initiated not by NAR, but by individual members against each other, this matter should not be taken lightly.

The opportunities to show one's "anti-wokeism" through, for example, social media likes or posts, are all around us. Take, for example, right-wing attacks and boycotts against Disney World, Target and Bud Light because of their alignment with LGBTQ issues or celebration of Pride Month.

Realtors who privately agree with such anti-LGBTQ sentiment would be wise to keep their feelings to themselves. That advice would apply as well to any expression of prejudice against other protected classes.

### How ChatGPT Rewrote My Description of the Listing Below Left

The property at 1004 4th Street sounds truly remarkable. With its unique features and convenient location, it offers an exceptional living experience in the heart of Golden. Here's a summary of the key highlights:

This one-of-a-kind home boasts stunning views of North and South Table Mountain, visible through the floor-to-ceiling windows on the main level. Being within walking distance to downtown Golden allows easy access to its renowned shops and restaurants, adding to the convenience and charm of the location. The house itself is a spacious 4-bedroom, 4-bathroom residence situated on a corner lot. The wide-open floor plan on the main level creates a welcoming space, ideal for entertaining or simply enjoying the breathtaking views while staying cozy near the gas fireplace.

The kitchen is a chef's delight, featuring state-of-the-art appliances including a 6-burner stove with an additional griddle and double oven. The oversized refrigerator and walk-in pantry provide ample storage space for culinary enthusiasts. The primary suite offers a spa-like retreat with a walk-in steam shower featuring three shower heads, two sinks with quartz counters, a soaking tub, and an extra-large walk-in closet. On the upper level, you'll find two bedrooms, a tiled 3/4 bath, and a versatile bonus area with desks, bookshelves, and fantastic views. Additionally, there's a rooftop office/reading room that opens up to a private roof-top deck, offering a tranquil space to work or relax.

The lower level presents the opportunity for a mother-in-law living space, featuring an extra-large bedroom with a walk-in closet, a spacious living area with a wet bar, and its own private patio. Included with the property is a one-year builder warranty, providing peace of mind to the new homeowner. For a detailed visual experience of the home, you can take a narrated video tour at [www.NorthGoldenHome.com](http://www.NorthGoldenHome.com).

With its exceptional design, breathtaking views, and convenient location near downtown Golden, this property offers a truly unique and desirable living environment.

## Just Listed: New Build Near Downtown Golden

This home at 1004 4th Street is truly one-of-a-kind. There are magnificent views of North and South Table Mountain from the floor-to-ceiling windows on the main level. You are within walking distance to downtown Golden with its famous shops and restaurants. This is a 4-BR, 4-bath home on a corner lot. The wide-open main level floor plan is great for entertaining, or just appreciating the fabulous views and staying cozy near the gas fireplace. The state-of-the-art kitchen is a chef's delight. It has a 6-burner stove with an additional griddle and double oven. The refrigerator is oversized, and there is a walk-in pantry. The primary suite has a spa-like feel with a walk-in steam shower with 3 shower heads. There are 2 sinks with quartz counter, a soaking tub an extra-large walk-in closet. The upper level has two bedrooms, and a tiled 3/4 bath. Outside the bedrooms, there is a wide-open bonus area with desks, bookshelves and fantastic views. Above the 2nd floor a rooftop office/reading room that opens to a private roof-top deck. The lower level could be used as a mother-in-law living space with its extra-large bedroom with a walk-in closet, large living area with a wet bar, and its own private patio. Included is a one-year builder warranty. Take a narrated video tour at [www.NorthGoldenHome.com](http://www.NorthGoldenHome.com), then call listing agent David Dlugasch at 303-908-4835 to arrange a private showing.



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