COURSE SYLLABUS

AI for Real Estate Professionals

Use Claude to streamline real estate writing, research, marketing, and client communication with a personalized workflow built for listing-to-close success.

For more information, visit
https://www.creativelive.com/classes/ai-for-real-estate-professionals



Course Outline

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Module 1: Getting Started with Claude AI

- Explain how Claude works in plain language and identify the model tiers, plans, and interface
- Understand the context window, how Claude processes information, and when to start new conversations
- Practice your first Claude conversation using a real estate-specific prompt
- Identify what Claude does well, what it doesn't, and when human judgment is essential

Module 2: Prompting Fundamentals

- Apply the five-part prompt framework: context, task, format, constraints, and examples
- Write effective prompts across five use cases: writing, summarization, analysis, research, and creative problem-solving
- Recognize and fix common prompting mistakes that produce vague or unusable output
- Practice prompting with real estate scenarios: writing a compelling listing description, summarizing a comparative market analysis, and drafting a buyer consultation follow-up email

Module 3: Working with Files & Documents

- Upload and analyze images, PDFs, spreadsheets, and documents directly in Claude
- Use Claude to extract, compare, and summarize information from uploaded files
- Work with real estate-specific file types: MLS data exports, property photos, CMA reports, transaction checklists, and marketing flyers
- Complete a hands-on document analysis exercise using provided real estate sample files

Module 4: Projects & Knowledge Bases

- Explain how Projects use custom instructions and knowledge bases to organize ongoing work
- Write effective Project instructions that encode your role, audience, format preferences, and rules
- Upload reference documents and understand how RAG retrieves relevant content
- Create a real estate Project for an active listing or buyer representation using provided sample documents, property details, and templates

Module 5: Artifacts, Styles, Memory & Usage Management

- Create reusable deliverables with Artifacts and edit them directly or through conversation
- Build custom Styles that match your professional communication voice
- Configure Memory to retain key context about you and your work across conversations

- Apply usage management techniques to extend your plan value

Module 6: Introduction to Claude Cowork

- Explain what Cowork is and how it differs from the claude.ai chat interface
- Read, write, and manage files from your desktop environment
- Configure guardrails, file permissions, and network settings for safe use
- Understand prompt injection risks and how to protect against them

Module 7: Advanced Prompting & AI Tool Selection

- Use role-based prompting, chain-of-thought reasoning, and multi-step workflows
- Apply Extended Thinking, web search, and the You Ask Me technique for complex tasks
- Compare Claude with ChatGPT, Copilot, and Gemini to choose the right tool for each task
- Practice advanced prompting with real estate scenarios: creating a neighborhood guide from web research, building a multi-touch seller prospecting sequence, and preparing a market trends presentation for a listing appointment

Module 8: Context System, Connectors & Integrations

- Build foundational context files and set Global Instructions that apply to every Cowork session
- Connect Claude to Slack, Google Drive, Gmail, and other workplace tools
- Use Claude natively in Excel and PowerPoint with the Office add-ins
- Configure your context system and connections for real estate workflows, including market data analysis in Excel and listing presentations in PowerPoint

Module 9: AI for Real Estate — Core Workflows

- Use Claude to write listing descriptions that highlight property features, neighborhood appeal, and buyer-relevant details in your brand voice
- Produce comparative market analysis narratives, pricing strategy recommendations, and market trend summaries from MLS data
- Build client communication sequences: buyer nurture emails, seller update cadences, post-closing follow-up, and referral requests
- Create marketing content: property flyers, social media posts, neighborhood guides, open house materials, and agent bio copy
- Complete a hands-on lab producing a multi-document real estate content package

Module 10: Capstone — Build Your Real Estate Claude System

- Audit your real estate tasks and identify the highest-value opportunities for Claude assistance
- Configure a personalized real estate Claude system: Projects, context files, Styles, and connected tools
- Run a complete listing-to-close workflow: listing description, CMA narrative, marketing flyer, buyer follow-up sequence, and client closing communication
- Create a Week 1 action plan for applying what you've learned to your real estate business