



LONDON AND ST. THOMAS ASSOCIATION OF REALTORS®

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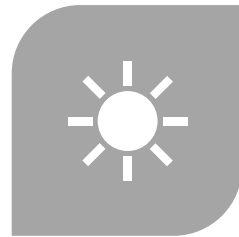
**Presented by:
Tracey DeLeeuw**

EMERGING REAL ESTATE TRENDS FOR 2024

Agenda



SMART HOMES



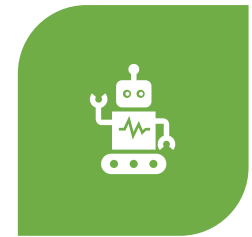
SOLAR POWER



SECURITY
TECHNOLOGY



VIRTUAL REALITY



ARTIFICIAL
INTELLIGENCE,
BLOCKCHAIN AND IOT

REAL EXAMPLES OF A.I. Prompts and Answers

About Tracey DeLeeuw

- Real Estate Technology (MLS[®], Wyse Terminals)
- REALTOR[®] at 21 years old
- Top Producer Authorized Instructor
- MLS[®] Database for Small Boards
- Commercial Real Estate Software Services
- First Intelligent Building (Maple Leaf Square)
- IoT, ML and BIM for Large Buildings
- Security for Houses
- Manufacturing affordable houses with advanced technology systems



Source: Ascendixtech.com

Ascendix

Smart Homes

1. What Are Smart Homes?

1. **Smart homes** are houses equipped with connected technology.
2. Imagine homes where devices like lights, thermostats, and security cameras communicate with each other and with you.
3. These devices make life more convenient, efficient, and secure.

2. Impact on Real Estate:

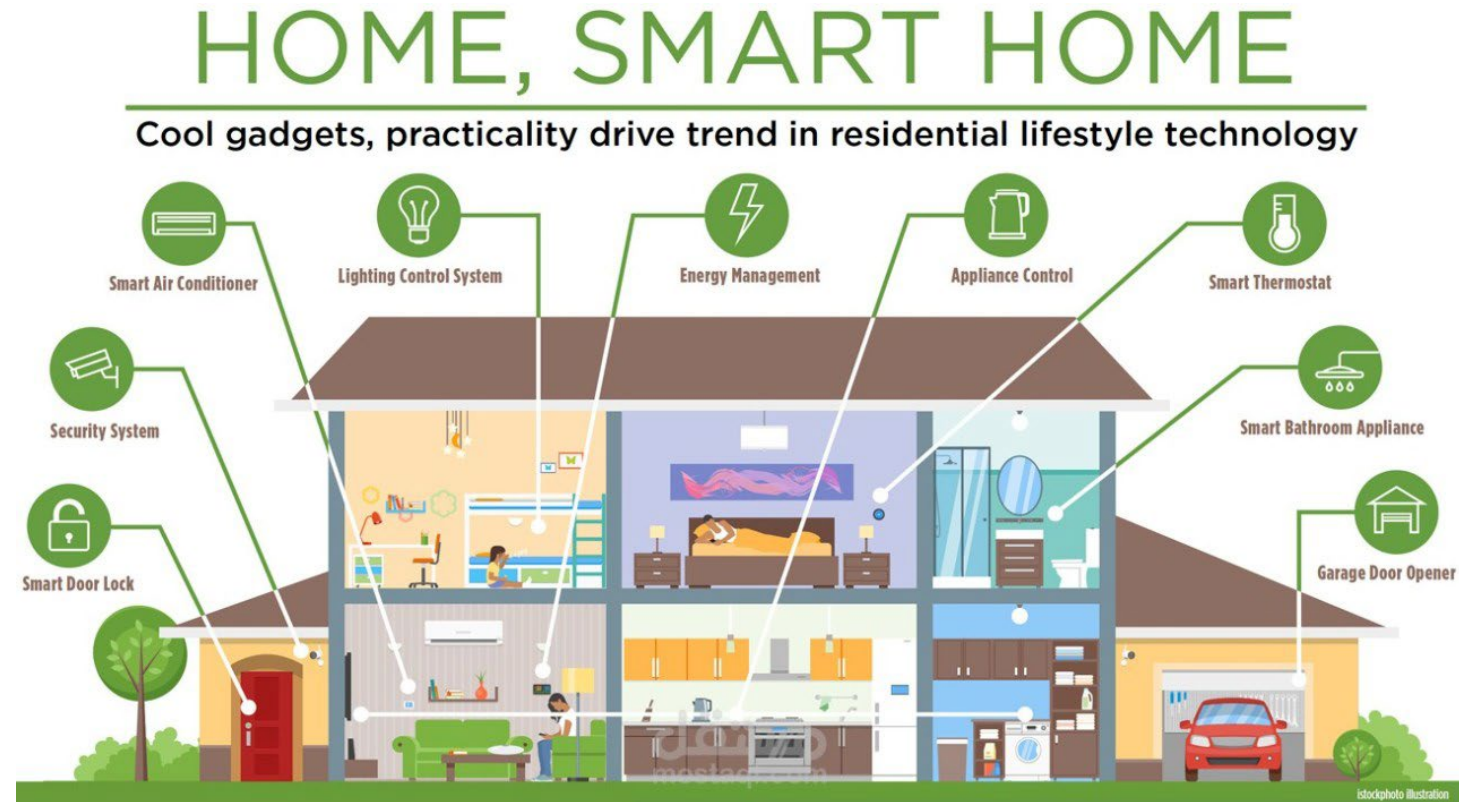
1. **Higher Property Values:** Homes with smart features tend to command **higher prices** in the market.
2. **Buyer Attraction:** Buyers are willing to pay a premium for the **convenience, security, and energy efficiency** that smart homes offer.
3. **Ease of Use:** Smart devices are now designed for simplicity, eliminating complexities.

3. Examples of Smart Home Features:

1. **Smart Thermostats:** Control your home's temperature remotely and save energy.
2. **Lighting Systems:** Adjust lights with voice commands or schedules.
3. **Security Cameras:** Monitor your property from anywhere.
4. **Digital Door Locks:** Unlock doors using your smartphone.
5. **Energy Monitoring:** Track electricity usage and reduce bills.

Statistics:

1. **33%** of homes already meet the requirements to be called a smart home.
2. By **2023**, this number is expected to climb to **54%**.
3. [Millennials lead the adoption, with 77% having smart home technology¹.](#)



Solar Power

1. What is Solar Power?

1. **Solar power** is energy generated from sunlight using **solar panels**.
2. These panels convert sunlight into electricity, which can power homes.

2. Impact on Real Estate:

1. **Increased Property Value:** Homes with solar panels tend to be more attractive to buyers.
2. **Reduced Energy Bills:** Solar-powered homes have lower monthly electricity costs.
3. **Environmental Benefits:** Solar reduces reliance on fossil fuels and lowers the home's carbon footprint.

3. Key Points for REALTORS®:

1. **Ownership Matters:** If the solar system is **owned**, it's an **asset** to the transaction.
 1. Buyers appreciate reduced or no electric bills.
 2. Solar ownership increases property value by the net cost of the system.
2. **Leased Systems:** Leased solar systems may not add as much value.
 1. Buyers consider lease terms and transferability.
 2. Leased systems are not owned by the homeowner.



Remember:

1. Solar panels are like having a mini power plant on your roof.
2. They benefit homeowners, the environment, and property values! ☀️

Security Technology

1. Why Residential Home Security Matters:

1. As a REALTOR®, you're aware that **security** is crucial for the properties you show.
2. Here's why **security systems for real estate properties** are vital:
 1. **Property Appearance:** Buyers decide based on how a property looks and how easy it will be to maintain.
 2. **Damage and Vandalism:** If a property has been damaged or burglarized, potential buyers may walk away.
 3. **Reduced Selling Price:** Vandalism can significantly reduce the property's selling price.

2. Choosing Security Systems:

1. Consider these factors when selecting security systems:
 1. **Monitoring:** Do you want to track employee movement? Use cameras or push notifications.
 2. **Record Keeping:** Cameras in sensitive areas help monitor incidents.
 3. **Deterrence:** Adjust the system based on the property's location and crime rates.
 4. **Isolation:** Isolated properties need extra vigilance.
 5. **Property Size:** Larger properties may require more cameras and sensors.

Benefits for REALTORS®:

1. **Property Value:** Secure properties attract buyers and maintain value.
2. **Efficiency:** Use security data for informed decisions.
3. **Competitive Edge:** Embrace security tech to stay ahead.



Virtual Reality

1. What is Virtual Reality (VR)?

1. **VR** refers to a **3D computer-generated environment** that replicates a real environment or depicts an imaginary world.
2. It immerses users through devices like headsets, helmets, gloves, and body suits.
3. Imagine stepping into a digital version of a property without physically being there.

2. Impact on Real Estate:

1. **Virtual Tours:** Realtors can create **virtual property walkthroughs** for potential buyers.
2. **Cost-Effective:** VR eliminates the need for physical showings, saving time and resources.
3. **Visualization:** Buyers can explore every room, gauge space, and get a feel for the property.
4. **Remote Viewing:** People can view properties from anywhere, transcending geographical limitations.

3. Examples of VR in Real Estate:

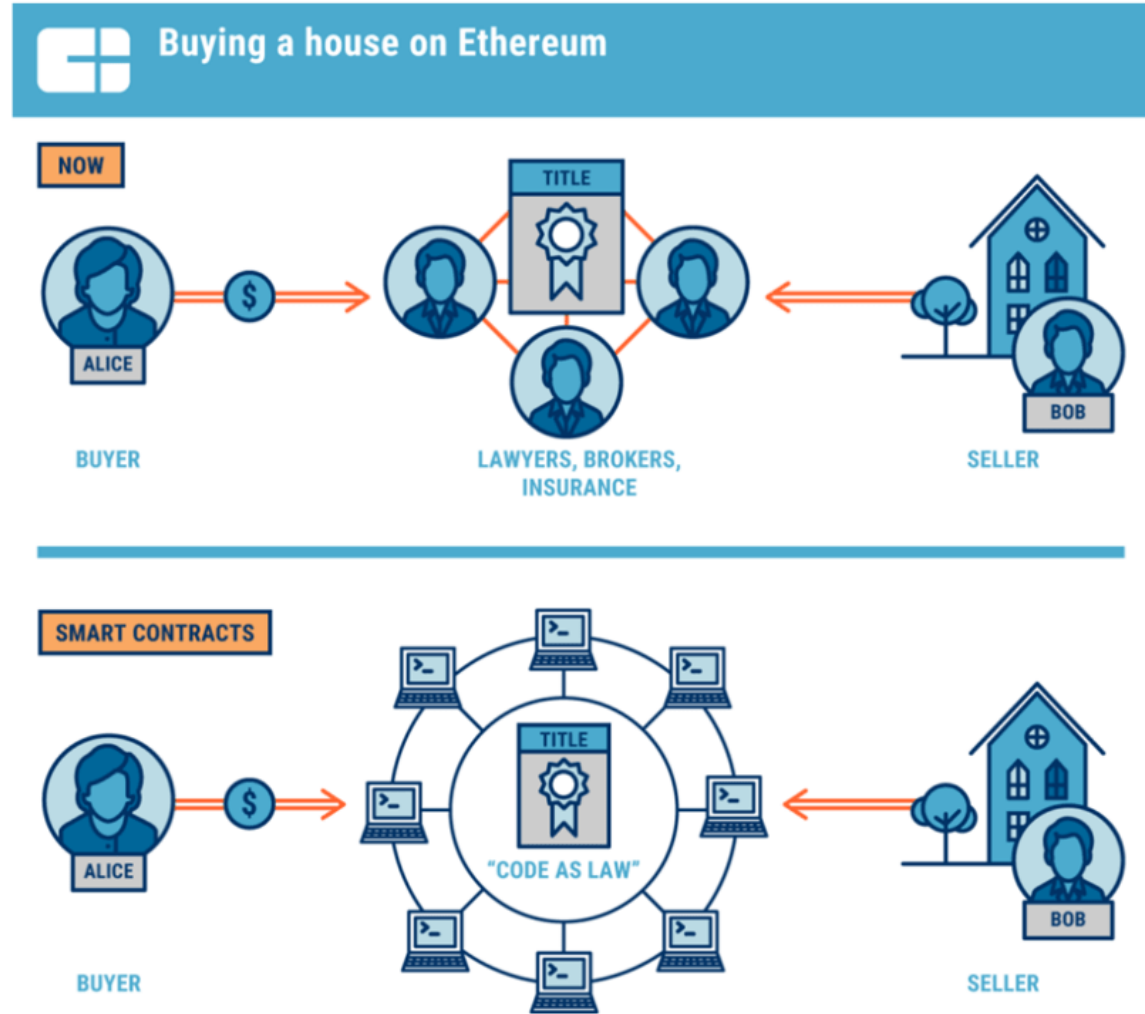
1. **Property Tours:** Buyers can virtually walk through homes, inspect details, and visualize layouts.
2. **Interior Design:** VR allows clients to experiment with furniture placement and decor virtually.
3. **Off-Plan Properties:** Developers showcase unbuilt properties using VR models.



Artificial Intelligence, Blockchain and IoT

Everything is changing. Slowly at first.....

- How market analysis is done.
- How contracts are created.
- How the home manages itself.



A.I

1.What is AI?

1. **AI** stands for **Artificial Intelligence**.
2. It's like having a digital assistant that can think and learn like a human (but faster!).
3. AI systems can analyze data, recognize patterns, and make decisions without explicit programming.

2.Impact on Real Estate:

1. **Predictive Analytics:** AI uses historical data to predict future trends. For REALTORS®, this means better property valuation and investment insights.
2. **Generative AI:** Imagine an AI that writes property descriptions, creates marketing content, and even searches for listings. It frees up realtors' time.
3. **Computer Vision:** AI can "see" property images, identify features (like pools or gardens), and improve property listings.

3.Examples:

1. **Predictive Analytics:** AI can tell you which neighborhoods are likely to appreciate in value.
2. **Generative AI:** It can create listing descriptions automatically, saving you hours.
3. **Computer Vision:** AI can scan property photos and highlight key features.

Role of AI and ML in Transforming the Real Estate Market?



Automating Data Analysis 1

Improved Decision Making 2

Enhanced Marketing Strategies 3

Efficient Resource Management 4



5 Optimization of Processes

6 Changing Customer Expectations

7 Transforming Design Standards

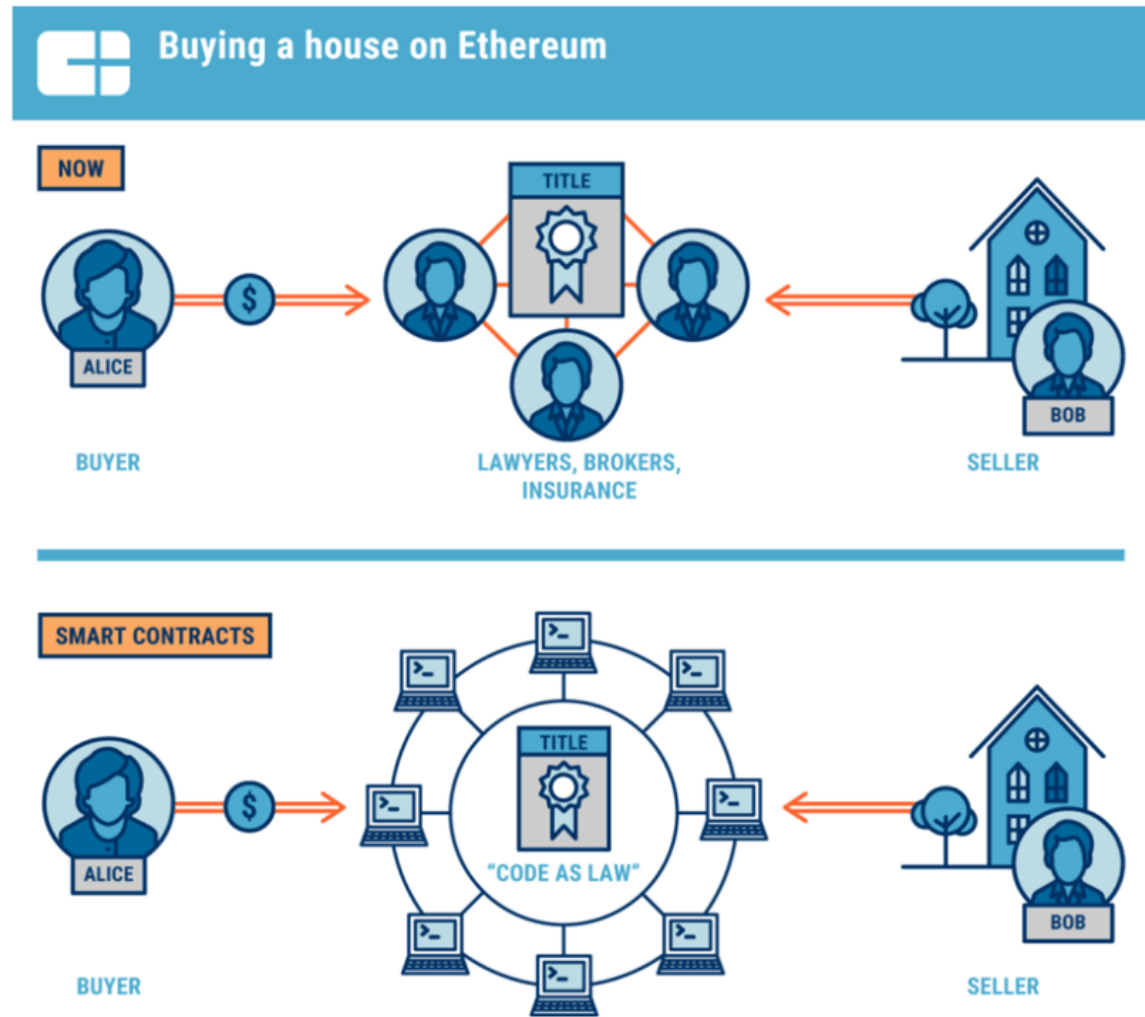
8 Transforming Customer Feedback System & Content

Block Chain: Conveyancing

How Does It Work?

- When a real estate transaction occurs (buying, selling, or transferring property), it's recorded on the blockchain.
- Each transaction is a block, and these blocks are connected in chronological order.
- Once a block is added, it cannot be altered or deleted (tamper-proof).
- This transparency ensures everyone can see the history of a property.

Some big incumbents are already betting on the tech: Real estate giant RE/MAX has entered into several partnerships to explore blockchain use cases, while Hilton Worldwide has begun using a blockchain-based property management system.



IoT

1. What is IoT?

1. IoT stands for **Internet of Things**.
2. It's like connecting everyday objects (devices) to the internet so they can communicate with each other.
3. Think of it as making your home "smart" by linking various devices together.

2. Impact on Real Estate:

1. **Smart Homes:** IoT is transforming homes into smart spaces.
 1. **Energy Management:** IoT devices help monitor energy usage in real time. This means homeowners can make informed decisions about conserving energy.
 2. **Smart Thermostats:** These learn user preferences, detect occupancy, and adjust temperature settings efficiently.
 3. **Demand Response Programs:** IoT devices can communicate with utility companies to reduce energy consumption during peak hours.
2. **Commercial Buildings:** IoT enhances building automation and management systems in commercial properties.

Advantages of Leveraging IoT in Real Estate



A.I. In Action Part 1

As the top REALTOR® in London, Ontario, I'm delighted to highlight the features and benefits of the charming Old East Village (OEV) neighborhood. Let's explore what makes this historic area a sought-after community:

1. Community Spirit and Heritage:

- OEV boasts a rich history and a strong sense of community.
- Heritage homes and tree-lined streets create a welcoming atmosphere.
- Residents take pride in preserving the neighborhood's character.

2. Diverse Dining and Culinary Scene:

- Only in OEV Dumpling Trail: Embark on a self-guided tour to savor dumplings from seven different cultures—kimchi dumplings at Bella's Acacia Catering or Polish pierogies at Unique Food Attitudes.
- Libation District: Explore locally produced coffee, spirits, beer, and soda. Don't miss Asmara Coffee House and other unique spots.

3. Shopping and Retail:

- Independent Retailers: Stroll along Dundas Street to discover a mix of independent retailers and multi-generational businesses.
- Illbury + Goose: A local favorite for updating your wardrobe.
- Mystic Bookshop, London Skateboard Co-Op, and The London CityStore: Explore unique gift options.



A.I. In Action- Part 2

- **4. Recreation and Parks:**

- Boyle Park: Enjoy playgrounds, a basketball court, and tennis courts.
- Western Fair District: A hub for entertainment—arena, live horse racing, casino, and event grounds hosting the annual Western Fair.
- Queens Park: Connected to the Western Fair, offering green space and fronting onto Dundas Street.

- **5. Education:**

- St. Mary Choir Catholic School: Located within the neighborhood.
- East Carling Public School, Blessed Sacrament Catholic School, and Central, Catholic Central, and H.B. Beal Secondary Schools: Nearby options for students.

- **6. Community Centers:**

- Boyle Memorial Community Centre: Features meeting rooms, a gymnasium, and kitchen facilities.
- Carson Library Branch: A local resource for knowledge and learning.

- **7. Local Artisans and Culture:**

- Art Galleries: OEV supports local artists and cultural spaces.
- Front-Porch Culture: Engage with neighbors and enjoy the friendly atmosphere.

In summary, Old East Village combines history, community, culinary delights, and recreational opportunities. Whether you're a family seeking schools or an art enthusiast, OEV has something to offer. As a REALTOR®, I can confidently say that OEV is a gem waiting to be discovered! 🏠🌟

A.I. Data.... Check the Work!

Let's delve into the historical and projected housing prices for the Old East Village (OEV) area in London, Ontario. As a top realtor, I'll provide insights based on publicly available data.

Historical Housing Prices (Single Family Homes) in Old East Village:

1. January 2022:

- Median List Price: \$488,709¹.
- Median Price per Square Foot: \$360¹.
- Homes for Sale: 7¹.
- Median Days on Market: 69¹.

2. December 2023:

- Median List Price: \$511,542 (Up by 4.67% month-over-month)¹.
- Median Price per Square Foot: \$360 (Down by 9.55% month-over-month)¹.
- Homes for Sale: 7 (30% decrease month-over-month)¹.
- Median Days on Market: 69 (6.15% increase month-over-month)¹.

3. January 2024:

- Median List Price: \$511,542 (Continued upward trend)¹.
- Median Price per Square Foot: \$402 (5.24% increase month-over-month)¹.
- Homes for Sale: 11 (26.67% decrease month-over-month)¹.
- Median Days on Market: 62 (10.71% increase month-over-month)¹.

Projected Rising Cost of Housing Prices (Single Family Homes) for the Next Three Years:

Based on the existing trend, we can project the following:

1. January 2025 (Estimated):

- Median List Price: Approximately \$535,000 (Assuming a conservative 4% annual increase from January 2024).

2. January 2026 (Estimated):

- Median List Price: Approximately \$556,000 (Continued growth).

3. January 2027 (Estimated):

- Median List Price: Approximately \$578,000

Remember that real estate markets can be influenced by various factors, including economic conditions, interest rates, and local developments. As a REALTOR®, I recommend monitoring market trends closely and consulting with experts for precise projections.

A.I. Prompts

Certainly! As a REALTOR®, conducting a thorough market analysis is crucial for both sellers and buyers. Let's explore 10 essential prompts to guide your deep dive into property evaluation and district assessment:

1. Property-Specific Prompts:

- Property Condition and Upgrades:

- What recent upgrades or renovations have been done to the property?
- Are there any outstanding maintenance issues?
- How does the property compare to similar homes in the area?

- Historical Sales Data:

- What were the sale prices of similar properties in the last 6–12 months?
- How long did those properties stay on the market?
- Are there any seasonal trends affecting property sales?

- Unique Selling Points (USPs):

- What features make this property stand out? (e.g., backyard oasis, custom kitchen, energy-efficient upgrades)
- How do these USPs compare to other homes in the neighborhood?

2. Neighborhood and District Analysis:

- Demographics and Lifestyle:

- Who are the typical residents in this area? (e.g., families, retirees, young professionals)
- What amenities (schools, parks, shopping centers) are nearby?

• School District Quality:

- How do local schools rank in terms of performance and reputation?
- Are there any new school developments planned?

- Transportation and Accessibility:

- What public transportation options are available?
- How accessible is the property to major highways and commuter routes?

- Crime and Safety:

- What is the crime rate in the neighborhood?
- Are there any safety concerns that potential buyers should be aware of?

- Future Development and Infrastructure:

- Are there any upcoming developments (e.g., new shopping centers, parks, or transit expansions)?
- How might these impact property values?

3. Market Trends and Projections:

- Price Appreciation:

- What has been the historical price appreciation in this area?
- Are there signs of increasing demand?

- Inventory Levels:

- Is the market favoring sellers (low inventory) or buyers (high inventory)?
- How might this affect the property's sale?

- Economic Factors:

- What industries drive the local economy?
- Are there job growth prospects?

Microsoft Edge: CoPilot A.I.

Certainly! Let's dive into the details of the property located at 765 Princess Avenue in the Old East Village (OEV) neighborhood of London, Ontario.

1. Property-Specific Prompts:

- Property Condition and Upgrades:
 - This modern 2-storey home has been beautifully upgraded, offering a blend of style and functionality.
 - Abundant natural light and newer light fixtures create a welcoming interior.
 - The open-concept living space is ideal for both entertaining and everyday living.
- **Historical Sales Data:**
 - The property was built in 1908 and has undergone updates.
 - It features 3 bedrooms and 3 bathrooms.
 - The fenced-in backyard provides a private oasis for outdoor activities.
- **Unique Selling Points (USPs):**
 - Upgraded kitchen with contemporary finishes.
 - Ample space for a growing family or hosting guests.

2. Neighborhood and District Analysis:

- Demographics and Lifestyle:
 - OEV is known for its rich history and strong community spirit.
 - Nearby amenities include schools, parks, and shopping centers.
- **School District Quality:**
 - Explore the quality of local schools and their rankings.
 - Consider proximity to educational institutions.
- **Transportation and Accessibility:**
 - Convenient commuting options to downtown and other directions.
 - Proximity to public transportation and major highways.
- Future Development and Infrastructure:
 - Any upcoming developments or infrastructure changes in the area?

3. Market Trends and Projections:

- Price Appreciation:
 - Historical price appreciation in OEV.
 - Projected growth based on existing trends.

Remember, this property's value is influenced by various factors, including location, condition, and market dynamics. As a REALTOR®, I recommend a thorough inspection and consultation with experts to make informed decisions.



TRY IT!



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Edge to get CoPilot

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register your account:
[ChatGPT \(openai.com\)](https://openai.com)



[Chatgpt Prompts For Real Estate Sales - Bulk Publishing AI](#)



Thank You!

Happy Selling!

- There is so much more you can do with A.I. but at least now you know where to start and how to start.
- Like any other technology in Real Estate, it is not the tech that is the competitive advantage, it is how you use it.

Good luck!

Tracey DeLeeuw