



**EBBY HALLIDAY COMPANIES**

— *A Berkshire Hathaway Affiliate* —

# AI & Real Estate

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**Betsy Cameron**

Senior Vice President, Operations



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# Roles in Residential Real Estate

## Remote Viewing

Virtual walkthroughs facilitate remote property viewing, especially helpful for international buyers or those unable to visit in person.

## Visualization

VR tools enable buyers to visualize changes or renovations in a property before making a purchase decision.

## Data Analysis

AI algorithms can quickly analyze large datasets to provide insights into market trends, pricing predictions, and investment opportunities.

## Chatbots and Virtual Assistants

AI-powered chatbots can assist potential buyers and sellers by answering queries, providing property information, and scheduling appointments.



# Roles in Residential Real Estate

## Personalized Recommendations

AI can offer personalized property recommendations based on a buyer's preferences and requirements.

## Customer Insights

AI-driven analytics provide insights into buyer preferences and behaviors, allowing for more targeted marketing strategies and customer engagement.

## Marketing

AI allows us to accomplish much more in less time. In particular, writing marketing and advertising copy, writing descriptions of listed properties, and similar tasks are now accomplished in minutes, rather than hours.



# Promotion

- **Online Profiles:** ChatGPT can write easy-to-read and influential bios for social media and other online sites.
- **Listing Promotion:** AI can help write MLS listing descriptions if you provide specific details on the listing and proper direction to get what you want.
- **Social Captions for Promoting the Listing:** Instead of just posting a link to the listing website, you can use ChatGPT to create SEO-optimized social media captions to post along with your listings.





# Content Creation

- **Market Expertise:** Realtor Property Resource (RPR) & Residential Market Trends has an AI component to create scripts selecting tone and audience in showing your market expertise via social media, video or email.
- **Neighborhood Content:** ChatGPT can give you a head start to develop content to demonstrate your market knowledge and how well you know the areas you serve.
- **Email Marketing:** Develop an email campaign geared towards homeowners that have a good amount of equity in their home or who have stayed in their home over a certain period of time.



# Productivity

- **Brainstorming Ideas:** Assist with agent's social media & marketing plans for your listings, building a business plan for your real estate business
- **Google Assistant:** AI Assistant to assist with setting inspections, appraisals, photos etc.



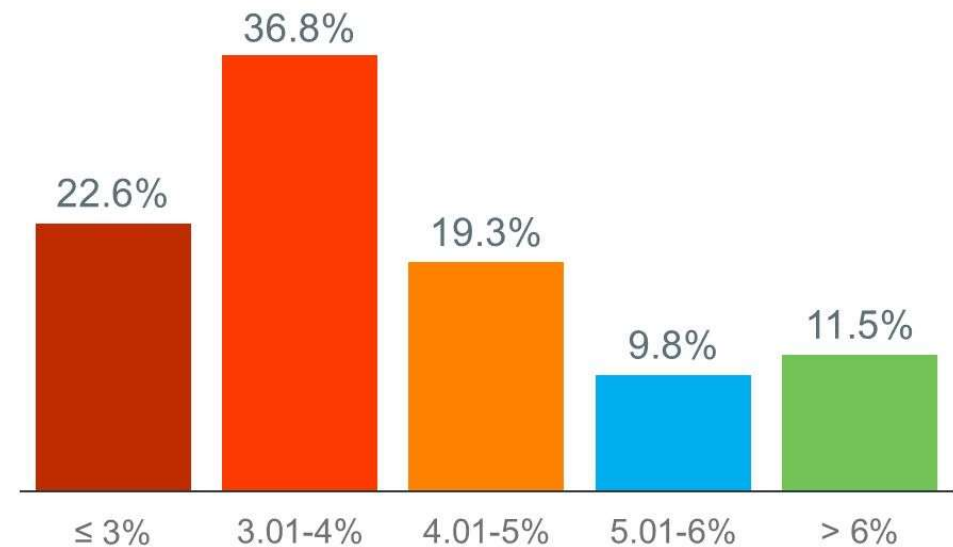
# Market Trends and Predictions

Three-rate cuts are projected for 2024, but if and when those cuts start will determine how different the 2024 real estate market is from the 2023 one we just completed.

*“Don't ever try and forecast interest rates or, more specifically, mortgage rates, because you will always invariably be wrong.” ~ Anonymous*

## 78.7% of Mortgage Rates Less Than 5%

Current FHFA Loans with Mortgage Rate at Time of Origination



Source: FHFA





# Market Trends and Predictions

While sales are expected to remain flat in 2024 compared to 2023 lower interest rates for at least part of 2024 may boost this somewhat, and might ease the “lock in effect” which will increase inventory levels and assist with pent-up demand.

## Mortgage Rate Projections

Fannie Mae

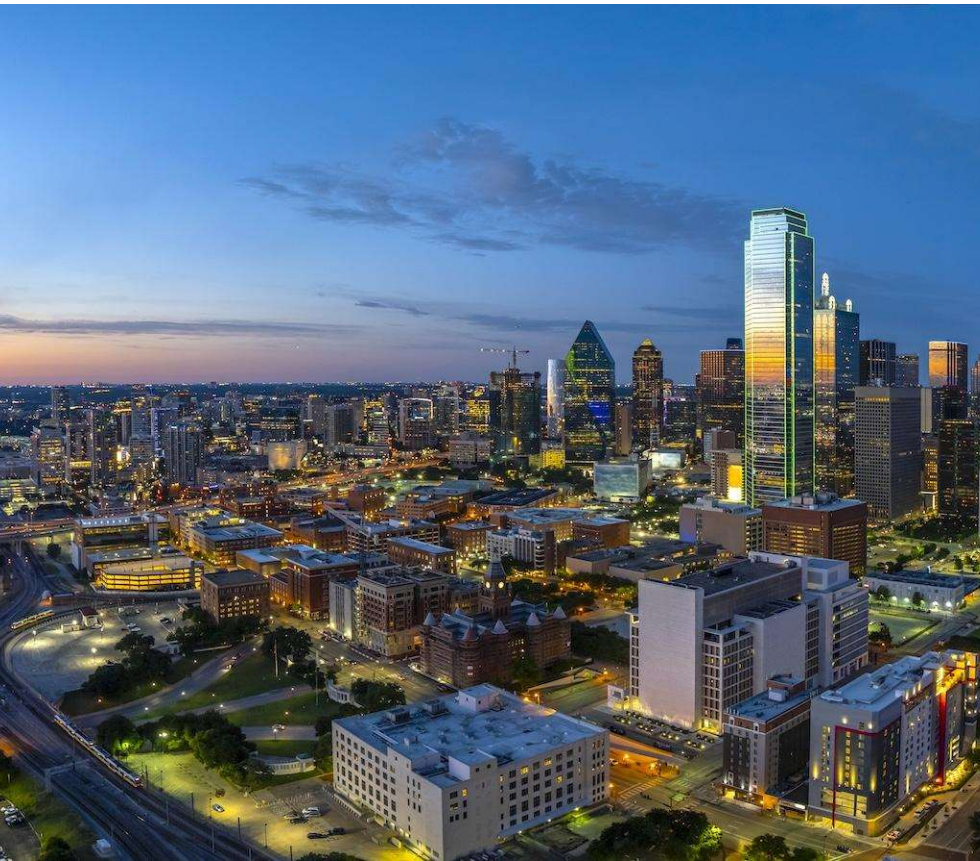
Quarter	December 2023	January 2024
<b>2024 Q1</b>	7.0%	6.4%
<b>2024 Q2</b>	6.8%	6.2%
<b>2024 Q3</b>	6.6%	6.0%
<b>2024 Q4</b>	6.5%	5.8%



## Top 10 Markets with the Most Pent-up Housing Demand

1. Austin-Round Rock-Georgetown, TX
2. Dallas-Fort Worth-Arlington, TX
3. Dayton-Kettering, OH
4. Durham-Chapel Hill, NC
5. Harrisburg-Carlisle, PA
6. Houston-The Woodlands-Sugar Land, TX
7. Nashville-Davidson-Murfreesboro-Franklin, TN
8. Philadelphia-Camden-Wilmington, PA-NJ-DE-MD
9. Portland-South Portland, ME
10. Washington-Arlington-Alexandria, DC-VA-MD-WV





North Texas' robust job market adds to our optimism, suggesting we can expect sustained housing demand in the near future.

The Dallas Region has the highest rate of year-over-year job growth at **3.2%** and the highest total job growth (**134.2K**) among the largest U.S. metros in Dec. 2023

*Source: Bureau of Labor Statistics, preliminary, not seasonally adjusted*



# Local Market Statistics

**JANUARY 2024**

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## Your North Texas Market Snapshot

<b>\$467,000</b> SALES PRICE +7%	<b>\$212</b> PRICE PER SQ. FT. +5%	<b>60</b> DAYS ON MARKET +5%
<b>7,400</b> CLOSED SALES -9%	<b>8,623</b> NEW LISTINGS +9%	<b>4.9</b> MONTHS SUPPLY +26%

Source: Trendgraphix, NTRIS MLS, December 2023 vs. December 2022.  
All stats are averages unless otherwise noted.

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# Local Market Statistics

Market Stat	Dallas County	Collin County	Denton County	Tarrant County
ACTIVE	<b>3,804</b>	<b>2,356</b>	<b>2,266</b>	<b>3,892</b>
SOLD (Last 30 Days)	<b>1,013</b>	<b>710</b>	<b>629</b>	<b>933</b>
INVENTORY (Months)	<b>3.75</b>	<b>3.31</b>	<b>3.60</b>	<b>4.17</b>
SOLD (1 year ago)	<b>1,032</b>	<b>737</b>	<b>683</b>	<b>1,142</b>
SOLD 2023	<b>20,273</b>	<b>15,006</b>	<b>14,127</b>	<b>22,289</b>



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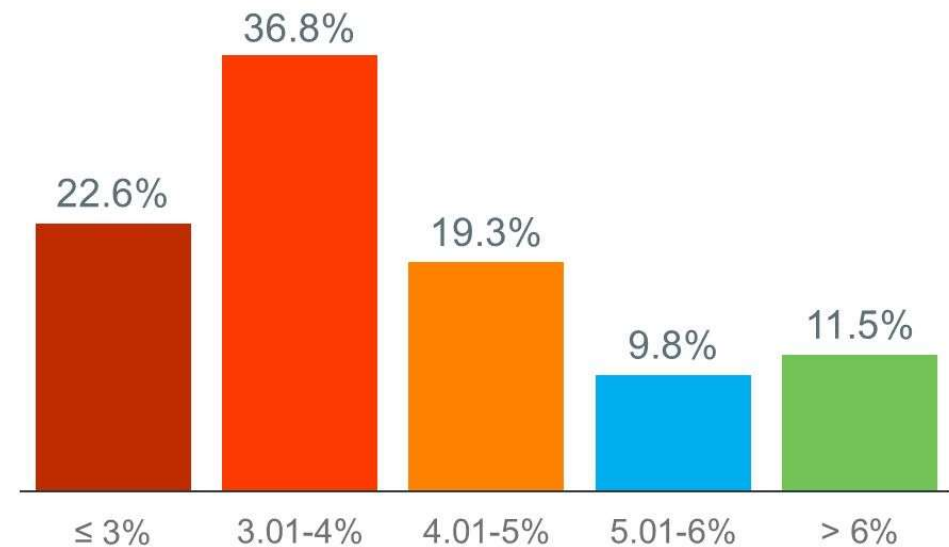
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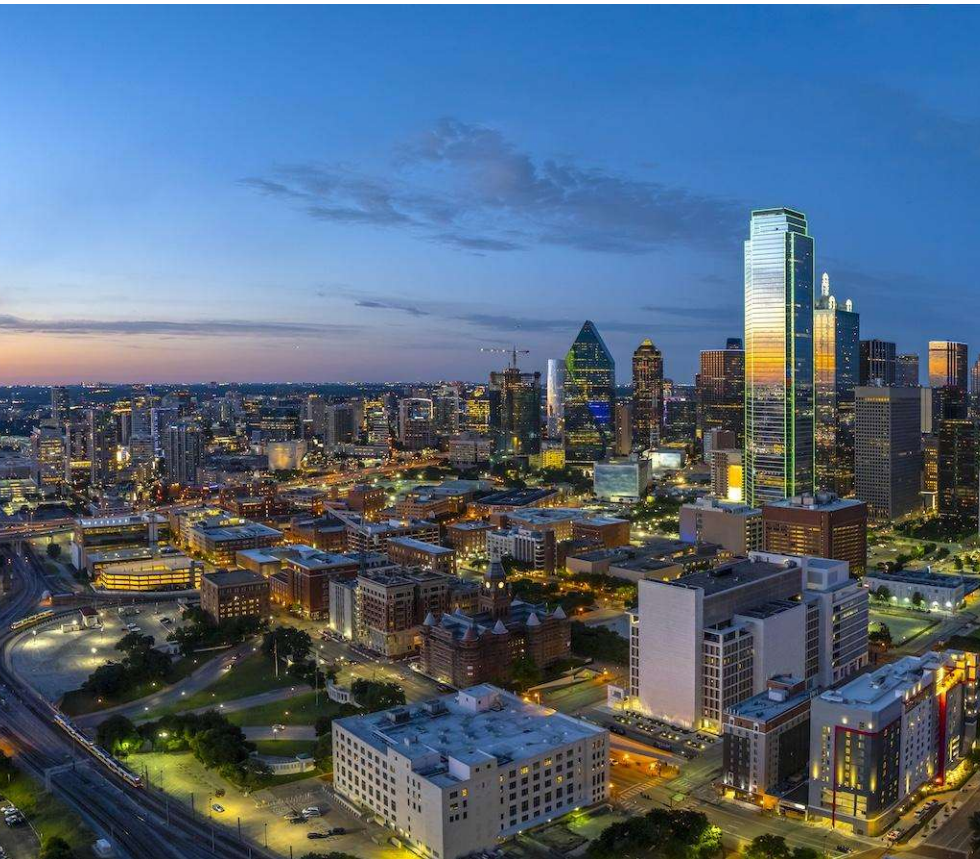
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