COURSE SYLLABUS

AI for Real Estate Professionals (Self-Paced)

Claude brings writing, research, marketing, and client communication together into a single personalized workflow, and that workflow changes how your real estate business runs from listing through close.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/ai-for-real-estate-professionals-self-paced

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Course Outline

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