AI CERTIFICATION COURSE RESOURCES

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ESSENTIAL RESOURCE LINKS

RRC CENTRAL HUB

www.CRS.com

RRC LEARNING PORTAL

https://education.crs.com

RRC REFERRAL CENTER

https://find.crs.com/

These core resources provide the foundation for your AI certification journey and ongoing professional development.

DATA CENTER AND INDUSTRY RESOURCES

- Meta Data Center Map: **https://datacenters.atmeta.com/us-locations/**
- Leslie Stahl CBS Interview: **https://www.youtube.com/watch?v=LgUjLcxJxVg**
- Meta Georgia, Neighbor Water Issue: **https://www.youtube.com/watch?v=DGjj7wDYaiI**
- Data Center Map: **https://www.datacentermap.com/usa/idaho/**
- With Joy.Ai: https://withjoy.ai/

CHATGPT DATA PRIORITIZATION FRAMEWORK

01

MOST RELIABLE – "HARD FACTS"

Laws, statutes, government sites, raw data (HUD, Census, FRED, MLS)

02

SOLID & VERIFIED – "RESEARCHED"

Peer-reviewed studies, official reports, industry standards (NAR, CoreLogic, RESO docs)

03

TRUSTED CONTEXT – "INTERPRETED"

Major news outlets with corrections policies (AP, Reuters, WSJ, NYT)

04

HELPFUL BUT SECONDARY – "GUIDES & HOW-TOS"

Wikipedia (as a map, not a destination), Investopedia, technical docs, expert blogs

05

LOWEST PRIORITY – "NOISE"

SEO fluff, marketing pages, unlabeled AI content, social media claims

MARKET AUTHORITY SAMPLE PROMPT

You are my content chief. Take the last 90 days of sales in [neighborhood or zip code] and create a micro-market report in plain English.

Then repurpose it into:

1 LinkedIn article,

3 Instagram carousel posts,

2 short-form video scripts under 45 seconds,

1 email newsletter.

Make each piece position me as the local authority while driving calls-to-action to book a consultation."

GENERATE A QR CODE PROMPT:

Select: Create Image

Prompt: Create a QR Code that directs a user to this website [Insert url link]

Content
Transsfortion

BUYER AVATAR PROMPT TEMPLATE

You are a real estate marketing strategist. Help me create a detailed buyer avatar for the following property:

PROPERTY DETAILS:

- Location: [insert city/neighborhood/zip]

- Property type: [single-family, condo, luxury estate, farm, etc.]

- Size/features: [# of beds/baths, square footage, lot size, unique features]

- Price: [$X]

- Lifestyle appeal: [schools, walkability, waterfront, gated community, urban core, etc.]

DELIVERABLES:

1. **Demographics:** likely age range, household income, family structure, profession.

2. **Psychographics:** lifestyle goals, values, aspirations, challenges.

3. **Motivations:** why this property appeals to them (e.g., schools, space, investment, location).

4. **Pain Points:** what frustrations they want to solve by buying this home.

5. **Search Behavior:** where they hang out online, what they Google, which social platforms they use.

6. **Messaging Strategy:** suggested headlines, ad copy angles, and emotional triggers that would speak directly to them.

7. **Marketing Channels:** best way to reach this avatar (FB ads, LinkedIn, TikTok, YouTube, direct mail, events).

Make the avatar vivid, like a real person profile, so I can instantly picture them and craft marketing to attract them.

BUSINESS AUDIT PROMPT

You are a real estate business strategist. Audit my business as if you are my performance coach. Break down your audit into the following categories:

LEAD GENERATION & MARKETING

Evaluate how I'm attracting clients (online, offline, referrals, social, ads). Identify gaps, missed opportunities, and untapped niches.

SALES CYCLE & CONVERSION

Analyze how I move prospects from lead → appointment → signed client → closed deal. Point out where time is wasted and how to reduce the cycle.

CLIENT EXPERIENCE

Assess how buyers and sellers experience my process (communication, onboarding, updates, post-closing). Suggest systems to improve loyalty and referrals.

OPERATIONS & SYSTEMS

Examine my use of tech, automation, and delegation. Identify tasks I should stop doing, start automating, or outsource immediately.

FINANCIALS & PROFITABILITY

Evaluate my business model, expenses, commission structures, and profit margins. Suggest strategies for scaling revenue without increasing burnout.

PERSONAL BRANDING & AUTHORITY

Analyze my current visibility and reputation. Recommend strategies to position me as the go-to agent in my market.

Deliver your audit as:

- A summary of my current likely situation (based on typical agent challenges).
- A bullet list of the top 3 weaknesses slowing growth.
- A bullet list of the top 3 untapped opportunities I should pursue.
- A 90-day action plan with weekly priorities to reset and grow my business."

BUSINESS PLAN PROMPT

"You are my real estate business strategist and operations coach. Using the results of my business audit (strengths, weaknesses, opportunities, and the 90-day action plan), draft a full business plan that is specific, measurable, and execution-ready. Structure it as follows:

1 **EXECUTIVE SUMMARY**

Position my business clearly (who I serve, where, and why I'm different). Include a mission statement and short vision statement.

2 **MARKET ANALYSIS**

Summarize the opportunities identified in my audit. Define my target market, niches, and client avatars (buyers, sellers, investors).

3 **LEAD GENERATION & MARKETING PLAN**

Lay out 3–5 marketing pillars I should focus on (e.g., social media, referrals, ads, micro-market authority). For each, give monthly content themes, ad campaign ideas, and KPIs (key performance indicators).

4 **SALES PROCESS & CLIENT EXPERIENCE**

Map the optimized client journey from lead → signed client → closed transaction → referral. Recommend automation and scripting points to reduce friction and shorten cycle time.

5. OPERATIONS & SYSTEMS

Translate audit results into systems (CRM, AI automations, VA delegation). Define what to outsource, automate, or streamline in the next 90 days.

6. FINANCIAL MODEL & GOALS

Set SMART goals: transaction volume, GCI (gross commission income), net profit. Include budget allocations (marketing %, tech %, growth investments).

7. 90-DAY & 12-MONTH ACTION PLANS

Create a week-by-week plan for the first 90 days (quick wins + foundation building). Outline a 12-month roadmap aligned with scaling strategies from the audit.

8. METRICS DASHBOARD

Define the 5 most critical metrics to track weekly. Recommend a simple scorecard format I can use in my business reviews.

IMAGE AND VIDEO PROMPT TEMPLATES

IMAGE PROMPT MAD LIBS:

[Subject/Character] + [Action/Expression] + [Setting/Environment] + [Style/Medium] + [Lighting/Camera Details] + [Mood/Vibe]

> **Example:** A professional woman with blonde hair and green eyes, smiling confidently while holding a coffee cup, sitting in a modern café, Pixar-style 3D render, warm natural lighting, waist-up shot, approachable and inspiring.

Negative Prompt Add On: No distorted faces, no extra limbs, no text, no watermark.

ADVANCED USER IMAGE PROMPT TEMPLATES:

- **Control with structure.** Use prompt engineering grammar such as: Subject: main thing (woman, robot, castle). Modifiers: age, style, mood (ancient, neon-lit, whimsical). Action: what's happening (running, building, celebrating). Context: setting/environment (snowy forest, Martian desert). Technical cues: "8K resolution, shallow depth of field, cinematic lighting.

- **Negative prompts.** Tell the AI what you don't want: "no extra limbs, no text, no watermark." Crucial for cleaning results.

- **Reference images.** Upload or link images so the AI has a visual anchor—perfect for consistency across a series.

- **Advanced styling.** Stack influences: "a portrait in the style of Annie Leibovitz photography, blended with Studio Ghibli animation." This cross-pollination creates unique results.

- **Workflow mindset.** Treat it like drafting: generate, curate, upscale, then post-process in Photoshop/Canva/etc. The raw AI image is rarely the final product.

ADVANCE USER TEMPLATE

[Subject + Specific Details] + [Action/Expression + Narrative Context] + [Setting/Environment with Style References] + [Technical Details: lens, resolution, aspect ratio] + [Mood + Storytelling Tone][Negative Prompt Controls]

> **Example (Advanced):** "Portrait of a mid-40s professional woman with blonde hair and green eyes, wearing a teal blazer, smiling warmly, sitting at a café table holding a coffee cup. Shot with an 85mm lens, shallow depth of field, 8K resolution, cinematic lighting. Style blend: Pixar 3D render + Annie Leibovitz editorial portrait. Mood: approachable yet inspiring, conveying leadership and trust. Negative prompt: no distorted hands, no text, no watermark, no oversaturation."

VIDEO PROMPTS:

- **Subject/Character:** Who or what is the focus? Example: "A young couple," "A professional woman in her 40s," "A golden retriever."
- **Action/Movement:** What happens? Example: "Walking into a coffee shop," "Smiling and waving," "Running on the beach."
- **Setting/Environment:** Where does the action take place? Example: "Modern café," "City skyline at sunset," "Mountain trail."
- **Style/Medium:** How should it look? Example: "Cinematic, Pixar 3D, anime, photorealistic."
- **Lighting & Mood:** What atmosphere do you want? Example: "Golden hour, uplifting, inspiring," "Dark, moody, mysterious."
- **Camera Angle & Motion:** How is it shot? Example: "Close-up, wide shot, drone-style pan, smooth tracking."

Template Video Prompt: A [subject] + [action] in a [setting], + [style], with + [lighting/mood], filmed as a+ [camera angle].

> **Example:** A young couple walking hand-in-hand on a sandy beach at sunset, photorealistic style, warm golden-hour lighting, filmed as a wide shot with a slow pan across the ocean horizon.

LANGUAGE MODELS AND AI LAB SOFTWARE TOOLS

LANGUAGE MODELS:

- Chat GPT (Open AI)
- Claude
- Grok (X)
- Gemini (Google)
- Co-Pilot (Microsoft)
- Jasper

AI LAB SOFTWARE TOOLS

- **https://app.heygen.com/home**
- **https://www.housewhisper.ai**
- **https://www.shilo.ai/**
- **https://fello.ai/**
- **https://www.amitree.com/**
- **https://boldtrail.com/**
- **https://lofty.com/**
- **https://www.followupboss.com/**
- **https://www.captions.ai/**
- **https://buffer.com/**
- **https://gamma.app/**
- **https://www.rayse.com/**
- **https://www.amitree.com/**
- https://www.listing.ai/