



# AN TOOLS FOR MEETINGS

LEARNER GUIDE



PRESENTED BY: *Matthew Rathbun*



## ABOUT THE SPEAKER

---

Matthew Rathbun has traveled across the US and abroad bringing the latest information about trends, techniques, and tools to real estate agents looking to upgrade their careers. With a unique blend of geekiness, humor and in-depth knowledge of the practice of real estate Matthew makes agents think differently about the world.

Matthew is a self-proclaimed 'worst- student ever, and during each class, he puts himself in the learner's seat and brings a unique spin to how agents can increase their business and serve their clients at a higher level.

Matthew is a licensed broker in Virginia, Maryland, and the District of Columbia and Exec. Vice President of Coldwell Banker Elite, coaching and developing over 300+ agents and staff. Matthew has served in various capacities in the REALTOR® Association.

### Notable Recognition

- REBI National Distinguished Educator Of The Year
- CRS National Instructor of the Year
- Virginia Association of Realtors - Instructor of the Year
- RISMedia Newsmaker – Influencer
- Virginia Realtors Graduate - Leadership Academy
- Fredericksburg Assoc. of Realtors – Realtor of the Year
- Fredericksburg Assoc. of Realtors – President's Award
- Fredericksburg Assoc. of Realtors – Code of Ethics Award
- Fredericksburg Assoc. of Realtors – Rookie of the Year
- Fredericksburg Assoc. of Realtors – Honor "Role"
- Coldwell Banker Recruiter Award – Virginia

---

[MATTHEWRATHBUN.COM](http://MATTHEWRATHBUN.COM)



*Matthew Rathbun*

MATTHEW RATHBUN

## Meeting Prep With AI

resources for impactful meetings



---

---

---

---

---

---

---

---

---

---

---

---



### Nice to meet you!

Husband / Father / Grandfather

Broker / Marketer / Strategic Thinker

---

---

---

---

---

---

---

---

---

---

---

---

Lets start with  
the human  
stuff first

---

---

---

---

---

---

---

---

---

---

---

---





# Generative AI



---

---

---

---

---

---

---

---

---

---

## AI CONSIDERATIONS

KNOWLEDGE HORIZONS



What date did the service last update its data points?

AI IS A FIRST DRAFT



AI data is not complete and must be verified and then edited.

DON'T LOSE YOUR VOICE



Your "voice" online should remain the same throughout all marketing assets.



---

---

---

---

---

---

---

---

---

---

# General Tools

---

---

---

---

---

---

---

---

---

---

# AI Created Assets

- Draft Agenda
- Promotion Plan
- Meeting Assets
- Visual Assets
- 



---

---

---

---

---

---






---

---

---

---

## ChatPGT Prompt Framework

-  State the Emulation
-  Direct the Task
-  Provide the Steps
-  Set the Goal
-  Provide the Data



---

---

---

---

---

---

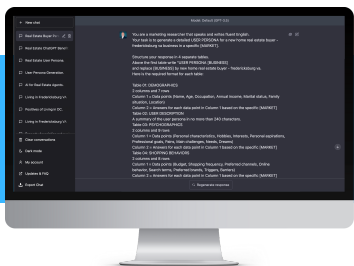
---

---

---

---

## ChatGPT (generative pre-trained transformer)



---

---

---

---

---

---

---

---

---

---











**THANK YOU!**

*Matthew Rathbun*



matthewrathbun.com

540.455.3350

 /matrathbun

 /matthew\_rathbun

 @matrathbun

---

---

---

---

---

---

---

---

---

---