



EUGENE MCARTHUR



AI, FROM TOOL TO TEAMMATE

Building better connections
through **leverage**



REALITY CHECK

800M+

PEOPLE USING CHATGPT
EVERY WEEK

AI is no longer a future discussion.
It's **already** part of everyday business.



01

BRITANNICA

Find
Information



02

GOOGLE

Search
Information



03

CHATGPT

Collaborate
With Information



This is not emerging technology.
This is current reality.

HOW WE GOT HERE

01



BRITANNICA ERA

Find Information

Knowledge lived in books.

02



GOOGLE ERA

Search Information

Knowledge moved online.

03



CHATGPT ERA

Collaborate With Information

Knowledge became conversational.

Every major shift changed
who had an advantage.

— AI is the next shift. —

THE MODERN AGENT

Information is everywhere.
Value comes from what
you do with it.

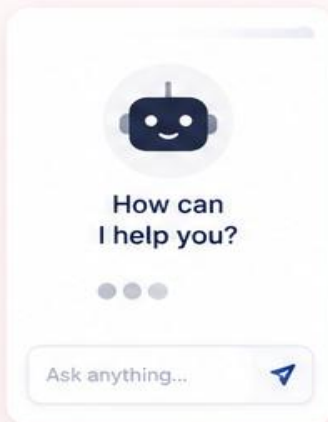


AI doesn't replace these skills.
It amplifies them.

WHY MOST PEOPLE ARE USING AI WRONG

AI AS A TOOL

-  Write a Facebook post
-  Write an email
-  Write a listing
-  Summarise this



One task at a time.



**FROM
TASKS
— TO —
SYSTEMS**

AI AS A TEAM MEMBER

-  Marketing Assistant
-  Research Assistant
-  Content Creator
-  Business Coach
-  Strategy Partner



**One conversation.
Multiple outcomes.**



**Most people ask AI questions.
Top performers build **AI workflows**.**

AI IS ONLY AS GOOD AS YOUR INSTRUCTIONS

Better instructions create better outcomes

✗ WEAK PROMPT

 You

Write a Facebook post for my property.

 ChatGPT

Beautiful home for sale.
Contact me for more information.

 Generic

 Average

 Forgettable



**BETTER INPUT
=
BETTER OUTPUT**

✓ BETTER PROMPT

 You

Act as an experienced real estate marketing expert.
Create a Facebook post for a 4-bedroom family home in Midstream Estate.
Target families upgrading their lifestyle.
Include a strong call to action.

 ChatGPT

Imagine your family enjoying summer evenings around the pool in one of Midstream's most sought-after estates...
Book your viewing today. 🏡

 Targeted

 Persuasive

 Effective



AI does not reward effort.
AI rewards **CLARITY.**

WHAT AI ACTUALLY IS

Understanding
the terminology.



AI

ARTIFICIAL INTELLIGENCE

The broad field of technology that enables computers to perform tasks that normally require human intelligence.

EXAMPLES

- Image recognition
- Self-driving cars
- Voice assistants
- Chatbots



AI

Artificial Intelligence

The broad field of technology that enables computers to perform tasks that normally require human intelligence.



LLM

LARGE LANGUAGE MODEL

A type of AI trained on massive amounts of text that can understand, generate and work with human language.

EXAMPLES

- GPT-4
- Claude
- Gemini



LLM

Large Language Model

A type of AI trained on massive amounts of text that can understand, generate and work with human language.



CHATGPT

AI APPLICATION

A product built on an LLM that allows people to interact with AI through conversation.

EXAMPLES

- Writing
- Research
- Brainstorming
- Analysis



ChatGPT

AI Application

A product built on an LLM that allows people to interact with AI through conversation.



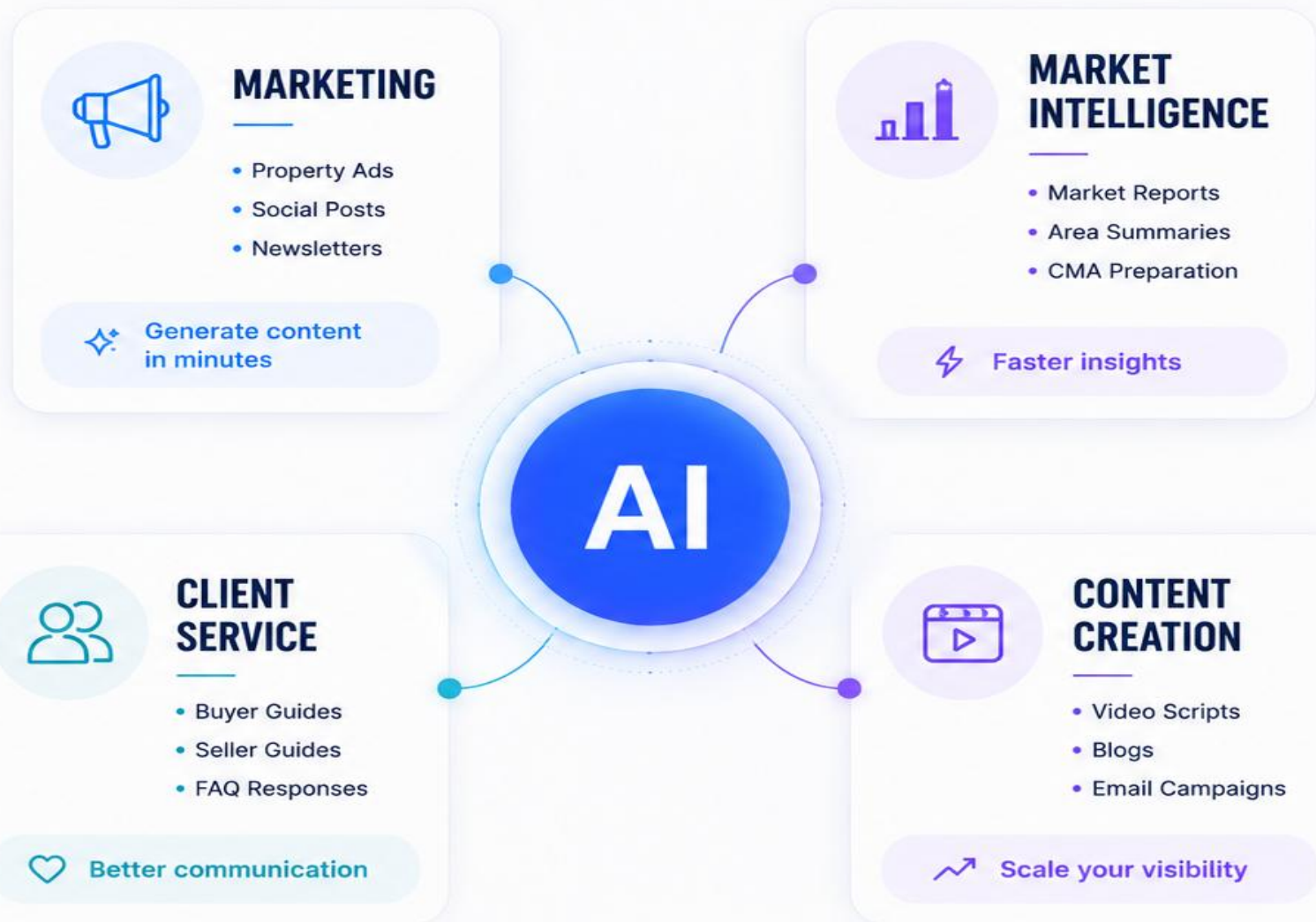
AI is the **category**.

LLMs are the **engine**.

ChatGPT is the **vehicle**.

REAL ESTATE USE CASES

Practical ways agents
are using AI today



The question is not:
“What can AI do?”

The question is:
“What can I stop doing manually?”

THE AI MULTIPLICATION EFFECT

One Property → Multiple Assets

1 INPUT



Modern Family Home
Midstream Estate

R4 500 000

4 Beds 3 Baths Pool

- ✓ Photos
- ✓ Property Description
- ✓ Property Features

AI

MULTIPLIES CONTENT

20+ OUTPUTS



Facebook Post



Instagram
Caption



Video Script



Email
Campaign



Newsletter



Blog Article



Market
Update



Seller
Guide



Buyer
Guide



AI doesn't help you do
one thing faster.

AI helps you create
many things from one source.

FROM PROBLEM TO SOLUTION IN ONE PROMPT

A real example of AI-powered execution



Green Pool

Unsellable first impression



ONE PROMPT



PROMPT USED

Change the swimming pool water from green to crystal-clear blue. Do not change any other part of the image. Keep the house, paving, lighting, shadows and perspective exactly the same.



Crystal Blue Pool

Marketing-ready image



TIME SAVED

30–60+ minutes



COST SAVED

R100 – R500+



IMPACT

Better presentation. Faster marketing.
More listings. More results.



AI DOESN'T REPLACE EXPERTISE. IT COMPRESSES EXECUTION.

CMA IN MINUTES...

The future belongs
to the leveraged.

Comparative Market Analysis (CMA)

Under Roof Size: 220 m²

Land Size: 1,000 m² (reference only)

Scenario 1 – Historical Growth

Last Sale: R1,050,000 (27 October 2015)

4% compounded annual growth

Estimated Value: R1,600,000

Scenario 2 – Comparable Sales

Comparable	Size	Sale Price	R/m ²
242 Panorama Road	205 m ²	R2,100,000	R10,244
8 Annelie Street	230 m ²	R1,600,000	R6,957
70 Strandloper Ave	203 m ²	R1,850,000	R9,113
9 Strandloper Ave	204 m ²	R1,750,000	R8,578
7 Sysie Road	243 m ²	R1,950,000	R8,025

Outlier Removed: 8 Annelie Street

Range	Value
Low	R1,765,000
Average	R1,978,000
High	R2,254,000

Scenario 3 – Area Average

Average Area Sales Price: R1,785,850

Scenario 4 – Current Market Listings

Property/Ref	Price	Size	R/m ²
117112848	R2,670,000	280 m ²	R9,536
117308836	R1,790,000	210 m ²	R8,524
117432320	R1,650,000	240 m ²	R6,875
117502887	R2,150,000	220 m ²	R9,773
117504488	R1,995,000	220 m ²	R9,068

Outlier Removed: Ref 117432320

Range	Asking Value
Low	R1,875,000
Average	R2,030,000
High	R2,150,000

Market Behaviour

Comparable sales and current listings indicate a stable market around R2.0 million for similar homes. Historical growth produces a lower figure due to the last transfer occurring in 2015.

Final Valuation

Metric	Value
Low Value	R1,850,000
Market Range	R1,950,000 – R2,050,000
High Value	R2,150,000

Recommended Marketing Price

R2,025,000

CMA VALUATIONS

 Share



Property_Report_12_Kiaat_Street_KE...
PDF



New chat in CMA VALUATIONS



Think

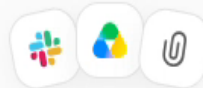


Chats

Sources

Newest ▾

All ▾



Give ChatGPT more context

Upload sources, link drives, or connect apps like Slack to give ChatGPT deeper context about your project.

Add sources

FROM IDEA TO WEBSITE

How AI Helps You Build Things Without Coding



IDEA

I want a website that:

- ✓ Shares Centurion market updates
- ✓ Generates seller leads
- ✓ Offers free CMA requests
- ✓ Builds my personal brand



The Vision

1



CHATGPT

Act as a prompt engineering expert.
Ask me 10 questions to understand exactly what I want to build.

2



AI INTERVIEW

- Audience?
- Purpose?
- Features?
- Design?
- Lead capture?
- Content?
- Integrations?
- Goals?

3



MASTER PROMPT

Detailed specification generated automatically from your answers.

4



LOVABLE.DEV

Paste prompt.
Generate website.
Publish.



Lovable



Built in minutes. Powered by AI.



**YOU DON'T NEED TO KNOW
HOW TO CODE.**

**YOU NEED TO KNOW HOW TO
DESCRIBE WHAT YOU WANT.**

RESIDENTIAL PROPERTY INTELLIGENCE

Centurion *Market Report*

3-Month Residential Sales Analysis

FEBRUARY 2026 • APRIL 2026



**AI WILL NOT
REPLACE
REAL ESTATE AGENTS**

AGENTS USING AI!
TO SAVE TIME AND BUILD CONNECTIONS
WILL REPLACE
AGENTS ~~WHO DON'T~~
WHO DON'T BUILD CONNECTIONS

The future belongs
to the leveraged.

Thank You!



SCAN TO
DOWNLOAD

CMA WORKFLOW
AND PROMPTS





EUGENE MCARTHUR

