



SOUTHLAND REGIONAL  
ASSOCIATION OF REALTORS®, INC.

Future-Proof Your Business:

# MASTERING TECHNOLOGY AND AI IN REAL ESTATE



**Thursday,  
September 5, 2024**



**10AM – 12 PM**



**Free Members Only**  
Refreshments will be served



**SRAR Lake Balboa Office**  
7232 Balboa Blvd. Lake Balboa, CA 91406

**Master the Art of AI-powered Listings:** Discover how to write compelling and informative listings using AI tools. We'll explore strategies to optimize your product descriptions, titles, and keywords for maximum reach and engagement.

**Build a Social Media Powerhouse:** Learn how to cultivate a thriving social media presence. We'll discuss tactics for generating high-quality content, scheduling posts, and analyzing your audience to attract qualified leads.

**Become an AI Prompting Pro:** Unlock the secrets of effective AI prompting for business success. We'll provide practical guidance on crafting clear and concise prompts to get the most out of AI writing, content generation, and marketing campaigns.

**CLICK HERE TO REGISTER  
OR SCAN THE QR CODE**



Danny Ruiz worked in tech for 10 years at various large and small companies. Currently, he works at Meta / Facebook as a Product Manager with the AI team. He also builds apps and businesses, such as ListingGenius.ai, which helps Real Estate Agents save time with AI.



Jordan Orlick is a self-taught programmer, CEO, & Co-Founder of LetzChat, Inc. Orlick is the lead developer and had a major part in programming all of the LetzChat AI-Language Translation services. Orlick studied Electrical Engineering at CSUN, an Eagle Scout in the Boy Scouts of America, and holds two United States patents.



Mark Sarria, with 22 years in the tech sector, leads VelocityNex, driving innovation in customer experience and operational efficiency. His strategic approach to digital transformation has significantly boosted sales & secured valuable contracts.