

SPF Presents  
**NOW OR NEVER: HOW TO PREPARE C.A.R. FOR  
AN AI-ENABLED FUTURE**

---

Thursday, April 30 at 1pm - 2:30pm  
Grand Nave Ballroom, Gardenia Room at Sheraton Grand Hotel



SPEAKER  
**TRENT GILLESPIE**  
CEO, Stellis AI



MODERATOR  
**ERIN STUMPF**  
SPF Vice Chair



MODERATOR  
**NIKKI COPPA**  
C.A.R. Treasurer & SPF Chair



MODERATOR  
**MIKE VACHANI**  
SPF Vice Chair

# AI NOW

STAY AHEAD OF WHAT'S NEXT

WE'RE BRINGING AI EDUCATION  
TO YOU WITH THREE, SINGLE-DAY  
EVENTS THROUGHOUT THE STATE

 **UCLA, LOS ANGELES**  
**MAY 12**

 **SANTA CLARA UNIV., BAY AREA**  
**JUNE 24**

 **FRESNO**  
**COMING SOON!**

## NEW C.A.R. EVENT!

**\$49 INCLUDES**

- THREE GENERAL SESSIONS
- TWO HANDS-ON WORKSHOPS
- BOXED LUNCH



**REGISTER NOW!**

[car.org/meetings/ainow](https://car.org/meetings/ainow)



**CCRE PRESENTS...**  
**AI AND**  
**REAL ESTATE**  
**PANEL DISCUSSION**

**TUESDAY, AUGUST 4**  
**9 AM - 11:30 AM**  
**SAN FRANCISCO**

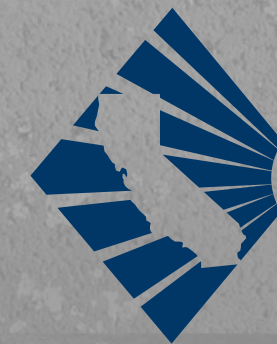


PAST

FUTURE



*Trent Gillespie*



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

amazon



**AI ISN'T JUST A  
TOOL.**

**IT'S YOUR NEW  
OPERATING SYSTEM**

**Culture of  
Innovation + AI =**

***Unstoppable Growth***

✓ **Leadership**

✓ **Vision**

✓ **Action**

**THE BOLD AREN'T WAITING  
FOR AI TO HAPPEN TO THEM.**

***THEY ARE USING IT TO  
REINVENT WHAT IS POSSIBLE.***

**What will our  
*future customer*  
want...**

**...5 years from now?**

# *REALITY CHECK*

1. How many are daily AI Users?
2. How many have used AI to help a client in the last 30 days?
3. How many have had clients use AI before calling you?
4. How many of you believe AI will significantly change buyer and seller behavior within 3 years?

82%

**OF HOME BUYERS OR SELLERS USE  
AI FOR HOME INSIGHTS**

**real**tor.com<sup>®</sup>

86%

**EXPECT AI IN PROPERTY WEBSITES**



44%

**WOULD PAY EXTRA TO HAVE  
HUMANS VERIFY AI-GENERATED  
HOUSING DECISIONS**



# 50%

**OF GEN Z BUYERS SAY AI WOULD  
INCREASE THEIR CONFIDENCE IN  
BUYING A HOME**



**THEY ARE USING AI  
TO OPTIMIZE**

***FOR A WORLD THAT  
NO LONGER EXISTS.***

What changes  
when intelligence  
is *cheap*?

**Intelligence**

“As data center production gets automated, the cost of intelligence will approach the cost of electricity.”

Sam Altman, CEO OpenAI

**Electricity**





## What can I help with?

You are an expert product manager. Design and write the requirements for a simplified web app called "Homeiversary" for real estate agents to re-engage past clients annually. Deliver production-quality, minimal, clean UI. This will be built by

Replit.

# Goal

A single-user web app where an agent:

- Uploads a CSV of past clients.
- Sees status (Up-to-date, Due soon, Overdue).





+ Create App

Import code or design

Home

Apps

Published apps

Usage

Explore Replit

Developer Frameworks

Learn

Documentation

Refer & Earn

Install Replit on

# Hi Trent, what do you want to make?

Pasted-You-are...

Build the application as outlined here.

Auto theme

Start chat

- Web app
- Data app
- 3D Game
- General

## Your recent Apps

View All →

- TicTacToeAI
- AIAssess
- WorkdayAI

Hi Robert,

It's hard to believe it's been a full year since you purchased your home at 321 Cedar Lane! Time really does fly.

How are you enjoying the Cedar Hills neighborhood? Any exciting home improvement projects or changes since we last spoke?

I'd love to catch up and share some current market insights for your area. Would you have 10-15 minutes for a quick call this week?

Looking forward to hearing from you!

Best regards,  
Jane Smith  
510-555-5555

Show less



Time worked

14 minutes

Work done

109 actions

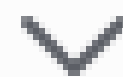
Items read

5237 lines

Code changed

+10278 -0

Agent Usage



\$1.71



**General  
Purpose  
AI Agent**

AI Listing  
Agent

AI Pricing  
Agent

AI Contracts  
Agent

AI Closing  
Agent

**Specialty Agents**

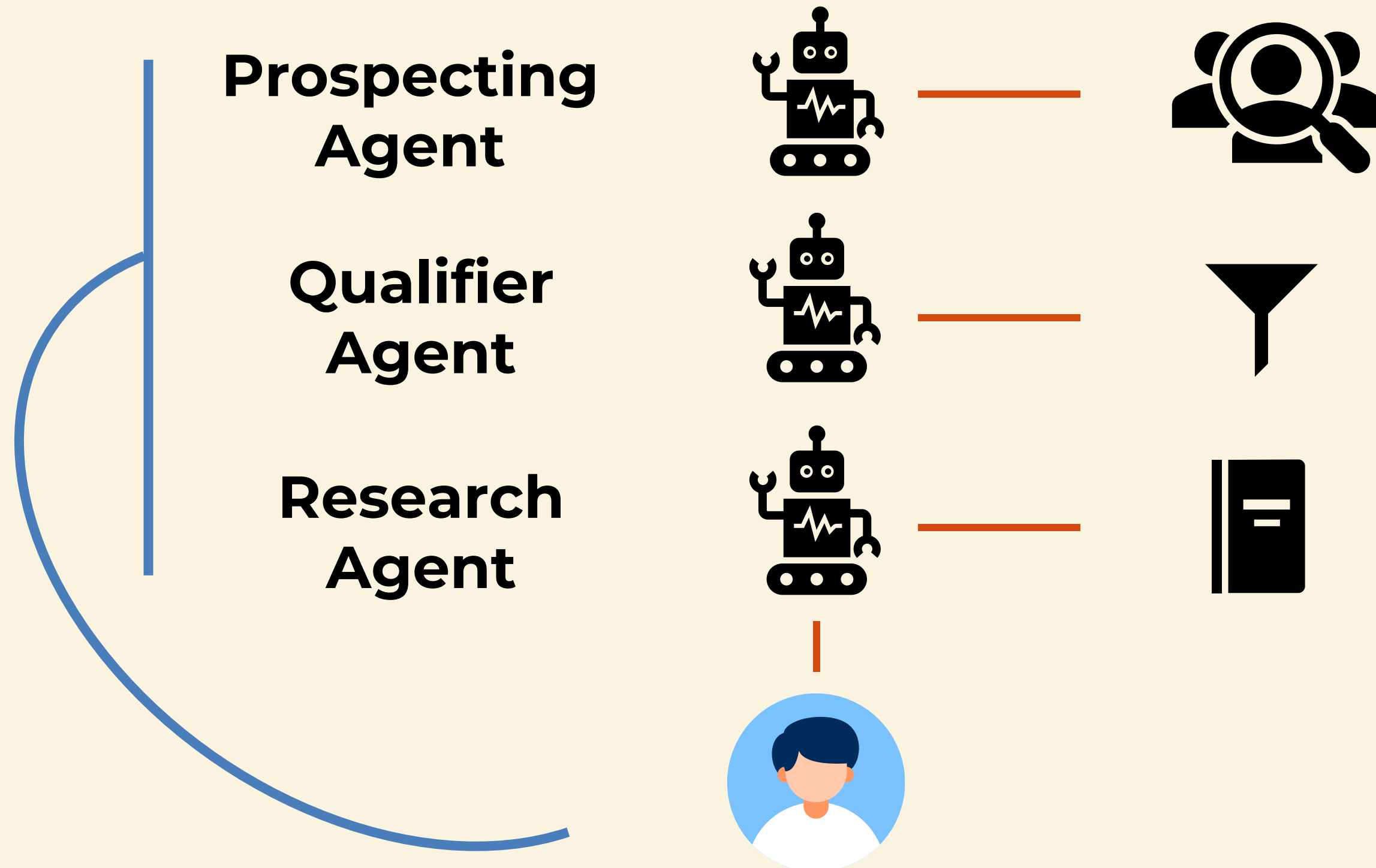


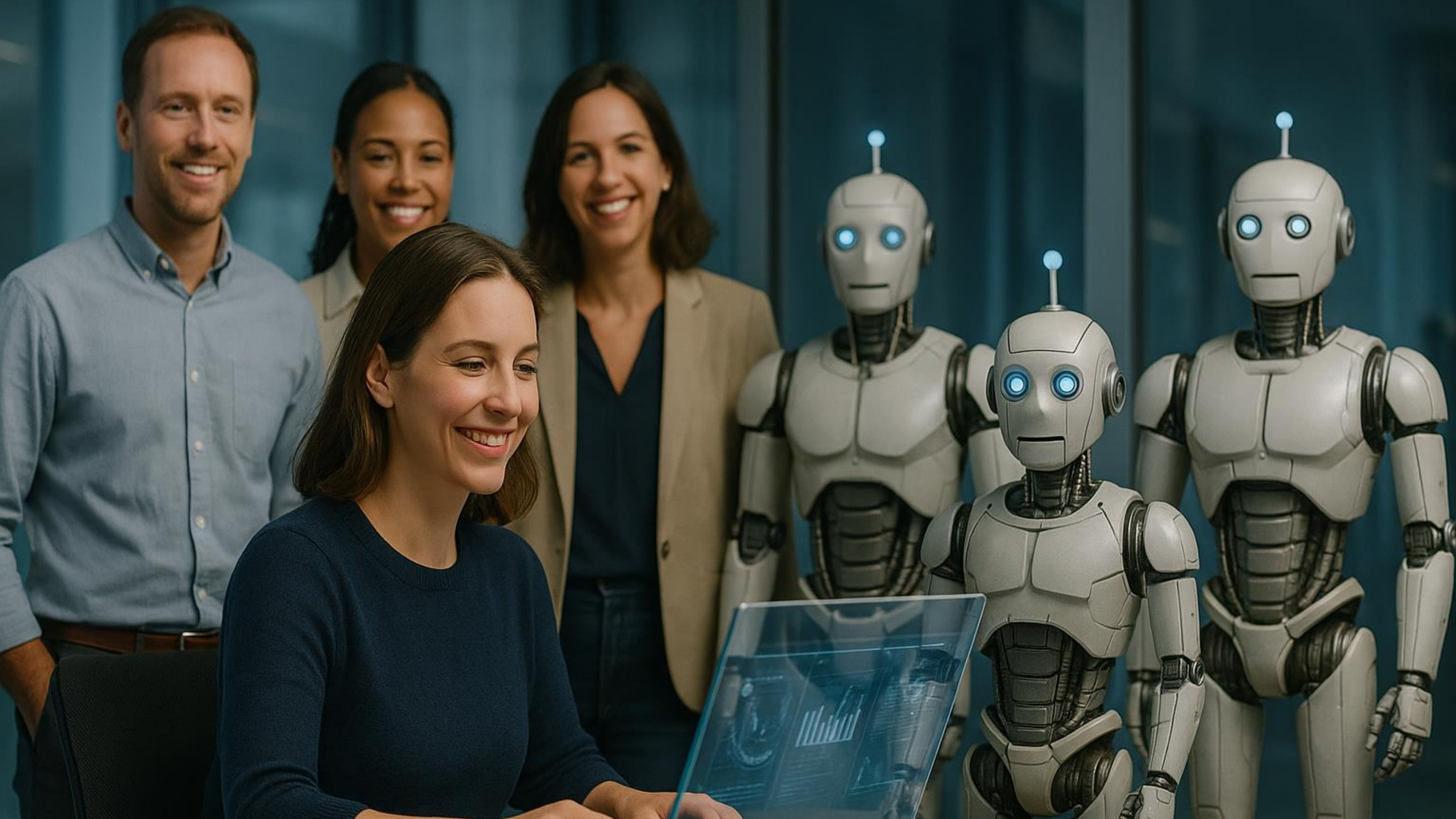
## What can I help with?

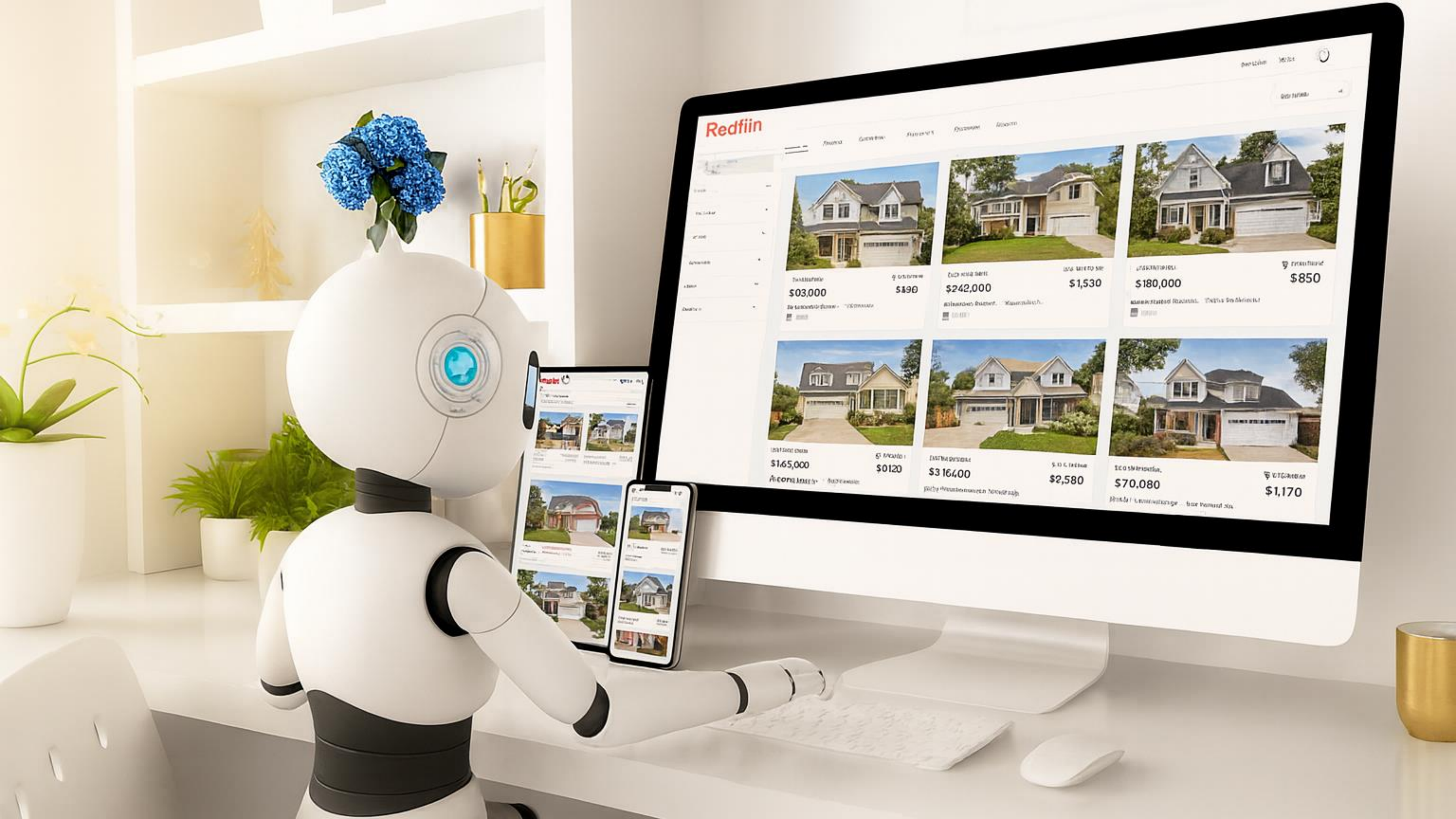
Log into Hubspot and add a task for Torey Carter-Coneen that I need to follow up with him next Monday.









# REINVENTING SALES WITH AI







Redfin

Listing 1	Listing 2	Listing 3
 \$03,000 \$190	 \$242,000 \$1,530	 \$180,000 \$850
 \$165,000 \$0120	 \$316,400 \$2,580	 \$70,080 \$1,170

# HOME BUYER



**Find homes under \$600k with an office.**

**3 Houses move-in ready. Want to book a showing?**

# YOU



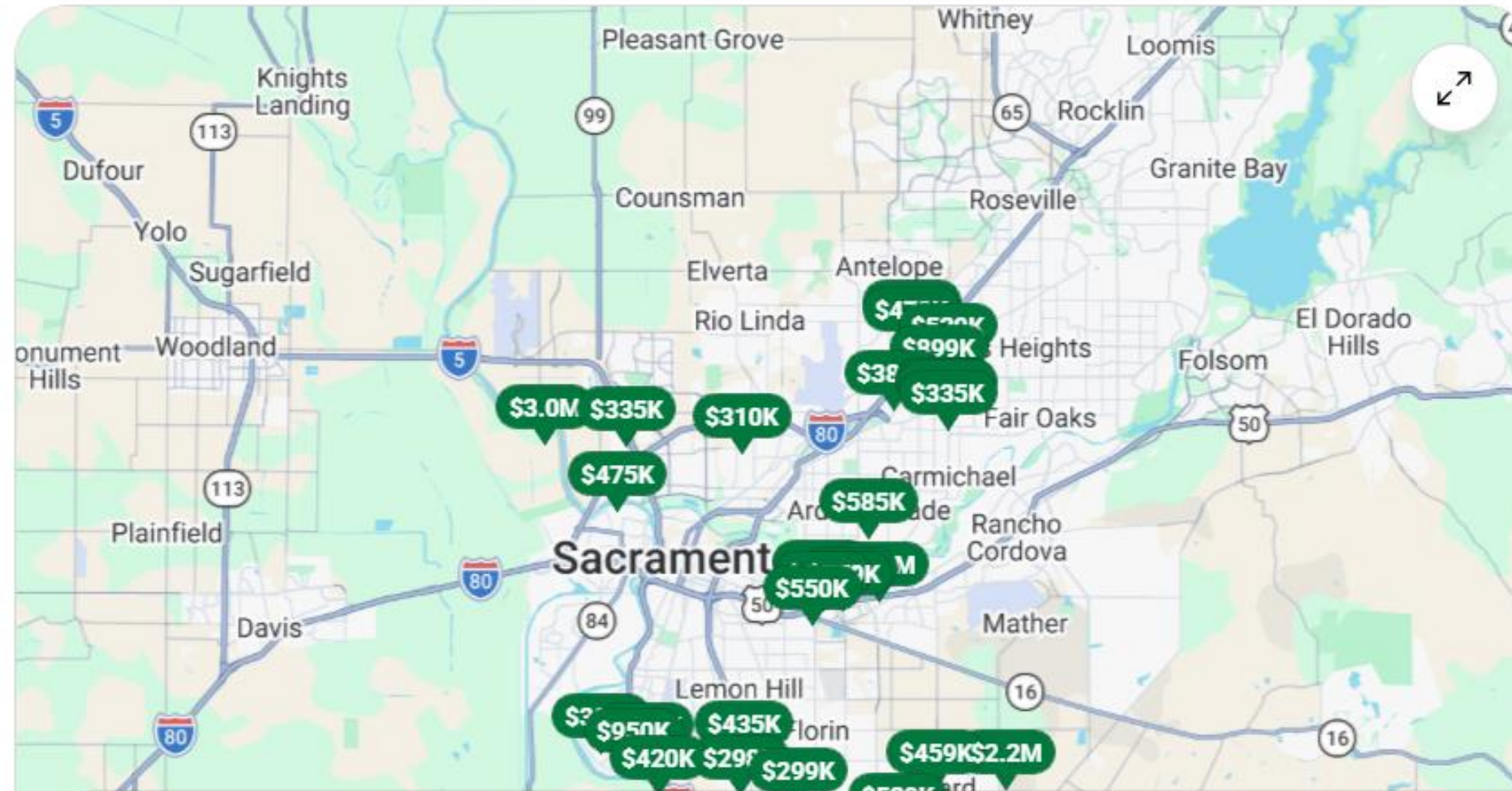
**Your General Purpose Agent**

**General Purpose AI Agent**

**Your Listing AI Agent**

@Redfin Show me homes in Sacramento with three bedrooms and a pool?

Redfin



**\$1,995,000**  
 3 bd 3 ba 3,857 sq ft  
 401 Lawson Way, Sacramento, CA...  
 Listed by MetroList



**\$949,000**  
 3 bd 2.5 ba 1,798 sq ft  
 2910 Huntington Rd, Sacram...  
 Listed by MetroList

Ask anything





**Google NotebookLM**

How much is this house  
**really** worth?

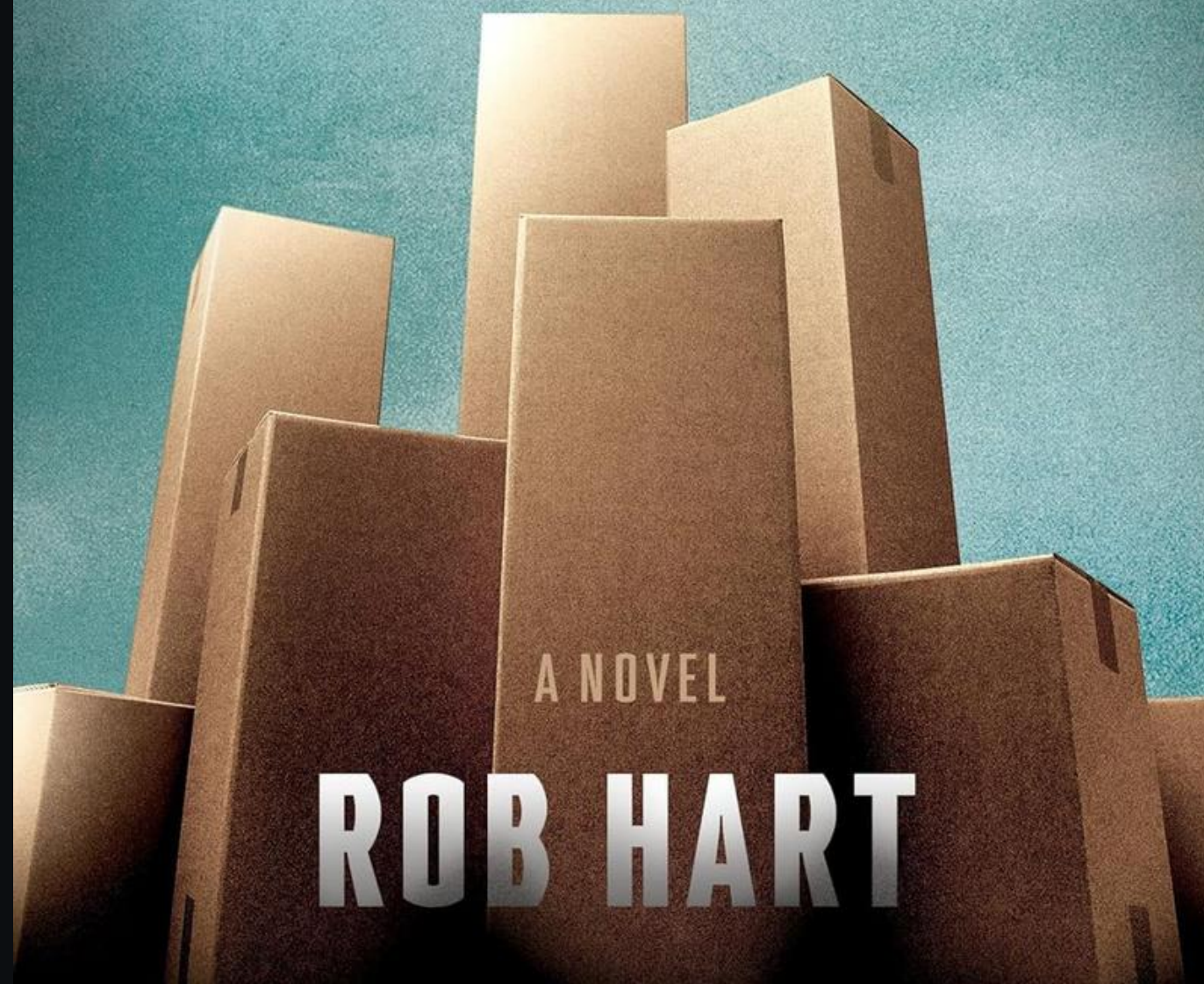


**THE QUESTION  
ISN'T WHETHER AI  
DISRUPTS REALTY.**

*It's whether C.A.R. leads  
what comes next.*



# THE WAREHOUSE



A NOVEL

**ROB HART**

# C.A.R. Mission

**Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.**

# Key Questions

- 1. How will future home buyer / seller expectations change?**
- 2. What services and skills will C.A.R members need to provide to their future customers?**
- 3. What is the AI strategy C.A.R. can use to enable future members?**

# The Scenarios

## Home Buyers

- AI searches every listing, generates valuations, and flags property issues in minutes
- Showings auto-scheduled; AI learns preferences after each one
- AI drafts and negotiates offers within buyer's preset limits
- Buyer only weighs in on decisions that require a human

## Home Sellers

- AI recommends optimal list date, price, and improvement ROI before they list
- Listing, marketing, virtual staging, and showings fully automated
- AI analyzes every offer by risk and net proceeds, and counters on your behalf

# SURVEY FINDING 1

You believe this is real and urgent.

- **83%** said scenario is very or mostly realistic
- **47%** said it's already happening, **83%** within 3 years
- **38%** expect **20-30%** agent decline by 2031, **32%** expect a decline of **40%+** or more

# SURVEY FINDING 2

You believe the REALTOR role compresses.

## When buyers contact REALTORS:

- **59%** After initial AI research, before viewing properties

## When sellers contact REALTORS:

- **82%** After deciding to sell, before listing

**53%** believe will handle more transactions than today

# SURVEY FINDING 3

## There are multiple market threats.

- **47% Vertical integration** (companies controlling search, transaction, lending in one platform)
- **42%** Being able to articulate **value** beyond what AI provides
- **26%** The best agents capture more **market share**, leaving average agents with less
- **21% Generational shift**—younger buyers simply prefer digital-first experiences

# C.A.R. Vision

**C.A.R. drives innovation and opportunity in the real estate profession and market.**

# #1

**What do your home buyers and sellers  
say they value most today?**

*Not what you think, but what they tell you.*

# NAR: WHAT SELLERS VALUE TODAY

Help **pricing** the home competitively

Advice on how to **prep** home for top dollar

Marketing & **listing** the home effectively

Help with **negotiation** and offer strategy

Finding qualified **buyers**

**Managing** paperwork, inspections, closing

**Selling** within a desired timeframe

Helping seller find their **next home**

# #2

**Which of those values will still differentiate you when know-how is free and instant?**

*What will your customers still demand?*

# FUTURE SELLER EXPECTATIONS

What Sellers Value Today	Will This Still Differentiate You?
Help pricing the home competitively	✗ No – AI pricing tools are fast and free
Advice on how to prep home for top dollar	✗ No – AI gives staging & reno suggestions
Marketing & listing the home effectively	✗ No – Auto-generated listings & ads are easy
Help with negotiation and offer strategy	⚠ Maybe – AI can assist, but lacks nuance
Finding qualified buyers	⚠ Maybe – Platforms surface buyers widely
Managing paperwork, inspections, closing	✗ No – Most platforms handle this well
Selling within a desired timeframe	✗ No – Task tracking can be automated
Helping seller find their next home	✗ No – Buyers can search 24/7 with AI help

# #3

**Which of those values can you no longer charge extra for— because it becomes table stakes?**

*...Once smart answers are everywhere?*

# FUTURE SELLER EXPECTATIONS

What Sellers Value Today	Will This Still Differentiate You?	Can You Still Charge Extra for It?
Help pricing the home competitively	✗ No – AI pricing tools are fast and free	✗ No – Becomes expected baseline service
Advice on how to prep home for top dollar	✗ No – AI gives staging & reno suggestions	✗ No – Sellers expect this as included advice
Marketing & listing the home effectively	✗ No – Auto-generated listings & ads are easy	✗ No – Sellers assume this comes standard
Help with negotiation and offer strategy	⚠ Maybe – AI can assist, but lacks nuance	✓ Yes – Still seen as skill worth paying for
Finding qualified buyers	⚠ Maybe – Platforms surface buyers widely	✓ Yes – Especially if agent has private network
Managing paperwork, inspections, closing	✗ No – Most platforms handle this well	✗ No – Becomes part of core service bundle
Selling within a desired timeframe	✗ No – Task tracking can be automated	✗ No – Only matters if you <i>fail</i> at it
Helping seller find their next home	✗ No – Buyers can search 24/7 with AI help	✗ No – Clients expect full-service continuity

# #4

**Where will customers still desire (and pay for) a uniquely human touch?**

*Because human connection will become even more valuable.*

# Where REALTORS are Still Needed for Human Connection

## **TODAY'S SKILLS**

- Emotional Intelligence
- Complex Transactions
- Conflict Resolution
- Ethical Judgement
- Trust

## **TOMORROW'S ROLES**

- Offer Strategy
- Property Data and Due Diligence Analyst
- AI Valuation & Market Analyst
- AI Transaction Coordinator
- AI Compliance Specialist

# #5

**What brand new value could we create  
*because* intelligence is cheap?**

*...something customers don't yet ask for.*

# TWO PATHS TO CHOOSE FROM

## **PATH 1: Defend and Enable**

Protect the traditional agent model through support, advocacy, and member services

## **PATH 2: Shape and Expand**

Redefine CAR's role as the governance layer and standards authority for AI-enabled real estate

***What do you think?***

# SELECTED PATH

## **PATH 2: Shape and Expand**

Redefine CAR's role as the governance layer and standards authority for AI-enabled real estate

# STRATEGIC DIRECTION

## **Standards & Governance**

Create mandatory AI standards for CAR members, then work to embed those standards in MLS systems, E&O insurance requirements, and state regulations.

## **Regulatory & Legislative**

Proactively draft and advocate for "AI Accountability in Real Estate" legislation requiring human oversight for AI-assisted transactions, with CAR certification as the compliance mechanism.

## **Training & Capability**

Require all CAR members to achieve basic AI literacy certification as a condition of membership renewal. Advocate for California's DRE to add AI competency to state licensing requirements.

# STRATEGIC DIRECTION

## **Membership & Revenue**

Expand membership to include AI-related affiliate roles operating under REALTOR® supervision – such as AI Transaction Coordinator and AI Compliance Specialist.

## **Technology & Tools**

Establish AI platforms exclusively for California REALTORS® with built-in California compliance, MLS integration, and features CAR controls.

# INITIAL 5 YEAR PLAN

- **2026: Define the Rules**  
Establish standards and start drafting legislation before someone else does.
- **2027: Build the Infrastructure**  
Mandatory standards, member AI platform, and certification requirements go live.
- **2028: Establish Authority**  
Standards embedded in MLS systems. AI competency required for DRE licensing.
- **2029: Expand Influence**  
Expand the model. Affiliate membership becomes a stable revenue line.
- **2030: Control the Rails**  
CAR is the operating system for AI in California real estate.

**Do it  
in 2  
Years!**

# C.A.R. Mission

**Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.**



DAY 1

PPEN. THIS IS STILL

IN SU

*Trent Gillespie*



**trent@stellis.ai**



**<https://trentgillespie.live>**



**<https://stellis.ai>**



**ChatGPT Online Course**



**AI Strategy Assessment**



**AI Roadmap Tool**



**Key Slides & AI Summary**

# **FIRESIDE CHAT MODERATED BY SPF LEADERSHIP**



**TRENT GILLESPIE**  
CEO, Stellis AI



**ERIN STUMPF**  
SPF Vice Chair



**NIKKI COPPA**  
C.A.R. Treasurer & SPF Chair



**MIKE VACHANI**  
SPF Vice Chair

---

# Strategic Priority 1

Maximize political clout to increase housing supply in California.

*Review and identify modern lobbying efforts to expand homeownership and protect private property rights.*

**PILLARS: Influence, REALTOR® Positioning**

Please check in using mobile check-in here:



# Strategic Priority 2

Cultivate meaningful, personalized member engagement by deepening understanding of member and consumer needs, fostering inclusion, and delivering high-impact experiences that strengthen the value and relevance of California REALTORS®.

*Leverage data, technology, and feedback to deliver personalized communications, simplify access to resources, highlight membership value, and build stronger connections that anticipate and meet member needs.*

**PILLARS: REALTOR® Positioning, Member Business Value**

Please check in using mobile check-in here:



# Strategic Priority 3

Foster a culture of innovation that empowers members with cutting-edge tools and drives advancements in the real estate ecosystem.

*Enhance the consumer experience and elevate the value members deliver throughout the transaction.*

**PILLARS: REALTOR® Positioning, Member Business Value**

Please check in using mobile check-in here:



# Strategic Priority 4

Optimize C.A.R.'s structure and financial standing with a future-ready approach focused on efficient, data-driven decision-making.

Enable C.A.R. to be nimble and adaptable through effective governance and inclusive leadership. Evaluate new revenue opportunities and analyze expenditures to ensure financial sustainability.

**PILLAR: Organizational Development**

Please check in using mobile check-in here:



# Audience Q&A

**Thank You!**