

Everyone Can Be a GEEK



@RussWebbGA

russwebb@gmail.com

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An Accidental Geek

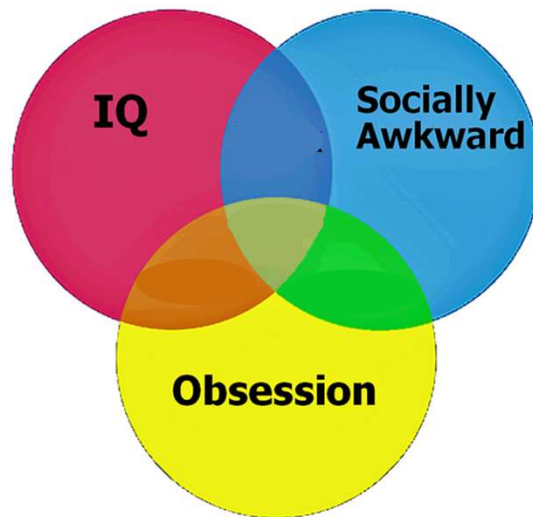


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Myers-Briggs Chart (Geek/Nerd/Dork Version)



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zoom

Unified Meeting Experience

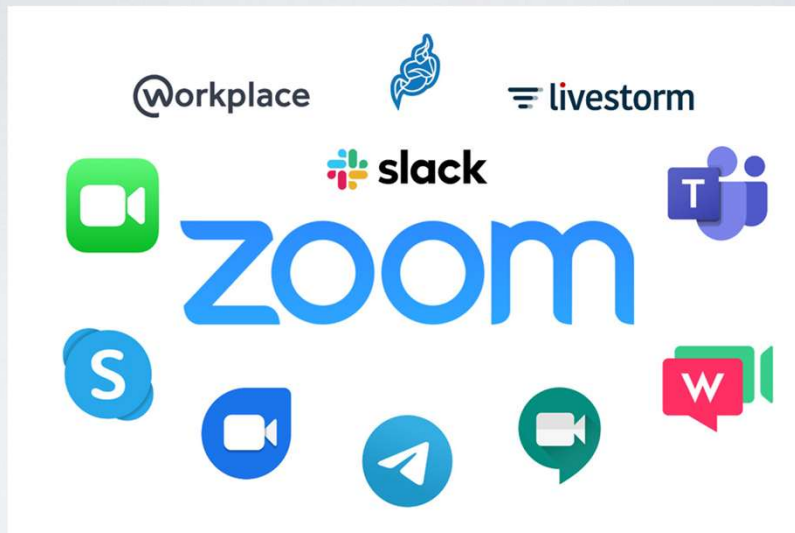


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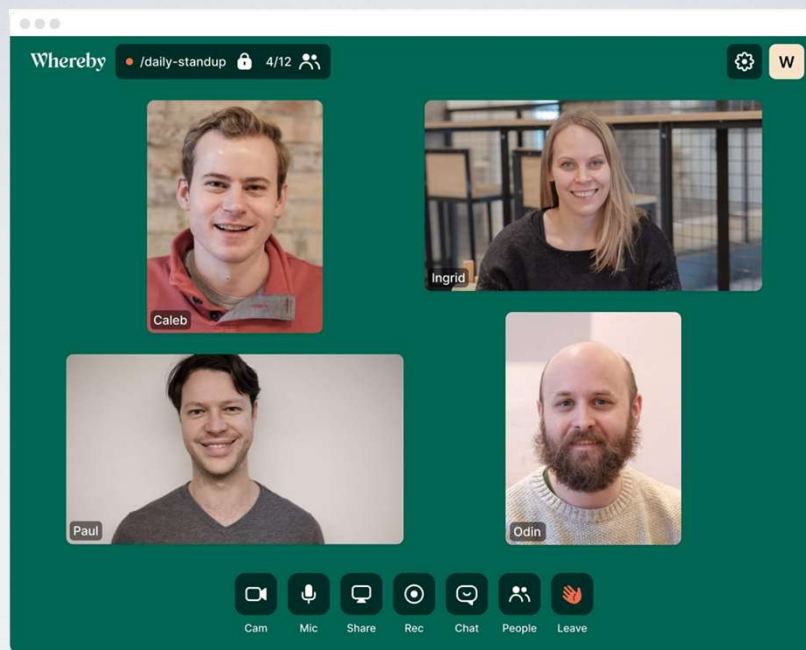
ALTERNATIVES



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Whereby

- Unlimited, encrypted video meetings
- No downloads or guest registration required
- Screen sharing
- Simple room links
- Up to 100 people for less than \$9 a month
- Custom branding
- Unlimited Recording
- Join from any mobile device on Android or iOS
- Share thoughts without turning on your mic
- Live reactions with emojis for quick feedback

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zoom Fatigue



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zoom

Fatigue

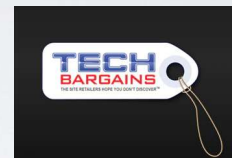
- Handwritten notes
- Video messages
- Gamification
- Mix it up

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Technology is expensive



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toggl plan

Simple team and project planning

toggl track

Effortless time tracking


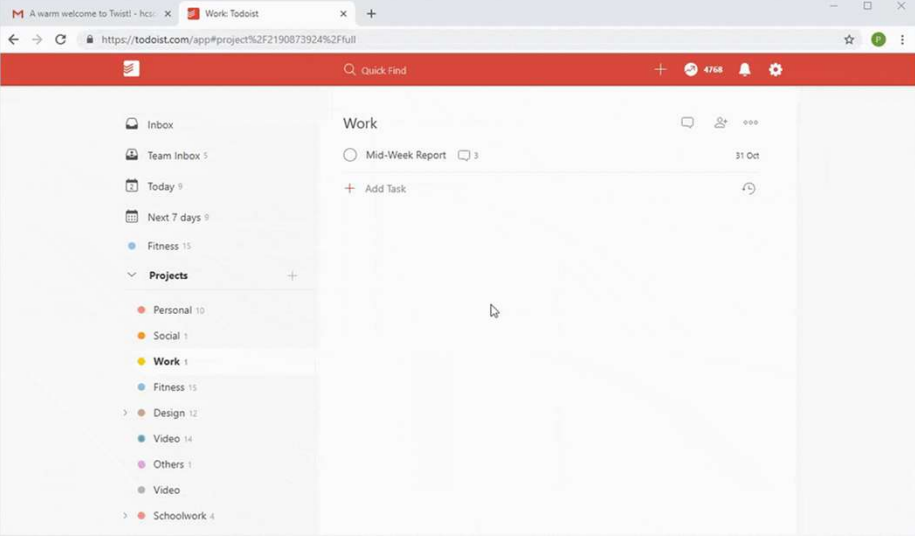
toggl hire

Smarter hiring with skills tests

PRICE RANGES FROM FREE TO \$13 PER USER PER MONTH

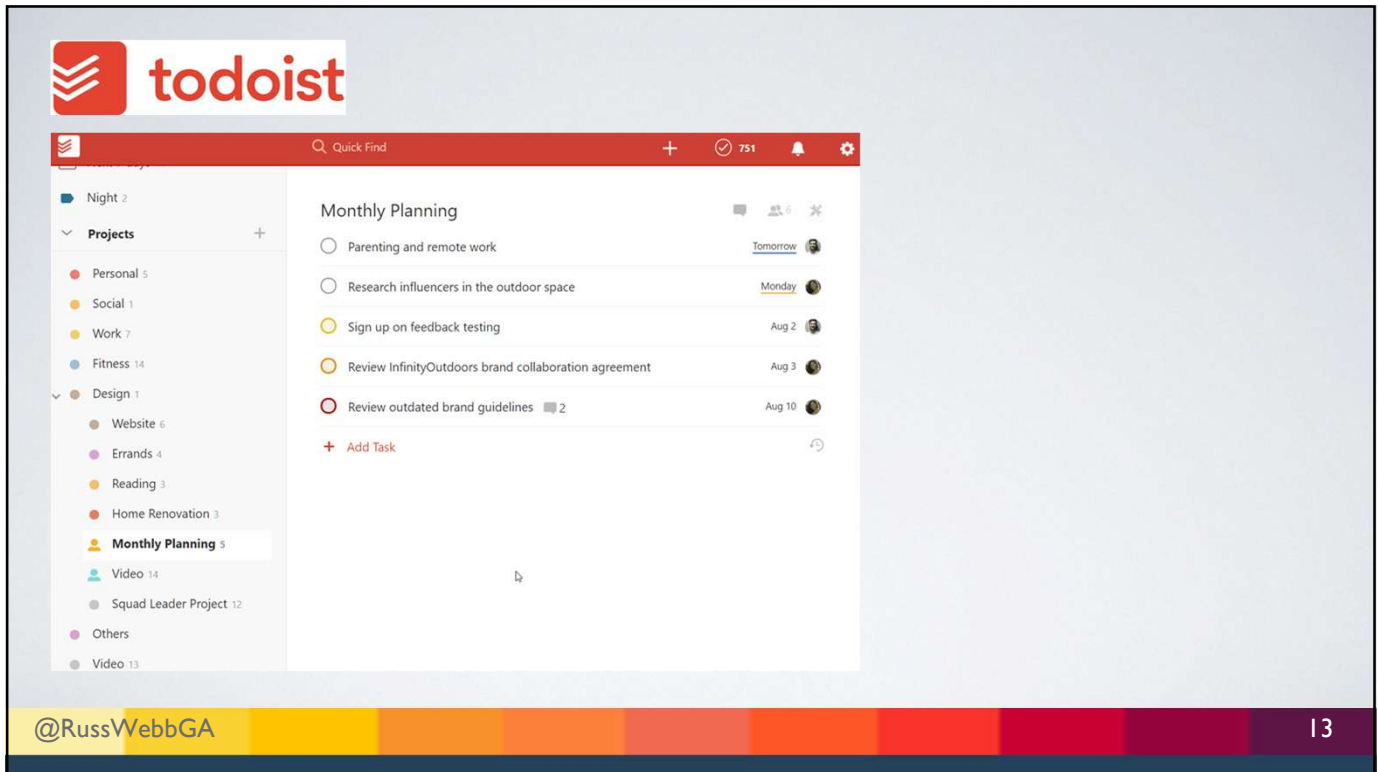
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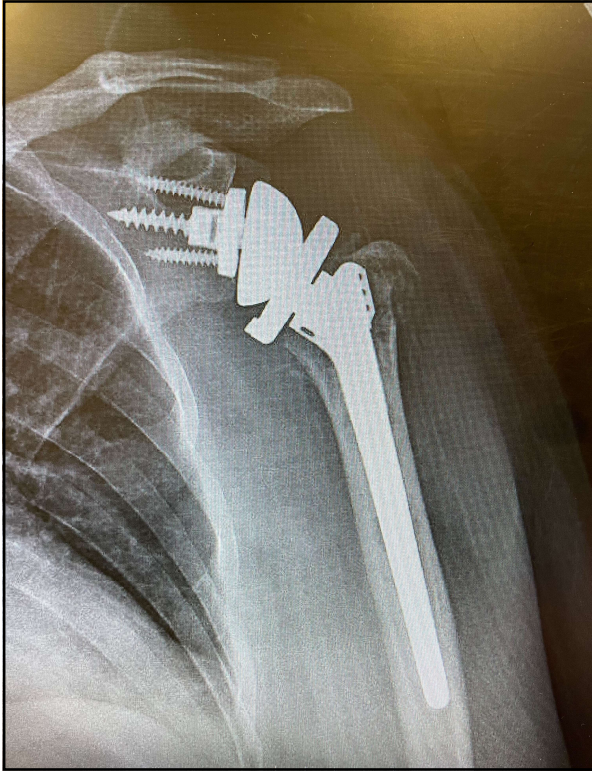
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I'm In!!



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My face when I realize
Chat GPT can do my
job for me!



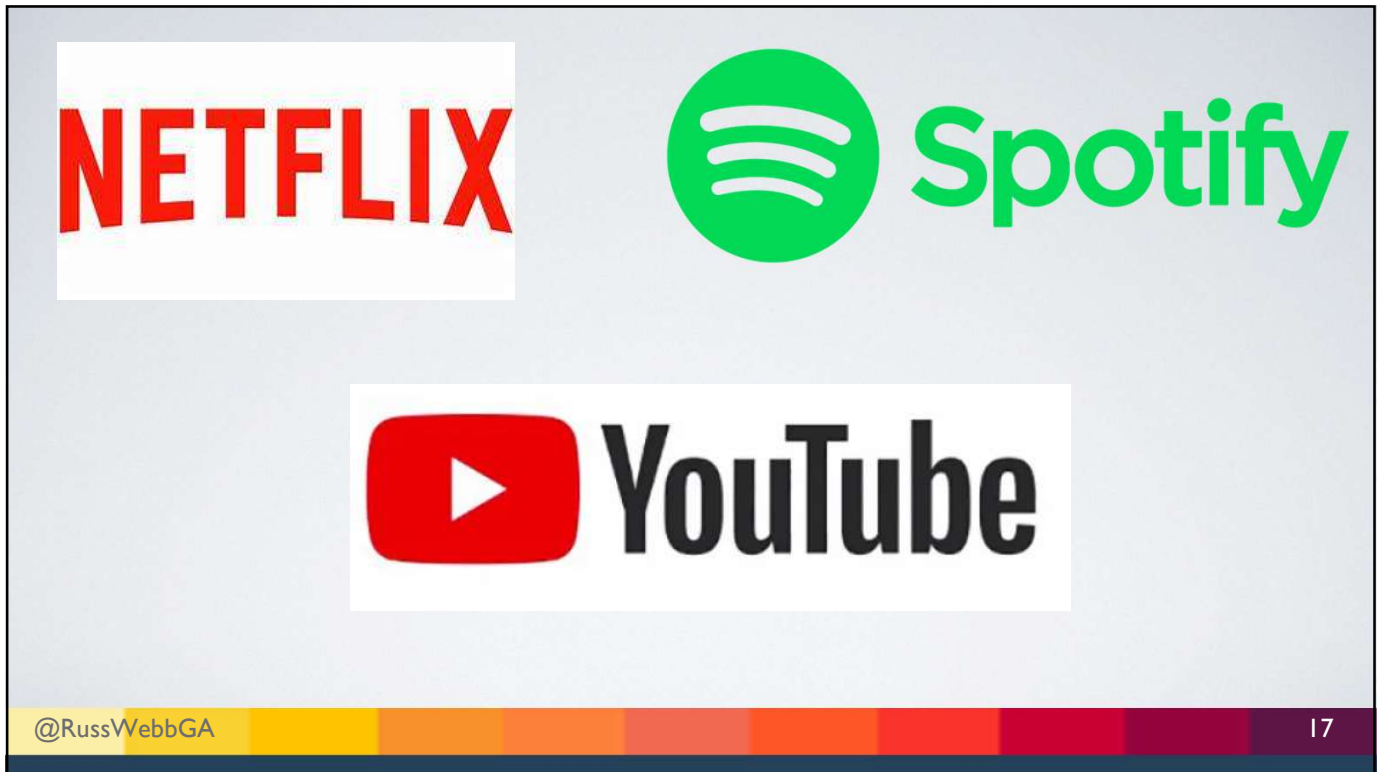
My face when I realize
Chat GPT can do my
job for me!



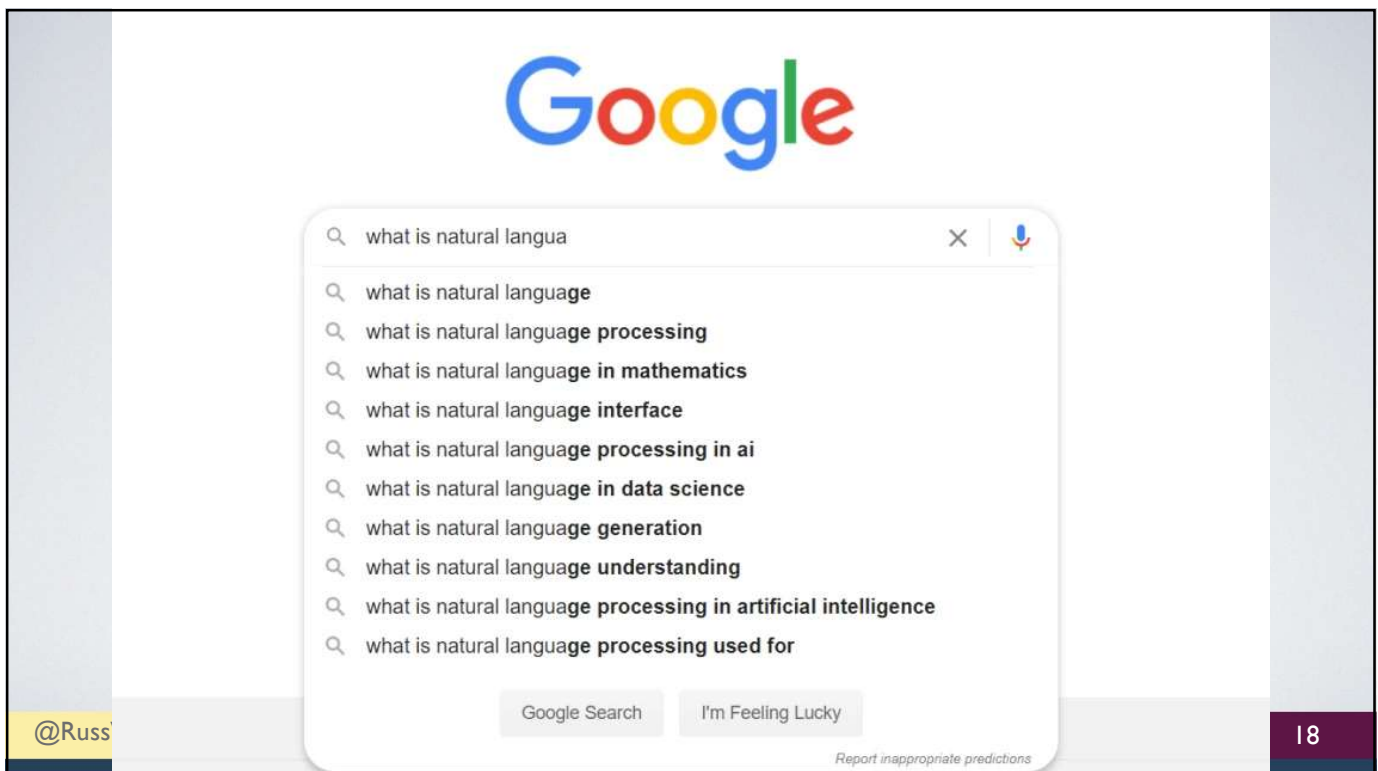
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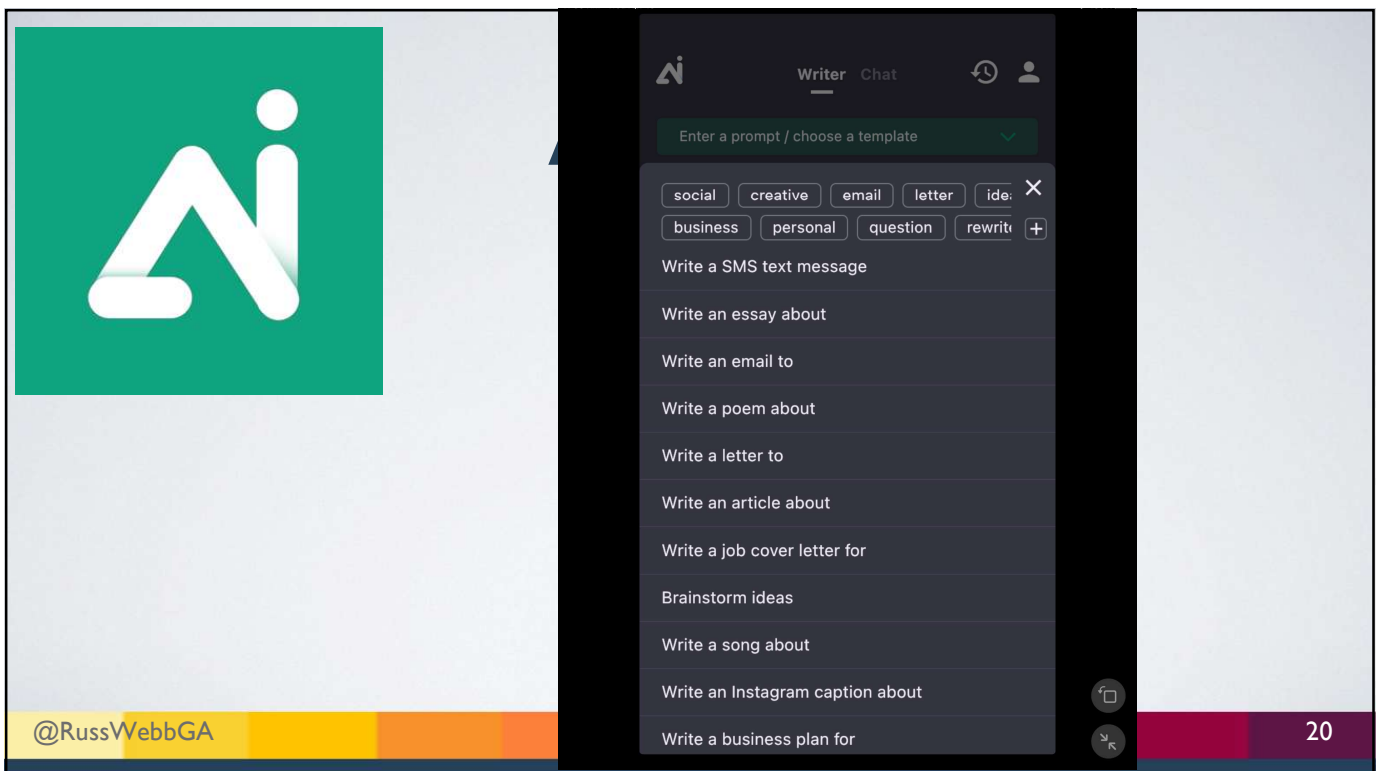
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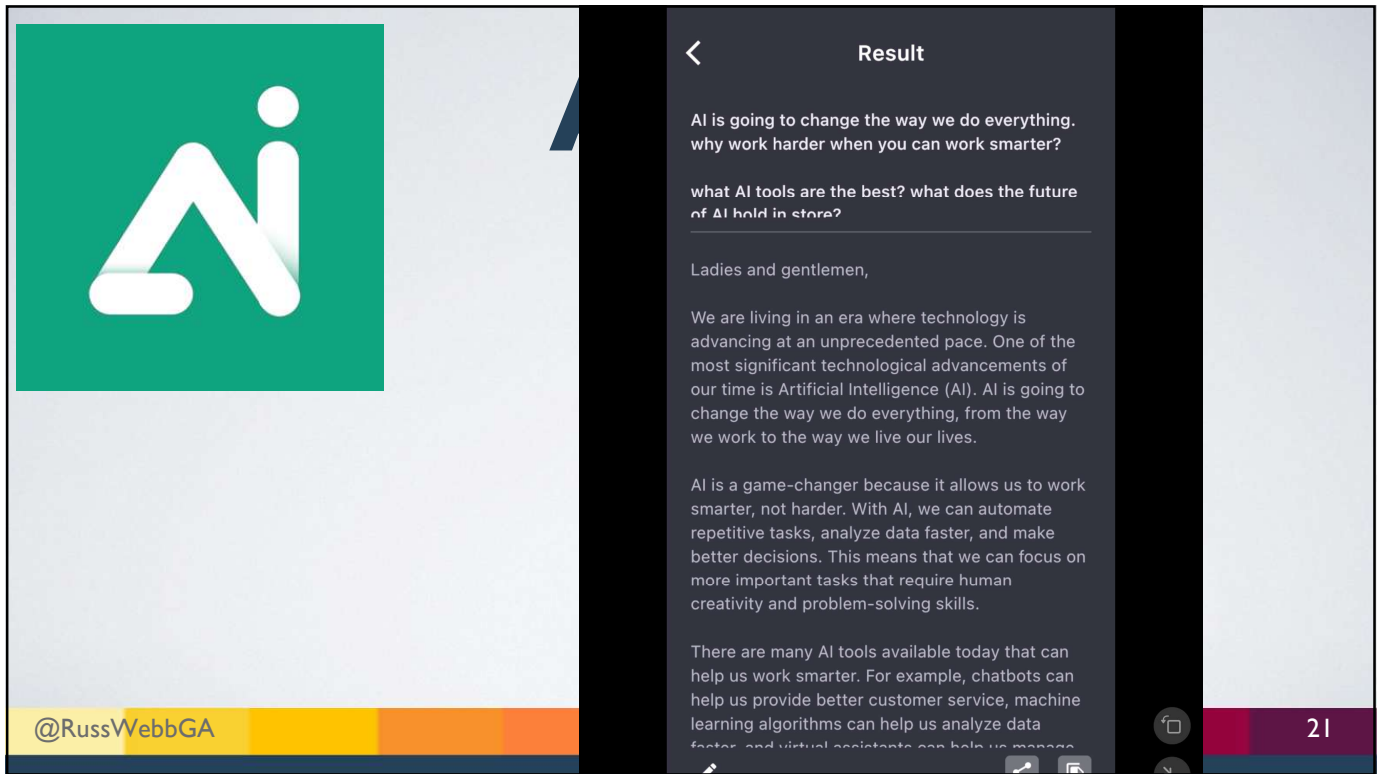
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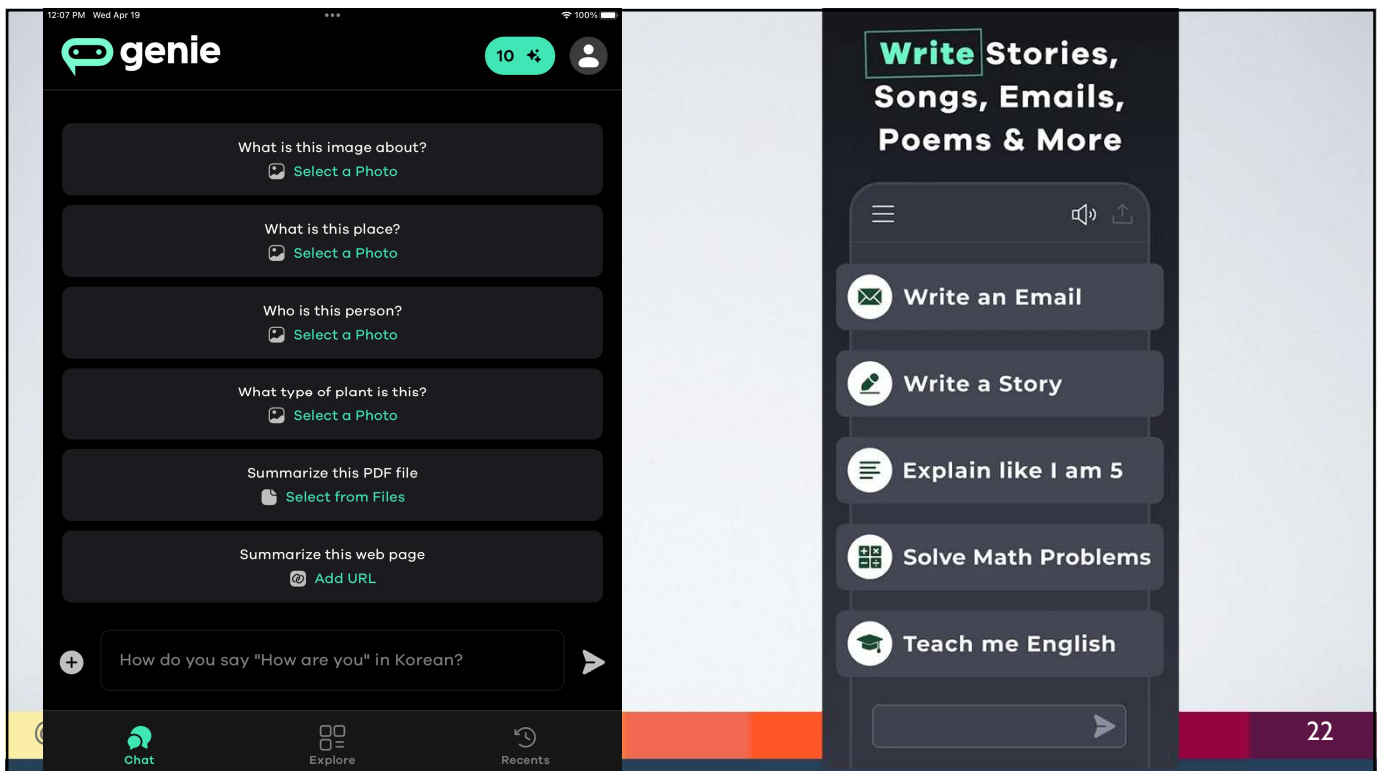
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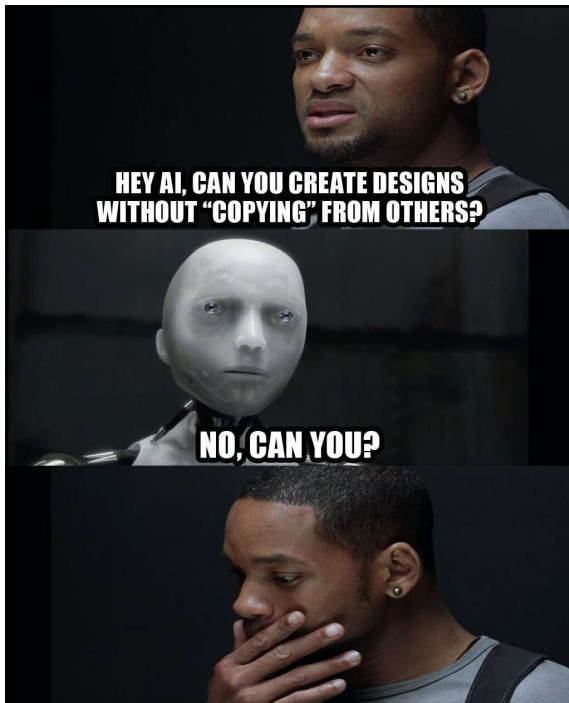
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AI IS A TOOL!

What we put in
determines
what we get
out

AI & IMAGE GENERATION



ACM Conference on Fairness, Accountability and Transparency

- Can AI be unbiased in image generation?
- Studies have shown that AI actually seems to exaggerate stereotypes
- Machine learning also means that the more biased data in the data pool just increases the likelihood of a biased image
- Another BIG problem – many images belong to artists or companies who did not give AI permission to use their work to create new images.

The researchers also used Stable Diffusion to create images of people having a range of different jobs. The results were both racist and sexist.

For example, the AI model represented all software developers as male. And 99 percent of them had light-colored skin. In the United States, though, one in five software developers identify as female. Only about half identify as white.

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AI & IMAGE GENERATION

can you create an image of a successful businessman?

Sure! To create an accurate image, could you tell me a bit more about what you're envisioning? For example:

- Age or ethnicity?
- Clothing style (e.g., suit, business casual)?
- Setting (e.g., office, city skyline, boardroom)?
- Any specific expression or pose?

Or, if you'd like the image to resemble you, feel free to upload a photo so I can tailor it more closely.



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Create
commu



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AI & IMAGE GENERATION



can you create an image of an apartment community where everyone is happy and making sure that they are of all ages



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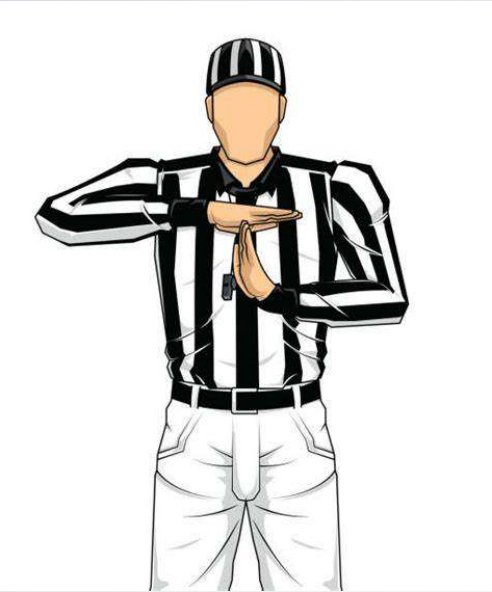
FAIR HOUSING CONCERNS

- AI-driven communication must be equitable and accessible for all residents, including those with disabilities.
- Relying on automated digital tools could unintentionally exclude residents who require verbal communication due to visual impairments, speak languages not supported by AI systems, or have limited digital literacy or internet access.
- AI-driven payment reminders and automated late notices must be carefully managed to avoid unintended pressure or harassment, which could lead to compliance concerns.
- AI systems are built on data, and if that data contains inherent biases, the AI may unintentionally perpetuate discrimination. Property managers using AI for resident screening, maintenance prioritization, and customer-service interactions may accidentally favor certain groups based on historical trends rather than making fair, unbiased decisions.

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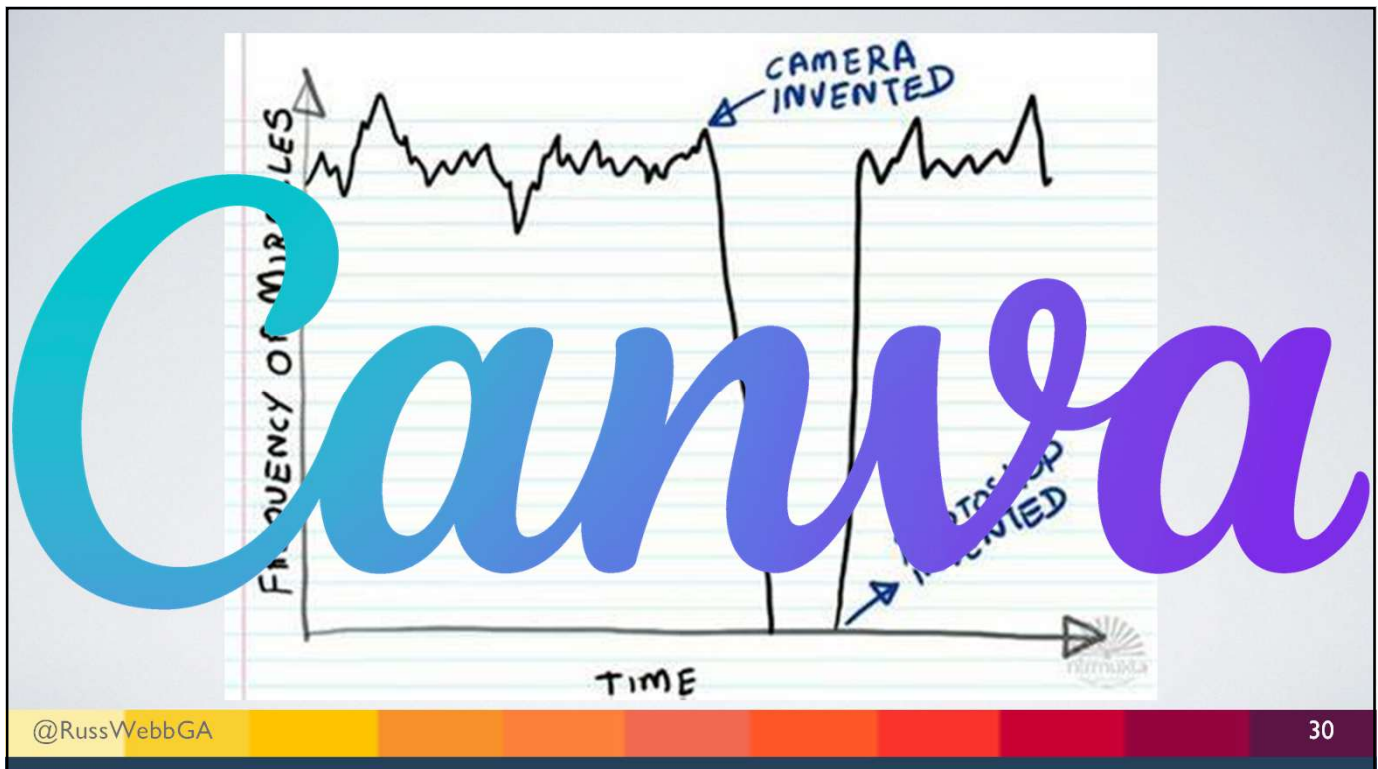
The ethics of AI: dos and don'ts

✓ Do	✗ Don't
Consider the risk environment	Treat every situation involving AI the same way
Tell people when you use AI to create or supplement work	Assume accuracy from AI-generated content and images
Consider the copyright implications of using AI	Ignore biases in AI-generated content and images
Have a human review all AI-generated work	Prompt AI to say or do harmful or biased things

zapier

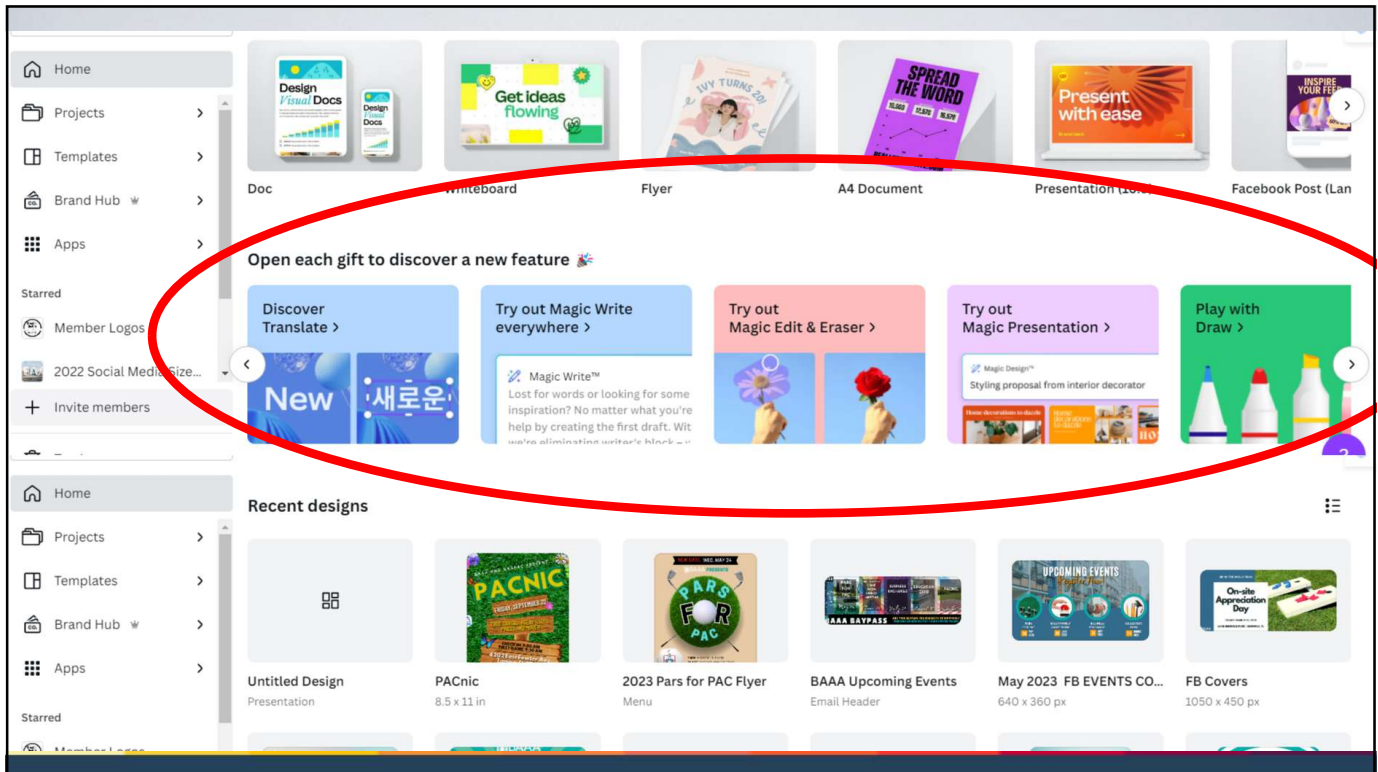
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Multifamily & AI...

- Forecasting – Generative AI will be able to predict scenarios for leasing traffic based on the local economic data
- Inventory Management – AI tools will use deep analysis to uncover patterns before any human could
- Marketing Fluency – AI will process buying habits from consumers to figure out the best time, place and frequency of marketing. It will also be able to change ad design based on reaction.

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BUT....IS IT ACTUALLY HELPFUL?

- AI is currently being used to help anticipate vacancy rates TODAY
- AI is currently identifying resident churn and predict behavior
- AI can automate rent collection, maintenance requests and more
- AI is being used to predict maintenance trends

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Looking for Ideas?

- Energy Efficiency – AI can be used to track movement of people in the building and adjust lights and thermostats accordingly
- Integrate with Alexa & Google Home to allow residents to pay rent with a simple command
- Look at the AI marketing tools to hyperfocus your marketing to the demographic you serve best
- EASIEST ONE OF ALL – Get a good chatbot to set calls and appointments for you, but be wary of what that looks like to prospects

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Property Manager

- Deploy Unique AI Agents
- Appointment Scheduler
- Lead Generator
- Web Chat & Social Channels
- Zapier Integrations

\$29 / per month per bot

Get Started

Integrate with Anything
Connect seamlessly across all communication channels to enhance the customer experience. Ensure your clients get timely answers, be it on social media, email, SMS, or more!

Drag & Drop Builder
Simply connect your website, documents, and social media, to train your Chatlease assistant. Then, easily deploy it across various channels and start tracking real-time results.

Deliver Instant Answers
Chatlease offers 24/7 customer interaction, providing relief from constant communication. Expertly trained in real estate and your portfolio, it can handle virtually any inquiry.

Fast Deployment
Get up and running with Chatlease in just minutes and start managing customer interactions on the same day! It's user-friendly, intuitive, and highly effective.

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AI TOOLS TO GET IN ON!

- Synthesia – AI powered video avatar generator
- AskYourPDF – Like a personal ChatGPT for your documents
- OtterAI – Your personal transcription service for live meetings
- Jasper – Content generation at the highest level so far
- Perplexity – Know all that googling you do? How about a tool for that?

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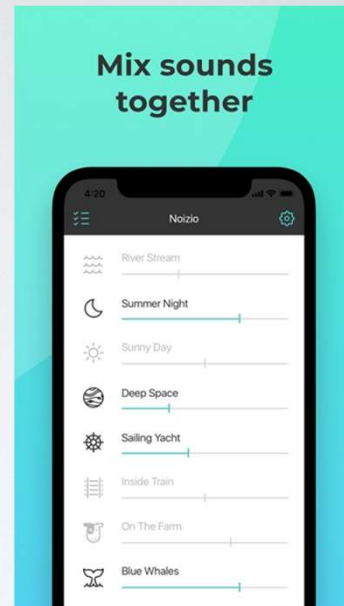
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Noizio

Noizio is an app that will drown out the noise of the street and allow you to concentrate on the work at hand, increasing your productivity. On the other hand, it also can set the mood for a romantic evening or lull you to sleep, ensuring you will dream soundly all night long.

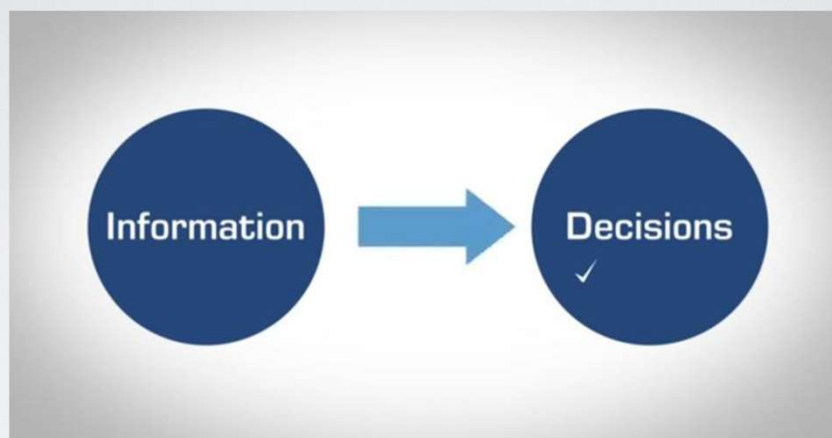


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DATA DRIVES DECISIONS!



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HOW ARE YOU COLLECTING DATA?



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Add power to your forms



Calculations

Let your forms do the math with powerful calculations that can total costs, compare dates and much more.



Conditional Logic

Control what fields people see and when they see them with our easy-to-use logic builder.



Repeating Data

Collect as much or as little as your customers can give with dynamic repeating sections.



Share

Give your users the ability to update their entries even after they've already been submitted and without logging in.



Integrate

Send your data to the apps that you already use with Zapier, Microsoft Power Automate and JSON webhooks.



Merge

Create customized Word or PDF documents from your data and automatically send them to where they need to go.

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COLLABORATE

Wrike

monday.com

ZOHO

asana

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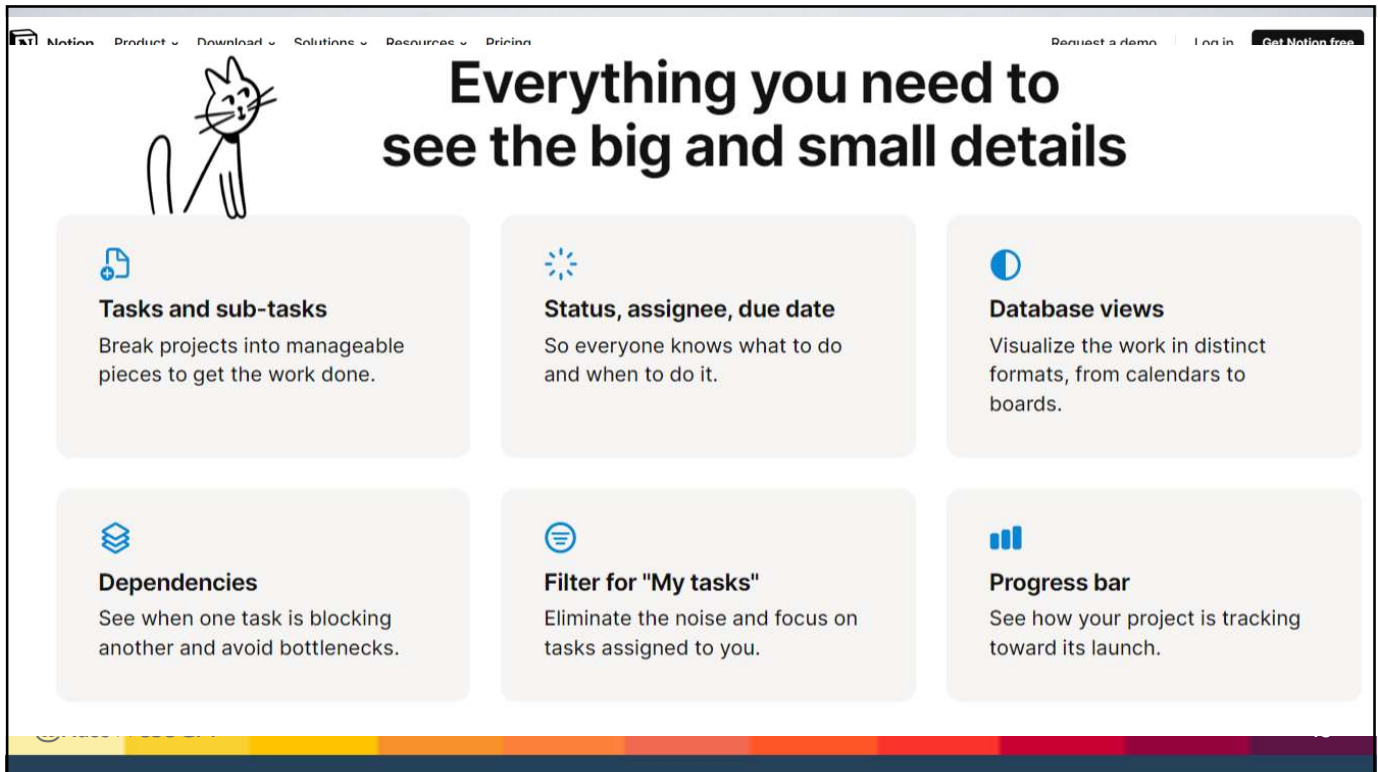
WHY DO I NEED THOSE?

- Stops wasteful emails
- Puts an end to pointless meetings
 - “I’m lost...”
 - Prioritization
 - Sharing
- **EVERYONE** is on the same page

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Notion Product Download Solutions Resources Pricing Request a demo Log in Get Notion free

Everything you need to see the big and small details




Tasks and sub-tasks

Break projects into manageable pieces to get the work done.




Status, assignee, due date

So everyone knows what to do and when to do it.




Database views

Visualize the work in distinct formats, from calendars to boards.




Dependencies

See when one task is blocking another and avoid bottlenecks.



Filter for "My tasks"

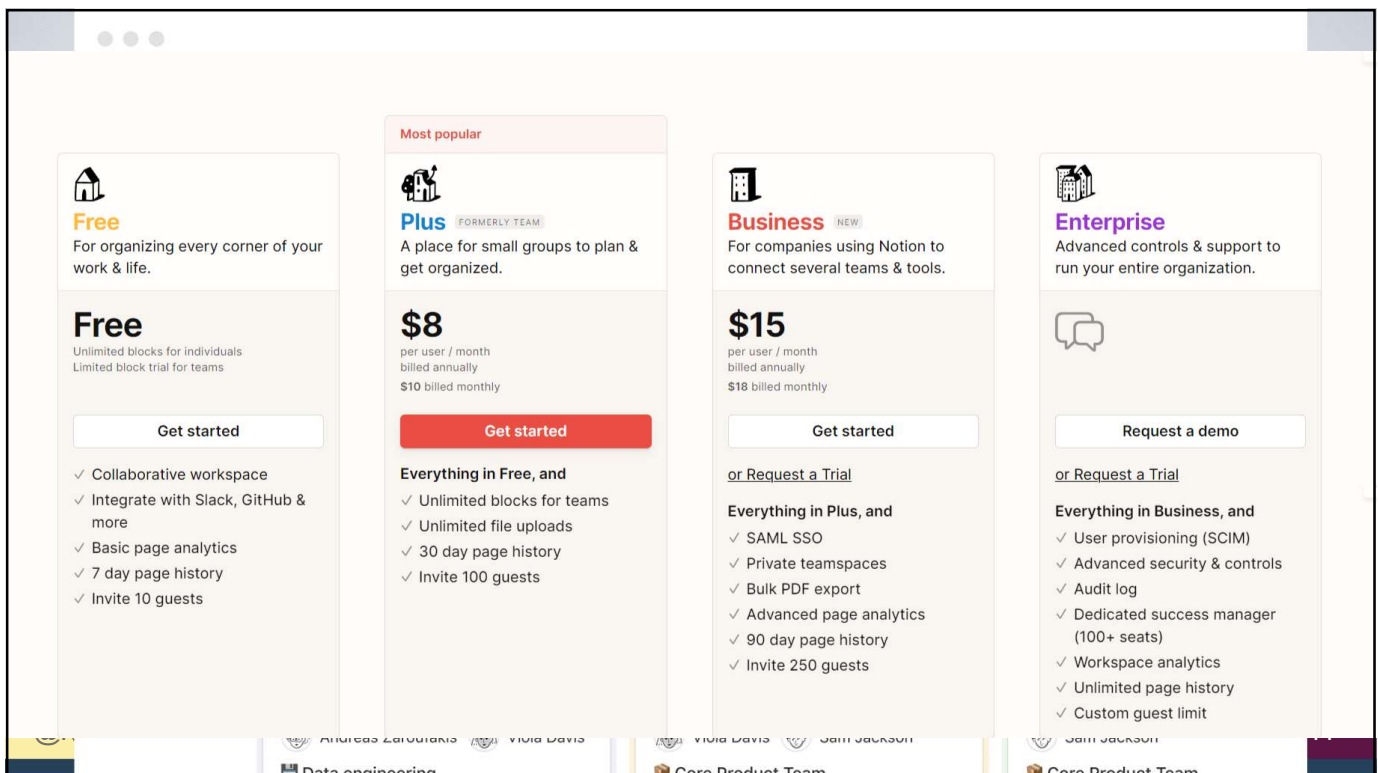
Eliminate the noise and focus on tasks assigned to you.




Progress bar

See how your project is tracking toward its launch.

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Free

For organizing every corner of your work & life.


Free

Unlimited blocks for individuals
Limited block trial for teams

Get started

- ✓ Collaborative workspace
- ✓ Integrate with Slack, GitHub & more
- ✓ Basic page analytics
- ✓ 7 day page history
- ✓ Invite 10 guests

Most popular



Plus

FORMERLY TEAM

A place for small groups to plan & get organized.


\$8

per user / month
billed annually
\$10 billed monthly

Get started

Everything in Free, and

- ✓ Unlimited blocks for teams
- ✓ Unlimited file uploads
- ✓ 30 day page history
- ✓ Invite 100 guests



Business

NEW

For companies using Notion to connect several teams & tools.

\$15


per user / month
billed annually
\$18 billed monthly

Get started

or Request a Trial

Everything in Plus, and

- ✓ SAML SSO
- ✓ Private teamspaces
- ✓ Bulk PDF export
- ✓ Advanced page analytics
- ✓ 90 day page history
- ✓ Invite 250 guests



Enterprise

Advanced controls & support to run your entire organization.

Request a demo

or Request a Trial

Everything in Business, and

- ✓ User provisioning (SCIM)
- ✓ Advanced security & controls
- ✓ Audit log
- ✓ Dedicated success manager (100+ seats)
- ✓ Workspace analytics
- ✓ Unlimited page history
- ✓ Custom guest limit

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- Intelligent email prioritization, noise reduction, and the most advanced email tools at your disposal.
- Get your inbox to zero for the first time.

Get your



See
rest
Lea

Gatekeeper

You can easily screen and block unknown senders, to save time and energy clearing your inbox at a later date.



See
rest
Lea

Snooze Emails

Customize swipes and snooze email to handle it when the time is right.

[Learn more >](#)



Reply with templates

Use pre-written emails for the fast reply to frequent messages.

[Learn more >](#)

Team email

Comments

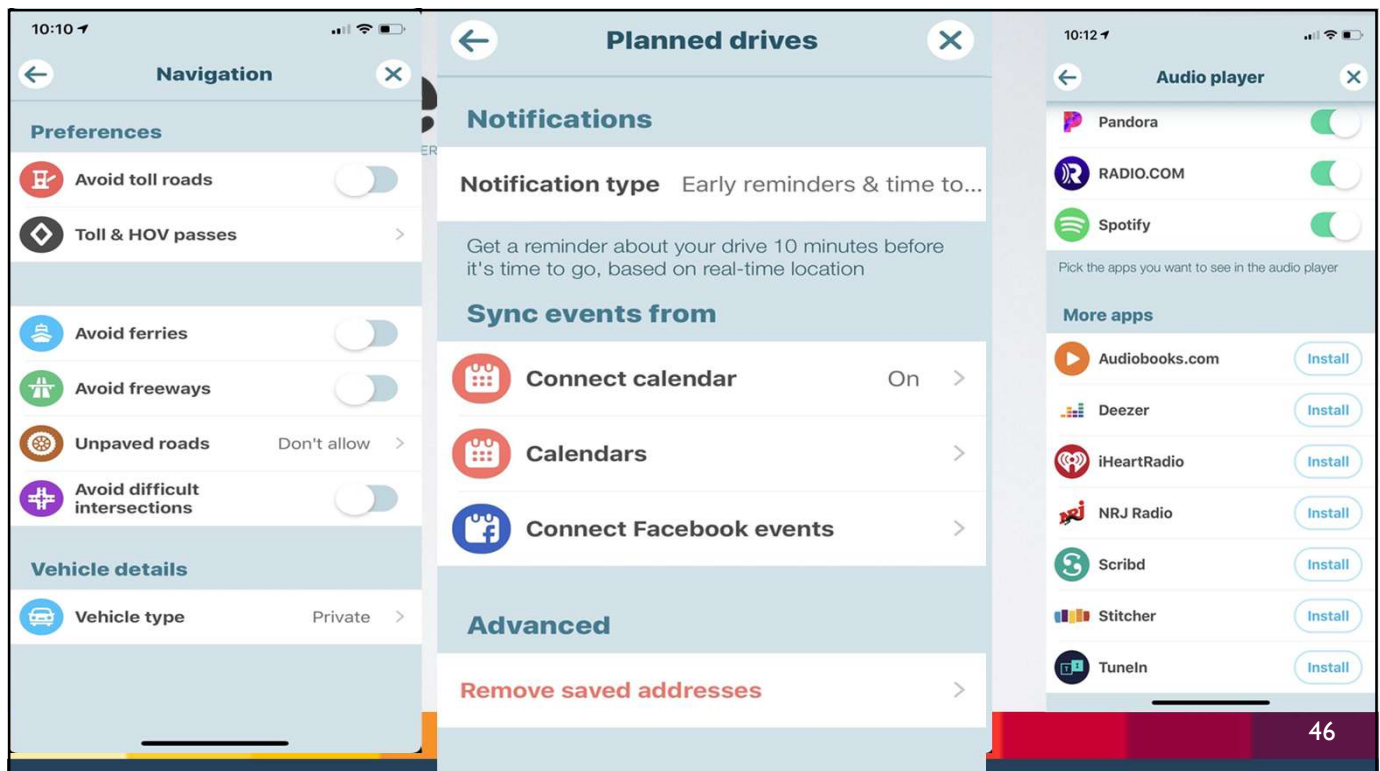
your teammates. Ask
ers, and keep the
ne place.

ner with your colleagues
pose editor.

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BUSINESS DOESN'T STOP...



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PHOTO STORAGE?



Paid plan is \$6 a month paid annually!!!

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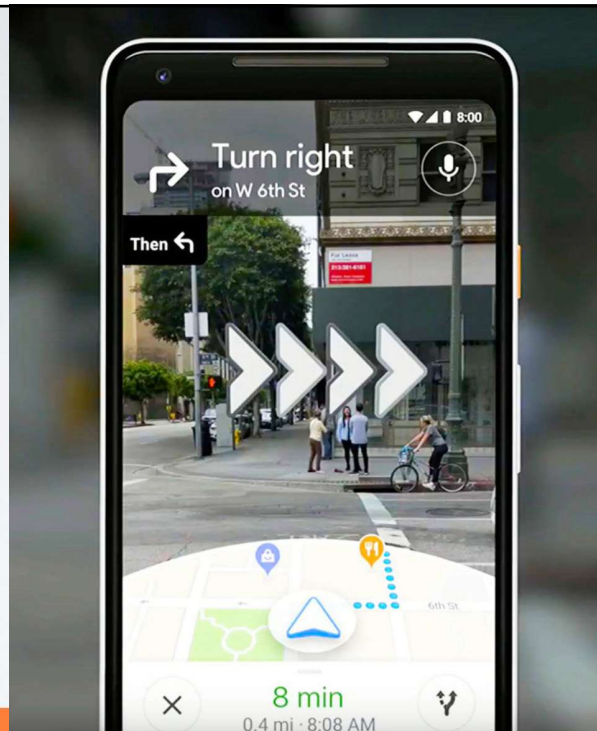
INTELLECTUAL PROPERTY – IT'S NO JOKE!



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Collaborate!

Doodle®

	Fri 9	Mon 12	Tue 13	Thu 15	Tue 20
3 participants	2:30 PM	over lunch	10:45 AM	5:00 PM	afternoon
David		✓		✓	✓
Alice	✓	✓			
Richard		✓		✓	
Your name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1	3	0	2	1

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Stay on top of every moment with accurate transcription

Your conversation is transcribed as it's happening, making it easy to quickly catch up if you need to.

Record announcement video
 • REC • 2:00-3:00 PM • [Share icon] [User icons]

Stop **Pause**

Prep **Transcript** Notes Summary

I've got something I I've got something really exciting to show you.

Allow me to introduce you to the limitless pendant.

Today, we're introducing Limitless, It is a web app, a Mac app, a Windows app, and a wearable. Limitless is a personalized AI powered by what you've seen, said, or heard. 2:07

Limitless augments, not replaces human intelligence with

Stay engaged v
writing things d

Keep conversat
permission-bas

Bookmark mom
to easily mark c

ife by better
municate.


ations with an

anything with a


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Everything you need out of a password manager




Easy

Powerful security within minutes
For those who want to do more, secure more, and collaborate more, Bitwarden is fast and easy to set up for both individuals and businesses.



Convenient

Unlimited passwords, unlimited devices
Cross platform access for mobile, browser, and desktop apps. Supported in over 50 languages.



Secure

Protect what's important to you
Zero knowledge, end-to-end encryption guides the Bitwarden open source approach to trust, accountability, and security.

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I AIN'T THE BEST PROFREEDER

Hemingway Editor — Untitled*

File Edit Tools Help

B I [List Bulleted] [List Numbered] [List Check] P H1 H2 H3

11 April 1865 / Columbus, OH

They left him with a knapsack carrying a canteen of water and a jar of pickled onions.

He wasn't able to keep up with the other prisoners released for the exchange, so deep was the Columbus mud and so weak was his body. Having slept fitfully for over a week due to fever and chills, the physical exertion sent him into an exhausted delirium.

His bare feet muddy and bleeding, he made the mistake of slumping against a tree. The equally exhausted men of the 88th Ohio ignored him or didn't notice him while herding everyone else to the train depot four miles away. Just four miles between him and safe passage back to Dixie.

The rhythmic shuffling of his confederates' feet lulled him to sleep in the already humid morning air. Despite the importance of an even prisoner exchange—everyone wanted to avoid a second coming of the just-ended war—no one dragged him up from his slumped position.

He wasn't even sure he was supposed to be in this round of releases.

Readability

Grade 5 (Good)

Paragraphs	776
Sentences	2004
Words	24203
Characters	132015
Letters	104091
Read Time	01:36:48

Less

271 of 2004 sentences are hard to read.

195 of 2004 sentences are very hard to read.

84 phrases have simpler alternatives.

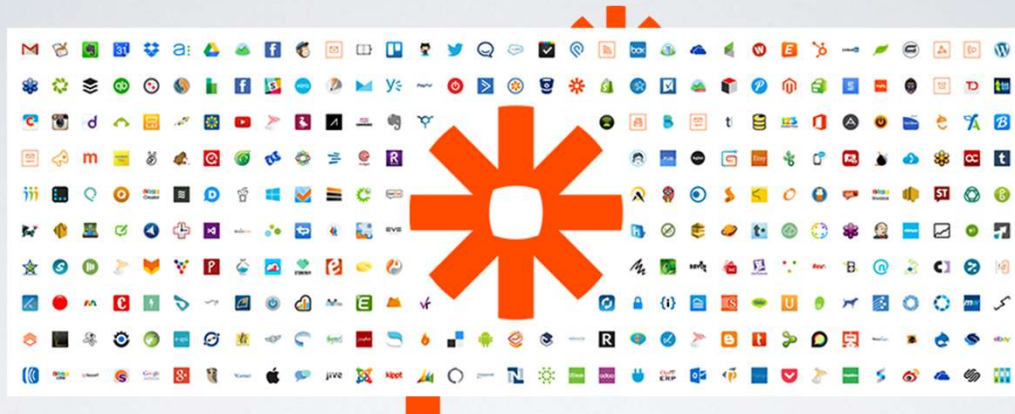
129 adverbs. Aim for 259 or fewer.

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CAN'T SOMEONE JUST MAKE IT WORK?

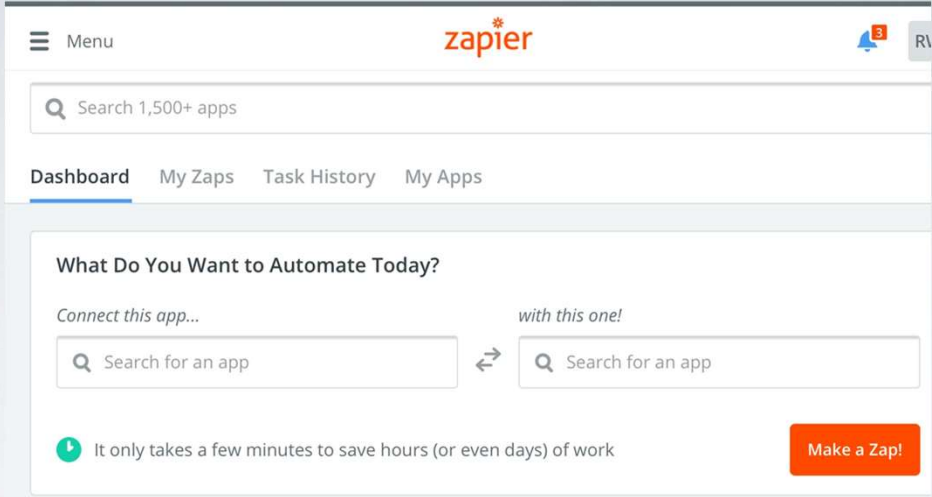


Over 1,500 apps integrated!

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zapier

Menu

Search 1,500+ apps

Dashboard My Zaps Task History My Apps

What Do You Want to Automate Today?

Connect this app... with this one!

Search for an app

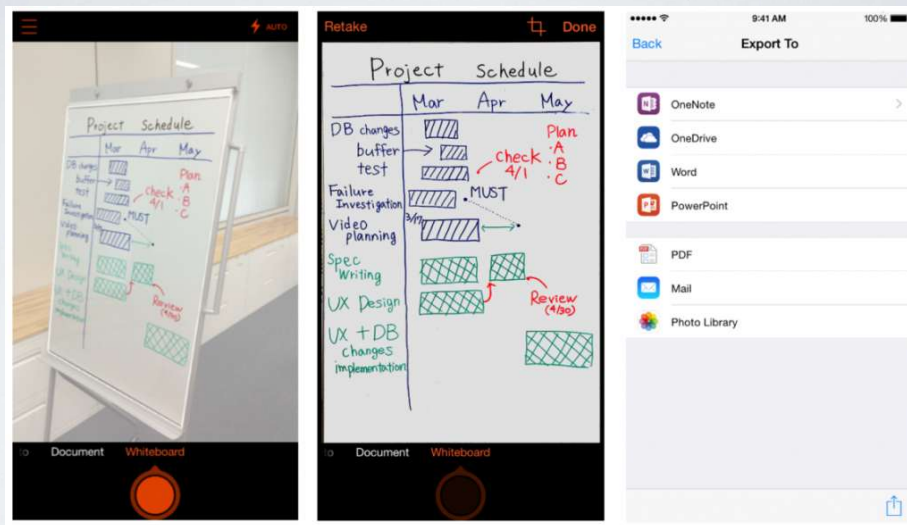
It only takes a few minutes to save hours (or even days) of work

Make a Zap!

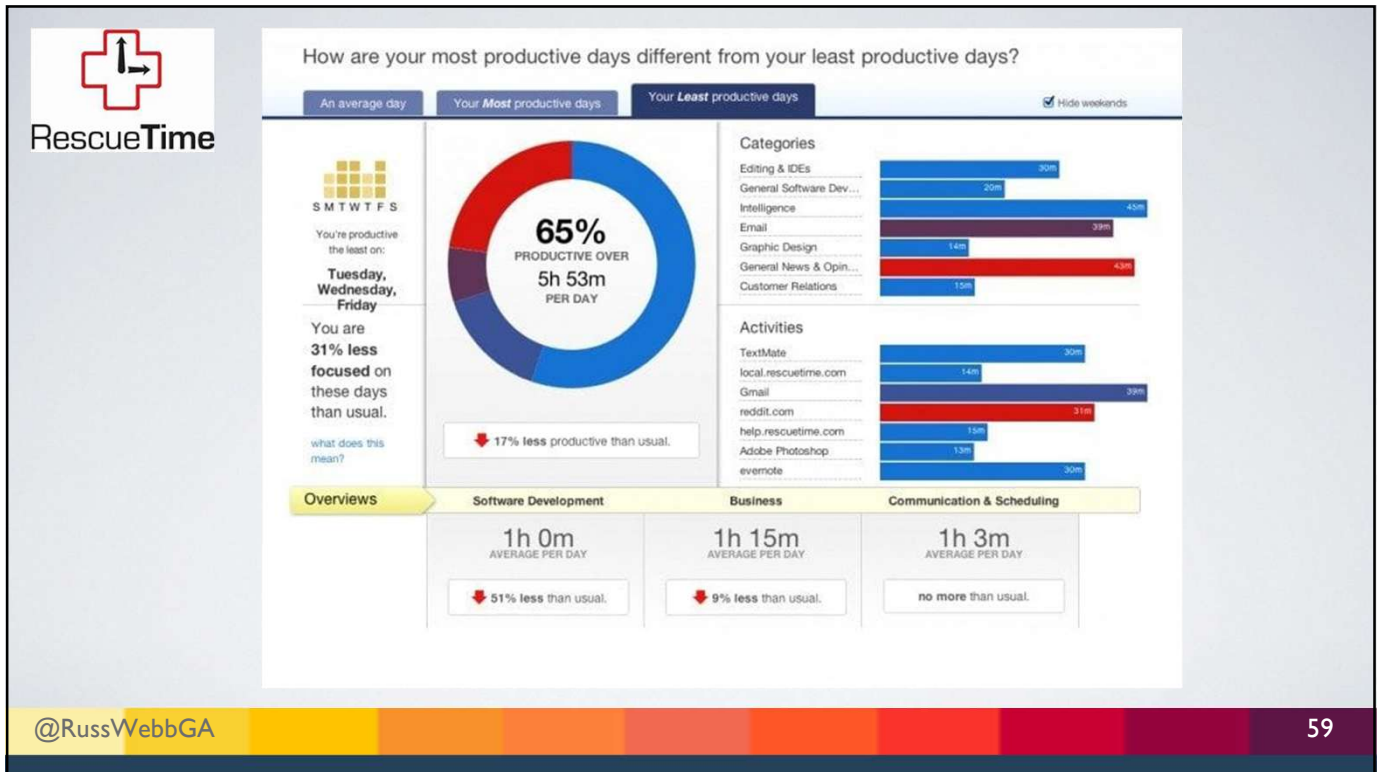
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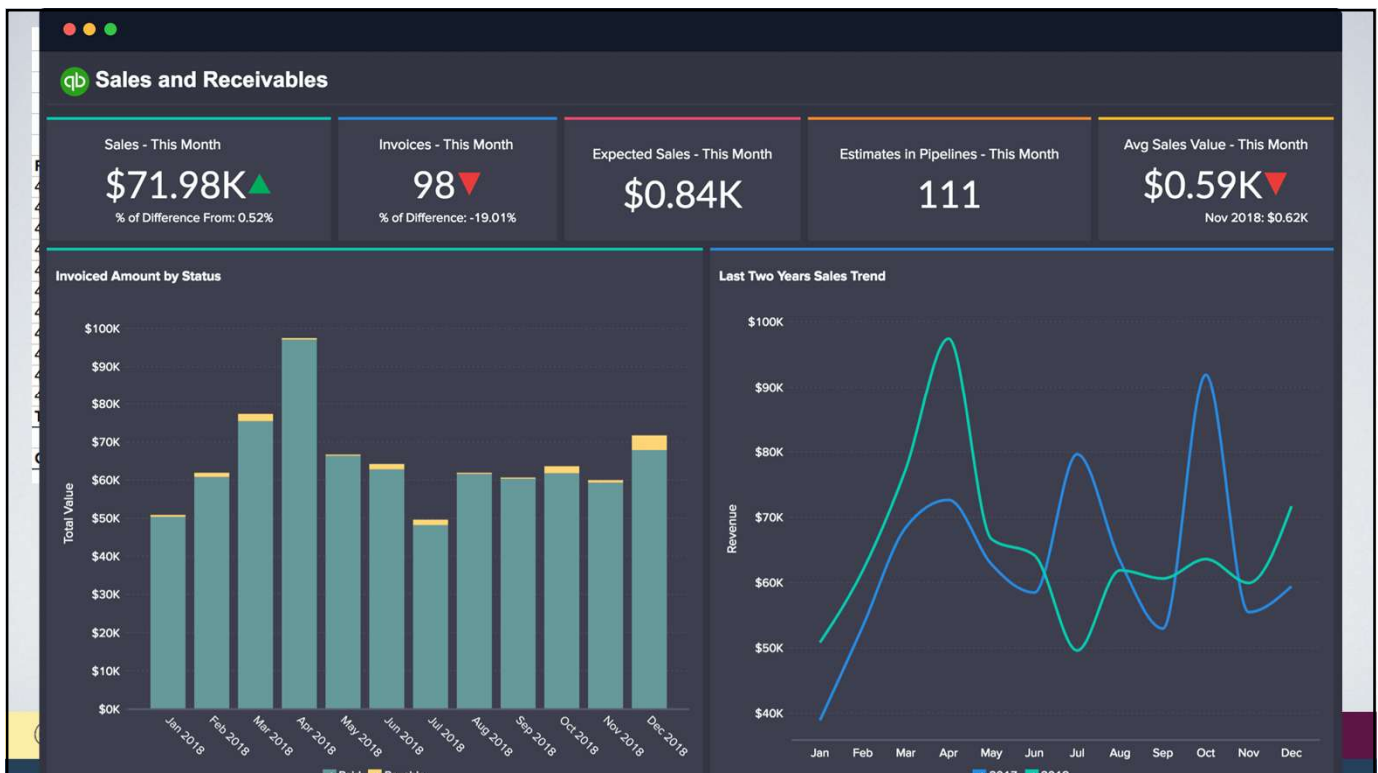
Microsoft Lens



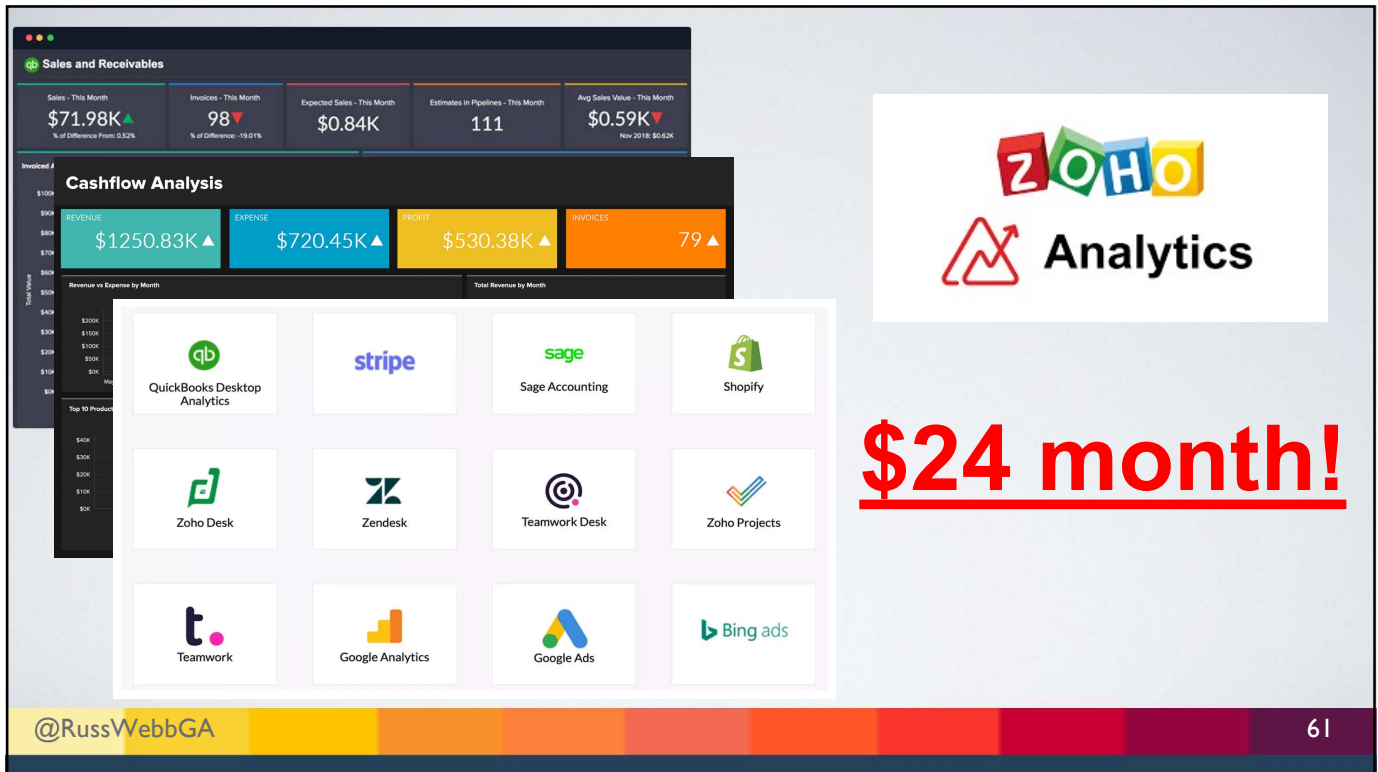
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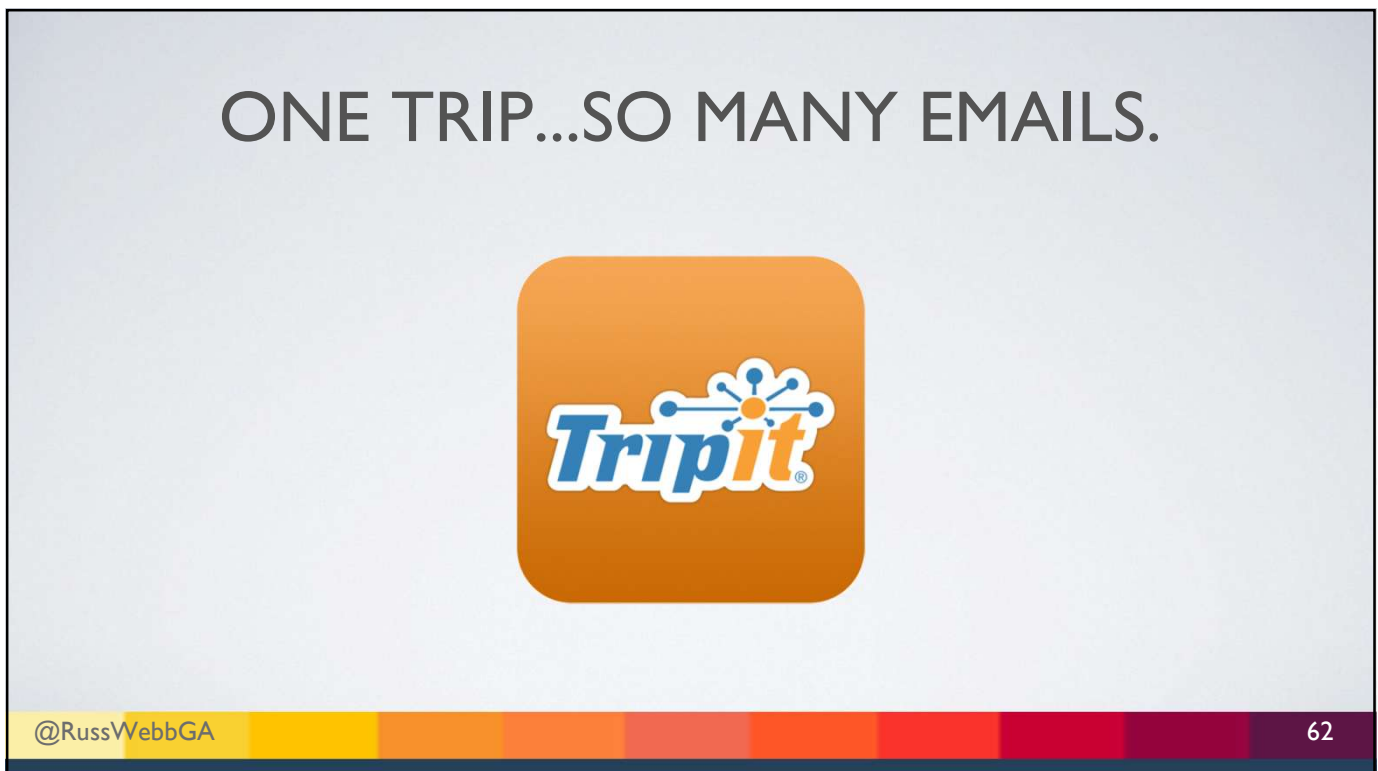
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TripIt

Trips
Q Places, dates, travel plans...

Grace Hill Performance Summit
Tue, Oct 14 – Thu, Oct 16 (3 days)
Ends tomorrow

Alabama Apartment Association
Tue, Oct 21 – Thu, Oct 23 (3 days)
Starts in 6 days

FSAE THINK TANK
Wed, Oct 29 – Fri, Oct 31 (3 days)
Starts in 14 days

Grandpawrents And Oliver
Fri, Oct 31 – Mon, Nov 3 (4 days)

Grace Hill Performance Summit
Tue, Oct 14 – Thu, Oct 16, 2025

TUESDAY, OCTOBER 14, 2025

7:15 EDT AM TPA → DFW
AA 349 (American Airlines)

Sheraton Fort Worth Downtown Hotel
Check in: 3:00 PM CDT
1701 Commerce Street Fort Worth, Texas 76102 USA

THURSDAY, OCTOBER 16, 2025

Sheraton Fort Worth Downtown Hotel
Check out: 11:00 AM CDT
1701 Commerce Street Fort Worth, Texas 76102 USA

4:55 CDT PM DFW → TPA **On Time**
AA 844 (American Airlines)
Confirmation: CHHWPW
Terminal D, Gate D31, Seat 25C
Arrive: 8:24 PM EDT

LOCATION SAFETY
Low risk
Learn more about this area

NEARBY PLACES
Restaurants Hospitals Pharm.

NAVIGATOR
From: Current Location
To: Sheraton Fort Worth Downt...
Find Transportation Options

DETAILS
Trips Alerts Pro Unfiled Account

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TripIt

Account Travel Stats
ALL 2025 2024 2023 2022

Distance Traveled
265,348 mi
That's enough to circle the world 10.7 times.

Total Days 800
Total Trips 226
Countries/Regions Visited 12
Cities Visited 118
Carbon Footprint

TripIt Pro

PLANNING AND RESEARCH
Point Tracker Interactive Airport Maps
International Travel Tools COVID-19 Guidance
Airport Security Wait Time Alternate Flights

PLANNING AND RESEARCH
NOTIFICATIONS AND ALERTS
Risk Alerts Flight Alerts
Fare Tracker Go Now
Terminal and Gate Reminders Seat Tracker

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Everyone Can Be a **GEEK**

Questions?

Go ahead and ask...if I don't know
the answer, I'll make something up!



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