

Artificial Intelligence and the Real Estate Market



Windermere, Florida Oct 30, 2025 ([Issuewire.com](https://www.Issuewire.com)) - Lucio Santana, CEO and founder of Royal Mortgage USA, led the Realtor 360 training in Orlando — an event that brought together more than 50 Brazilian real estate agents working in the U.S. market and marked a new chapter in professional development for the industry.

Right from the opening session, Lucio highlighted the event's main differentiator: the practical use of Artificial Intelligence as a strategic ally in real estate careers. "Today we're going to talk about A.I. We'll connect with you, the agents, bring fresh insights, and show how just a few tools can simplify your routine, boost performance, and transform lives," he emphasized.

The event featured sessions on technology, strategic management, and professional positioning, presented in an engaging format that combined hands-on learning, inspiration, and networking. Many participants even shared live stories on social media as they applied the A.I. tools introduced during the training.

As the program came to a close, Lucio celebrated its success: "We've just wrapped up Realtor 360 — and it was a huge success. Being here with more than 50 agents, raising awareness, and building a strong, engaged community is truly rewarding. And there's still time to join us. We're already preparing new trainings to keep strengthening this network so we can all grow together."

More than a single day of learning, Realtor 360 kicked off a 30-day journey of continuous development, with a focus on Artificial Intelligence, CRM, behavioral profiling, marketing, sales, and finance — setting a new standard for real estate professionals who want to stand out in the competitive U.S. market.

https://luciosantana.com/links/?fbclid=PAb21jcANvJDxleHRuA2FlbQIxMQABpzgpUp2xqG91H0Op0dTvLn23LPHzh3eu9oZPqoGhCimhG-l8UZw_3Su9KIgD_aem_23-l5Vy6Xgy__okKEPynfw



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