



WHICH AI, WHEN?

Three tools, three superpowers. None of them is "the best." Each one is the best at something, so the real skill is picking the right one for the job in front of you.

ANTHROPIC

CLAUDE

The deep reader

Superpower: long documents, careful reasoning, and writing that sounds like a thoughtful human wrote it.

REACH FOR IT WHEN

- ◆ The file is long and the details matter (leases, contracts, reconciliations)
- ◆ A number or a clause has to be exactly right
- ◆ The writing is client facing and tone counts
- ◆ You repeat a process and want to save it as a Skill

KARNEY EXAMPLE

"Compare the renewal to the original lease and flag every clause that changed."

OPENAI

CHATGPT

The all rounder

Superpower: breadth. Web research, images, voice, brainstorming, and ChatGPT Work for turning a goal into a finished file.

REACH FOR IT WHEN

- ◆ You need the open web, with sources
- ◆ You need an image or a quick graphic
- ◆ You want to think out loud (voice works great in the car)
- ◆ You want ideas, lots of them, fast

KARNEY EXAMPLE

"Research average office rents in the South Bay this year and summarize with sources."

MICROSOFT

COPILOT

The insider

Superpower: it already knows your Microsoft 365 world (email, Teams, calendar, SharePoint, OneDrive) and works right inside Word, Excel, PowerPoint and Outlook.

REACH FOR IT WHEN

- ◆ The answer lives in your email, chats or files
- ◆ You missed the meeting (it didn't)
- ◆ You're already working in an Office app
- ◆ The data shouldn't leave the Microsoft tenant

KARNEY EXAMPLE

"Summarize every email about the Centinela roof project this month and list open action items."

QUICK PICK Common Karney tasks and the best tool for each

THE TASK	CLAUDE	CHATGPT	COPILOT
Abstract or review a long lease or contract	●	○	○
Compare two versions of a document, clause by clause	●	○	○
Summarize a Teams meeting you missed			●
Find "that email" from a vendor last month			●
Draft a reply inside Outlook	○	○	●
Research the market on the open web, with sources	○	●	○
Create an image or graphic for a flyer		●	○
Brainstorm ideas, names or talking points	○	●	○
Analyze a rent roll or budget spreadsheet	●	○	●
Turn a Word doc into a PowerPoint deck	○	○	●
Write a client letter where tone really matters	●	○	○
Hand off a multistep job and get finished work back	●	●	●

● Best pick ○ Also works well Blank means another tool is the better fit

STUCK? ASK THREE QUESTIONS

- 1 Does the answer live in your Outlook, Teams or SharePoint?
COPILOT
- 2 Is it long, detailed, or does it have to be exactly right?
CLAUDE
- 3 Do you need the open web, an image, or a voice conversation?
CHATGPT
- ? Still torn? Run the same prompt in two tools and compare. It takes thirty seconds, and you'll learn which one "gets" that kind of work.

The golden rule: Karney data only goes into Karney's business accounts. Never your personal logins, no matter which tool you pick.