THE AI ENABLED AGENT

UNLOCKING THE POWER OF **AI IN REAL ESTATE**

WHAT IS THE AI ENABLED AGENT?

We define "The AI Enabled Agent" as the agent that utilizes technology with the primary intent of *providing a more efficient and quality experience for their clients.*

What are you doing if you are not making your clients lives better? Telling them about how you can make their lives better!!

WHAT HAS AI CHANGED ABOUT OUR INDUSTRY?

The **increasing changes and improvements to real estate technology** have **revolutionized _HOW_** we get business. However, **it has not changed _WHERE_ we get business from.**

To **stay competitive** and top of mind for your prospective clients, it's necessary to **adopt practical technology strategies...**

WHAT IS AI?

Artificial Intelligence (AI) is a branch of computer science focused on the creation of **machines and software capable of performing tasks that typically require human intelligence.** These tasks include **reasoning, learning, problem-solving, perception, language understanding, and adaptation to new situations.** AI is often categorized by its capacity to **mimic or simulate cognitive functions**, such as **recognizing patterns, making decisions, and interpreting complex data** in ways that resemble **human thought processes.**

WHAT IS AI FOR YOU?

LEVERAGE /SCALE
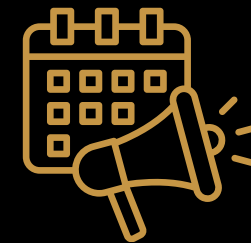
TYPES OF
AI in Real Estate

LEAD GENERATION
Find the best leads and turn them into active clients

CLIENT ENGAGEMENT
Keep yourself top of mind without any extra effort

MARKETING
Create and share content that you know people want

TIME MANAGEMENT
Unlimited capacity without more people or extensive cost

AI FOR
Lead Generation

BEFORE AI

- We traditionally relied on manual lead generation methods like:
  - door-knocking
  - Cold calling
  - Networking at local events
  - Purchasing lists of potential leads
  - Mailers for farming

- These methods were time-consuming, often involved substantial guesswork, and didn't always provide high-quality leads

WITH AI

- AI tools like Revaluate use predictive analytics to identify which homeowners are most likely to sell, based on lifestyle and homeownership data

- Easy and fun to use IDX feeds and home value tools like speculo.ai, KVCore, and fello

- Conversational AI like speculo.ai or Ylopo captures leads 24/7, engage with them in real-time at SCALE, and qualifies them for live transfers and/or follow-ups

- AI-driven lead scoring, provided by tools like KVCore, helps agents prioritize prospects based on their likelihood of converting, eliminating the need for time-consuming, cold outreach

AI FOR
Marketing & Advertising

BEFORE AI

- Marketing was often done through the following methods:
  - Direct mail
  - Print advertisements
  - Billboards

- These methods Require a significant investment in both time and money

- Secondarily, digital marketing, though more targeted like google ppc and facebook ads, still required agents to manually create and optimize ad campaigns, send out newsletters, and monitor performance metrics
  - In most cases success in these mediums comes from trial and error and heavily relies on optimizations made by those managing campaigns

WITH AI

- AI-powered platforms like KVCore and speculo.ai automatically create digital ads based on listing data and adjust them in real-time according to performance
  - AI can analyze audience behavior and engagement, optimizing campaigns for better results

- Tools like KVCore and Mailchimp use AI to send personalized emails based on user preferences and behavior, increasing open and click-through rates.

- AI content generators like ChatGPT allow agents to quickly create optimized listing descriptions, blogs, or social media posts, reducing the time spent on content creation and ideation

AI FOR
Time Management

BEFORE AI

- Traditionally, real estate agents managed their time and tasks manually using paper calendars, spreadsheets, or basic digital tools like Google Calendar
- Rely on personal reminders and manually update their schedule
- Task management often involved a lot of repetitive administrative work, like following up on emails, setting appointments, and ensuring documents were signed
- Manual lead gen calls
- This all detracted from time spent on client interactions or closing deals.

WITH AI

- Tools like productive.ai can automate the following tasks:
  - Call Handling: screen incoming calls, ensuring that only important or qualified leads get through to the agent. It can also automatically log and categorize the calls, making it easier for agents to track their conversations.
  - Task Scheduling: The AI assistant syncs with an agent's calendar and books appointments directly with clients
  - Meeting Summaries & Follow-Ups: transcribes meeting conversations and suggests follow-up actions, so agents can easily remember what was discussed and what the next steps are.

AI FOR
Database Management

BEFORE AI

- Manually tracking and following up with leads through phone calls, emails, or in-person meetings
- Spending hours writing emails or leaving voicemails and managing large numbers of prospects without a system to track interactions effectively
- Agents frequently relied on handwritten notes or basic CRM systems that required heavy manual input
- No one ever takes notes on calls anyways!!

WITH AI

- AI-driven CRMs like KVCore automate communication, sending personalized follow-ups at the right time based on lead behavior
- Tools like speculo.ai or Ylopo provide digital ISAs that can converse with leads, answer common questions, and book appointments, all without agent intervention
  - This frees up agents' time while ensuring that no leads slip through the cracks.
- These systems above can also analyze past interactions to suggest personalized responses, improving engagement and conversion rates

RECAP

DEMO 1:
Social Media Marketing →

- **<u>Step 1: Topic Creation – ChatGPT</u>**
  - Use ChatGPT to brainstorm and generate ideas for your marketing content. Simply provide a few prompts about your target audience, industry, or current trends, and ChatGPT will suggest engaging and relevant topics.
  - Example: "Generate content ideas for a real estate marketing campaign targeting first-time home buyers."

- **<u>Step 2: Script Writing – ChatGPT</u>**
  - Once you've settled on a topic, use ChatGPT again to write a script. Provide a brief outline of your topic, and ChatGPT can draft a full script or key talking points, ensuring that the messaging is clear and engaging.
  - Example: "Write a script for a 60-second video about the top 3 tips for first-time home buyers."

DEMO 1:
Social Media Marketing →

- **Step 3: Storyboarding – Animaker**
  - After the script is ready, use Animaker to create a visual storyboard. Upload your script into Animaker, which will help you organize the visuals, transitions, and animations for your video. This platform simplifies video planning by letting you visually map out each scene.
  - Example: Drag and drop pre-designed characters or elements to match the key points in your script, arranging them scene by scene.

- **Step 4: Film Raw Footage**
  - Now, record the raw footage based on the storyboard created in Animaker. This could include filming on-location real estate shots, interviews, or action shots based on your script and storyboard.
  - Tip: Ensure that the footage aligns with your storyboard and captures all the necessary elements, such as showcasing properties or talking points.

DEMO 1:
Social Media Marketing →

- **<u>Step 5: Automated Editing – Magisto</u>**
- Once the raw footage is ready, upload it to Magisto for automated video editing. Magisto's AI-powered editing tools analyze your footage, select the best parts, and automatically add transitions, effects, and music to create a polished video.
- Example: Choose the editing style (e.g., upbeat, professional) and let Magisto do the rest, reducing time spent manually editing.

- **<u>Step 6: Background Music Selection – AIVA</u>**
- For background music, use AIVA, an AI-powered music generator. AIVA can create custom music tracks based on the tone of your video. Simply input the mood you want (e.g., calm, energetic), and AIVA will generate a track that fits your video.
- Example: Choose "uplifting" music for a video introducing home buyers to new properties.

- **Step 7: Optimized Titles & Hashtags – vidIQ**
- After the video is edited, use vidIQ to optimize the title, description, and hashtags for better visibility on platforms like YouTube or Instagram. vidIQ uses AI to analyze trending keywords and suggests the best titles and hashtags based on what will perform well in searches.
- Example: vidIQ might suggest a title like "Top Tips for First-Time Home Buyers in 2024" and related hashtags (#realestate, #firsttimehomebuyer, #newhome).

- **Step 8: Scheduling – Buffer**
- Once your video is complete and optimized, schedule it for posting using Buffer. Buffer allows you to plan and publish your content across multiple social media platforms (e.g., Instagram, YouTube, Facebook) at the best times for audience engagement.
- Example: Upload the video to Buffer, select your platforms, and choose optimal posting times based on Buffer's AI insights.

- **Step 1: Identify Target Audience – Revaluate**
- Use Revaluate to identify homeowners likely to sell based on lifestyle indicators like homeownership duration or household changes.
- Example: Analyze your area and receive a list of high-probability sellers.

- **Step 2: Find Leads – KVCore IDX and Home Value Estimate Pages**
- Capture buyer and seller intent leads with KVCore's IDX integration and home value estimate squeeze pages, which automatically gather contact info for follow-up.
- Example: Create a landing page offering free home valuations.

DEMO 2:
Lead Generation →

- **Step 3: Automated SMART Conversion – Speculo.ai**
- Set up Speculo.ai to engage leads instantly through AI conversations, nurturing them and booking appointments or live transfers.
- Example: Speculo.ai engages a lead from your landing page and schedules a meeting with you.

- **Step 4: Lead Scoring – KVCore**
- Use KVCore to track and score lead activity, such as property views and saved searches, prioritizing high-engagement leads.
- Example: Get notified when a lead revisits a listing, prompting timely follow-ups.

DEMO 2:
Lead Generation →

- **Step 5: Nurture with Drip Campaigns – KVCore & Speculo.ai**
- Automate personalized drip campaigns through KVCore (emails, market reports) and follow-up calls via Speculo.ai to maintain consistent communication.
- Example: KVCore sends listing updates while Speculo.ai follows up with a personalized call.

- **Step 6: Post-Sale Engagement – KVCore & Speculo.ai**
- Engage past clients with home valuation updates via KVCore and personal check-in calls through Speculo.ai to stay top of mind for future referrals.
- Example: Speculo.ai calls past clients to offer updates and ask for referrals

DEMO 3:
Time Management →

- **<u>Step 1: Automate Task Scheduling – Productive.ai</u>**
- Use Productive.ai to automate scheduling tasks, calls, and meetings. It manages your calendar, reducing back-and-forth emails and automatically setting up appointments.
- Example: Productive.ai schedules a client meeting based on your availability, without any manual input.

- **<u>Step 2: Call Management – Productive.ai</u>**
- Let Productive.ai handle call management by screening calls, transcribing conversations, and setting reminders for follow-ups based on the discussion.
- Example: After a client call, Productive.ai sets a reminder to send a follow-up email or schedule a showing.

DEMO 3:
Time Management →

- **Step 3: Task Automation – Zapier**
- Use Zapier to automate routine tasks, such as logging calls, sending follow-up emails, or assigning tasks to team members, ensuring nothing falls through the cracks.
- Example: When a new lead is captured, Zapier automatically updates your CRM and sends a welcome email.

- **Step 4: AI Schedulers – Calendly or x.ai**
- Leverage AI-powered schedulers like Calendly or x.ai to automate booking appointments with clients, eliminating the back-and-forth.
- Example: A link is sent to clients where they can pick from your available time slots, and the tool automatically books the meeting.

DEMO 3:
Time Management →

- **<u>Step 5: Task Management – KVCore</u>**
- Integrate KVCore for managing all follow-up tasks related to leads and clients. It automatically assigns tasks based on lead status, helping you stay organized and efficient.
- Example: KVCore assigns tasks such as sending property updates or scheduling follow-up calls based on client engagement.

DEMO 4:
Database Management →

- **Step 1: Database Cleanup and Enrichment – Clearbit & Speculo.ai**
- Use Clearbit to clean and enrich your existing database by identifying incomplete or outdated contact information and updating contact details
- Use speculo.ai to call and interact with leads to then categorize leads based off interest levels, motivation, etc.
- Example: Clearbit updates old lead data and speculo.ai categorizes leads based on past conversations or engagement levels, ensuring you have accurate information.

- **Step 2: Automated Database Segmentation – KVCore**
- Segment your database automatically with KVCore based on lead behavior, status, or demographics. This helps tailor your outreach and follow-up strategies for different lead types, such as buyers, sellers, or past clients.
- Example: KVCore segments leads into categories like "Active Buyers," "Potential Sellers," and "Dormant Leads" for targeted marketing.

DEMO 4:
Database Management →

- **Step 3: Continuous Lead Nurturing – Speculo.ai**
- Set up Speculo.ai to nurture leads with consistent, personalized phone calls and follow-ups based on their activity and status in your database. Speculo.ai can handle regular check-ins, qualification calls, live transfers, and booking appointments
- Example: Speculo.ai automatically calls your SOI, inbound leads, and dormant/inactive leads, checks their interest in selling, and updates the database with their responses

- **Step 4: Automated Data Entry – Zapier**
- Automate data entry and updates using Zapier by connecting your lead generation forms, CRM, and other tools. New leads are automatically added to your database, with all relevant data synced across platforms.
- Example: When a new lead fills out a form, Zapier logs it into your CRM and updates the contact's history in your database.

DEMO 4:
Database Management

- **<u>Step 5: Post-Sale Database Engagement – Speculo.ai</u>**
- Keep past clients engaged by using Speculo.ai to maintain regular, personalized communication. It can handle calls to provide updates on market trends or property values, ensuring you stay top of mind for future transactions or referrals.
- Example: Speculo.ai periodically reaches out to past clients with updates on their property's value and asks for referrals.

AUDIENCE
Participation

EXPECTED
WINS

- **Increased conversion rates**

EXPECTED WINS

- **<u>Increased conversion rates</u>**
- **<u>Save time/increase efficiencies in the business</u>**

EXPECTED
WINS

- **<u>Increased conversion rates</u>**
- **<u>Save time/increase efficiencies in the business</u>**
- **<u>Increase profitability</u>**

EXPECTED
WINS

- **<u>Increased conversion rates</u>**
- **<u>Save time/increase efficiencies in the business</u>**
- **<u>Increase profitability</u>**
- **<u>Increase client retention and referrals</u>**

EXPECTED
WINS

- **Increased conversion rates**
- **Save time/increase efficiencies in the business**
- **Increase profitability**
- **Increase client retention and referrals**
- **Better data collection and overall information/intel**

EXPECTED
WINS

- **<u>Increased conversion rates</u>**
- **<u>Save time/increase efficiencies in the business</u>**
- **<u>Increase profitability</u>**
- **<u>Increase client retention and referrals</u>**
- **<u>Better data collection and overall information/intel</u>**
- **<u>Never before seen scalability</u>**

EXPECTED WINS

- **Increased conversion rates**
- **Save time/increase efficiencies in the business**
- **Increase profitability**
- **Increase client retention and referrals**
- **Better data collection and overall information/intel**
- **Never before seen scalability**
- **Increased predictability**

GOT
QUESTIONS?

THANK YOU!

Scan this QR code to get the full presentation deck along with some bonus content!