



JACK CONWAY

AI Essentials for Real Estate

Presented by: Al Becker, Justin Nee & Marley Snyder

Course Objective

- Real Estate Professionals will gain an understanding of how to **use AI responsibly and effectively** to enhance consumer experience and stay competitive in today's evolving market while staying compliant.
- The course is designed for **all experience levels**—from AI beginners to experienced users—and includes foundational setup guidance, prompt-writing techniques, and strategic applications for real estate practice.

Course Overview and Learning Goals

- Participants will learn how AI can **streamline real estate tasks, improve communication, and generate creative content** while maintaining compliance with real estate law.
- Focus on **practical, hands-on applications** instead of technical programming.

What this course is and is not

Is: A professional development course on using AI responsibly in practice.

Is not: A deep dive into coding, machine learning, or replacing the agent's role.

Did you know?

“Vibe coding” is a new and loosely defined term in software development that refers to the practice of prompting AI tools to generate code rather than writing code manually.

Focused more on output than the code

Who is using AI in real estate

- Brokerages, MLS systems, and marketing companies are **integrating AI**.
- Agents who don't adapt **risk falling behind consumer expectations**.
- There are many ways to adapt and understand
 - Learn the role AI plays – don't have to know how to use, **know the role it plays**
 - Where is your differentiation as an agent – **a human who knows the market?**

Overview of AI adoption

Increasing use for automated listing descriptions, predictive analytics, and CRM systems.

NAR reports rising use of AI-driven tools in both marketing and risk management.

Prompt Example

Using AI to scan through data and assist in decision making.

A client wanted 3+ bedrooms in specific towns. At least 3 bedrooms had to be larger than 10x10.

The data was extracted from MLS and processed through AI in a .csv format. The ask was to return a list of homes with mls#, address, beds/baths, square footage and price from my list.

Anything that met the clients requirements should be highlighted green, anything that came close but needed additional attention to highlight in yellow and anything that didn't meet the criteria to still return but not highlight.

As AI gets better, and we as agents utilize it further the question comes up, how good is the data I'm putting into my own listings?

Are there details that my clients are asking for that could be in a listing and isn't.

Would my listing get filtered out by AI because of these missing details.

A	B	C	D	E	F	G	H
MLS #	Address	Town	Beds	List	Full	Half	Square
73445190	14 Elsie Ave, Billerica, MA	Billerica	3	549,900	1	0	884
73459004	95 Royal Rd, Brockton, MA	Brockton	4	469,900	1	1	1,272
73456962	38 Stephen Drive, Brockton, MA	Brockton	3	514,900	1	1	1,380
73458812	28 Sprague Ave, Chelmsford, MA	Chelmsford	3	549,900	1	0	1,547
73454541	842 E Washington St, Hanson,	Hanson	3	599,900	1	1	903
73442641	131 Holly Ridge Dr, Hanson, MA	Hanson	3	510,000	2	0	1,344
73380782	479 Main St, Hanson, MA	Hanson	4	549,900	2	0	2,250
73449532	168 Spring St, Hanson, MA	Hanson	3	564,000	2	0	1,981
73430709	1165 Nantasket Ave, Hull, MA	Hull	3	599,999	1	0	1,160
73450926	45 Richardson St, Malden MA	Malden	3	600,000	1	1	1,323
73456681	294 E Foster St, Melrose MA	Melrose	3	599,986	2	0	1,400
73456909	34 Glendale Ave, Peabody MA	Peabody	3		1	0	1,540
73448333	26 Pierce Drive, Pembroke, MA	Pembroke	3	600,000	2	0	1,466
73458523	18 Wampatuck St, Pembroke,	Pembroke	4	599,900	1	1	1,632
73432597	16 Filmore St, Plymouth, MA	Plymouth	3	599,900	1	1	1,496
73458457	31 Bumble Bee Dr., Plymouth,	Plymouth	3	535,000	2	0	1,360
73458645	9 Bumble Bee Ln, Plymouth, MA	Plymouth	3	500,000	2	0	1,360
73458388	15 Bumble Bee Ln, Plymouth,	Plymouth	3	500,000	2	0	1,360
73445525	5 Bumble Bee Dr., Plymouth, MA	Plymouth	3	529,000	2	0	1,440
73440394	131 Mutton Ln, Weymouth, MA	Weymouth	3	449,000	1	0	1,248
73455735	20 Elm Pl, Whitman, MA	Whitman	4	599,900	2	1	1,970
73456537	63 Dewey Ave, Whitman, MA	Whitman	3	399,000	1	1	1,060
73440252	150 Harvard St, Whitman MA, 02382	Whitman	4	506,000	2	0	1,735

Client expectations

- Faster responses, personalized content, visually appealing marketing.
- Clear, accessible explanations of complex data.

Benefits to Clients & Consumers

CLIENT BENEFIT

81%

Of agents adopt technology to save time



More time for client guidance

52%

Of agents use AI to draft emails and follow-ups



More consistent
communication

30%

Of agents use AI to create market summaries



Clearer market explanations

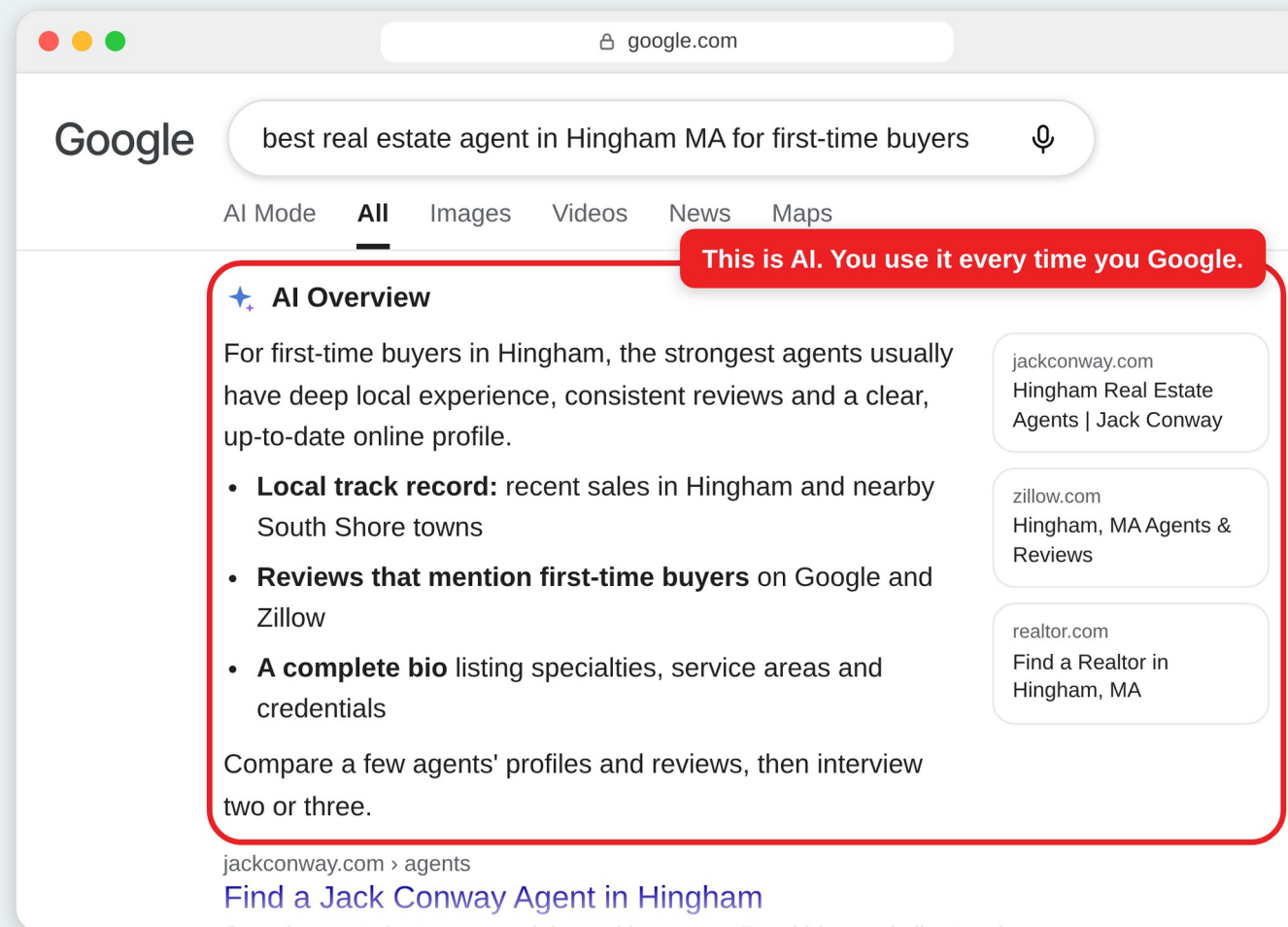
Sources: NAR 2026 Realtors Technology Report; NAR 2026 Home Buyers and Sellers Generational Trends (Exh. 4–7); Cotality, AI in Housing 2026 Report.

Risks of being left behind

44% of buyers would pay extra to have a person verify AI's work - **That person is you**

- **You're going to be OK** even if you don't do this!
- But search has changed: Google answers with AI first

Google's AI Overviews reach 2.5 billion people a month, and 68% of Google searches now end without a click.



Make yourself at home.

Sources: Google I/O, May 2026; SparkToro/Similarweb zero-click study, June 2026 (U.S., Jan–Apr 2026). Search results are an illustration.

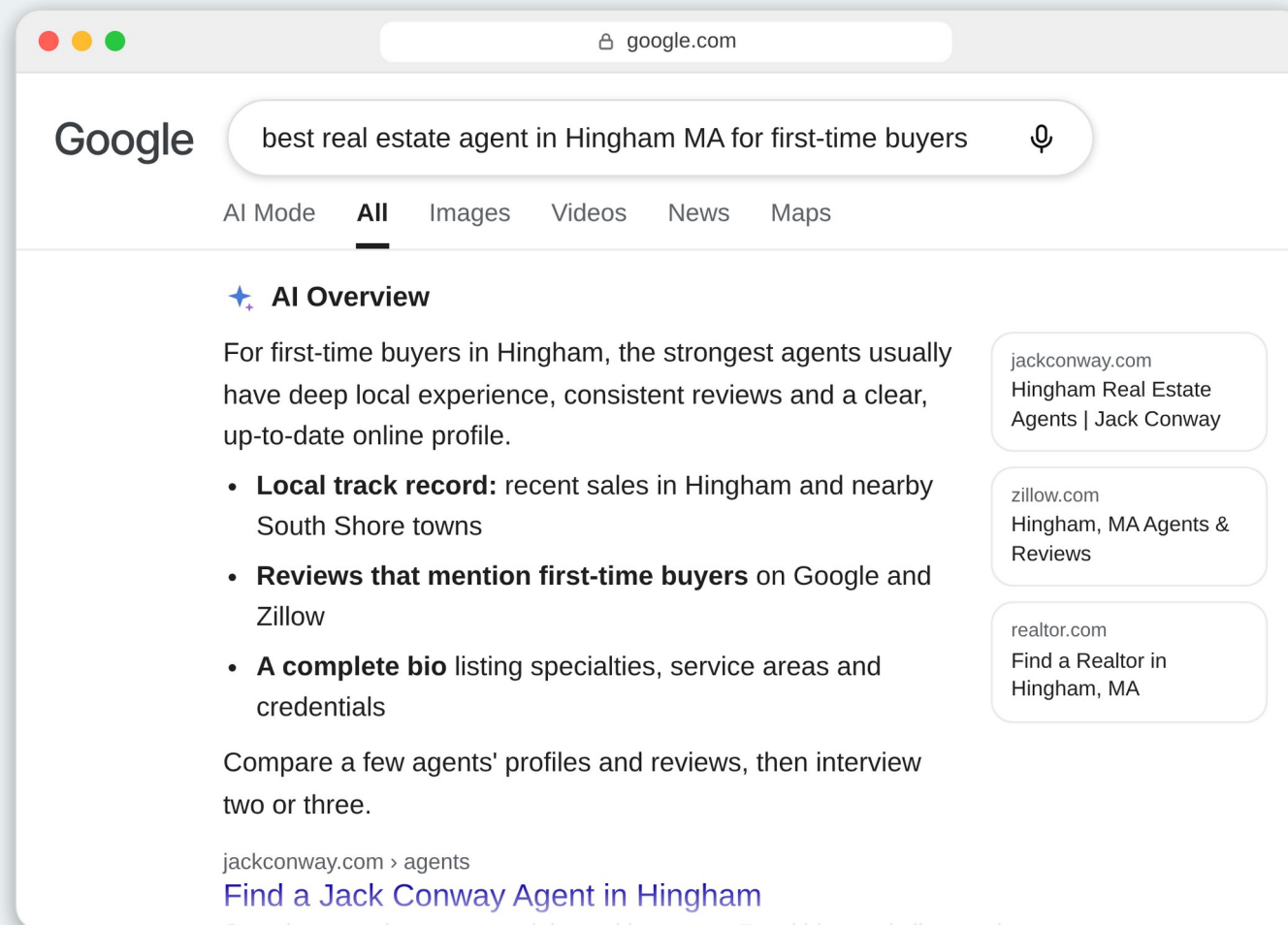
MS

Risks of being left behind

44% of buyers would pay extra to have a person verify AI's work - **That person is you**

- **You're going to be OK** even if you don't do this!
- But search has changed: Google answers with AI first

Google's AI Overviews reach 2.5 billion people a month, and 68% of Google searches now end without a click.



Make yourself at home.

Sources: Google I/O, May 2026; SparkToro/Similarweb zero-click study, June 2026 (U.S., Jan–Apr 2026). Search results are an illustration.

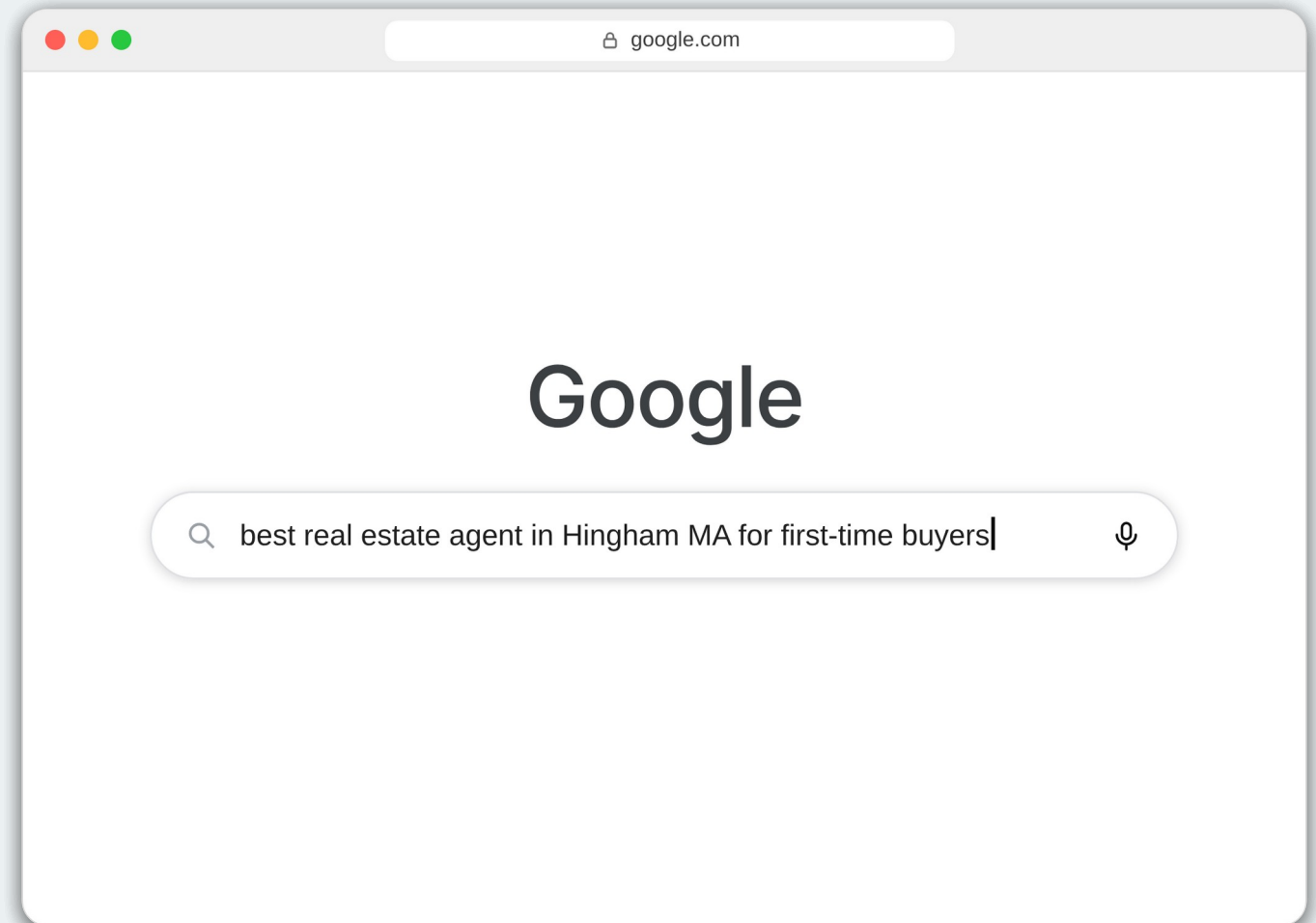
MS

Risks of being left behind

44% of buyers would pay extra to have a person verify AI's work - **That person is you**

- **You're going to be OK** even if you don't do this!
- But search has changed: Google answers with AI first

Google's AI Overviews reach 2.5 billion people a month, and 68% of Google searches now end without a click.



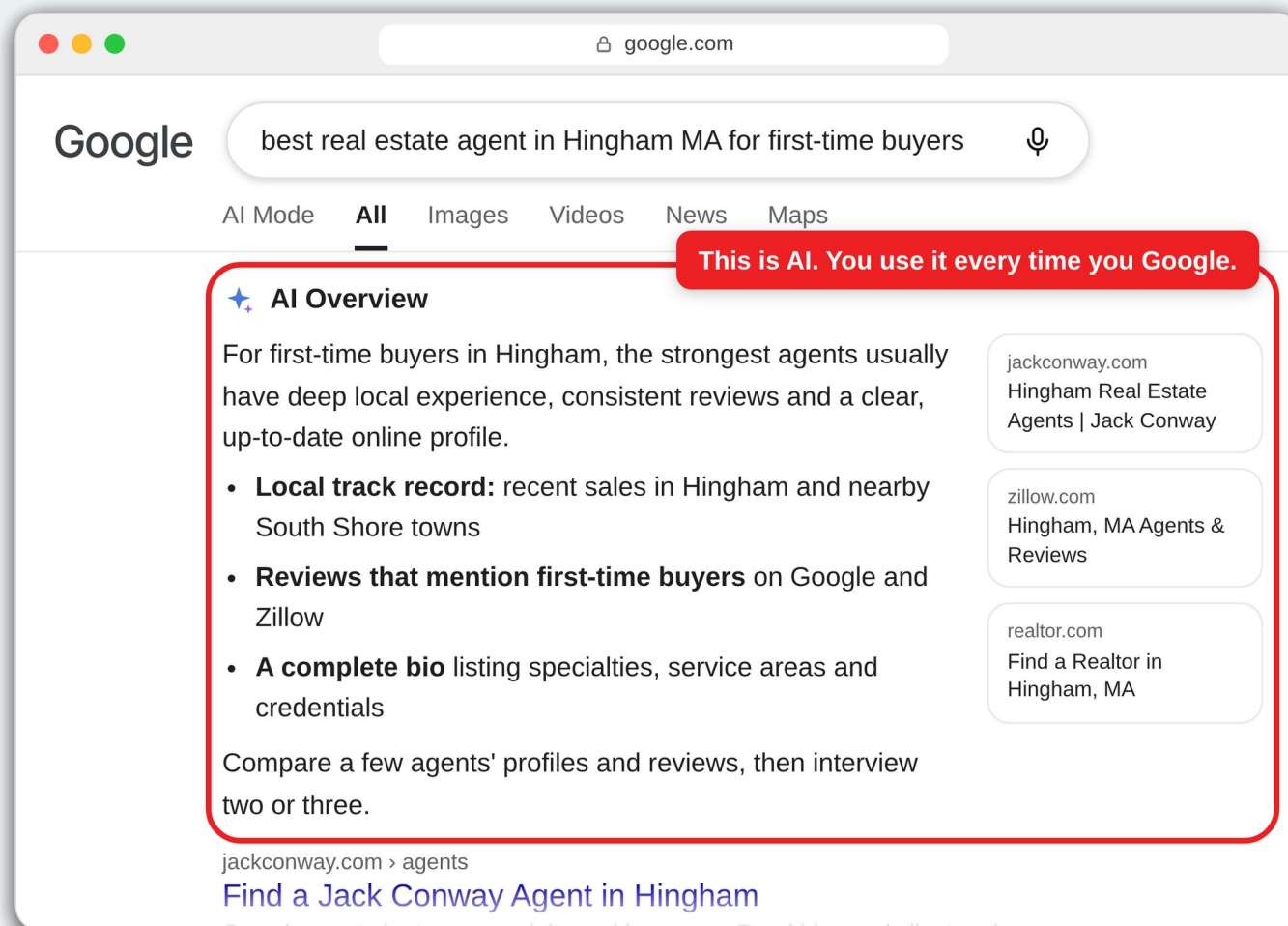
Sources: Google I/O, May 2026; SparkToro/Similarweb zero-click study, June 2026 (U.S., Jan–Apr 2026). Search results are an illustration.

Risks of being left behind

44% of buyers would pay extra to have a person verify AI's work - **That person is you**

- **You're going to be OK** even if you don't do this!
- But search has changed: Google answers with AI first

Google's AI Overviews reach 2.5 billion people a month, and 68% of Google searches now end without a click.



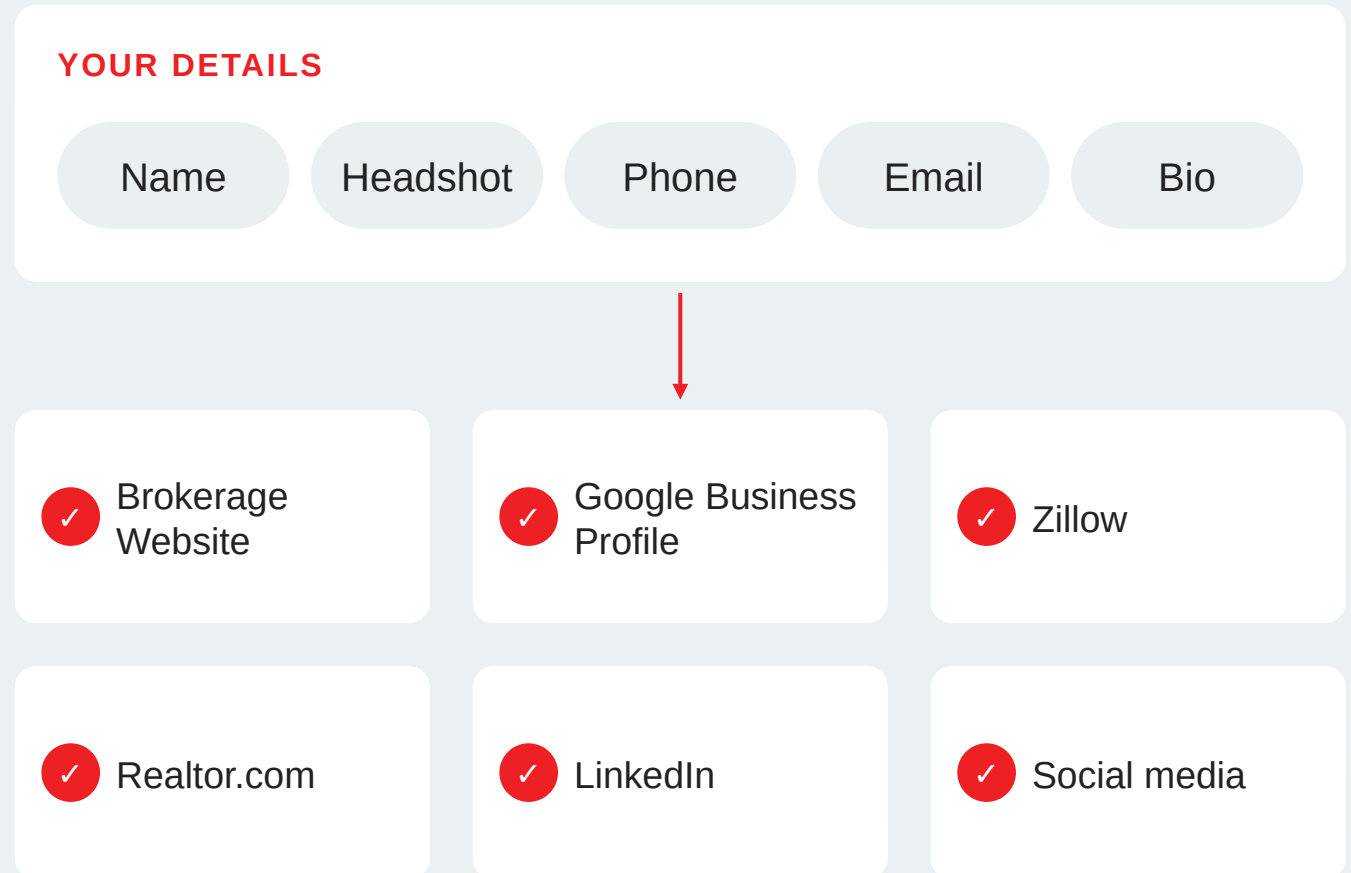
Make yourself at home.

Sources: Google I/O, May 2026; SparkToro/Similarweb zero-click study, June 2026 (U.S., Jan–Apr 2026). Search results are an illustration.

MS

Get found: the same details on every site

- A clear, current bio: your towns, specialty and results
- Same name, photo and contact info everywhere
- Updated reviews
- Profile checkup



New chat

Search chats

Library

GPTs

Explore GPTs

Conway Bio Builder

Chats

Listing description ideas

Open house checklist

Market update email

Buyer follow-up text



Conway Bio Builder

By Marley Snyder

Builds AI-search-ready, AEO-optimized Jack Conway agent bios.

Build my bio

Edit my bio

Ask anything

+ Conway Bio Builder



New chat

Search chats

Library

GPTs

Explore GPTs

Conway Bio Builder

Chats

Listing description ideas

Open house checklist

Market update email

Buyer follow-up text



Conway Bio Builder

By Marley Snyder

Builds AI-search-ready, AEO-optimized Jack Conway agent bios.

Build my bio

Edit my bio

Build my bio



Conway Bio Builder



- New chat
- Search chats
- Library
- GPTs
- Explore GPTs
- Conway Bio Builder
- Chats
- Listing description ideas
- Open house checklist
- Market update email
- Buyer follow-up text

Build my bio

Welcome to Conway Bio Builder.

I help Jack Conway agents strengthen their online presence for modern search and AI-driven discovery. Using a structured intake process, I create:

- a short Google Business Profile bio
- a medium Zillow/Realtor.com bio
- a long JackConway.com bio

I never invent information. I only use facts you provide.

QUESTION 1

What is your full name as you'd like it to appear in your professional bio?

+

Ask anything

↑

- New chat
- Search chats
- Library
- GPTs
- Explore GPTs
- Conway Bio Builder
- Chats
- Listing description ideas
- Open house checklist
- Market update email
- Buyer follow-up text

Build my bio

Welcome to Conway Bio Builder.

I help Jack Conway agents strengthen their online presence for modern search and AI-driven discovery. Using a structured intake process, I create:

- a short Google Business Profile bio
- a medium Zillow/Realtor.com bio
- a long JackConway.com bio

I never invent information. I only use facts you provide.

QUESTION 1

What is your full name as you'd like it to appear in your professional bio?

+ Marley Snyder

- New chat
- Search chats
- Library
- GPTs
- Explore GPTs
- Conway Bio Builder
- Chats
- Listing description ideas
- Open house checklist
- Market update email
- Buyer follow-up text

✓ Intake complete · 19 questions answered

Here are your bios, built only from the facts you provided.

1. SHORT: Google Business Profile

Marley Snyder is a Jack Conway real estate agent serving Scituate, Norwell, Hingham, Cohasset and Marshfield. With 15 years of experience and more than 200 homes sold, she helps buyers and sellers with residential, waterfront and single-family homes across the South Shore.

2. MEDIUM: Zillow / Realtor.com

Marley Snyder has spent 15 years helping South Shore buyers and sellers make confident moves. A Jack Conway agent with more than 200 homes sold, she works across Scituate, Norwell, Hingham, Cohasset and Marshfield, specializing in residential, waterfront and single-family properties. Marley pairs local market knowledge with clear, steady communication from first showing to closing.

+ Ask anything



- New chat
- Search chats
- Library
- GPTs
- Explore GPTs
- Conway Bio Builder
- Chats
- Listing description ideas
- Open house checklist
- Market update email
- Buyer follow-up text

3. LONG: JackConway.com Bio

Writing

Marley Snyder

Real Estate Agent | Jack Conway | Massachusetts South Shore

Real estate is local, and Marley Snyder believes that understanding the details of each community makes a meaningful difference when buying or selling a home.

As a Jack Conway real estate agent with 15 years of experience and more than 200 homes sold, Marley works with buyers and sellers across Scituate, Norwell, Hingham, Cohasset and Marshfield. Her business focuses on residential real estate, waterfront homes and single-family properties.

Experience That Matters

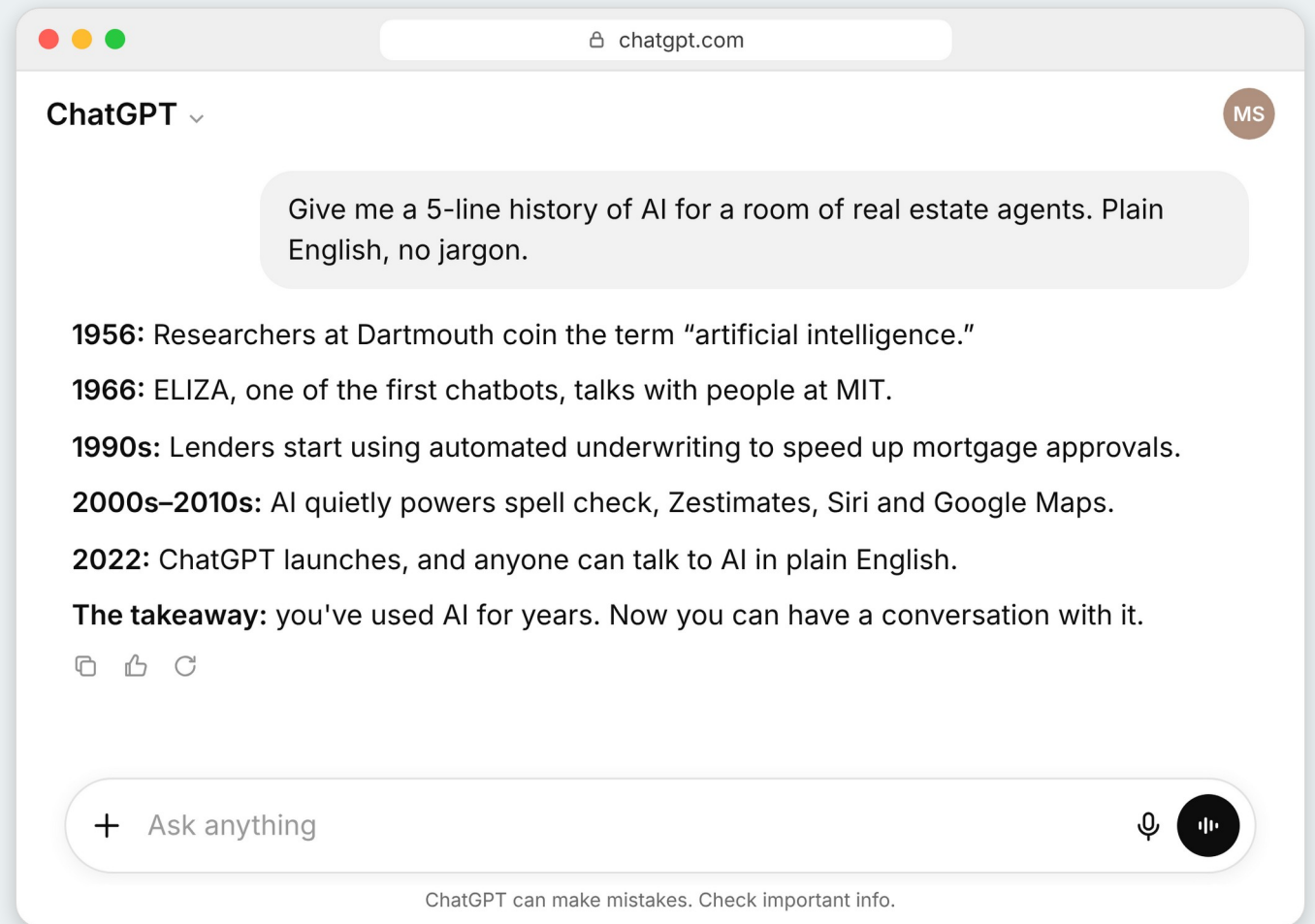
Over the course of her career, Marley has helped clients navigate a wide range of transactions, from purchasing a first home to selling a longtime residence.

+ Ask anything



AI history and everyday uses

- AI isn't new. It's been working behind the scenes for decades.

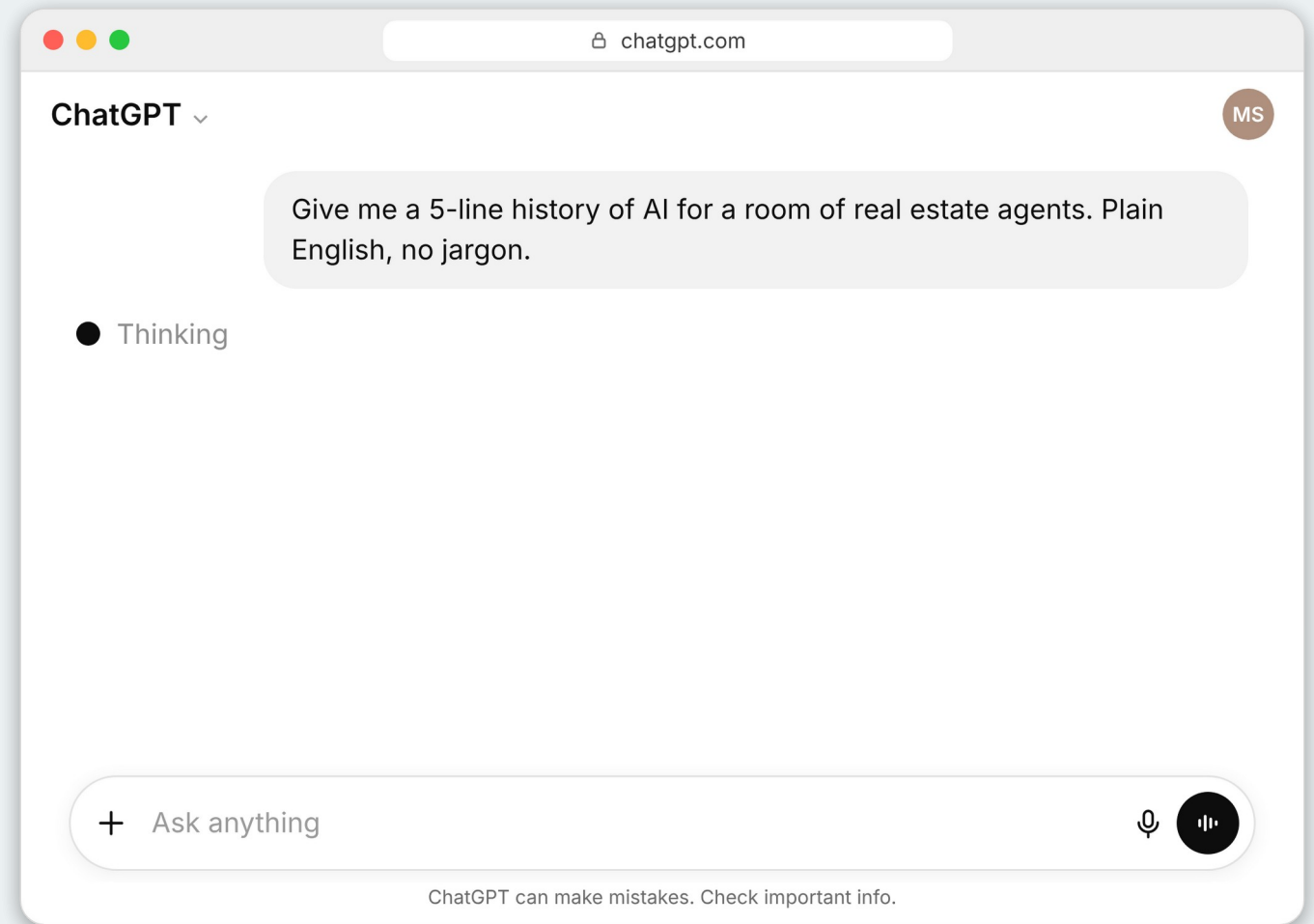


Dates: Dartmouth College (1956), MIT (1966), Fannie Mae, Zillow, Apple, Google, OpenAI (2022).

AI history and everyday uses

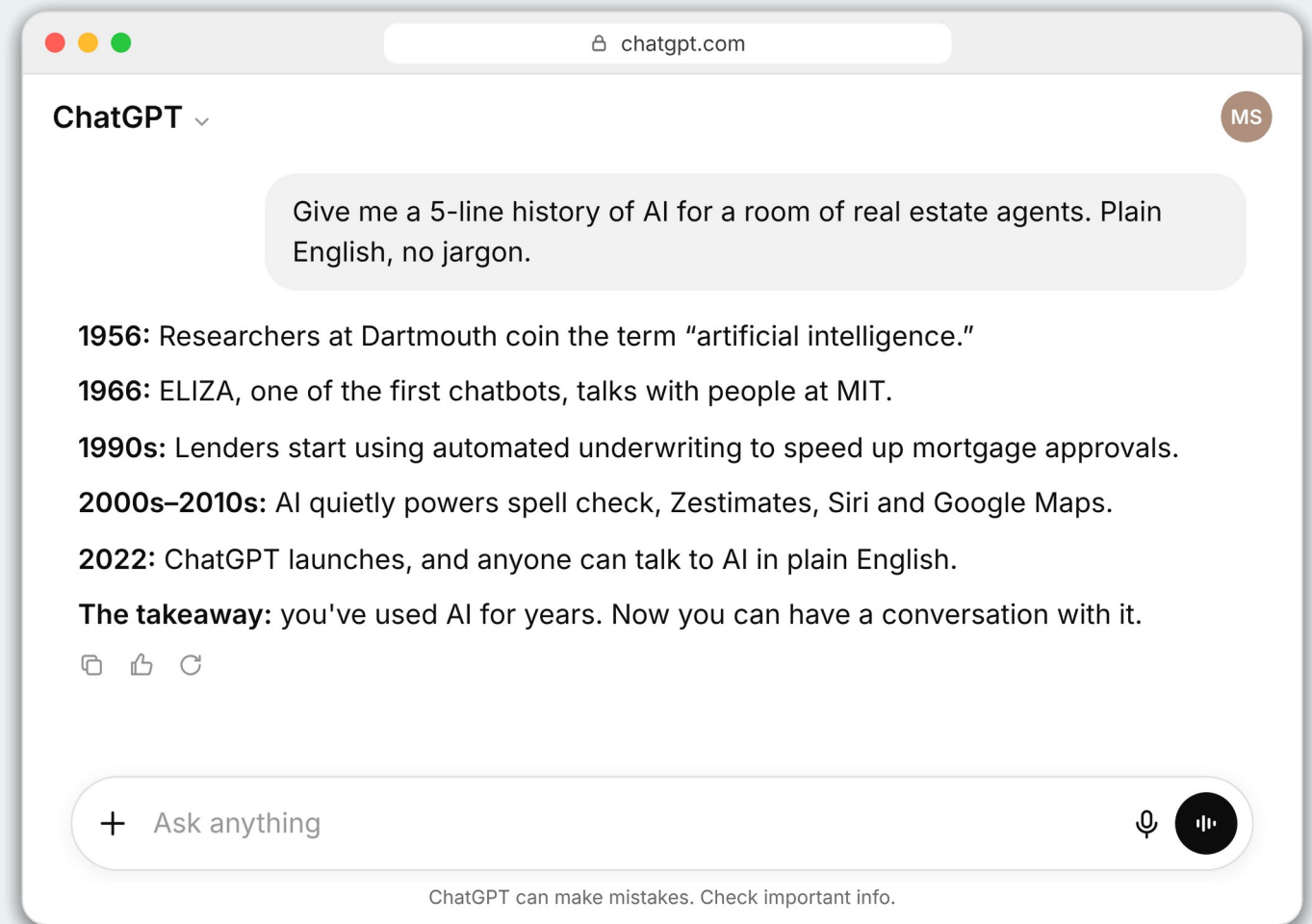
- AI isn't new. It's been working behind the scenes for decades.

Dates: Dartmouth College (1956), MIT (1966), Fannie Mae, Zillow, Apple, Google, OpenAI (2022).



AI history and everyday uses

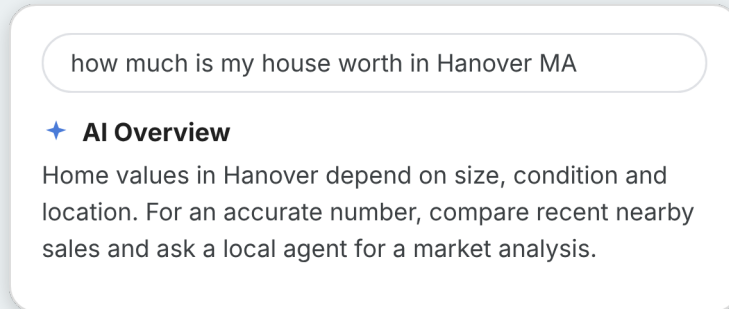
- AI isn't new. It's been working behind the scenes for decades.



Dates: Dartmouth College (1956), MIT (1966), Fannie Mae, Zillow, Apple, Google, OpenAI (2022).

You're already using AI (even if you didn't know it)

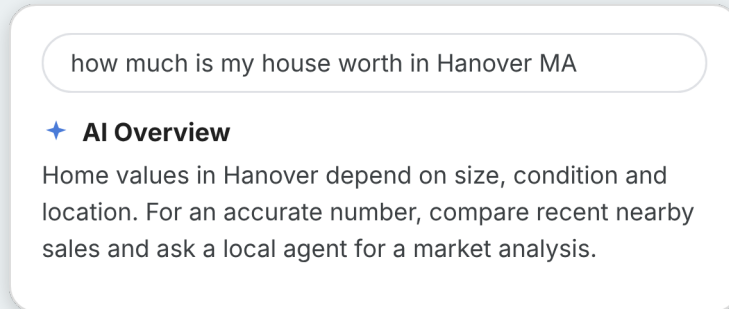
If you've done any of these this week, you've used AI.



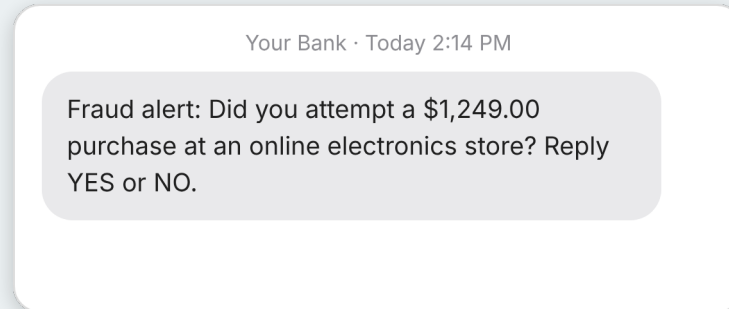
Google answering your search

You're already using AI (even if you didn't know it)

If you've done any of these this week, you've used AI.



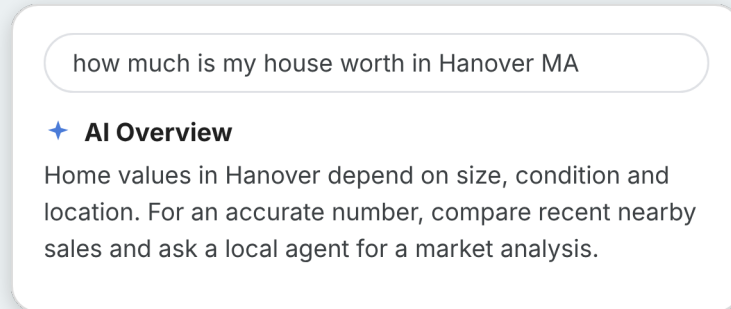
Google answering your search



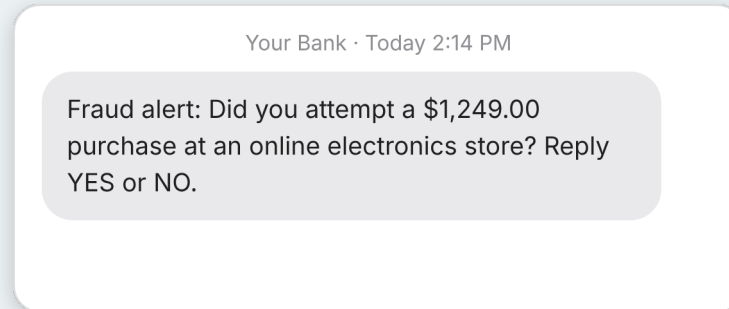
Gmail finishing your sentence

You're already using AI (even if you didn't know it)

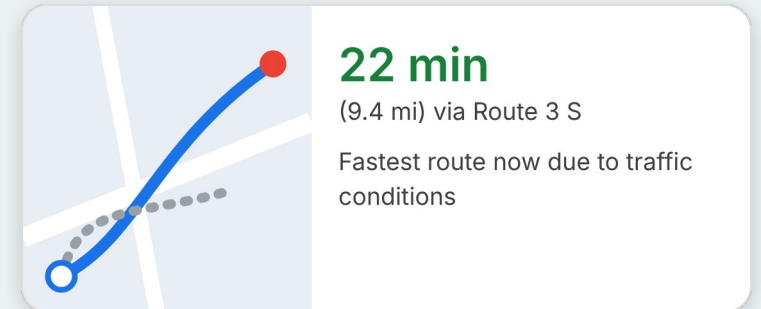
If you've done any of these this week, you've used AI.



Google answering your search



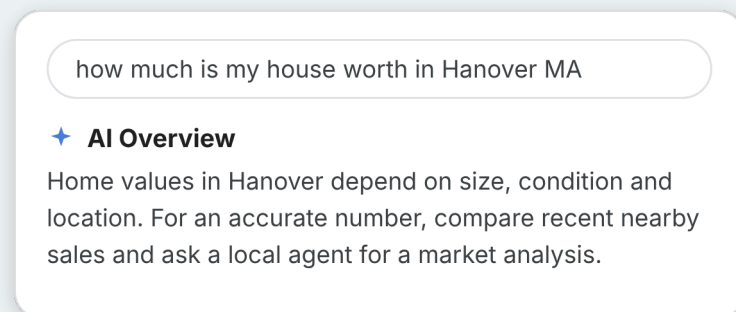
Gmail finishing your sentence



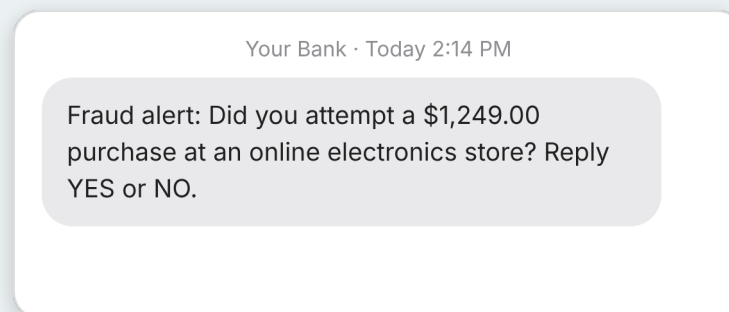
Your phone guessing the next word

You're already using AI (even if you didn't know it)

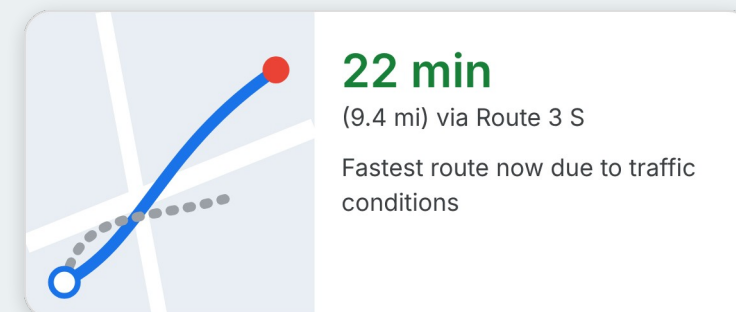
If you've done any of these this week, you've used AI.



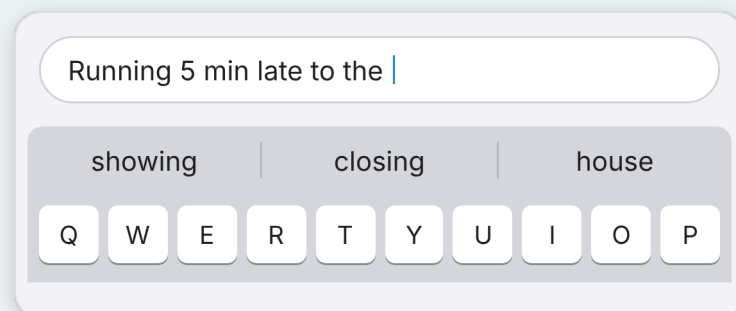
Google answering your search



Gmail finishing your sentence



Your phone guessing the next word

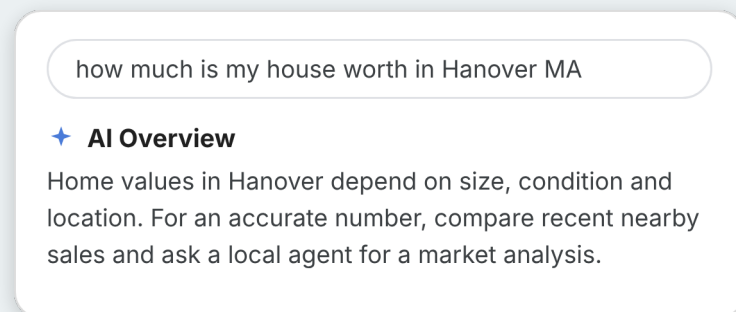


Maps rerouting you around traffic

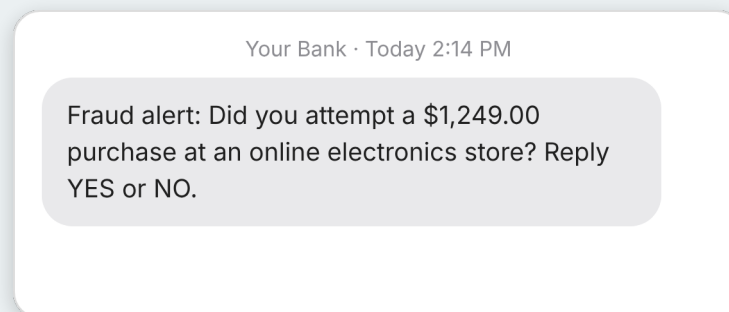
Make yourself at home.

You're already using AI (even if you didn't know it)

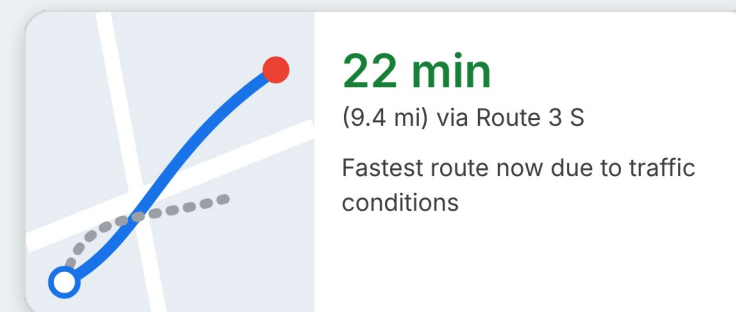
If you've done any of these this week, you've used AI.



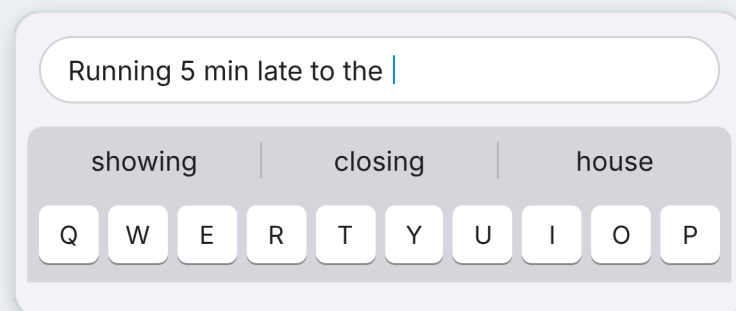
Google answering your search



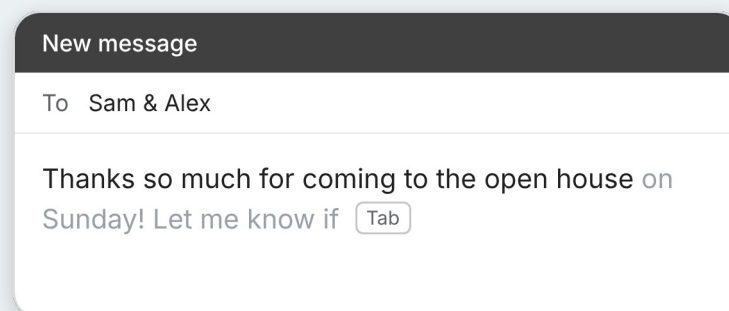
Gmail finishing your sentence



Your phone guessing the next word



Maps rerouting you around traffic



Your bank flagging a strange charge

Make yourself at home.

MS

You're already using AI (even if you didn't know it)

If you've done any of these this week, you've used AI.

how much is my house worth in Hanover MA

★ **AI Overview**

Home values in Hanover depend on size, condition and location. For an accurate number, compare recent nearby sales and ask a local agent for a market analysis.

Google answering your search

New message

To Sam & Alex

Thanks so much for coming to the open house on Sunday! Let me know if

Gmail finishing your sentence

Running 5 min late to the

showing | closing | house

Q W E R T Y U I O P

Your phone guessing the next word

22 min
(9.4 mi) via Route 3 S
Fastest route now due to traffic conditions

Maps rerouting you around traffic

Your Bank · Today 2:14 PM

Fraud alert: Did you attempt a \$1,249.00 purchase at an online electronics store? Reply YES or NO.

Your bank flagging a strange charge

Zestimate®

\$742,300

Est. sales range: \$705K – \$780K

Zillow estimating a home's value

Make yourself at home.

MS

Tools commonly used in AI

ChatGPT

by OpenAI



Claude

by Anthropic



Gemini

by Google



Copilot

by Microsoft



Tools for images, video and meetings

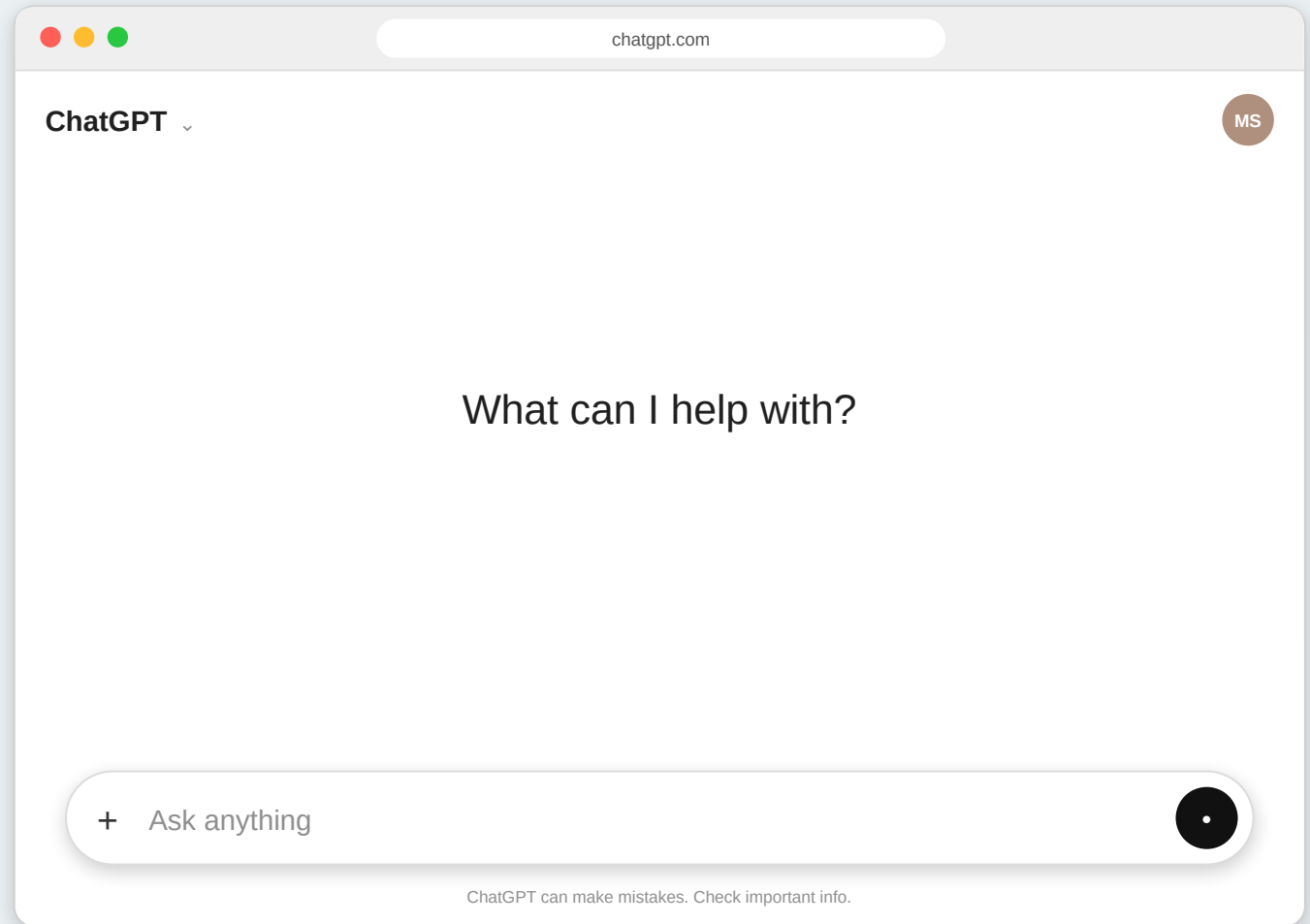
Visual and helper tools: graphics, short videos and meeting notes.

Tool	What it is	Agents use it for	Cost
Canva AI by Canva	Canva's design tools with built-in AI (Magic Studio).	Flyers, social graphics, resizing, removing backgrounds	Free (50 AI uses/mo) Pro: \$15/mo
Google Flow by Google	Google's AI video maker. Replaced Whisk in April 2026.	Short video clips for social from a prompt or a photo	Free (50 credits/day) More with Google AI Pro: \$19.99/mo
Midjourney by Midjourney	High-end AI image generator on the web and Discord.	Lifestyle and concept images. Never for listing photos.	No free plan Basic: \$10/mo
Granola by Granola	AI notepad that turns your rough meeting notes into full notes.	Notes from team meetings and trainings. Get everyone's OK first.	Free (last 30 days of notes) Business: \$14/mo

Prices are U.S. list prices checked Oct 2026 and change often.

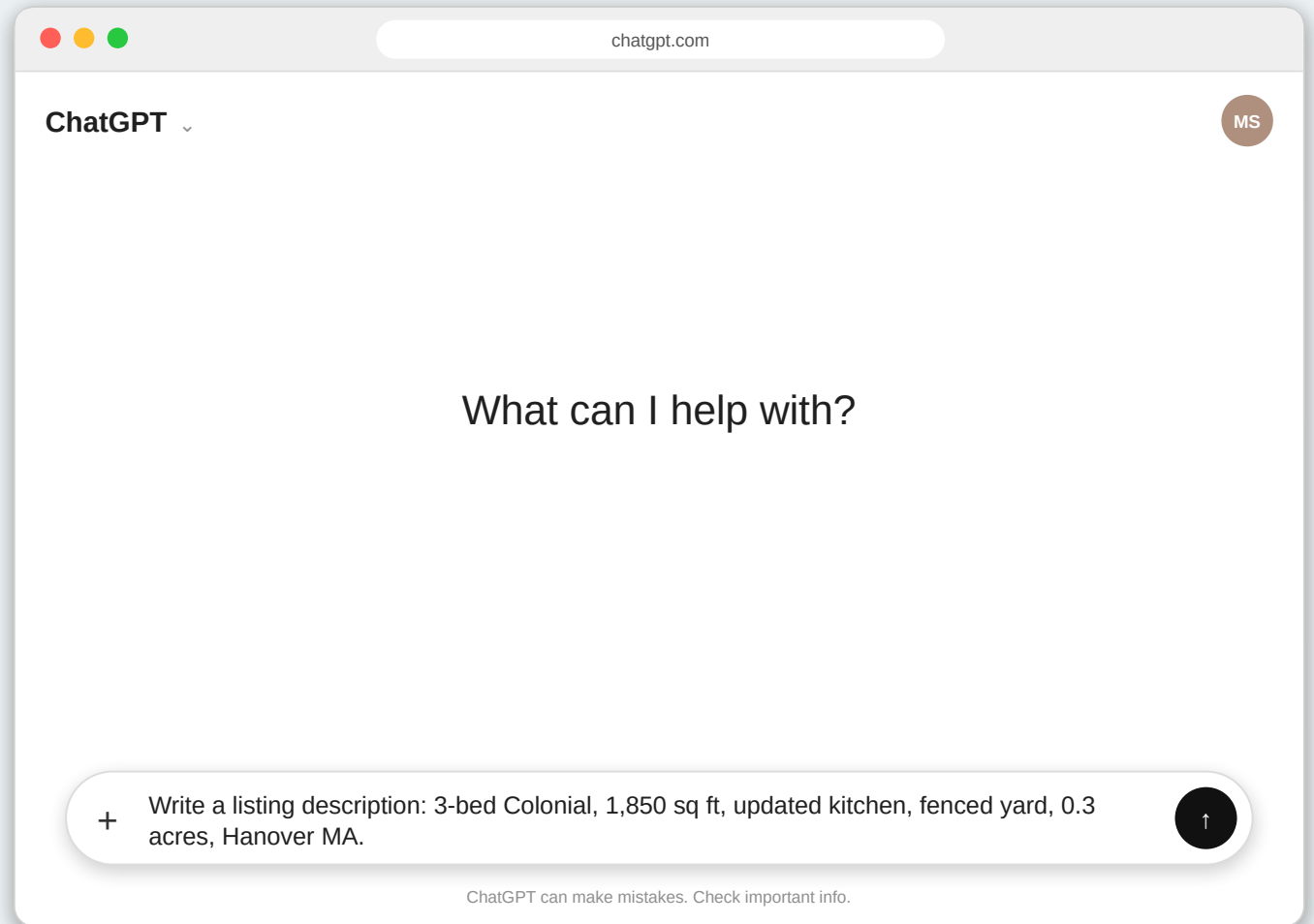
Benefits, limitations, and agent responsibility

- **Benefits:** speed, creativity, efficiency
- **Limitations:** hallucinations, bias, outdated info
- **You sign it, you own it.**



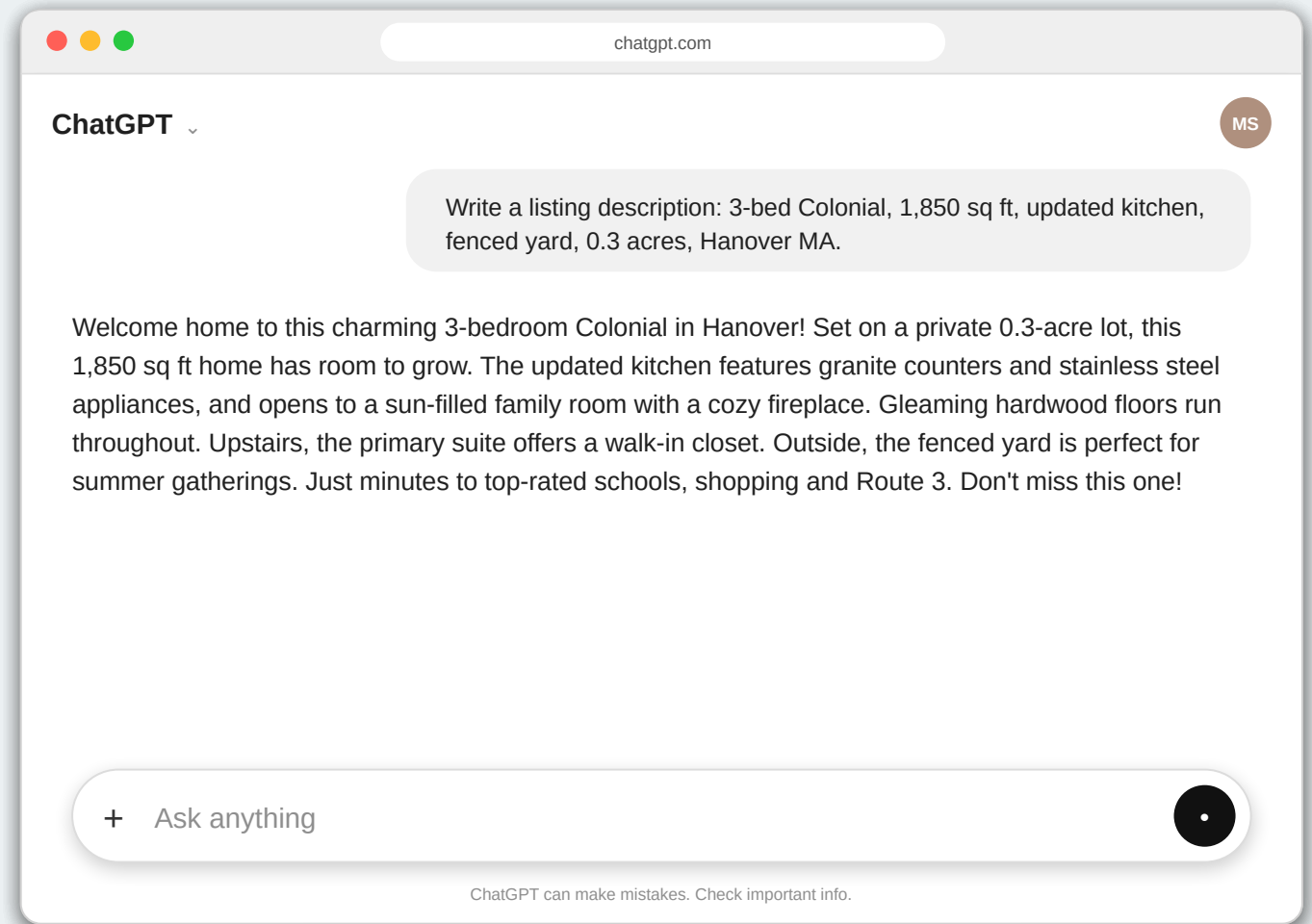
Benefits, limitations, and agent responsibility

- **Benefits:** speed, creativity, efficiency
- **Limitations:** hallucinations, bias, outdated info
- **You sign it, you own it.**



Benefits, limitations, and agent responsibility

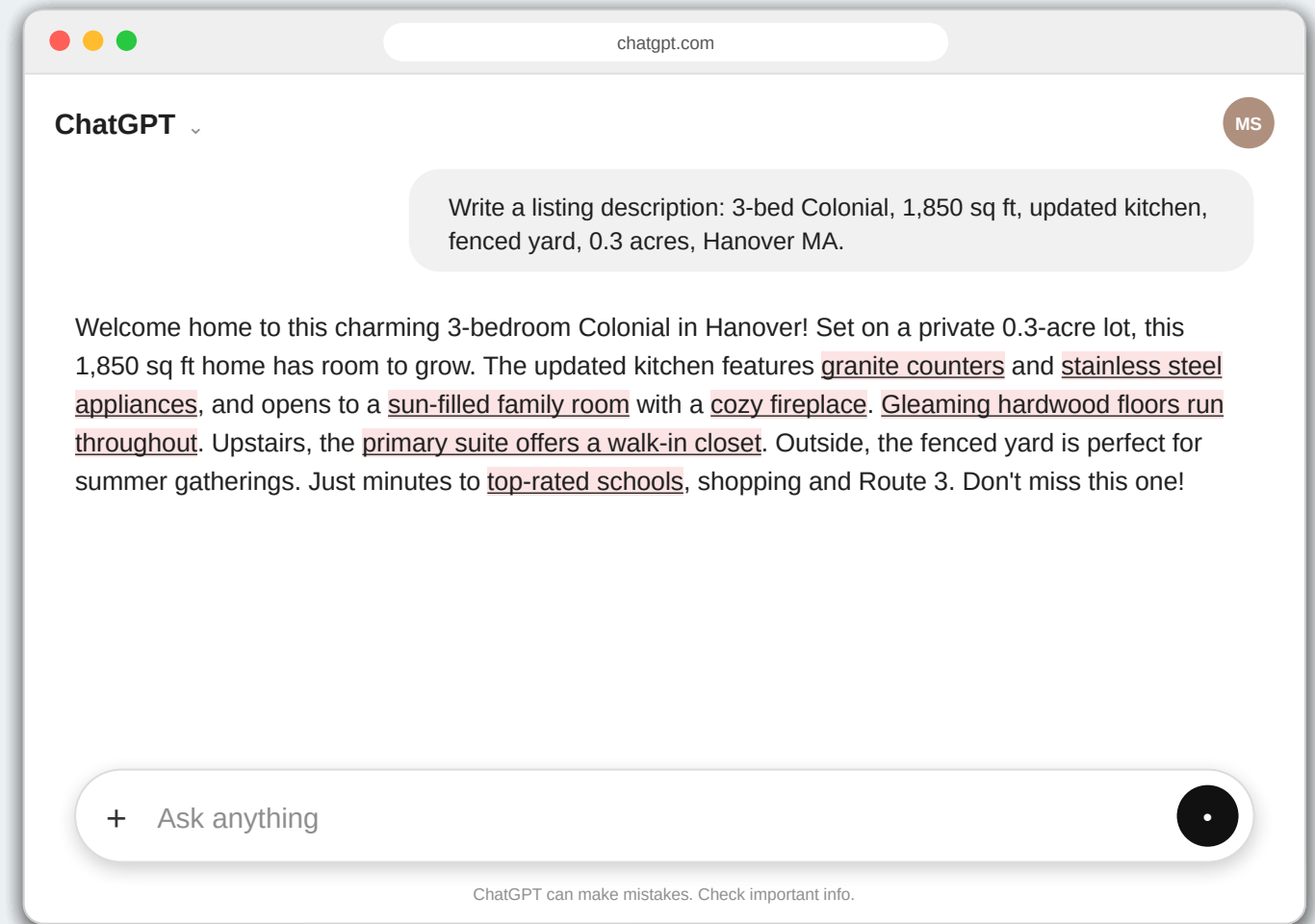
- **Benefits:** speed, creativity, efficiency
- **Limitations:** hallucinations, bias, outdated info
- **You sign it, you own it.**



Benefits, limitations, and agent responsibility

- **Benefits:** speed, creativity, efficiency
- **Limitations:** hallucinations, bias, outdated info
- **You sign it, you own it.**

Highlighted: details the AI made up. None were in the prompt.



Human oversight is still essential. AI enhances, but does not replace, fiduciary duty.

AI is a tool—not a replacement

Fair Housing and advertising

Adhere to Fair Housing Laws (no steering, no discriminatory wording).

Marketing

Implicit Bias Risk

**Avoid false
advertising or
unverified claims.**

Risks and Reminders

- Human oversight is essential—always edit outputs.
- Proofread for accuracy, tone, and compliance.
- Keep in mind Fair Housing guidelines when creating marketing

Your listing descriptions

AI may suggest phrases like “**perfect for young professionals,**” “**ideal for families,**” “**quiet neighborhood,**” or “**walking distance to church.**” Those lines imply preferences tied to age, familial status, religion, disability, or other protected characteristics.

NAR’s fair housing guidance is clear that discrimination distorts the housing market, and its fair housing education repeatedly pushes agents away from describing who belongs in a property.

One rule still matters more than any other: **Describe the property, not the people!**

WISP and fiduciary responsibilities

Comply with Massachusetts WISP

don't upload transaction
data into AI tools

Protection of client data

All Jack Conway third-party
software is protected with
client data

Fiduciary responsibilities

remember the privacy and
safety of your clients

Disclosures

- Use of AI
- Consumer Protection and Business Regulations MGL 93A
- Virtual Staging
- Good rules to follow:

Assistance → verify it.

Representation → disclose it.

Judgment → disclose it AND verify it with a human.

Best practices to minimize risk in communication

- Always disclose AI use where required.
- Edit and proofread every AI-generated output.
- Keep human judgment central.
- "This content was generated with AI assistance, and reviewed by a human editor"
- "This content was created, written and verified by humans without the use of artificial intelligence"
- "100% human-made: Created by people, for people, with no AI assistance."

Security and ethical considerations

- No contracts or client info in prompts
- Follow the Massachusetts WISP
- Check every draft for Fair Housing

Don't

Write a follow-up to John Rivera, 42 Maple St, Hingham. He's pre-approved; his bank acct #...4471 shows \$85k for the down payment and I have his driver's license # on file. Attaching his signed P&S.

+



Do

Write a warm follow-up to a pre-approved buyer looking for a 3-bed in Hingham with 20% down. Suggest two next steps. Under 120 words.

+



Sources: 201 CMR 17.00 (Mass. data security regulation); Mass. Commission Against Discrimination. Names and numbers in the example are fictional.

Getting Started with AI tools

Prompt basics for real estate tasks

What is a prompt, and how to write a good one

Best structure: Context + Role + Task + Format + Style.

C

Context

Give AI the full picture.

R

Role

Tell AI who you want it to be.

I

Interview

Let AI ask the questions.

T

Task

Be specific about the finished product.

Context



Give AI the full picture.

A large, bold, white letter 'C' centered on a solid red rectangular background.

CONTEXT

- Brain dump everything relevant to your request.
- Include background, details, goals, and preferred tone.
- Type or use voice to provide information.
- Include relevant documents, photos, and floor plans.
- More relevant context generally produces better results.

Role

C R I T

Tell AI who you want it to be.

R

ROLE

Examples:

- A top-producing real estate agent
- An experienced real estate coach
- A New York Times copy chief
- An economist specializing in mortgage markets
- A professional marketing strategist

Interview



Let AI ask the questions.



INTERVIEW

- Ask AI to interview you before starting.
- Request **one question at a time**.
- Allow each answer to inform the next question.
- Aim for approximately 5–8 meaningful questions.
- Encourage AI to identify missing information rather than make assumptions.

Task



Be specific about the finished product.

A large, bold, white capital letter 'T' centered on a solid red rectangular background.

TASK

Tell AI:

- What to create: MLS description, email, market report, etc.
- Who the audience is.
- What tone and reading level to use.
- Required length and formatting.
- What to include and exclude.
- Which rules and guidelines to follow.

The First Draft Is Just the Beginning

Full prompt in your takeaway

AI gives you a starting point. You make it better.

1. Review the first draft.
2. **Challenge AI to improve it.**
3. Adjust tone, structure, and wording.
4. Ask for two or three revisions.
5. Verify every fact before publishing.

“I thought you were a leading copy chief. You can do better than that! Make the opening more compelling, remove generic language, and give me a stronger version without adding any new facts.”

Adjusting tone to match your brand

Professional, casual, luxury, or educational tones depending on target audience.



Professional



Casual



Luxury



Educational

Prompt Exercise

Write a prompt for anything: any task AI could help you do.

1

Pick a task

An email, a listing, a plan, a script. Anything AI could help you do.

2

Write it with CRIT

Put your prompt on your notecard using Context, Role, Interview, Task.

3

Share it

Trade notecards with your neighbor and talk through each other's prompt.

C Context

R Role

I Interview

T Task

Social Media Content Creation

- No one wants an **AI-looking** graphic or postcard
- Use **company colors, fonts and logo**
- **Run it through marketing** before it goes out

AI slop



On brand



AI is great for ideas. Not finished products.

AI idea



Finished product



Property photos

Enhance it. Don't misrepresent it.



Original



Good edit: enhanced the photo



Too far: added flowers, railings

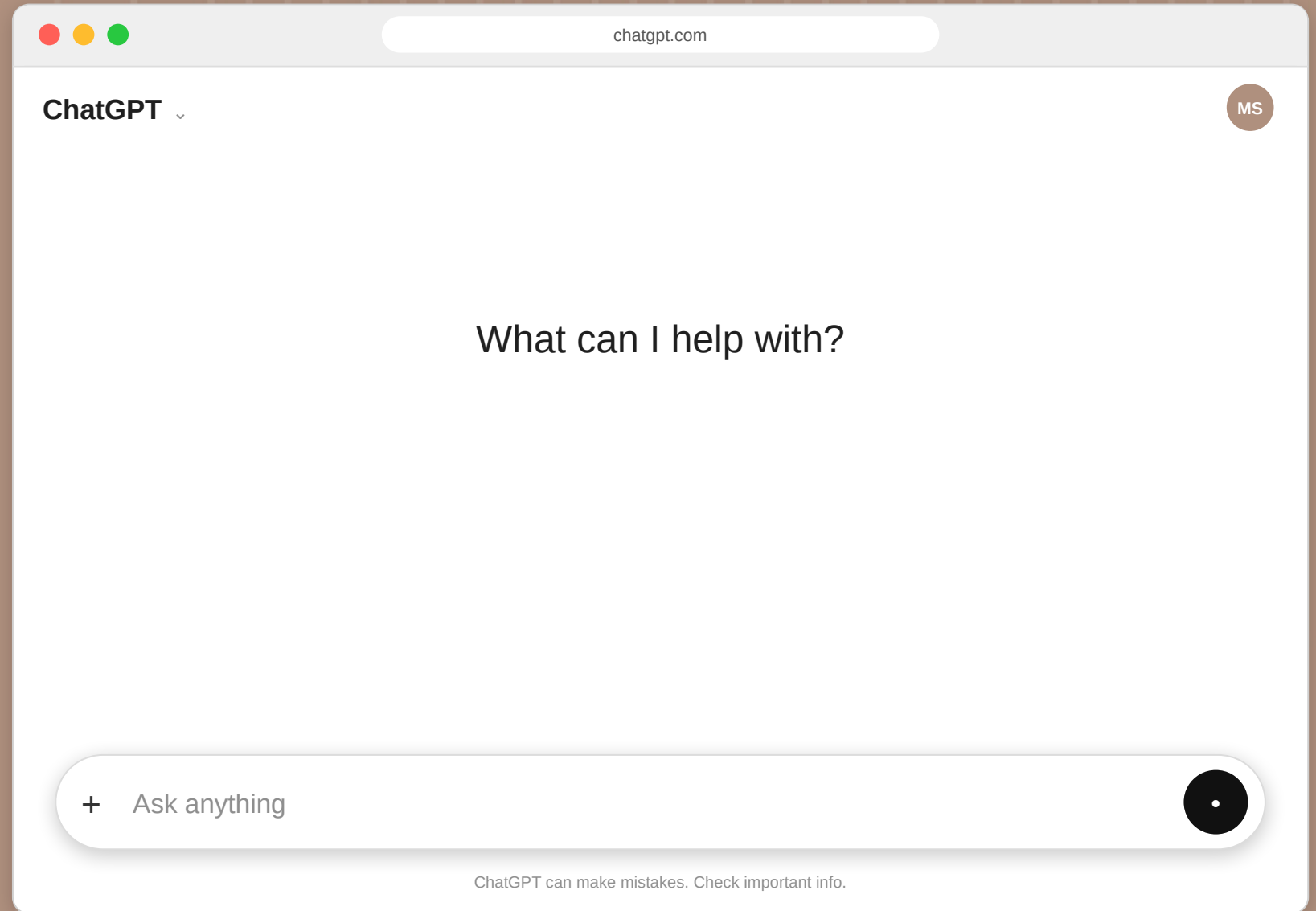
NAR Code of Ethics, SOP 12-10: no misleading images.

Make yourself at home.

Watch: three Instagram captions in seconds

Captions

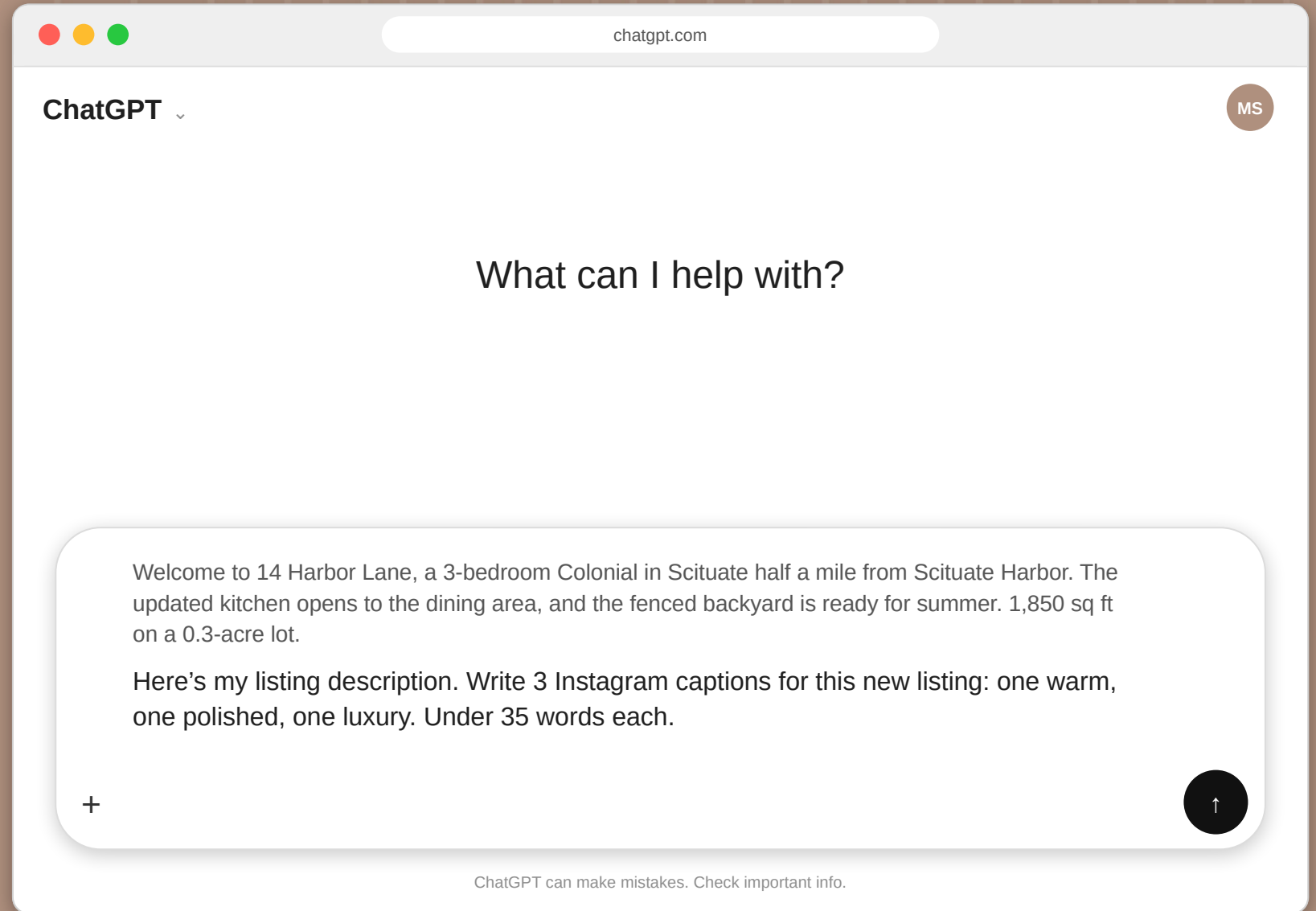
Full prompt in your takeaway



Watch: three Instagram captions in seconds

Captions

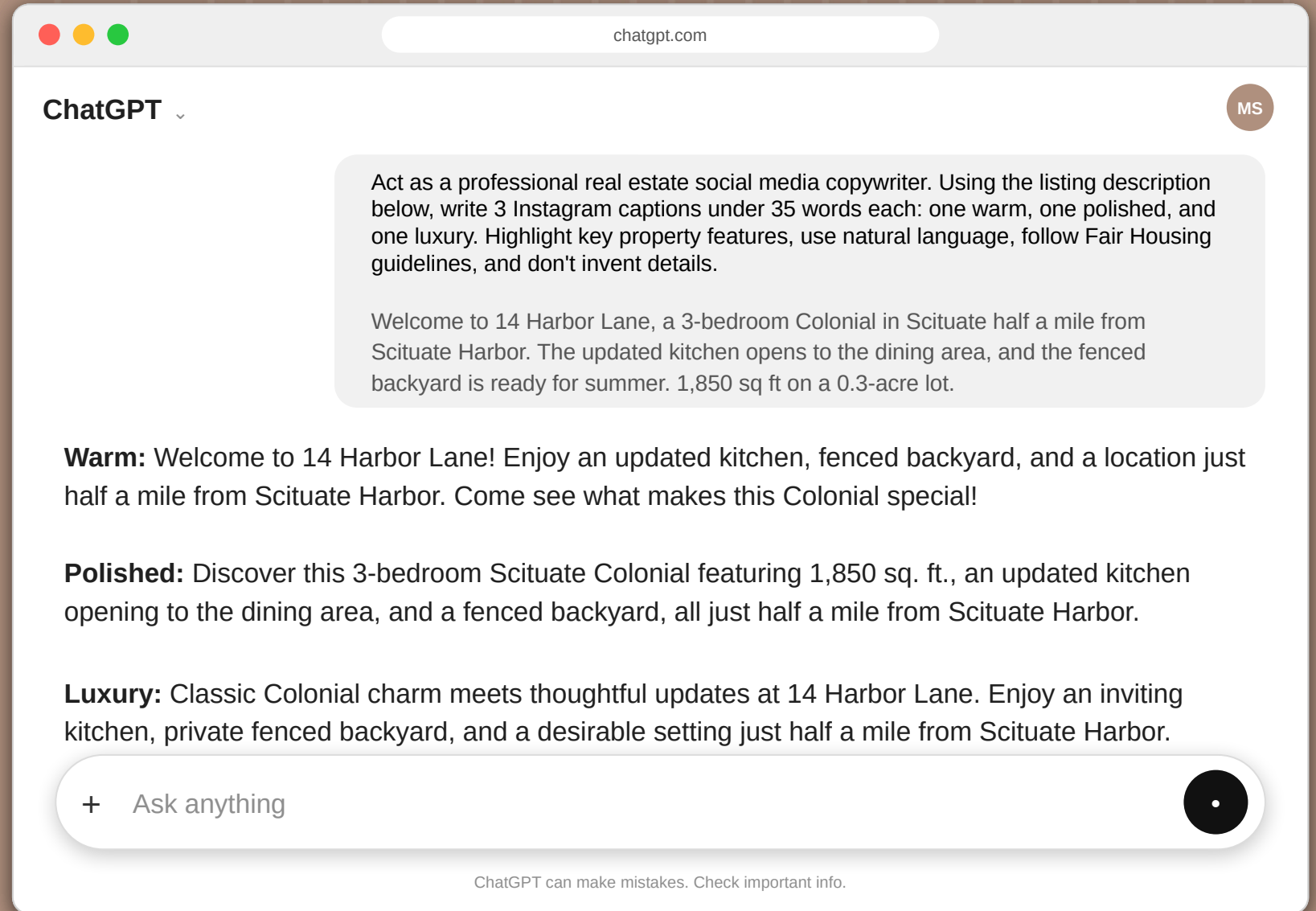
Full prompt in your takeaway



Watch: three Instagram captions in seconds

Captions

Full prompt in your takeaway



AI searches the web for
you – see sources

Blogs

Full prompt in your takeaway

chatgpt.com

ChatGPT

MS

Act as a local real estate lifestyle blogger. Search the web and write a short, engaging blog for my past clients highlighting 4 of the most well-known ice cream shops on Massachusetts' South Shore. Include what makes each shop special, its location, and a friendly introduction and conclusion. Keep the tone warm, conversational, and informative. Verify all details, include credible sources with links, and avoid unsupported claims or overly promotional language.

Searched the web >

The Scoop: The South Shore's Best-Known Ice Cream Shops

Summer on the South Shore isn't complete without a cone. Here are four local favorites.

Nona's Homemade, Hingham and Scituate: 100+ flavors near the harbor. South Shore Times

Hornstra Farm, Norwell: ice cream made with milk from their own cows. South Shore Times

Dairy Twist, Pembroke: big portions and soft serve

Farfar's Danish Ice Cream, Duxbury: a big back

Have a favorite I missed? Hit reply and let me know

Sources

+ Ask anything

ChatGPT can make mistakes. Check important info.

South Shore Times

Sweet Treats on the South Shore: Local Ice Cream Shops to Visit

Hornstra Farm offers farm-fresh ice cream made with milk from their own herd of cows.

Creating MLS listings

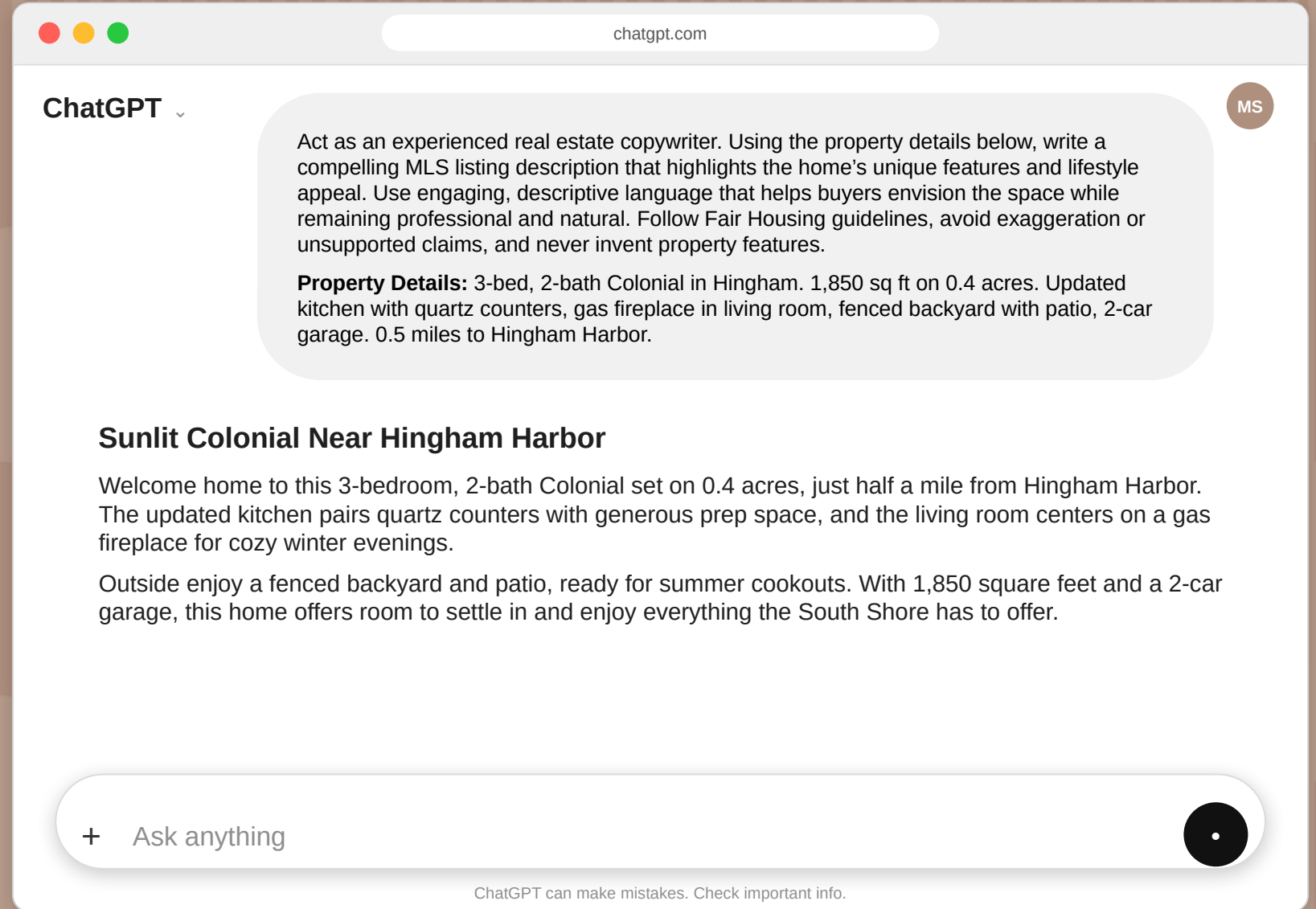
- Making MLS listings stand out with AI help
 - Use AI to create unique, emotionally engaging descriptions.
 - Highlight lifestyle features (e.g., “sun-filled kitchen perfect for gatherings”).

Caution: Do not exaggerate or misrepresent—risk of false advertising.

Paste the details. AI
drafts the description.

Create listing description

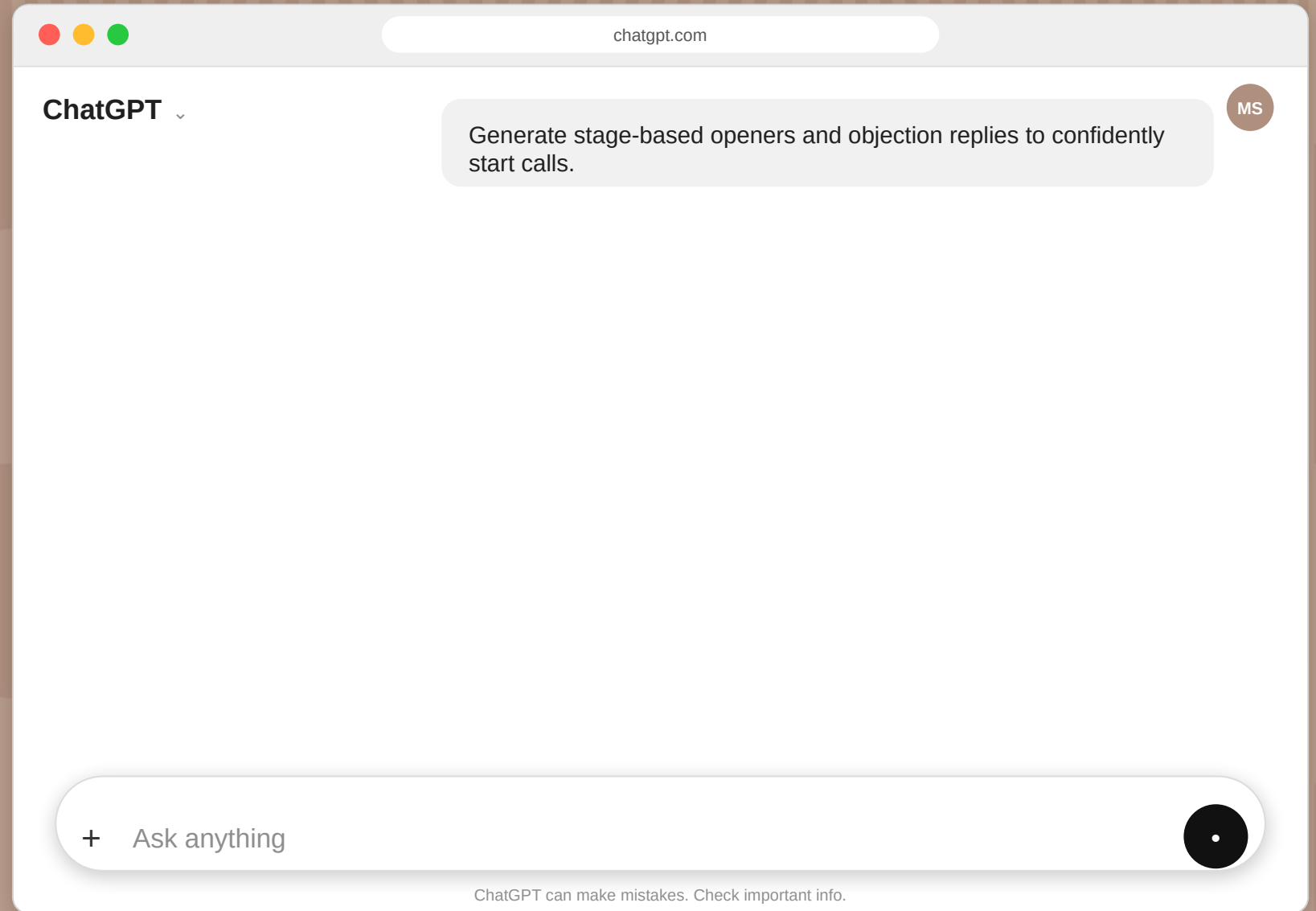
Full prompt in your takeaway



- Emails/texts for open house attendees, networking contacts.
- AI-generated voicemail scripts.

Follow-up campaigns

Full prompt in your takeaway



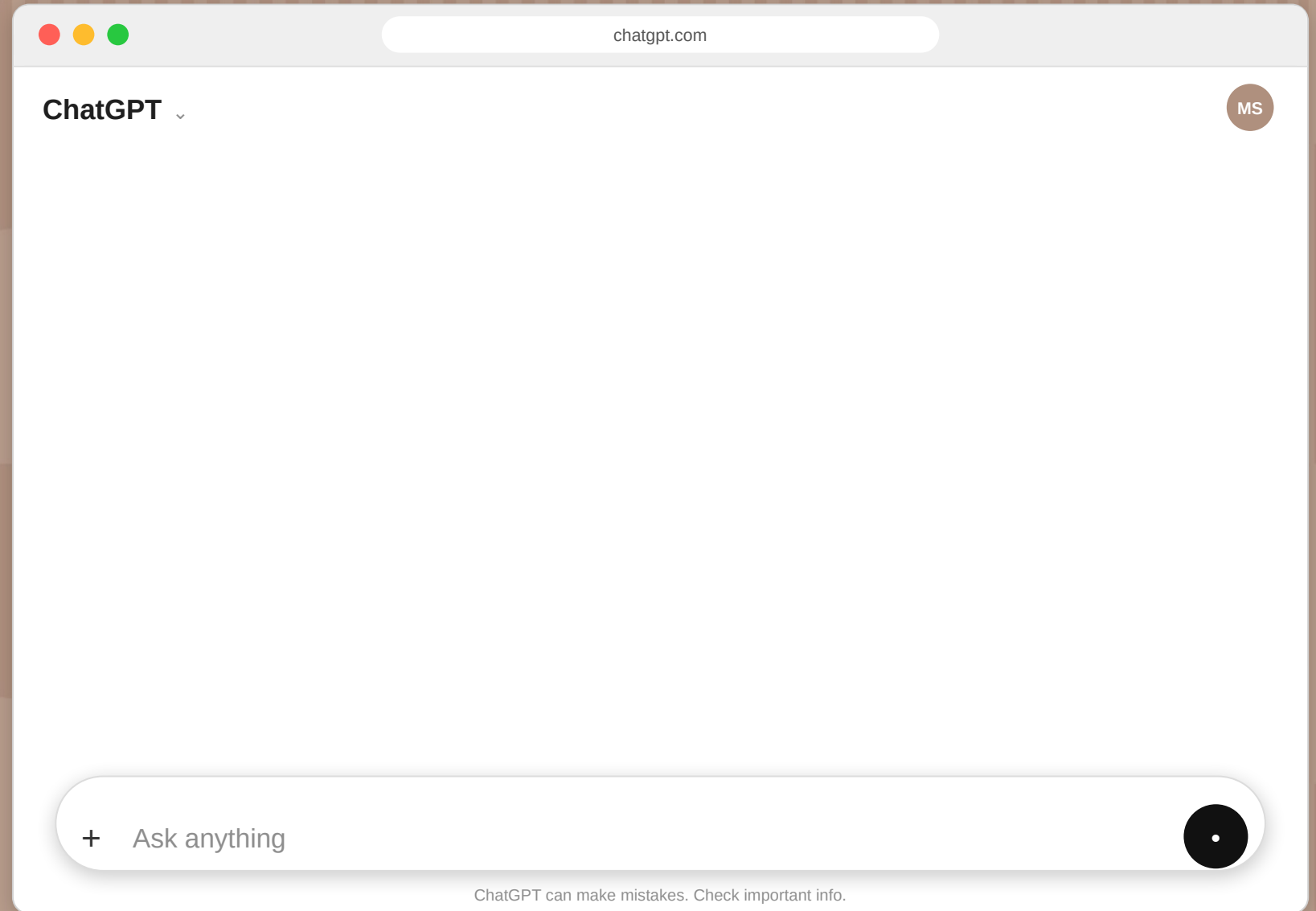
- # Follow-up campaigns

The image is a screenshot of a web browser window displaying the ChatGPT interface. At the top, the browser's address bar shows 'chatgpt.com'. The ChatGPT logo is in the top left corner. A circular profile picture with the letters 'MS' is in the top right. The main content area has a light gray background. A white rounded rectangle contains the user's prompt: 'Generate stage-based openers and objection replies to confidently start calls.' Below this, a gray rounded rectangle contains the AI's response, which is a list of three strategies for real estate sales. The strategies are: 1. 'CALL OPENERS' with three bullet points about connecting with Justin. 2. 'WHY THESE WORK' with three bullet points explaining the effectiveness of each opener. 3. 'OBJECTIONS' with three bullet points providing responses to common objections. At the bottom of the interface, there is a white input bar with a plus sign and the text 'Ask anything', and a black circular button with a white dot on the right.

- Handling sellers who overprice homes.
- Persuading reluctant sellers to list.

Difficult conversations

Full prompt in your takeaway



- # Difficult conversations

[illegible]

Generating and qualifying leads

Using AI to identify likely sellers and buyers

Market trend analysis, predictive insights.

Lead generation scripts and prompts

Social ads, call scripts, drip campaign messages.

Generating and qualifying leads

The screenshot shows a real estate CRM dashboard for Jack Conway. The interface includes a sidebar with navigation options: Dashboard, Contacts, Search, Email Alerts, Automations, Listing Tools, and Marketing. The main content area is titled 'Dashboard' and includes a welcome message for Justin. It features three engagement metrics cards: Emailed Contacts (48, +4%), Email-Engaged Contacts (22, +5%), and Site-Engaged Contacts (6, -33%). Below these are contact highlights for 'Most Engaged' contacts, including Nichole Smith, Justin Nee, and Vincent Joshua, each with their email open rates and actions. At the bottom, there is a 'Hand-picked alerts' section with a review button.

Dashboard
Welcome back, Justin • Thursday, October 15

Engagement metrics (7D 30D 90D)

- Emailed Contacts**: 48 (+4%)
- Email-Engaged Contacts**: 22 (+5%)
- Site-Engaged Contacts**: 6 (-33%)

Contact highlights (7D 30D View All →)

- Most Engaged** (20+)
- Recently Re-Engaged** (1)
- Slipping Away** (2)

Recent Activity:

- Opened 2 emails
- Nichole Smith** (45 -10)
 - Opened an email
 - Actions**
- Justin Nee** (45 +10)
 - Opened 5 emails
 - Actions**
- Vincent Joshua** (45 +5)
 - Opened 3 emails
 - Actions**

Hand-picked alerts (Review →)

1 alert has new listings ready for your review.

Make yourself at home.

Dashboard

Contacts

Search

Email Alerts

Automations

Listing Tools

Marketing

🏠

Search for listings or contacts...

Justin Nee

Nurtured

Buyer

Follow Up Boss Contact Link

Message

Actions

Overview

Email Alerts 3

Email Activity

Site Activity

Contact Details

Activity highlights

👁️ 2

Listing Views

⚡ 0

Listings Viewed 3+

💖 0

Interested Listings

🏠 0

Home Value Views

📊 0

Market Activity Views

💬 0

Messages Sent

Most viewed listings



\$325,000

18 Birch St

2 bd · 2 ba · 1,600 sq

👁️ 1 view | Last viewed: Oct 6, 2026



\$388,900

402 Twin Lakes Dr 402

3 bd · 1.5 ba · 1,375 sq

👁️ 1 view | Last viewed: Sep 30, 2026

Activity tags added

No activity tags added in this timeframe

45

Low Scout Score ↗️ +10

Opened 5 emails

Last 7 days

✉️ justinne6@gmail.com

📞 781.724.8476

🕒 Last login: Oct 6 at 9:27AM

Tags 0

Add / Edit

No tags

Tags managed by external systems 5 ?

has email has phone promotion_champagne_1 weekly_newsletter RealScout

Details

Lead source: Family

Created by: Agent

Added at: Mar 20, 2025

Nurtured on: -

First email: Dec 4, 2025

Notes

Add / Edit

No notes found

Make yourself at home.

JN

Hi Justin,

I found some properties that might interest you. 21 King Street is a Colonial style home that features a porch, off street parking, and tile floors. It's located on a corner lot near schools, and has a view of the park. Located near public transportation, 259 Water St is a Cape style home that has a patio, laminate floors, and off street parking.



\$750,000

3 Beds | 2 Baths | 1,168 Sqft

21 King Street
Hanover, MA, 02339
68 days on site

[VIEW DETAILS](#)

JACK CONWAY

Make yourself at home.

JN

AI Search

Save Search

Layout

Prompt

Search Criteria

History

Restart

Tell AI Search what your buyer wants

Enter locations, price range, beds/baths, property type, features, goals and deal breakers. AI Search converts your text into MLS filters you can review and adjust on the Search Criteria tab.

Searching All Listings in MLS Property Information Network (MLS PIN)

Example: 3-bedroom home near downtown, under \$500k, must have updated kitchen and backyard, prefer move-in ready

↑

Terms and rate limits may apply

Center map on location

Showing 1,000 of 10,000+ results

Leaflet | Tiles provided by MapTiler

Results10,000+

Share Listings

Photo	Details	Status	List Price	Close P...	Beds	Bat.	
	54 Old Gilbertville Rd Ware, MA, 01082 #73590993	New	\$449,900	-	3	1.5	⋮ □
	20 Gover Rd Millbury, MA, 01527 #73590991	New	\$649,900	-	4	2.5	⋮ □
	1 Will Sawyer St Peabody, MA, 01960	New	\$675,000	-	3	2	⋮ □

Generating and qualifying leads

Full prompt in your takeaway

AI PROMPT: OPEN HOUSE FOLLOW-UP

Act as a top-producing real estate agent and lead conversion expert. I hosted an open house this past weekend and need personalized follow-up texts and emails for attendees.

Interview me one question at a time about the property, attendees, conversations, buyer interests, and timelines. Wait for each response before continuing.

Once you have enough information, write a short, personalized text and email for each attendee. Keep the tone warm, natural, professional, and never pushy or salesy. Include a relevant detail, a compelling reason to reconnect, and a low-pressure call to action.

Start by asking your first question.

To: Justin Nee (781) 724-8476 (mobile)

From: (781) 745-4270 (Justin Nee)

✦ Introduction

✦ Follow Up

✦ Still Buying

✦ Nurture Lead

+ Custom

Hi Justin, just following up to see if you have any questions about 44 Reed Ave or want to discuss next steps. Let me know when you're available to chat.

Templates

Send Text

Recap

Three things to take back to your business



Prompt it well

- Give context and a role
- Let AI interview you
- State the task clearly
- Treat the first draft as a start



Put it to work

- Social posts, photos and captions
- Blogs and MLS listings
- Follow-ups and tough conversations
- Finding and qualifying leads



Protect yourself

- Follow Fair Housing rules
- Keep client data out of prompts
- Add required disclosures
- Verify every output before sharing

Checklist for next steps

This week

- Think about what your goal for AI is.
- Create an account, practice prompts, set personal boundaries for AI use.
- Identify 3 tasks to delegate to AI weekly.

Keep in mind

- No client or transaction data in prompts
- Verify every fact before you publish
- Disclose AI use
- You sign it, you own it

Q&A