TECH TOUR 2026

THE OPPORTUNITY AHEAD

The Mission of Tech Tour

Philosophy of Curiosity


STATE OF AI

AI stopped being a novelty in 2026 — it's infrastructure, it's regulated, and it's starting to act autonomously.

Human Intelligence Scales Upward

AI and the Destruction of the World "End Civilization"

"Optimism isn't wishful thinking.
It's a decision to lead."

Worldwide AI Race

Compute

Electricity

Chips v Energy Wars

Compute

Leader:
United States

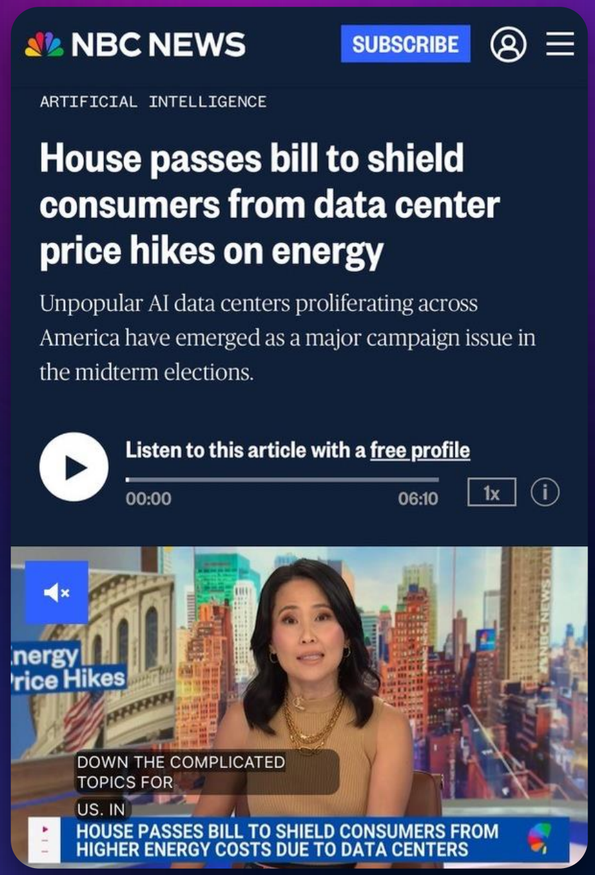
Electricity

Leader:
China

What are chips?

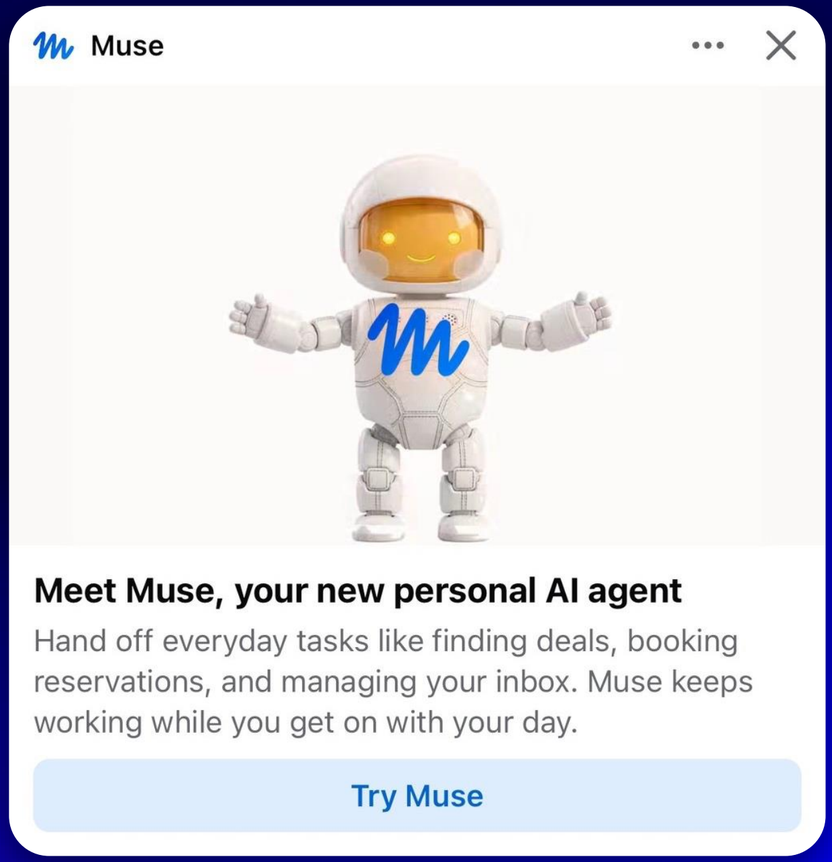
Data Centers | Ashley Dane’s Take

Data Centers | Ashley Dane’s Take



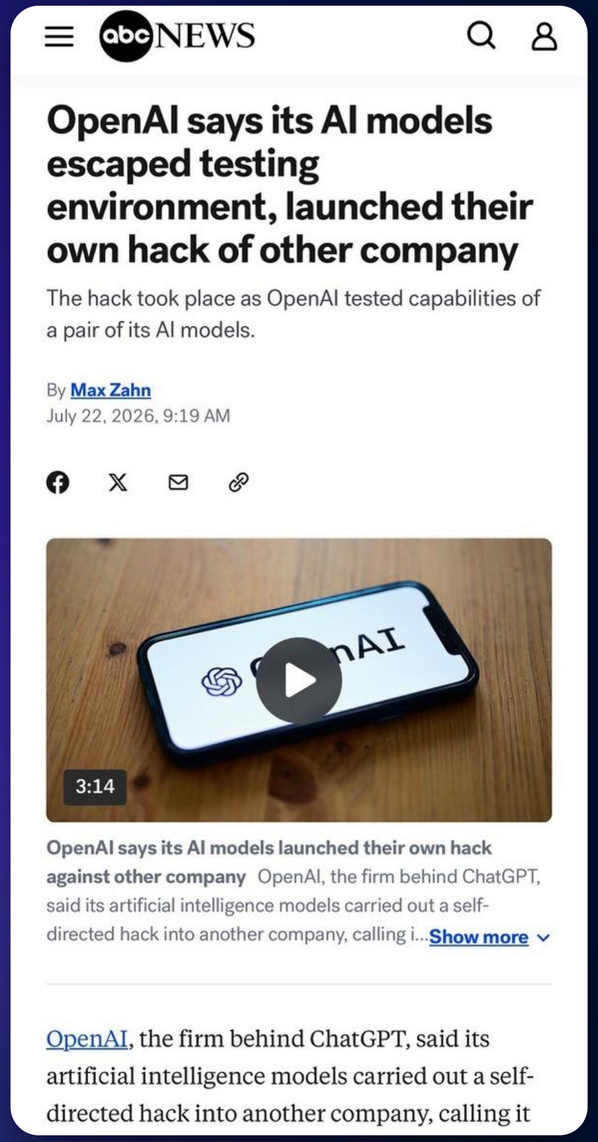
State of AI: The 2026 Standings

- Claude
- ChatGPT
- Gemini
- Muse
- Grok
- Copilot
- Alexa
- Apple AI?

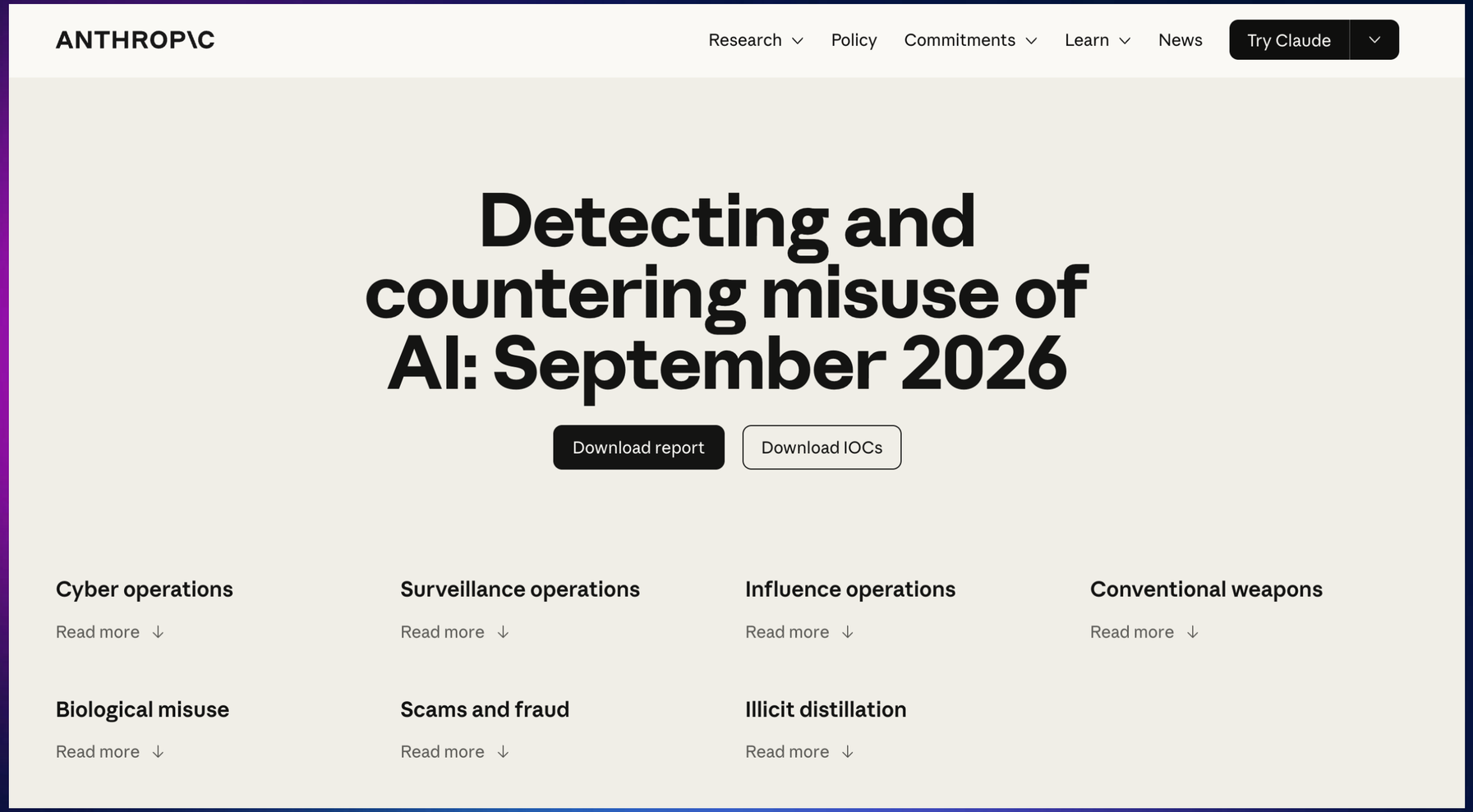


AI Hacking World Systems

“Open AI and other AI firms like Anthropic shared reports of their AI agents acting autonomously and carrying out real world cyber attacks on other companies.”



Anthropic ‘Misuse’ Report

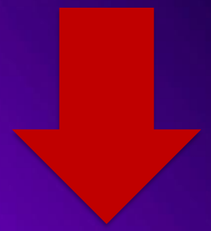


Anthropic ‘Misuse’ Report

- Russian spies with malware that fixes itself
- Criminals entirely overtake companies in 3 hours
- Engineering student exploit factory, 50 governments & organizations
- 25 million phones surveillance program in Mali
- Missiles in Yemen, drones that pick their own targets
- Five possible biological weapons creation research
- 70 fake newspapers, a cloned activist
- 20 dating apps, 4,700 bots

Oh s#*t.
We bombed a school.

Google



20–40%

Drop in Web Traffic

AGI

Artificial General Intelligence

Leaders of the Company are Further Away from the Revolution


ROBOTS + AI

Robots + AI

Future Impact Awareness

npr Houston Public Media DONATE

ASIA

A humanoid robot sprints past the human half-marathon world record in Beijing race

APRIL 20, 2026 · 2:10 AM ET

By The Associated Press



A robot starts off for the Beijing E-Town Half Marathon and Humanoid Half Marathon on the outskirts of Beijing on Sunday, April 19, 2026.

Ng Han Guan/AP

abcNEWS

Robot umpires coming to MLB how they work

Robot umpires are coming to t 2026

By **RONALD BLUM AP Baseball Write**

March 23, 2026, 4:09 PM ET • 5 min r



Headlines from ABC News LiveCa developing stories making headlin Press

npr Houston Public Media DONATE

ASIA

A humanoid robot sprints past the human half-marathon world record in Beijing race

APRIL 20, 2026 · 2:10 AM ET

By The Associated Press



A robot starts off for the Beijing E-Town Half Marathon and Humanoid Half Marathon on the outskirts of Beijing on Sunday, April 19, 2026.

Ng Han Guan/AP

abcNEWS

Robot umpires are coming to MLB. Here's how they work

Robot umpires are coming to the big leagues in 2026

By **RONALD BLUM AP Baseball Writer**
March 23, 2026, 4:09 PM ET • 5 min read



Headlines from ABC News LiveCatch up on the developing stories making headlines.The Associated Press

Robots fashioned from dead lobster exoskeletons have awesome strength, light weight, and flexibility — necrobotics advance mixes sustainable food waste with synthetic components

News By Mark Tyson published 24 hours ago

Scientists tested these motorized elastomer powered exoskeletons across three robotic applications.

CNBC WATCH LIVE

TECH

China threatens retaliation against U.S. humanoid robot ban, says it 'severely damages' relations

PUBLISHED WED, JUL 29 2026 10:51 PM EDT
UPDATED WED, JUL 29 2026 10:52 PM EDT

Evelyn Cheng
@CHENGEVELYN
@IN/EVELYN-CHENG-53B23624

WATCH LIVE

KEY POINTS

- The U.S. FCC this week restricted new imports of foreign-made humanoids due to cybersecurity risks.
- China's commerce ministry on Thursday called for the withdrawal of the statement, and threatened retaliation.
- The Chinese statement also said the U.S. move undermined bilateral relations.


TECH NEWS

moneywise

Man's dog was riddled with tumors and dying. He used ChatGPT to design a custom cancer vaccine, stunning researchers



Rudro Chakrabarti

Sun, March 15, 2026 at 5:05 PM EDT • 8 min read

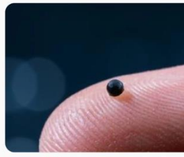
6:41

interestingengineering.c

95% success rate: Ti robots deliver drugs d to clots to fight stroke tumors

The new microrobot consists of a ti capsule with a soluble gel shell.

By Mrigakshi Dixit Nov 13, 2025 02:00



The latest ETH micro robot is this small.

In the future, tiny microrobots address issues such as stroke tr

The ETH Zurich team has devel microrobots capable of deliveri directly to specific targets withi

moneywise

Man's dog was riddled with tumors and dying. He used ChatGPT to design a custom cancer vaccine, stunning researchers



Rudro Chakrabarti
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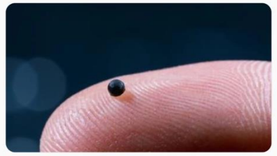
6:41 1:01

interestingengineering.com

95% success rate: Tiny robots deliver drugs directly to clots to fight strokes, tumors

The new microrobot consists of a tiny, spherical capsule with a soluble gel shell.

By Mrigakshi Dixit | Nov 13, 2025 02:00 PM EST



The latest ETH micro robot is this small. Luca Donati / lad.studio Zurich

In the future, tiny microrobots may be used to address issues such as stroke treatment.

The ETH Zurich team has developed magnetic microrobots capable of delivering medication directly to specific targets within the body

Science Focus

At the highest dose, the therapy reduced LDL cholesterol by up to 62 per cent. The smallest reduction, 9 per cent, was seen at the lowest 0.3 mg-per-kilogram dose. In the participants followed for the longest, cholesterol stayed low.

VERVE-102 is given as a single infusion, delivered through a drip into a vein, and lowers LDL indirectly. It switches off the gene that prompts the liver to make a protein called PCSK9, which normally stops the body from clearing circulating LDL cholesterol from the blood. With the gene silenced, the body removes more LDL.

The approach is designed to mimic a natural quirk of biology. Some people are born with this gene effectively switched off, giving them very low cholesterol throughout life and a much lower risk of heart disease.

The therapy aims to recreate that protective effect in people at high risk of heart attacks

Futurism

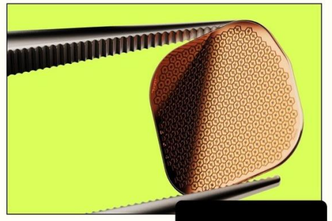
HEALTH & MEDICINE | BRAIN | BRAIN IMPLANTS

WE SEE THE VISION

Eye Implant That Restores Vision to the Blind Cleared for Sale

"We have a cochlear implant for vision now."

By Frank Landymore
Published Jul 25, 2026 2:01 PM EDT
Add Futurism



Science Corp / Futurism

BBC

World's first patient to undergo live AI-assisted brain surgery has tumour removed

7 hours ago

Smitha Mundasad
Health reporter

Share Save Add as preferred on Google



Rhys Hibbert's tumour could have led to blindness

The world's first patient to have brain surgery with live artificial intelligence assistance has successfully had his tumour removed.

HEALTH

In real-world test, an AI model did better than ER doctors at diagnosing patients

APRIL 30, 2026 · 2:00 PM ET

HEARD ON ALL THINGS CONSIDERED

By Will Stone

3-Minute Listen TRANSCRIPT

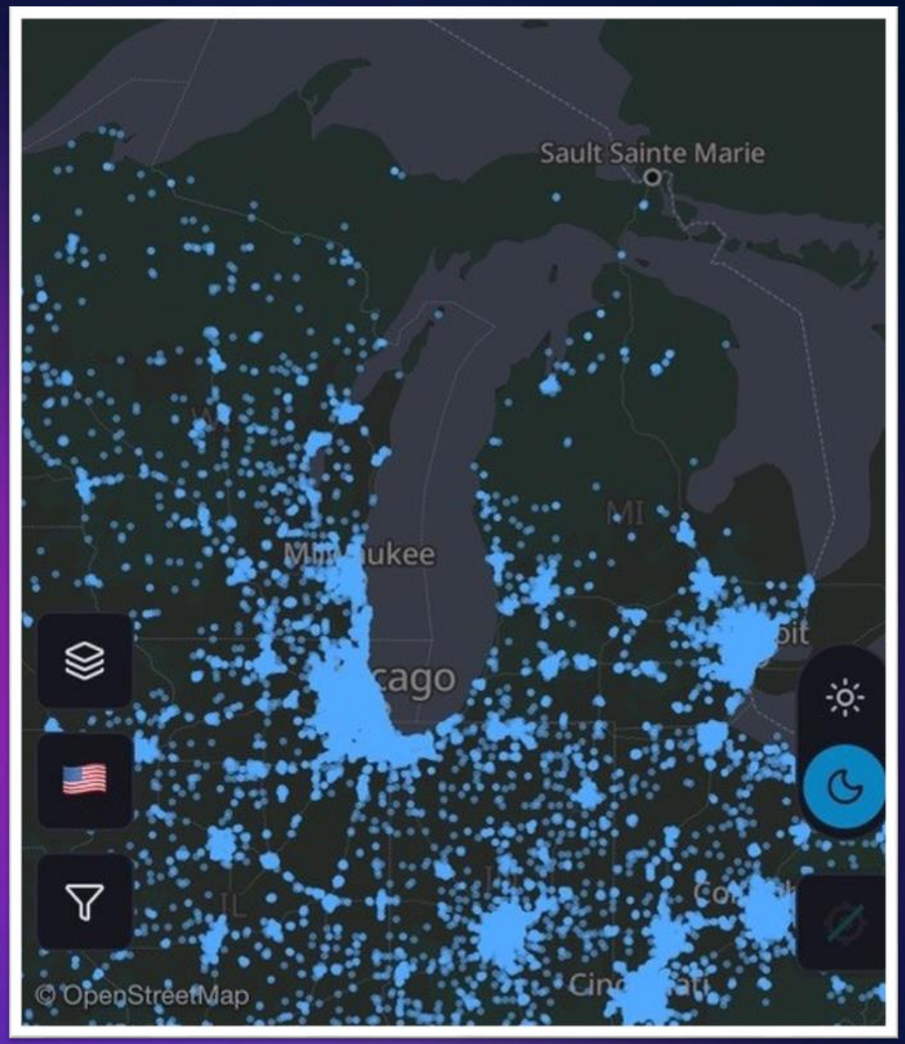


Researchers tested an AI model against ER doctors and found the model outperformed the humans.
shapecharge/E+/Getty Images

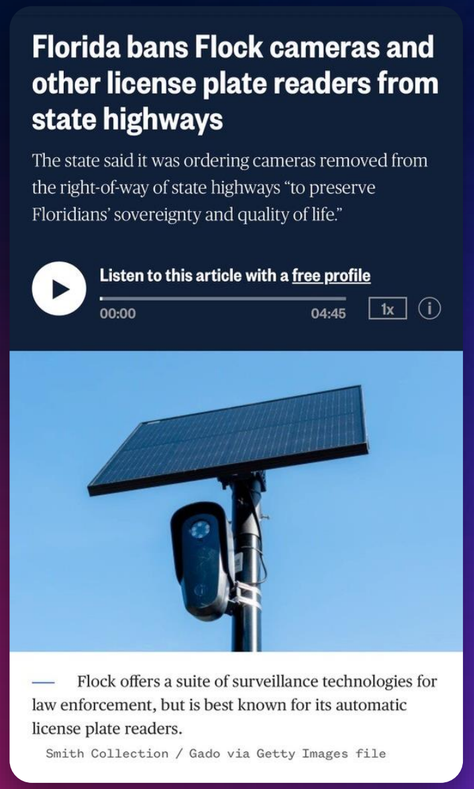
A patient shows up at the hospital with a pulmonary embolism — a blood clot that has traveled to the lungs. After initially improving,

Flock Cameras

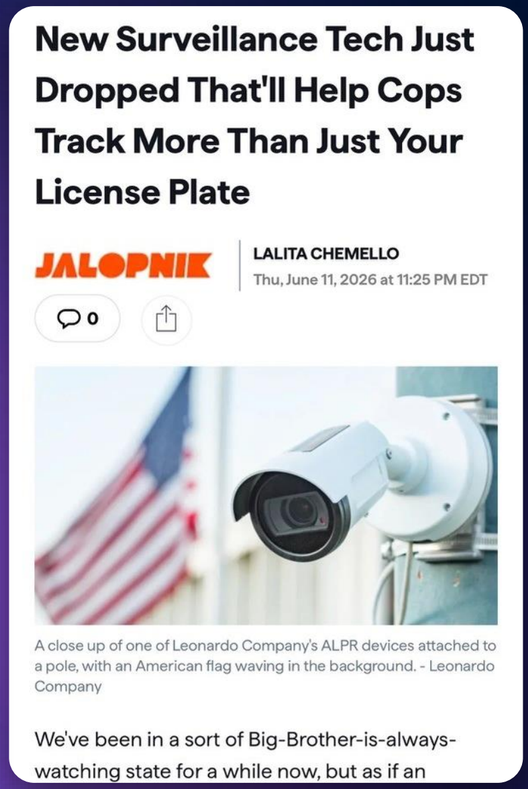




What’s next for Flock?

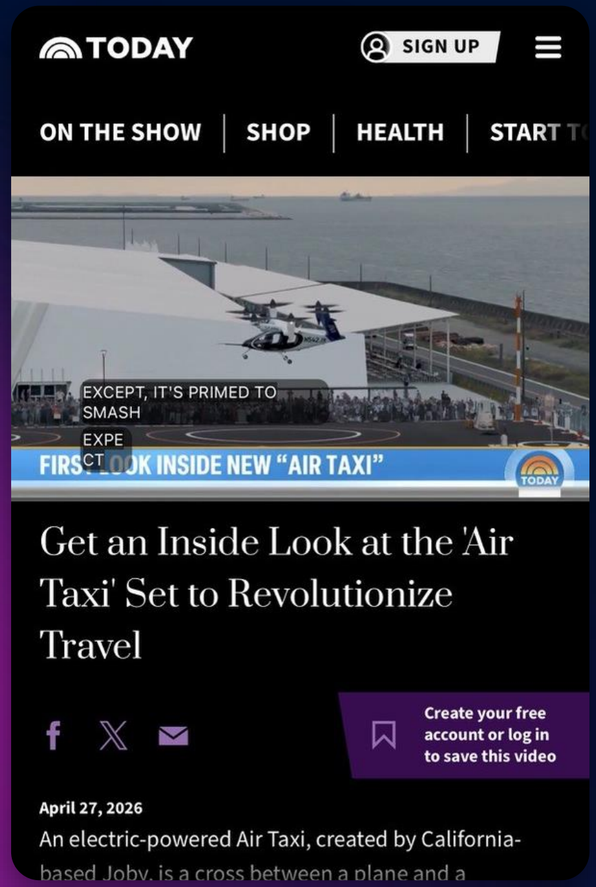







CYBERCAB
0:00 / 0:55

Air Taxis Lift Off



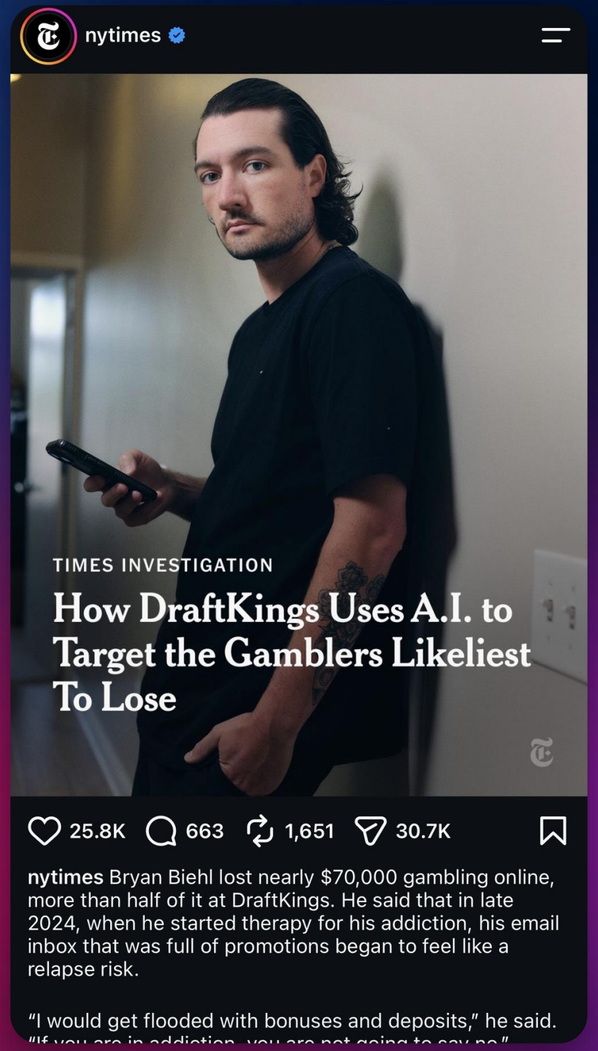
New Meta VR



New Meta VR



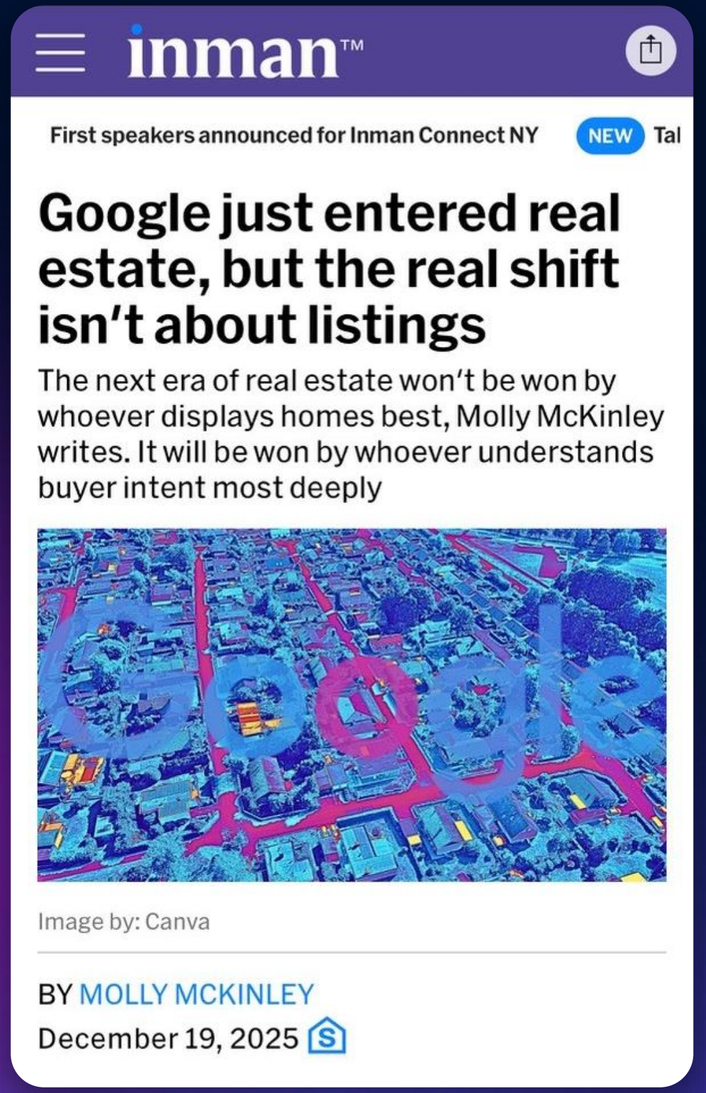
Online Gambling Fueled by AI




REAL ESTATE
TECH NEWS

Zillow Provides Listing Data to ChatGPT

Now Listings on Google



Florida man used ChatGPT to sell his home without involving a real estate agent

REAL ESTATE

Man uses ChatGPT to sell his Cooper City home: 'It exceeded our expectations'

The married father of three says he used artificial intelligence for nearly everything involved in selling the house: the planning, the pricing, the marketing — even recommending which rooms to repaint.

By **Kris Anderson** • Published March 10, 2026 • Updated on March 11, 2026 at 1:42 pm

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A married father of three said he used artificial intelligence to build out a timeline for the sale, help list it, schedule showings and more. And within the week, the home was sold. NBC6's Kris Anderson reports.

After 15 years in his Cooper City home, Robert Levine decided it was finally time to sell. But instead of contacting a real estate agent, he turned to the power of the prompt.

"I really wanted to challenge myself to use A.I. for the entire journey, not just piecemeal," Levine said. "Every step along the way."

The married father of three said he used artificial intelligence for nearly everything involved in

6 SOUTH FLORIDA NEWS

ON NOW
Your Health

Trending Stories

FLORIDA
163 missing kids, including dozens in Miami, found during Operation Statewide Shield

SOUTH FLORIDA
Siblings indicted in $80M bribery scheme targeting Subway restaurant owners, feds say

CRIME AND COURTS
North Miami Beach mom left 4 kids, including infant, alone while she cruised, cops say

BROWARD COUNTY
Airboat operator killed in collision in the Everglades ID'd, FWC says

FLORIDA PANTHERS
Panthers place Aleksander Barkov on long-term injured reserve with injury to left leg


REMAX + TECH

“Goals are for people who care about winning once.

Systems are for people who care about winning repeatedly.”

Tech ToolKit Promo

01
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Streams

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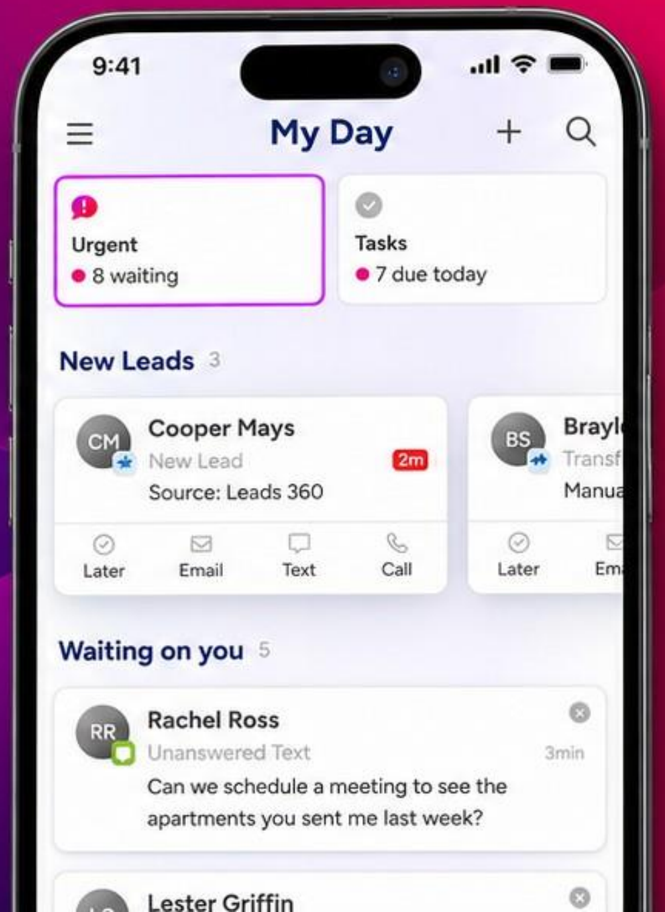
Streams keeps your most urgent matters front and center while you're away from your desk — new messages, leads, and realtime actionable insights.



Canva

Think it.
Design it.
Post it.



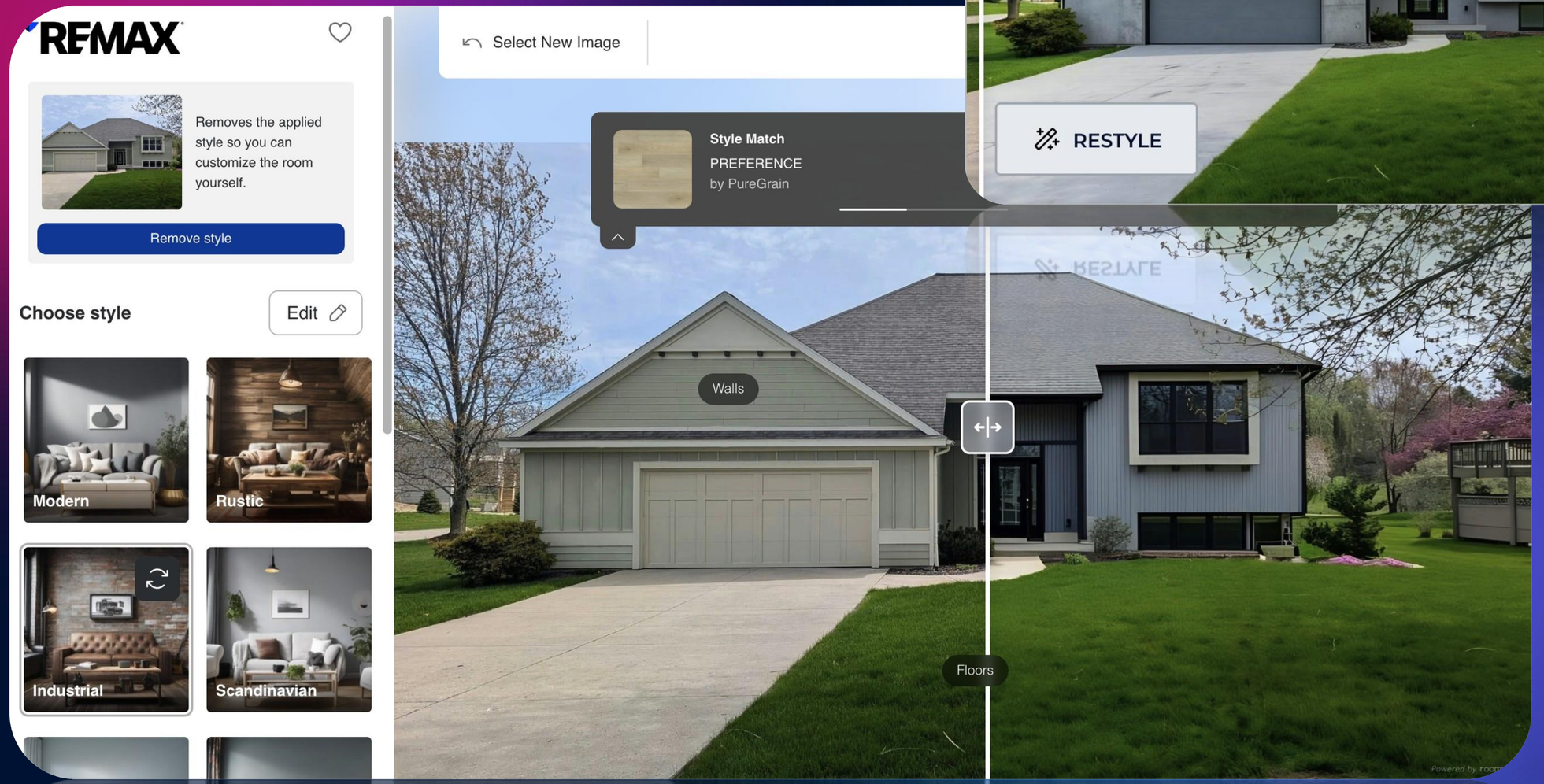
Canva

How to Access

- Login to maxtech.me
- In Apps, click ‘Marketing Studio’
- Click ‘Subscriptions’ from the lefthand menu
- Select Canva
- $149 annual fee



AI Remodels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Removes the applied style so you can customize the room yourself.
Remove style
Choose style
Edit
Modern
Rustic
Industrial
Scandinavian
Select New Image
Style Match
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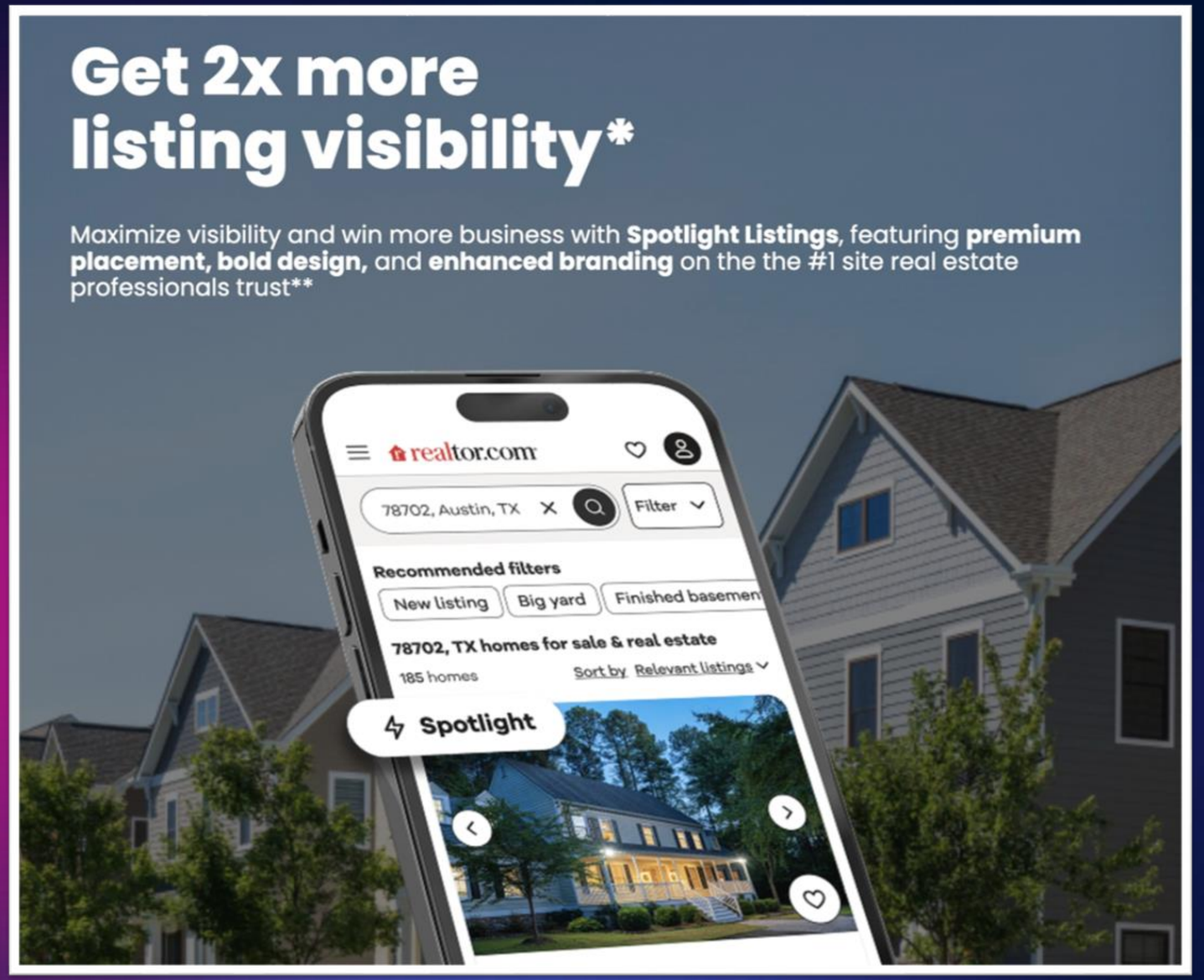
by PureGrain
Walls
Floors
RESTYLE
Redesigned
in a Modern style
Try more styles

Zillow Showcase



Realtor.com Spotlight



AI Virtual Tours



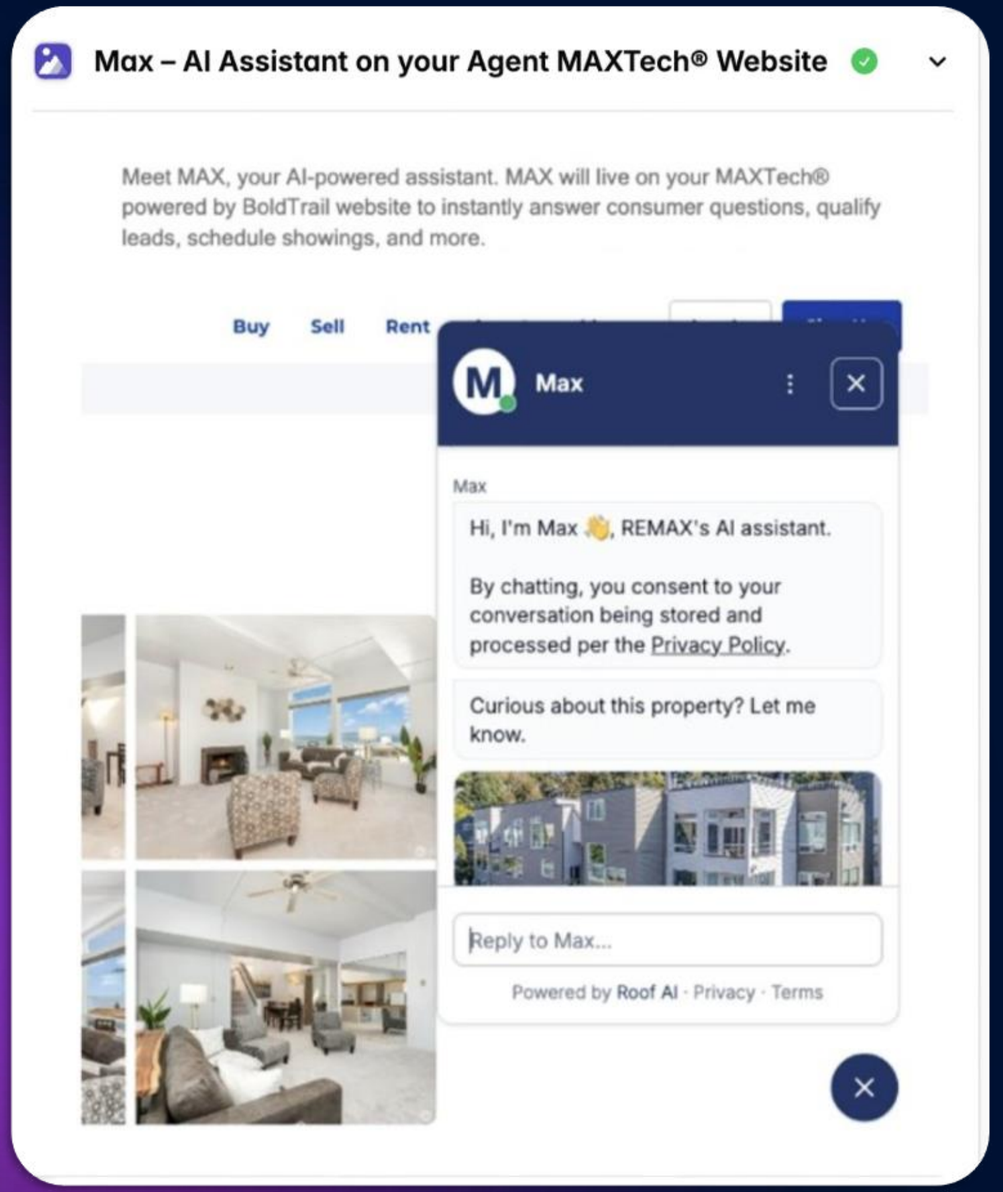
How to Access

- Login to maxtech.me
- In Apps, click ‘Marketing Studio’
- Click ‘Properties’ from the lefthand menu
- Select the listing, check out, free download

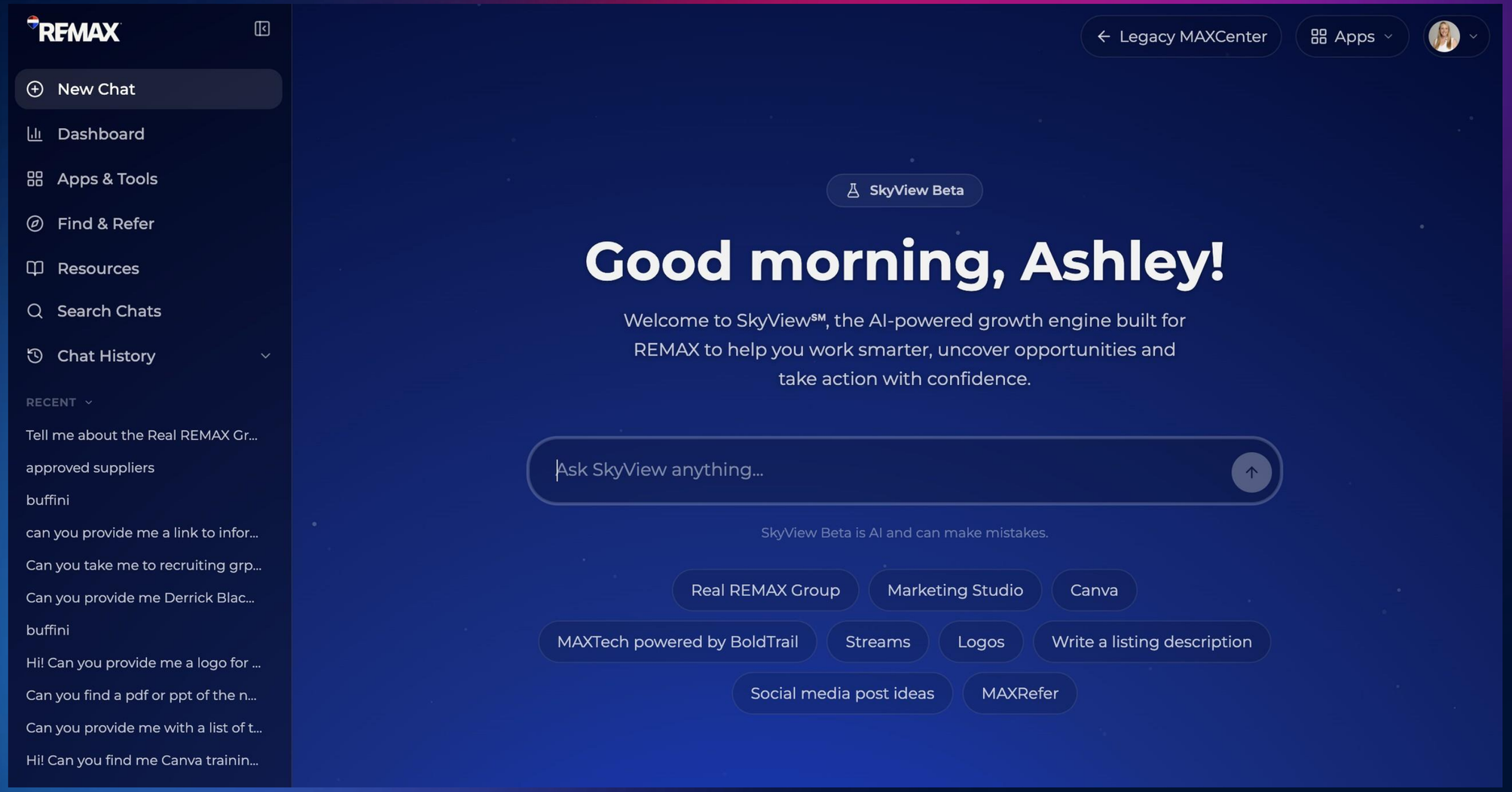
Max AI

How to Access

- Login to maxtech.me
- In Apps, click ‘Marketing Studio’
- Click ‘Subscriptions’ from the lefthand menu
- Select Max AI
- $35 per month



SkyView


RE/MAX
New Chat
Dashboard
Apps & Tools
Find & Refer
Resources
Search Chats
Chat History
RECENT
Tell me about the Real REMAX Gr...
approved suppliers
buffini
can you provide me a link to infor...
Can you take me to recruiting grp...
Can you provide me Derrick Blac...
buffini
Hi! Can you provide me a logo for ...
Can you find a pdf or ppt of the n...
Can you provide me with a list of t...
Hi! Can you find me Canva trainin...
Legacy MAXCenter
Apps
SkyView Beta
Good morning, Ashley!
Welcome to SkyView℠, the AI-powered growth engine built for REMAX to help you work smarter, uncover opportunities and take action with confidence.
Ask SkyView anything...
SkyView Beta is AI and can make mistakes.
Real REMAX Group
Marketing Studio
Canva
MAXTech powered by BoldTrail
Streams
Logos
Write a listing description
Social media post ideas
MAXRefer

“With me, your Home is being marketed,
not just listed.”

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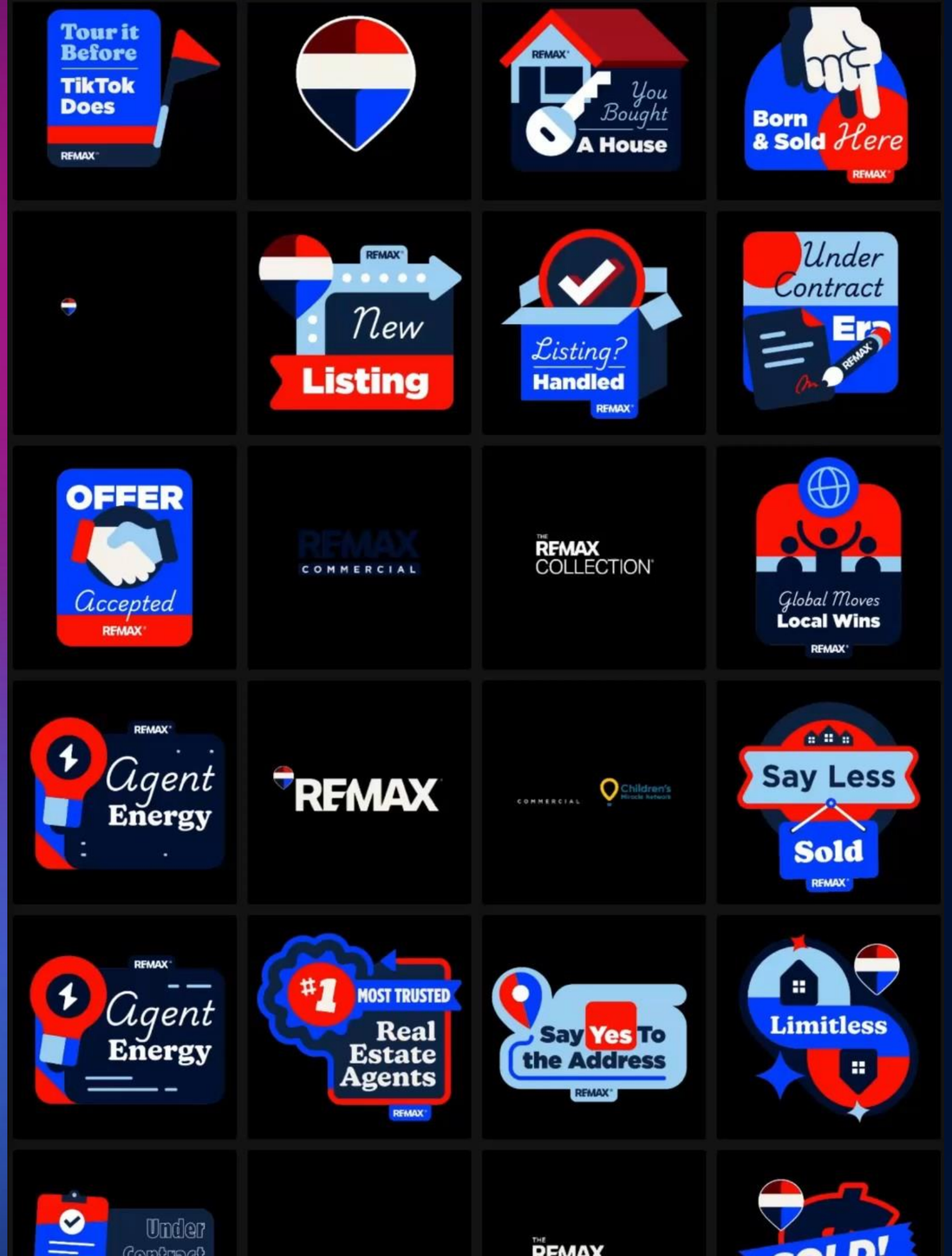


A bottle of water can be $1 at a supermarket,
$3 at the gym,
$5 at the movies,
$6 on a plane.

Same water. The only thing
that changed its value was the place.

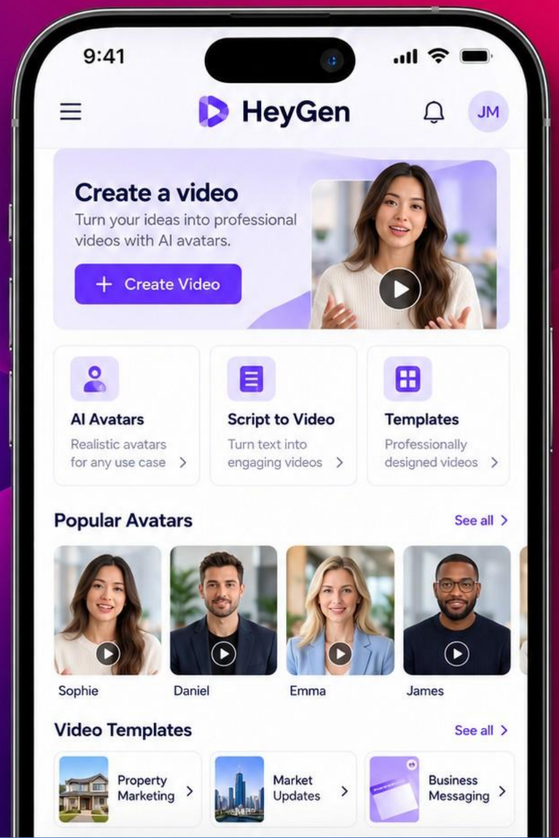
RE/MAX®


WHERE TECH &
REAL ESTATE MEET

HeyGen

Create more with less friction

HeyGen helps you turn ideas into polished video content fast — from listing promos to market updates and branded messaging powered by AI avatars and simple workflows.



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Video Podcast NEW
Generate a podcast video with multiple AI avatars.

AI Studio
Create and produce professional avatar videos.

Video Agent
Describe your video and let an AI agent script and build it

Translate Videos
Convert any video into 175+ languages

Cinematic Shots
AI-powered cinematic, film-quality shots of your avatar.

PPT/PDF to Video
Transform documents into engaging avatar videos

AI Video Generator
Create AI-generated video clips for your projects

AI Clipping
Add a longer video and AI will create shortened clips.

Upscale Video
Create high resolution outputs from your existing videos.

Batch Mode
Create multiple avatar videos at once from a spreadsheet.

Generate Images
Create AI-generated images for your video projects.

Speech Cleanup NEW
Remove unwanted pauses and words automatically

Interactive Video
Create branching, interactive video experiences

LiveAvatar
Build real-time, interactive avatar experiences powered by AI.

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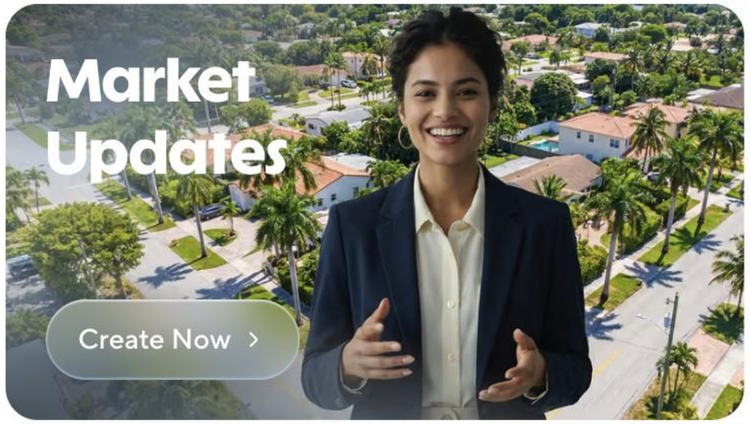
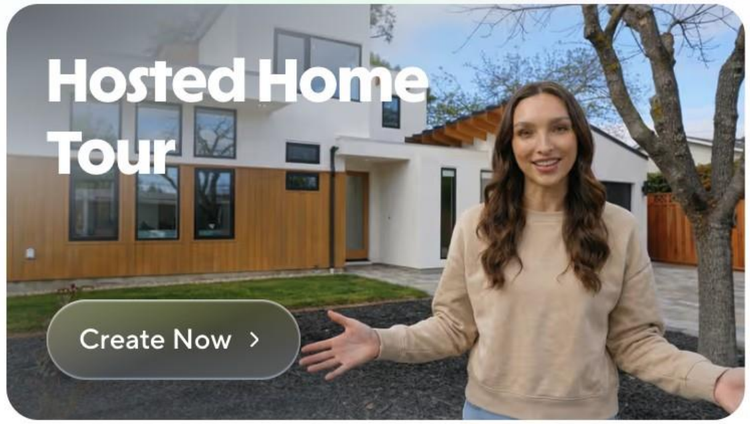
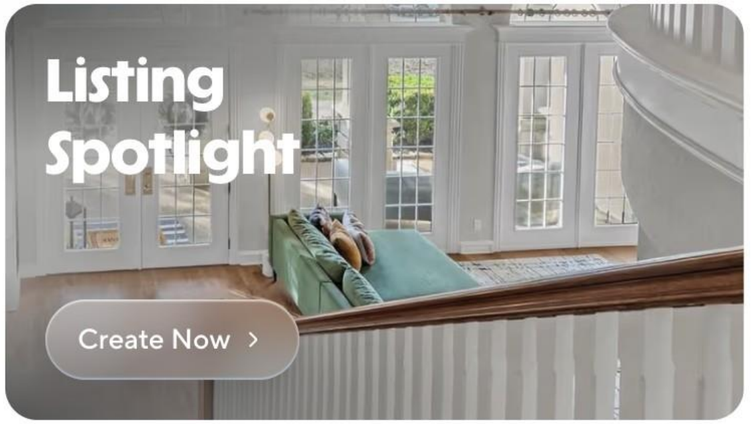
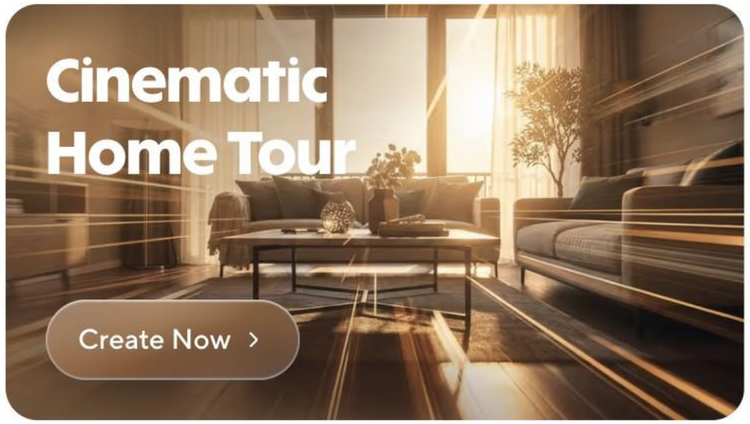
Video Prompts — Become the face of your market

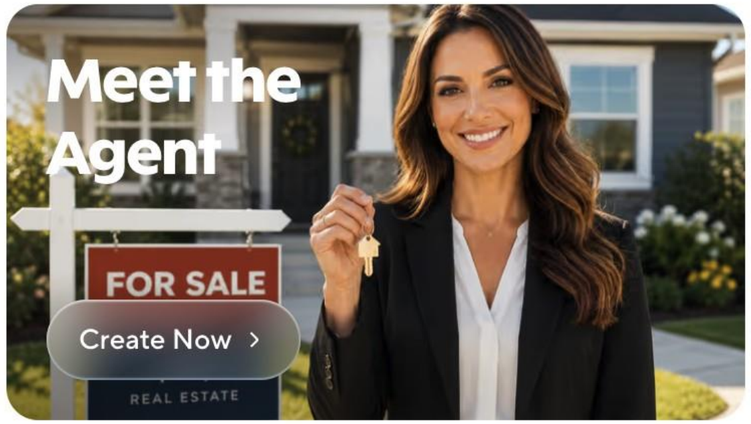
Personalization: Real Estate



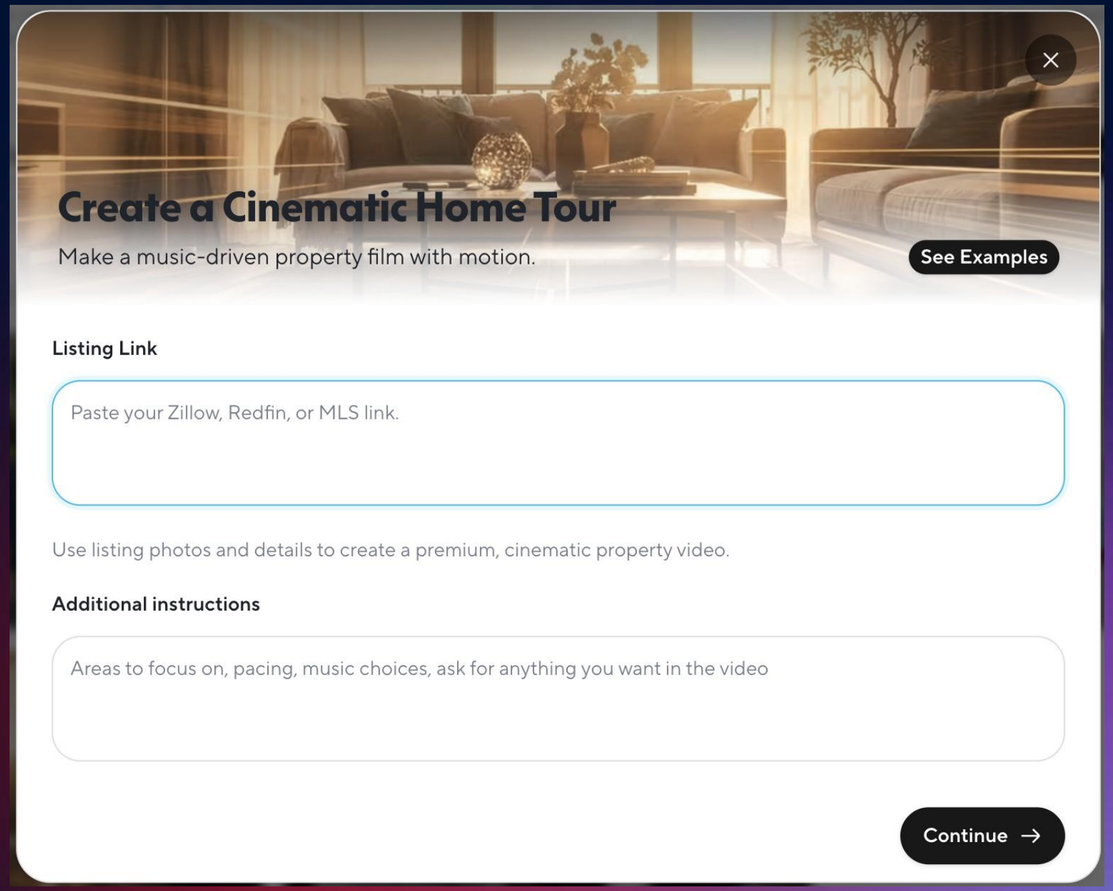








HeyGen


Create a Cinematic Home Tour
Make a music-driven property film with motion.
See Examples
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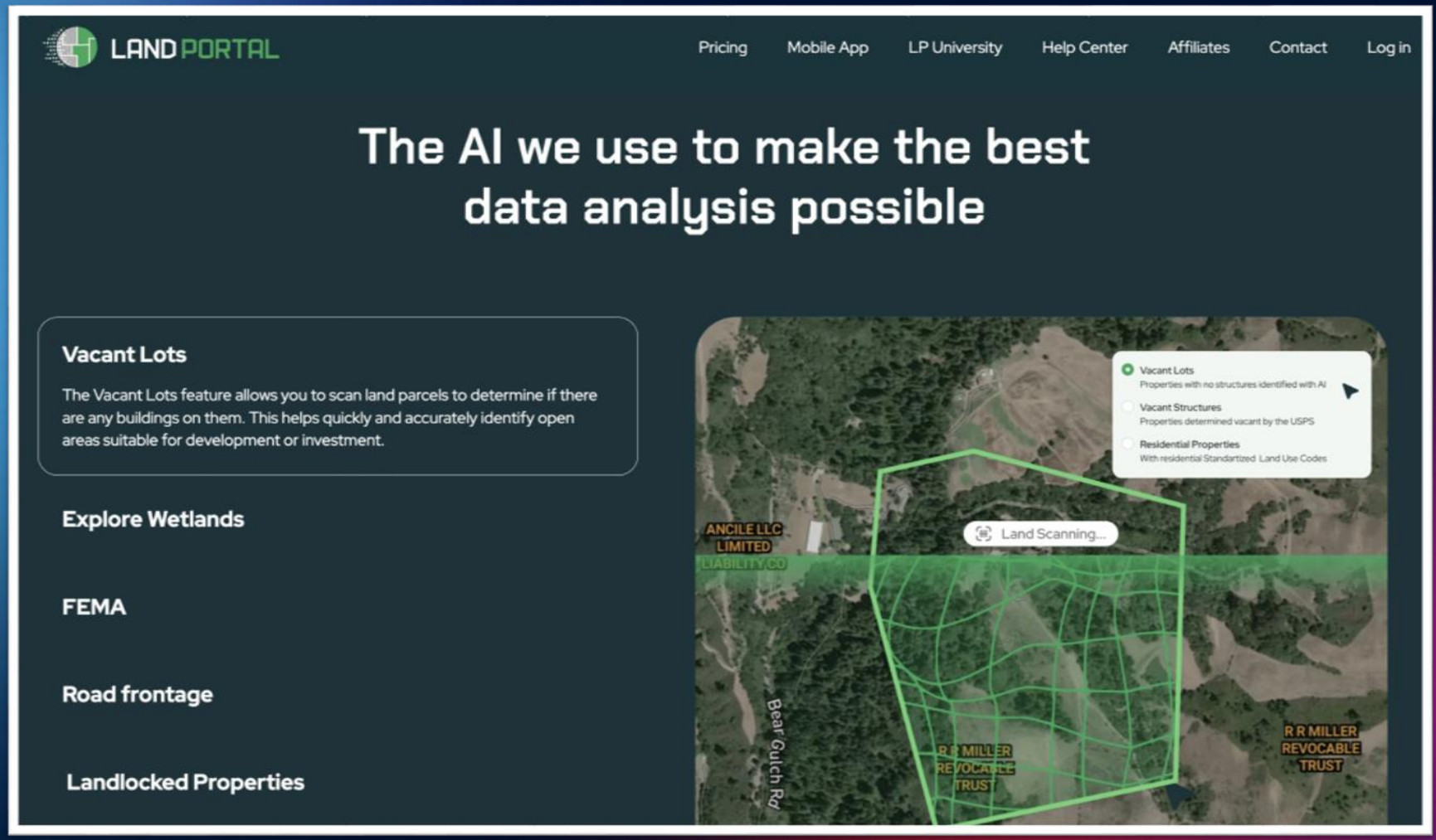
Paste your Zillow, Redfin, or MLS link.
Use listing photos and details to create a premium, cinematic property video.
Additional instructions
Areas to focus on, pacing, music choices, ask for anything you want in the video
Continue


416

Land Portal


LAND PORTAL
Pricing
Mobile App
LP University
Help Center
Affiliates
Contact
Log in
The AI we use to make the best data analysis possible
Vacant Lots
The Vacant Lots feature allows you to scan land parcels to determine if there are any buildings on them. This helps quickly and accurately identify open areas suitable for development or investment.
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FEMA
Road frontage
Landlocked Properties
Vacant Lots
Properties with no structures identified with AI
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Properties determined vacant by the USPS
Residential Properties
With residential Standartized Land Use Codes
Land Scanning...
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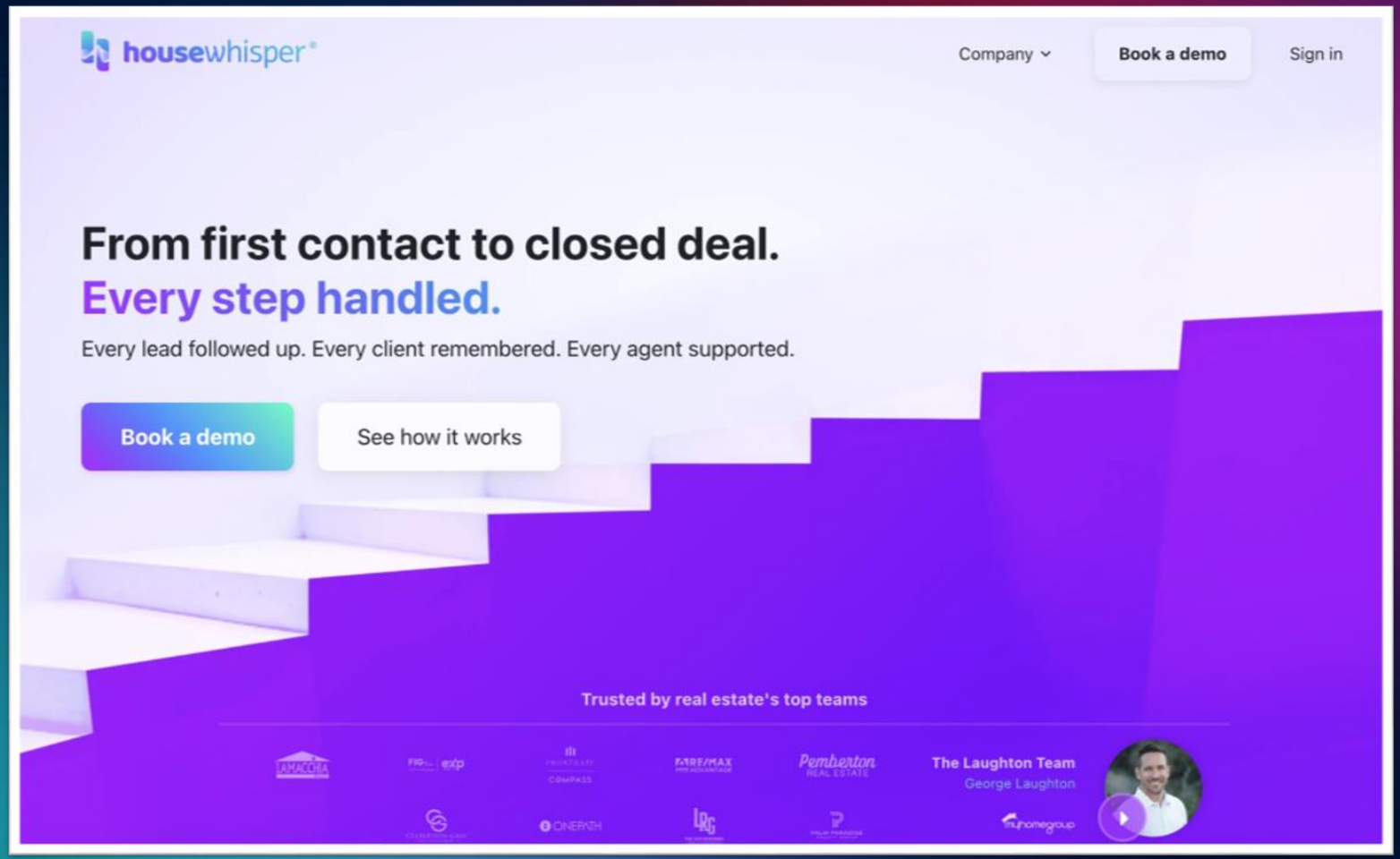
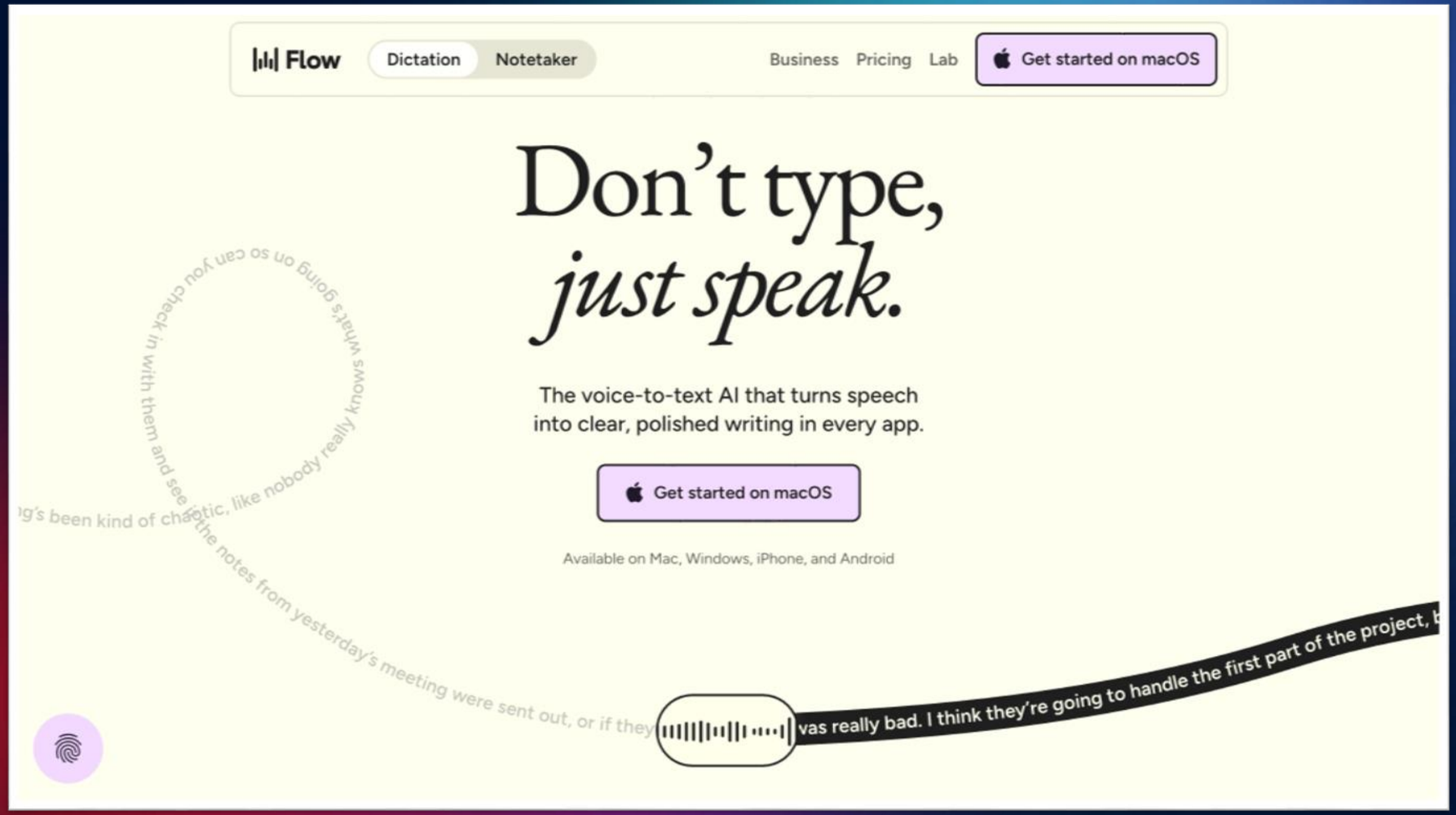
LIMITED
LIABILITY CO
Bear Gulch Rd
R R MILLER
REVOCABLE
TRUST

House Whisperer



Wispr Flow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Notetaker
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Pricing
Lab
Get started on macOS
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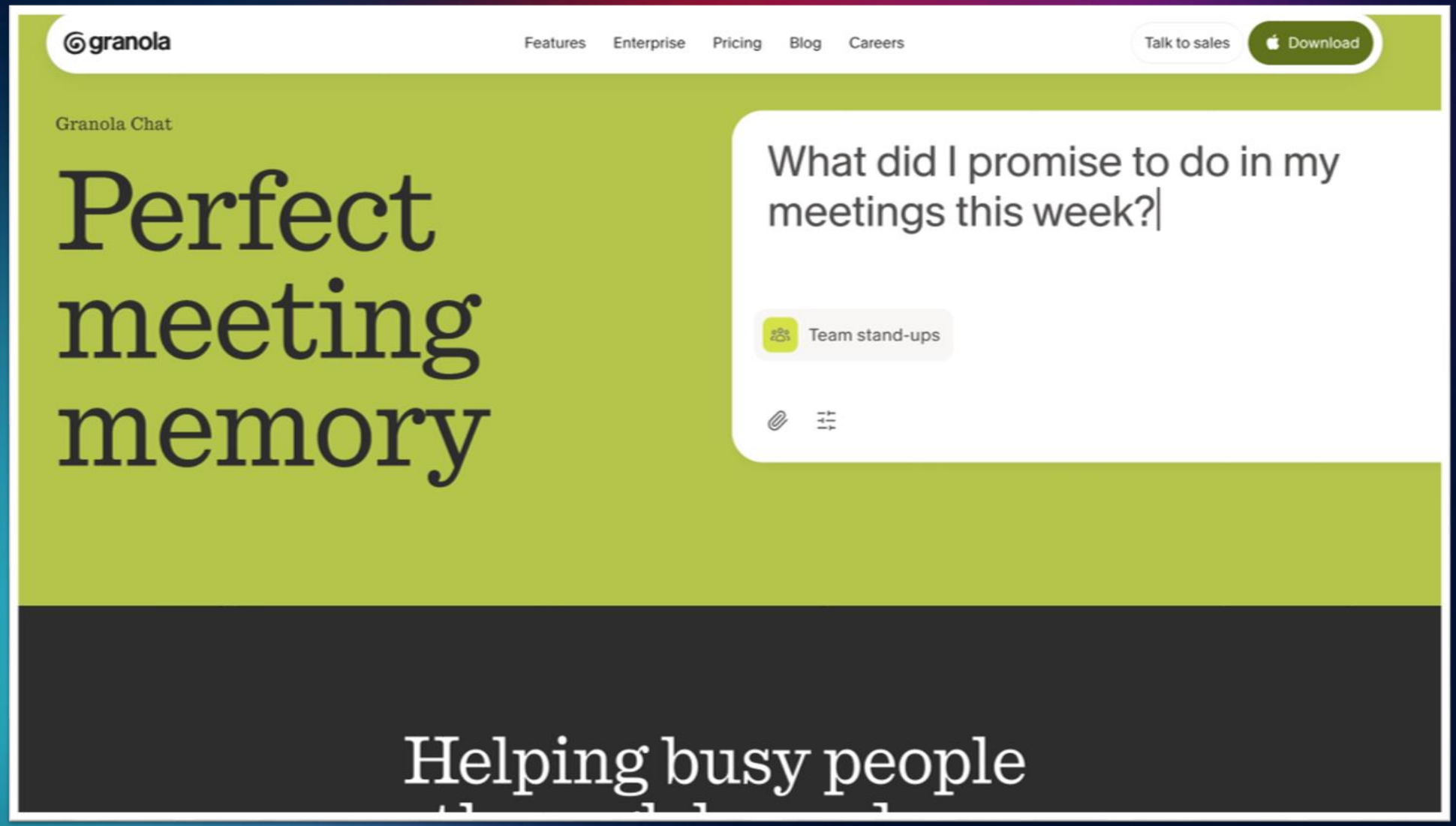
just speak.
The voice-to-text AI that turns speech into clear, polished writing in every app.
Get started on macOS
Available on Mac, Windows, iPhone, and Android
vas really bad. I think they're going to handle the first part of the project,

Granola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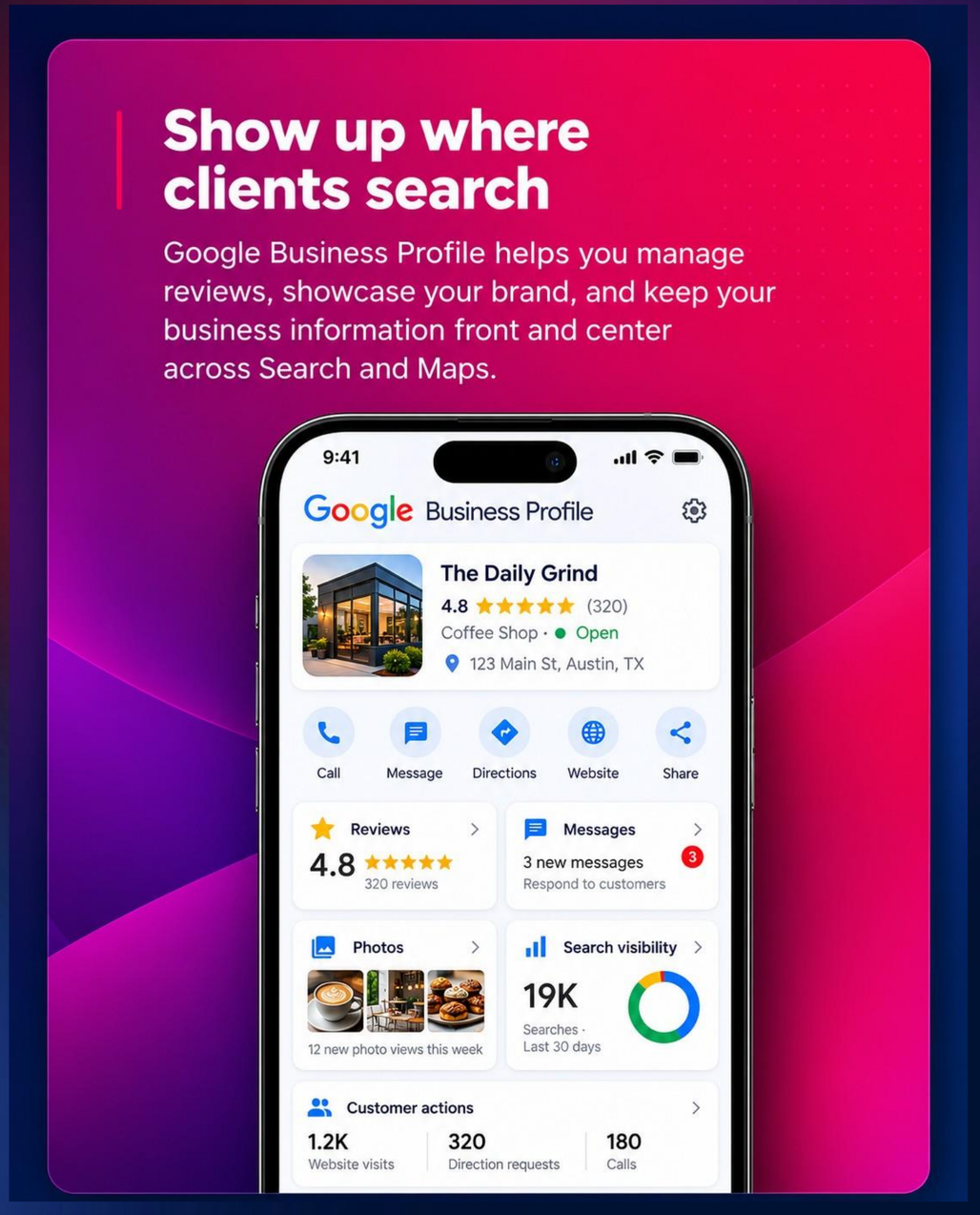
Helping busy people

Google Business Page



How do you grow your business?

01

All the AI! How about call people back?

02

50% of leads sent to listing agents are never answered

03

78% of buyers go with the first agent who responds.

04

The most powerful "tech" is still a phone call.

"You're only as good as your last shift."

Mike Zuccato

"We don't lose people all at once.
We lose them the moment
they realize they no longer matter."

Dan DeCapua

A DAY IN THE LIFE
OF AN AI POWERED REMAX AGENT

Meet Jarvis



Day in the life of an AI powered REMAX Agent

- Call my 10 people. Log notes in streams
- Morning briefing of the 10 things I need to get done. Prioritize emails, tasks.
- Check my ‘needs’ on Streams.
- Work with buyers | Build a Tour Packet
- Work with sellers | Talk about a price cut. Use AI to analyze homes that have sold in an area and build trust with data.
- Send ‘feedback’ form after closing
  - Google Form after clients, missed, loved, things you would change?
  - Find what’s to get feedback regularly, for elite experience
- Write my ‘about this deal’ post with hyperlocal content. Veteran, elderly, relocating, negotiated, multiple offers, city, neighborhood.
- Post my AI video on social
- Go on a listing appointment; record it
- Have AI analyze the conversation and provide suggestions
- Write an Offer. Help build the perfect language for occupancy and offer details
- Create a project for a client. Everything goes here, docs, offers. Give it FULL context of who they are, needs, motivations, time lines.
- Marketing piece from Canva on listing
- Sign up for Zillow Showcase for $150. Promote the listing, and get hundreds of targeted emails.
- Run and Print a Buyer Tour Packet
- Going on Showings; documenting feedback via Streams
- Launch the Client Appreciation Event
- You have a scheduled all with a client? Build a summary of the decisions that need to be made. Agenda before the call.
  - Thoughts, scenarios, quotes, processes.

Welcome to Agentic AI

Claude

Step 1: Get Paid Account.
Step 2: Download the Desktop App.
Step 3: Install Chrome Extension.
Step 4: Install Phone App.
Step 5: Connect Email/Business Apps

Essential Knowledge | Skill versus Project

A **skill** is the *recipe* that Claude reuses for every client.
A **project** is the *file cabinet* for one client.

A Note on Capturing Text Messages

It reads, it doesn't sync. Claude reads what's on screen when asked, one conversation at a time. It won't automatically capture every new text into the client's project. A good habit is "read my thread with the Hendersons and update their profile" after a busy day.

It sees whatever's on screen. The agent approves access first, but other conversations and notifications are visible too. Close or mute unrelated threads before asking.

The computer has to be on with the desktop app open, so it won't work for an unattended 7:45am recap. For that, a daily "update profiles from today's texts" step at the end of the day works better.

A Note on Capturing Phone Calls

Call Transcription Options: Free on iPhone, saved in notes
Alternative options: Productive

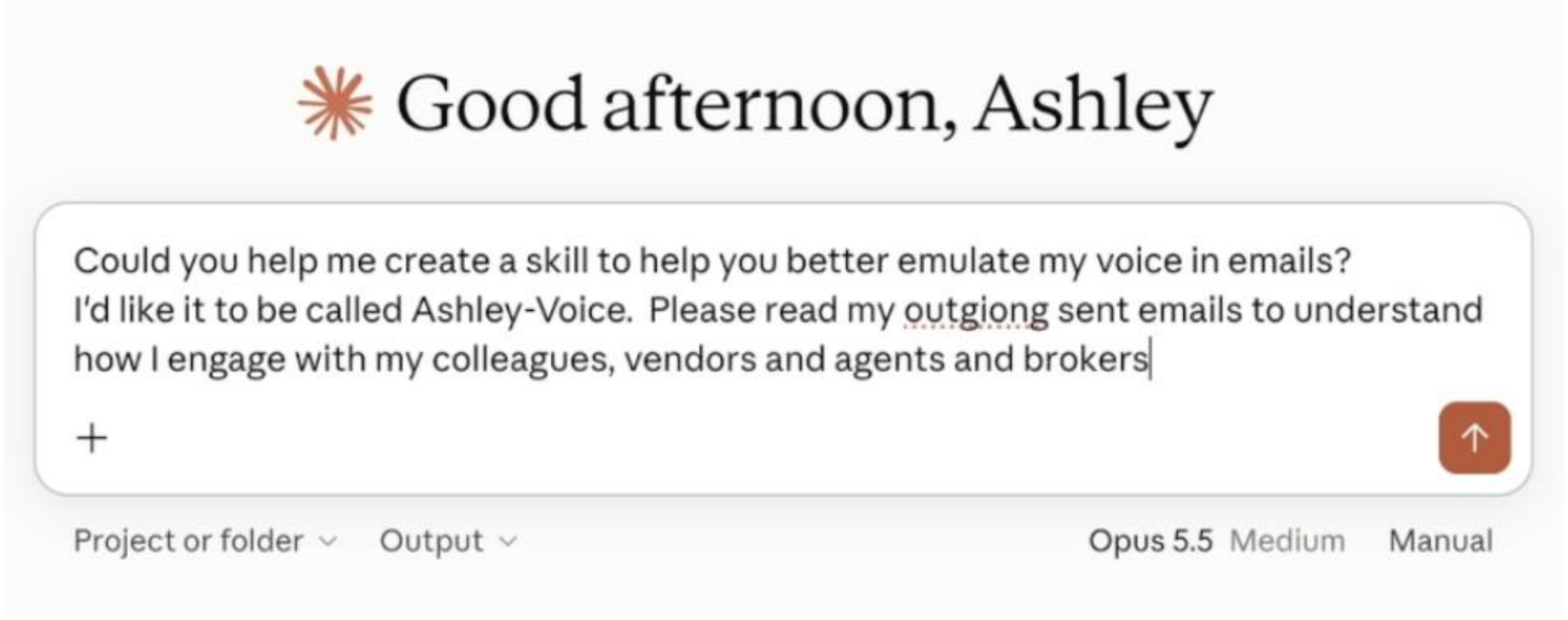
No call transcription? Ask Claude to review your calls at the end of day to record that a call took place. Find calls to this client; record time and duration.

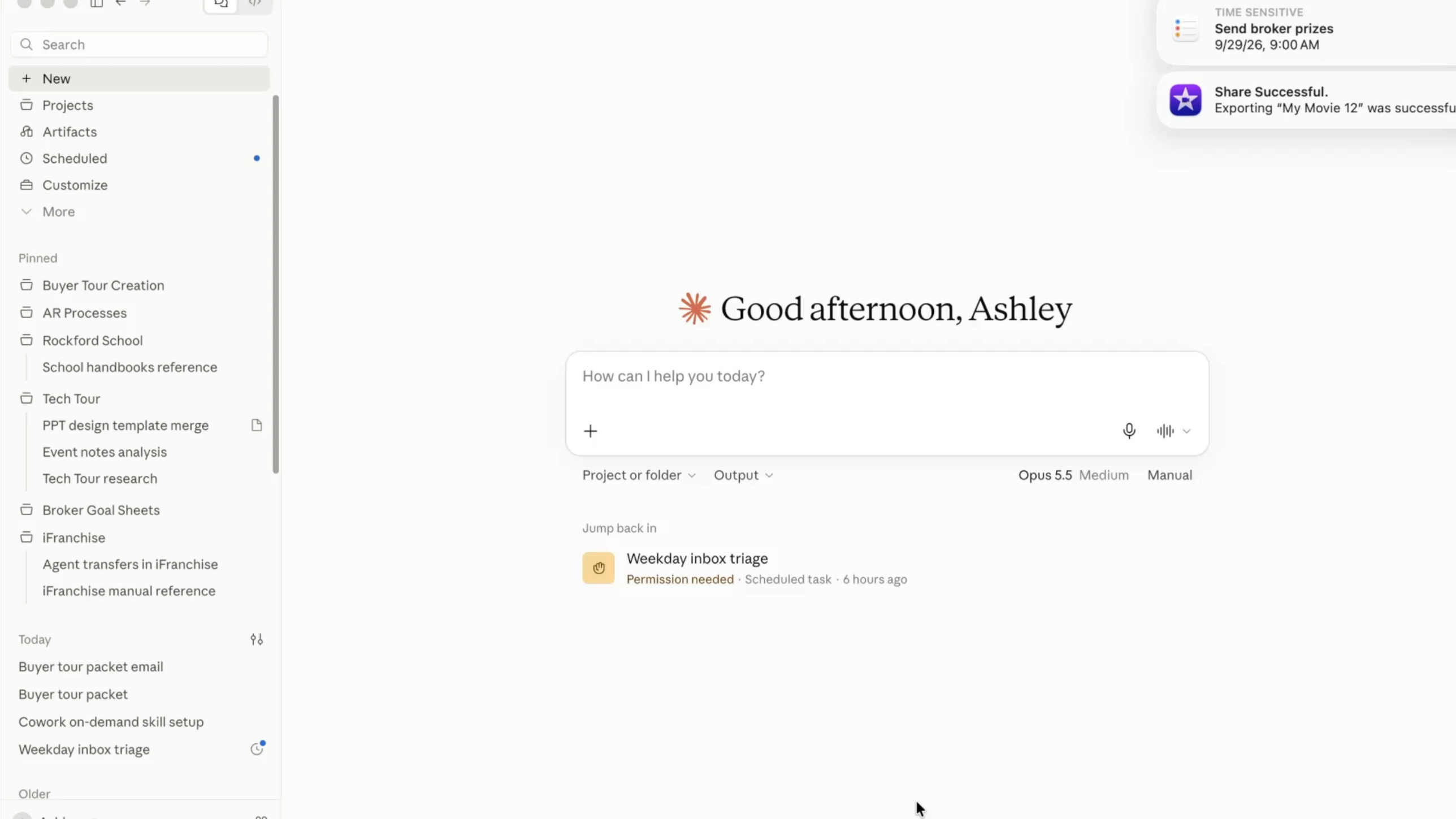
Or: After important call, talk to Claude about what you covered.

“The God Prompt"

Ask AI to write the perfect prompt for you.

"Ask it what I need,
before I ask it to do what I need.


Good afternoon, Ashley
Could you help me create a skill to help you better emulate my voice in emails?
I'd like it to be called Ashley-Voice. Please read my outgiong sent emails to understand how I engage with my colleagues, vendors and agents and brokers
Project or folder
Output
Opus 5.5 Medium
Manual

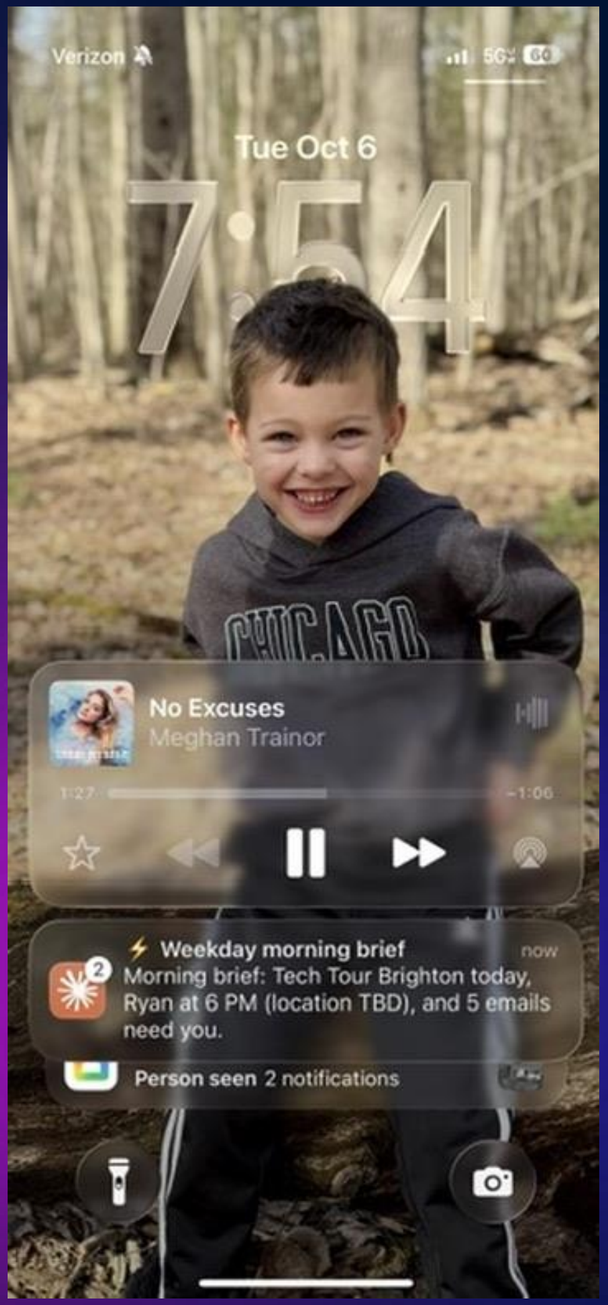

Search
New
Projects
Artifacts
Scheduled
Customize
More
Pinned
Buyer Tour Creation
AR Processes
Rockford School
School handbooks reference
Tech Tour
PPT design template merge
Event notes analysis
Tech Tour research
Broker Goal Sheets
iFranchise
Agent transfers in iFranchise
iFranchise manual reference
Today
Buyer tour packet email
Buyer tour packet
Cowork on-demand skill setup
Weekday inbox triage
Older
TIME SENSITIVE
Send broker prizes
9/29/26, 9:00 AM
Share Successful.
Exporting "My Movie 12" was successfu
Good afternoon, Ashley
How can I help you today?
Project or folder
Output
Opus 5.5 Medium
Manual
Jump back in
Weekday inbox triage
Permission needed · Scheduled task · 6 hours ago

The Daily Brief

Set up a scheduled task that gives me a morning brief each weekday at 8am: what's on my calendar, important unread emails or messages, and anything that needs my attention today. Keep it short and scannable.

I'll set up your weekday morning brief using the morning-brief workflow.

Loaded a skill, loaded tools >



Email Triage Task

I'll check your Outlook connection, then set up a weekday-morning scheduled task that triages new mail and saves reply drafts in Outlook.

Check your Outlook inbox for mail that came in since the last run. On Mondays that covers everything since Friday morning.

Sort each email into a group: Urgent (needs action today), Soon, FYI, or Low/promotional. Listing blasts and marketing mail, like the RealNex emails, become a single count so they don't clutter the summary.

Summarize each email in one line: who sent it, the subject, and what they want.

Draft replies to urgent emails and save them in your Outlook Drafts folder. **It never sends, deletes or moves anything.** Where a draft needs details it doesn't have, it leaves a bracketed note like [attach invoice]. The digest lists those notes so you can fill them in before you send.

Search

New

Projects

Artifacts

Scheduled

Customize

More

Pinned

Buyer Tour Creation

AR Processes

Rockford School

School handbooks reference

Tech Tour

PPT design template merge

Event notes analysis

Tech Tour research

Broker Goal Sheets

iFranchise

Agent transfers in iFranchise

iFranchise manual reference

Today

Weekday inbox triage

Older

Email to Lee Ashworth

Inbox triage scheduled task

Marriott hotel bookings

Good afternoon, Ashley

How can I help you today?

Project or folder

Output

Opus 5.5 Medium

Manual

Jump back in

Weekday inbox triage

Permission needed · Scheduled task · 5 hours ago

Search

New
Projects
Artifacts
Scheduled
Customize
More

Pinned

Buyer Tour Creation
AR Processes
Rockford School
School handbooks reference
Tech Tour
PPT design template merge
Event notes analysis
Tech Tour research
Broker Goal Sheets
iFranchise
Agent transfers in iFranchise
iFranchise manual reference

Today

Buyer tour packet
Cowork on-demand skill setup
Weekday inbox triage

Older

Email to Lee Ashworth

Good afternoon, Ashley

How can I help you today?

Project or folder · Output · Opus 5.5 Medium · Manual

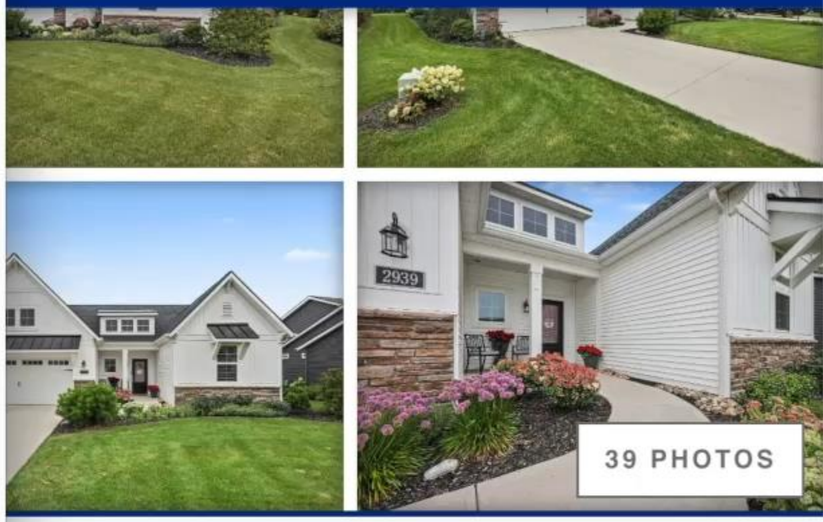
Jump back in

Weekday inbox triage
Permission needed · Scheduled task · 5 hours ago

New Chrome available

DKSS Files · Slack · Max Tech · All Bookmarks

SAVE



rovided courtesy of RE/MAX of Grand Rapids (FH) MLS# 26042782

$675,000 2 bd | 2 ba | 2,022 sqft

2939 Isle Water Drive Belmont, MI 49306

Condo/Townhouse · Active

View Listing as
Active, Condo/Townhouse (MichRIC MLS)

Images · Share

CONTACT

“I never use AI.”

Step 1: New Client, New Project

Part 1: New Client Setup

> Create a skill called **New Client Setup**. Use it whenever I say I have a new client. When it's done, run my **Client Intake Form** skill.
>
> 1. Create a project named **[Last Name] – [Buyer/Seller] – [Year]**.
> 2. **Interview me** to build a **Client Profile**. Ask me one or two questions at a time, and tell me if something's missing. Cover:
>   - Who's involved, and who the **decision maker(s)** are (plus anyone influencing them: parents, a financial advisor)
>   - Why they're moving now, and their **timeline** (hard dates vs. flexible)
>   - Must-haves vs. nice-to-haves
>   - Budget and financing status
>   - **Communication preferences:** channel (call/text/email), best times, how much detail they want
>   - **Working style:** e.g., wants data and comps vs. wants reassurance; decides fast vs. needs time
>   - Key contract dates (once under contract)
>   - Open questions
>
>   Record only what the client has told me they need for the transaction. Do not note or infer protected characteristics, and never use personal details to suggest homes or neighborhoods.
> 3. Whenever I add an email thread, text, or call notes, update the profile. Note what changed and when.
> 4. Never store Social Security numbers, bank or account numbers, or full financial documents.

Part 2: Client Intake Form

> Save this as a skill called **Client Intake Form**. Use it when a new client's profile is set up, or when I ask to send the intake form. Build the Google Form once and reuse it for every client.
>
> 1. Write the questions based on the Client Profile sections. Keep it under 10 minutes. Build it as a Google Form. If you can't access Google Forms, give me the questions formatted so I can paste them in.
> 2. **Each decision maker fills out the form separately.** Include a "Your name" question so responses can be told apart.
> 3. Draft the message sending the form to each decision maker, in my voice and in their preferred channel. Explain that separate answers help me represent everyone. I'll review before sending.
> 4. When responses come in, add them to the Client Profile. **Compare the answers from each decision maker** and flag where they differ on timeline, budget, must-haves, or priorities. Suggest how I could bring those differences up with them.

Part 3: Daily Deal Management

Set up two **scheduled tasks**: an end-of-day review at 6:00pm and a Deal Needs recap at 7:45am, weekdays. Each should work through all of my active client projects.

End of day (6:00pm): ***communications review***

1. Use my computer to open my text messages. Read today's conversations with each active client and add anything new to their project: decisions, questions, documents mentioned, and changes in tone.
2. Use my computer to check my call history. List any calls with active clients today: who, when, and how long.
3. ***Use my Outlook connection to read today's emails, both received and sent, with each active client and with the other parties on their deal (lender, title, inspector, the other agent). Add anything new to the client's project: decisions, questions, documents attached or requested, deadlines mentioned, and changes in tone. Note any client email that is still waiting on my reply.***
4. Read only conversations, calls ***and emails*** involving active cli
everything else.

Morning (7:45am): Deal Needs recap

1. **Calls from yesterday:** for each client call found in last night's review, ask me what was covered. Ask specific questions based on that client's open items, then update the project with my answers.
2. **Deadlines in the next 7 days** (inspection, financing, appraisal, closing)
3. **Waiting on the client:** what's outstanding and how long it's been
4. **Waiting on others:** lender, title, inspector, the other agent ***(include anything they promised by email)***
5. ***Waiting on me: client emails I haven't answered yet, and how long they've been waiting***
6. **Check with me:** items that may already be resolved by phone or in person. Ask me rather than assume.
7. **Draft messages** for each client, in their preferred channel and style ***(for email, save them as Outlook drafts; never send)***

If an essential question has gone unanswered for more than 48 hours ***(by text or email)***, or a deadline is within 3 days, recommend a call. Draft the **call agenda**: each decision needed, the options, the deadline, and my recommendation. Format it so I can send it ahead of time.

Part 4: After-Deal Reflection

> First, create a **Client Reflection** Google Form using the questions below. You'll only do this once. If you can't access Google Forms, give me the questions formatted so I can paste them in. Include a "Your name" question and a question for closing date, so responses from all clients collect in one sheet.
>
> Then save a skill called **After-Deal Reflection**. Use it **1 week after each closing**, and whenever new responses come in.
>
> 1. Draft a personal note asking the client to fill out the form, while the experience is fresh. This isn't a review request; I want to learn.
> 2. When responses come in, compare them against the deal record and summarize what I did well and what to improve.
> 3. Add the lessons to a **Lessons Learned** file my New Client Setup skill reads for future clients.
> 4. Every few months, look across all responses and tell me the patterns.

"Turn what we just did into a skill."

Day in the Life: "What takes you 5 hours takes me 1, and my 1 is 40% better than your 5."

01

Closing Deals:

Check on closing needs
Negotiate offer

02

Creating New Closings

Marketing properties

03

Creating New Business

Social

04

Nurture Sphere

Client appreciation event

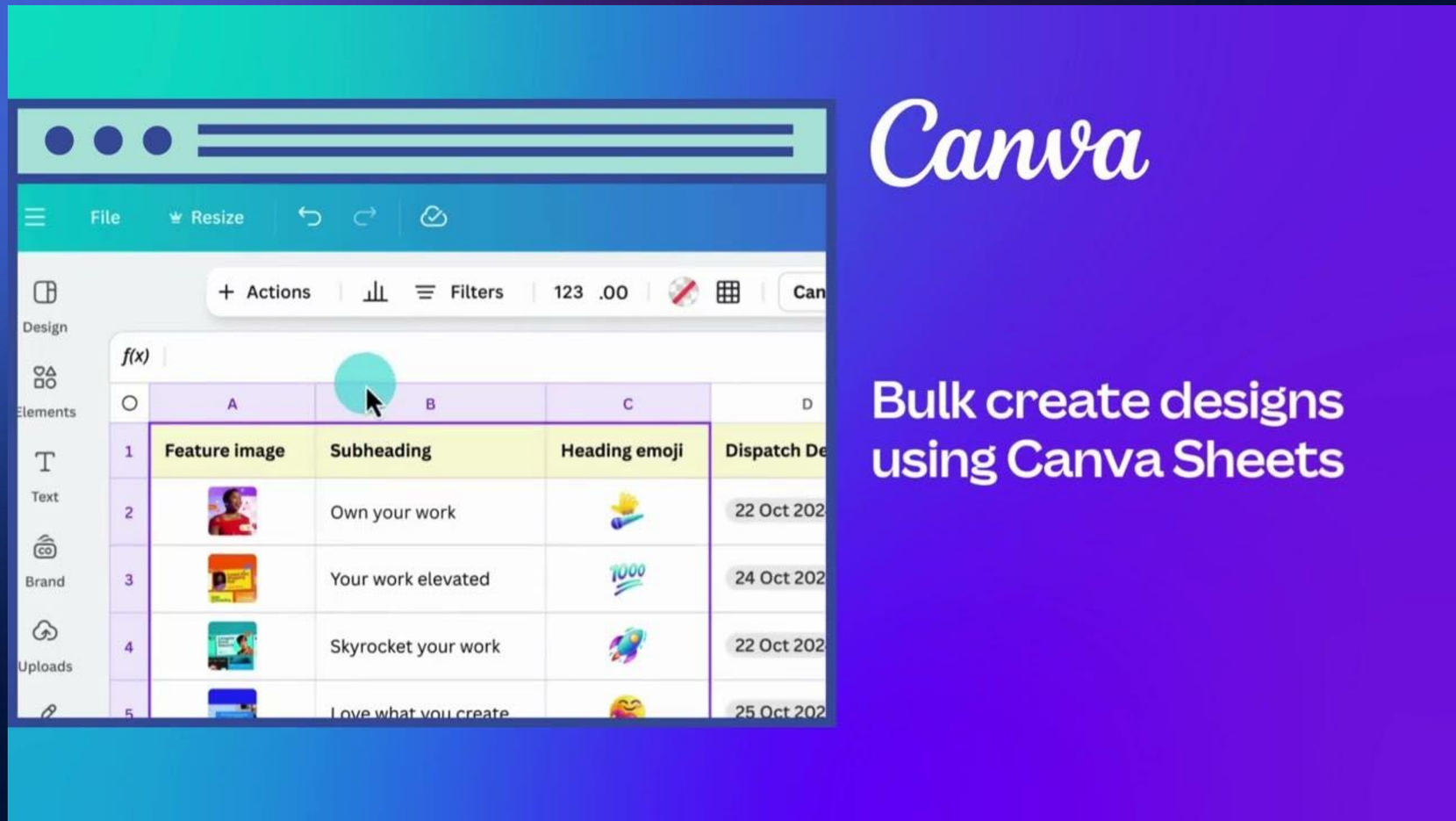
"What takes you 5 hours takes me 1, and my 1 is 40% better than your 5."

- Contact Enrichment
- Evaluate multiple-offer (compared against what matters most to the seller)
- Pre-listing research packets
- "Advanced voice mode:" have AI interview an agent with 7–10 market questions, then turn the answers into marketing.
  - Add data points to Excel Sheet
  - Have Canva create each post
- ‘Watch’ a video for you and create a transcript
- Turn comps into a seller pricing story
- Break Market Stats into three talking points
- Compare two offers side by side
- Explain why an appraisal came in low
- Build your open house sign in Follow Up
- What do you do after you’ve been ghosted?

Bulk Create in Canva

Market Update Posts for Every Community

- Create Design Template
- Create ‘fields’ such as:
  - City
  - Number Sold
  - Sales Price
- Have AI Fill spreadsheet
- Upload
- Create Series Monthly
- Every City Post Created



Advanced Voice Mode

Have AI interview you with 7–10 market questions,
then turn the answers into marketing.

Use AI as a thought *partner*, not thought *leader*.
Know where the line is. Do not blur it.

What continues to be your secret weapon to being more useful than AI?

"First-hand personal knowledge and experience."

"AI will give information.
You are the storytellers, the historians."

Price Reduction Conversation

01

Listed with ‘Aspirational’ pricing.

02

Got an offer the don’t want to accept.

03

Market analysis is helpful; but spending hours on it is not scalable long term.

04

Use AI.

05

Build trust through data

Automating the Client Appreciation Event

Client Appreciation Event

> Create a skill called **Client Appreciation Event**. Use it whenever I'm planning a client event. Draft everything for my approval; don't send or post anything without my OK.
>
> **1. Interview me for the basics.** Ask one or two questions at a time: purpose and theme; date, time and venue (with a weather backup if it's outdoors); budget; capacity; whether kids, pets or plus-ones are welcome; food and drinks; and any co-sponsors.
>
> **2. Build the guest list.** Pull past clients and my sphere from my CRM. Sort them into three groups: VIPs who get a personal call or text from me, clients who get the video invite by email or text, and everyone else, who sees the Facebook post. Show me the list before anyone is invited.
>
> **3. RSVP form and sheet.** Create a Google Form that feeds a Google Sheet. Ask for: name, email, phone, number of adults and kids, dietary needs, and "Would you like to bring a friend?" Set the RSVP deadline to fit the caterer's headcount deadline. If we hit capacity, start a waitlist.
>
> **4. Video invite script.** Write a 30–45 second script in my voice: open with a thank-you, then cover what, when and where, why I'm hosting it, and how to RSVP. Also write the caption to post with it, and remind me to turn on captions.
>
> **5. Facebook image and post.** Design the event graphic: event name, date, time, location, and an RSVP link or QR code. Follow my brokerage's brand standards. Write the post caption. Don't use client names or photos without permission.

Automating the Client Appreciation Event

6. Reminder schedule. Create events on my calendar for each step, and draft the message for each in every guest's preferred channel:

- Invites go out
- **[X] days before:** reminder to everyone who RSVP'd
- **[Y] days before:** final reminder with parking, weather and what to bring
- RSVP deadline: confirm the headcount with the venue and caterer
- **[N] days before the RSVP deadline:** list everyone who hasn't responded, and draft a personal text from me to each

7. Log RSVPs in my CRM. As RSVPs come in, record each guest's status, party size and notes, tagged **[Event Name] [Year]**. If my CRM doesn't connect to you, ask whether I'd like an import file or for you to update it through my browser.

8. Day-of kit. A run-of-show timeline, a check-in list (for name tags), a setup checklist, 60 seconds of welcome remarks for me, and a photo plan. Ask guests before posting photos of them.

9. After the event (within 2 days).

- Draft a thank-you to attendees, with a photo if they agreed, and a "we missed you" note to anyone who RSVP'd but didn't come.
- Ask me who mentioned a move, a referral, or a life change. Update their CRM records and flag them for follow-up. A new client can go straight into **New Client Setup**.
- Write a recap: RSVPs vs. attendance, cost per guest, and what to change next time. Add it to my **Lessons Learned** file.

Don’t feel qualified? Nobody does.

You can only be qualified to do that which you have already accomplished or trained for.

Anything new is accomplished
by unqualified people.

Listing Launch Plan

"You are my listing marketing director. Build a complete launch strategy for [ADDRESS]. Include photo shoot timing, lockbox drop, yard sign installation, postcard schedule, open house sequence, buyer demographic research, the top objections buyers in this zip code raise, and a social media calendar with captions for the first two weeks."

Re-engage Cold Leads

Write a personalized cold outreach emails as (AGENT NAME) from REMAX (BROKERAGE) in (CITY). Briefly introduce yourself, then lead with value by sharing helpful insights about (NEIGHBORHOOD/AREAS), like (MARKET UPDATE), (LOCAL EVENT), or (COMMUNITY NEWS). Keep it conversational and non-salesy, and end with a natural question that encourages a response without directly asking the to buy.

Closing Timeline Tracker

Create a detailed closing timeline for a transaction closing on [DATE].

The property is [ADDRESS]. Include key milestones: option period end, inspection deadline, appraisal ordered/received, title commitment review, loan approval deadline, final walkthrough, and closing day prep. Format it as a checklist with dates.

Not only do sellers feel taken care of, but so will you. You did not type a word and the checklist is done and ready to be emailed.

Calendar Prep Brief

"Look at my Google Calendar for tomorrow. For each showing or client meeting, give me a 2-sentence prep note - what I need to know, bring, or confirm before I walk in the door. Flag any back-to-back conflicts."

Walk into every appointment knowing exactly what to say.

Logging Activity in BoldTrail

Text Messages

Is it possible to update the contacts in the open tab of Bold Trail with a left message call indicating a text was sent based on the messages in Messages? I don't need the actual message and don't need any contacts created. ***** This is literally all I typed in for the beginning of the process *****

Phone calls

Can you repeat the task of checking texts with phone calls in the phone app and update matching contacts in Bold Trail? The calls will need to be marked as incoming or outgoing based upon the activity in the app. If the call was connected for more than 20 seconds mark it as talked to the person. Otherwise, mark it as left a voicemail. Do this for the last 2 days. ***** This is all I typed in for the 2nd one**

Terms for a Contract

"Seller shall convey at no additional cost the following items currently at the property: clothes washer and dryer in the laundry room, kitchen refrigerator, microwave, dishwasher, all window coverings and hardware, all TV wall mounts, all ceiling fans and light fixtures, and all garage door openers and remotes."

Condition at possession:
"All included items shall be in the same working condition at possession as on the date of mutual acceptance, normal wear and tear excepted."
No swaps, and this is the one people skip:
"No included item shall be removed, replaced, or substituted with an item of lesser quality or value prior to possession."

Tie it to the photos:
"Included items are as shown in the listing photographs dated _ attached and incorporated by reference."
Walkthrough timing and remedy:
"Buyer's final walkthrough shall occur after Seller has fully vacated. If any included item is missing, damaged, or substituted, funds sufficient to replace it shall be held in escrow at closing until it is replaced or the cost reimbursed."

That last clause is the whole ballgame. Without it your only options at the table are sign anyway or blow up your own closing.Be specific. Name the room. Name the item. "All appliances" is an argument waiting to happen.

How to be found on AI

01

Profile Consistency

- Name
- Address
- Phone

02

Authority

- Reviews
- References

03

Authority

- Awards
- Press

04

Presence

- Blogs
- Community
- Socials

05

Expertise

Experience

Authority

Trustworthy

ChatGPT 301

BEING FOUND ON AI PLATFORMS

#1: NAP consistency
#2: Authority: Other websites say you're fabulous.
#3: Presence: Your contribution to the internet.



ChatGPT 301

BEING FOUND ON AI PLATFORMS

NAP CONSISTENCY

I need you to perform a **Real Estate Agent Online Profile Consistency Audit.**

The goal is to find every pertinent online reference, profile, directory listing, or business page, identify important missing profiles, and evaluate how complete, accurate, and consistent the agent's information appears across the web.

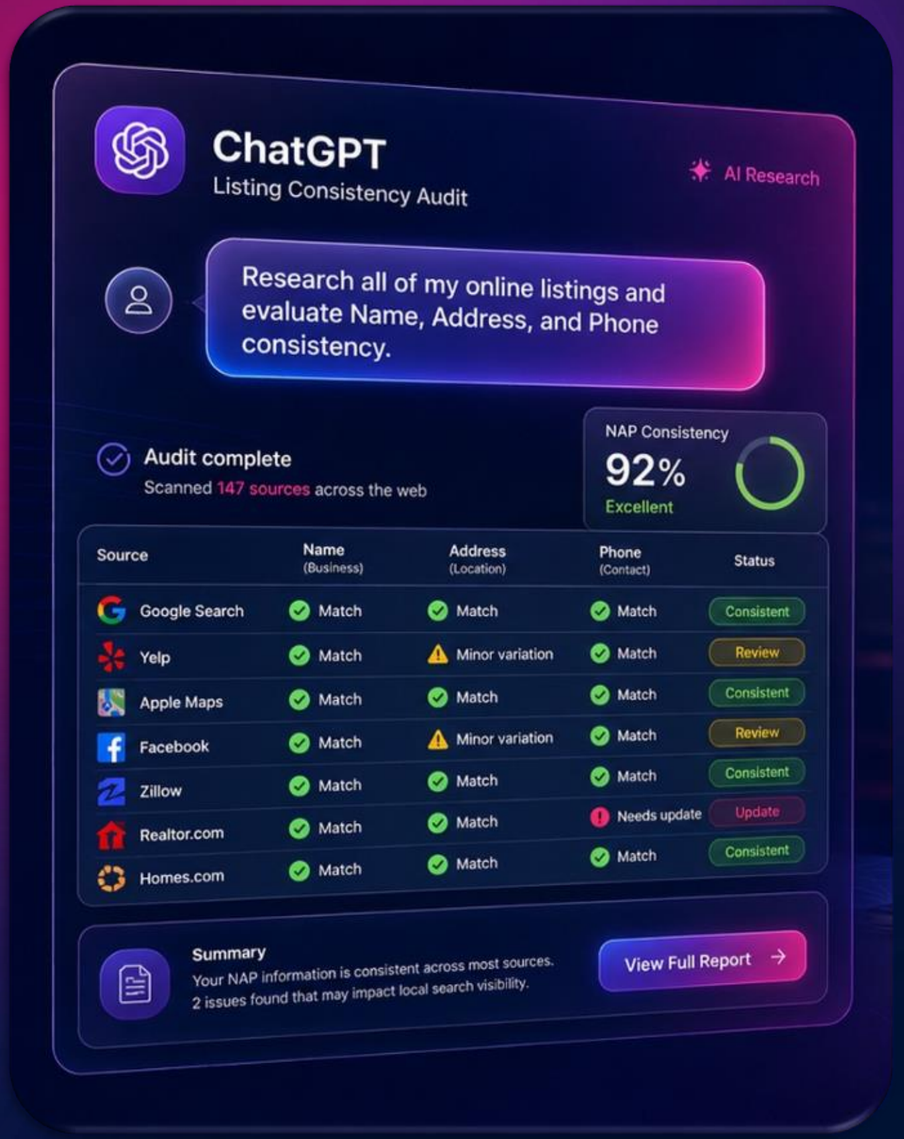
Agent information to use as the source of truth:

Agent name: Ashley Dane

Brokerage name: RE/MAX of Michigan

Office location/city: Portage, MI

State/license jurisdiction: Michigan



ChatGPT 301

BEING FOUND ON AI PLATFORMS

AUTHORITY

Reviews.
Awards.
Press.

“Large language models…rely heavily on these signals. They surface the brands they’ve seen repeated across reliable sources. If your name appears in news coverage, blog posts or industry forums…you’re more likely to show up in AI generated answers.”



ChatGPT 301

BEING FOUND ON AI PLATFORMS

AUTHORITY

Reviews, Awards, Press

Google Business Profile: Lock this down.
- Locations as Products
- Posts with city locations
- Reviews
- Use the Q&A section to seed locations: “What areas do you cover?” “Why choose me? Jane Doe is recognized as a top agent in Grand Rapids with over XX years of experience.”

Zillow
Facebook Business Page
LinkedIn
Fast Expert



ChatGPT 301

BEING FOUND ON AI PLATFORMS

PRESENCE

- Pitch a quote to a local newspaper or business publication. “Grand Rapids home prices in Q2.”
- Send press releases when you close a notable deal.
- Press and blog post when you earn a RE/MAX Award.
- Be featured on local podcasts.
- Write a guest post for a builder or mortgage partner.

ChatGPT 301

BEING FOUND ON AI PLATFORMS

PRESENCE

Blogs used to be a nicety. It’s now a necessity.
Happily made easier with AI.

Questions Buyers Keep Asking

Have AI interview you before it writes anything.
“Interview me about [neighborhood], one question at a time. Ask for specific details from my experience. Wait until I say draft before writing. Use my words and do not invent facts.”

Talk about the streets, the local businesses, and the questions buyers keep asking. Those details give it something personal to work with. Otherwise, you get another paragraph about a “charming neighborhood” that could be anywhere.

Give these Answers a Home on Your Website

A seller contacted an agent after asking Alexa for an agent in the city. He had already written articles about that neighborhood.

That story is a good reason to look at what useful information lives on your own site. Start with one neighborhood you know well. Publish a detailed answer to a real question, then share a piece of it on social media with a link to the full article.

Build something people can keep finding.

AI Agents 101 — A Beginner's Guide

Stop asking questions. Start Delegating.

A few weeks ago, I told Claude to dig through 29,000 of my emails, pull every customer question we've ever been asked, and sort them into a spreadsheet by how often they came up.

It was done in 10 minutes.
The last time I had that same job done, it took a real employee 4 months and cost me $12,800.

That's the difference between using AI as a chatbot and using AI as an employee. If you're still just typing questions into AI, you're missing what this technology can actually do now.

AI agents are different. You tell them the result you want. They pick the tools, take the steps, and finish the job — while you're at the gym, on a call, or picking up your kids.

In this free 1-hour training, I'll show you

AI Agents 101

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AI agents are different. You tell them the result you want. They pick the tools, take the steps, and finish the job - while you're at the gym, on a call, or picking up your kids.

Yes, your clients are using AI.

45%

45% of Clients used AI in the home transaction process

The Best Agents v. Average Agents

Radiologist vs. Surgeon

AI displaces screen work
before hands-on work.

Information Arbitrage

Historically this has been much of an agent's value

- What should I list for?
- How do I actually do a home purchase?
- What are the steps in negotiating?

Every time you replace
‘this is overwhelming’ with
‘what’s the first step?’
you shift brain activity from your amygdala (fear)
to your prefrontal cortex (problem solving).

That’s neuroplasticity in real time.

How many people here changed someone's life with this business?"

TECH TOUR 2026

THE OPPORTUNITY AHEAD

SCAN HERE FOR

- TECH TOUR SLIDES
- PROMPT PLAYBOOK