

JUST LISTED

kw
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REALTY

SOLD!

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OPEN HOUSE



Each Keller Williams office is independently owned and operated.



AI for
Realtors:

Save Time,
Stay
Competitive,
and
Stand Out



Gail Zona

Founder

Entrepreneur

Former tech exec



I have helped 500+ people, including dozens of realtors, to use AI to accelerate their business.

Here's what you will learn today

How to save hours every week

- Use AI to help you create compelling social media posts

Using AI to stand out

- Use your reviews and testimonials to uncover your 'Secret Sauce'

Using AI to truly connect

- Customer insights so you really know what your clients are thinking

Using AI to outshine your competition

- Stay top of mind with consistent email newsletters that get read



How to save hours every week

Use AI to create compelling social media posts

Creating a social media post

Instagram prompt 

You are 'talking' to the AI now.



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.



I am Alyssa, a realtor in Essex County, MA, specializing in helping first time buyers find their dream home. I have over 15 years in the industry. I specialize in really educating my clients on the entire process from choosing a town to pre-qualifying to moving into their new dream home.



Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language and a catchy hook that will command attention.



You can use AI to help quickly create posts for Coming Soon, New Listing, Open House and Sold messages that will stand out from the others.

Want to know how? Schedule a FREE Discovery Chat.



Use AI to Stand Out

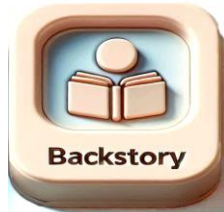
Use your reviews and testimonials to uncover your ‘Secret Sauce’

Uncover your Secret Sauce

Use your reviews and testimonials



Here are my reviews. Wait for further instructions. [copy and paste in reviews]



You are a marketing expert, skilled in uncovering unique value propositions for realtors.



I am a realtor.

I want you to analyze my reviews and create a one paragraph Unique Value Proposition that tells people what makes me different from all the rest. I really want to emphasize how different I am from other realtors.



AI can read through all the text, stars and graphics in online reviews. Just copy and paste.

Want to know how? Schedule a FREE Discovery Chat.



Using AI to truly connect

Customer insights so you really know what your clients are thinking

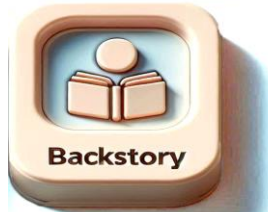
Customer Insights

What do your customers *really* think?

This works best when you have a 'conversation' with AI



You are a marketing and branding expert skilled in helping reatos really connect with their clients.



I want to learn more about what drives my clients and how I can relate to them better. My clients are: couples in their 50's and 60's, usually empty nesters, looking to downsize or find a home they can retire to. They want small communities that have an active downtown and lots of activities. Preferably near beautiful scenery.



What are the top 10 pain points that my customers have?



This is the foundation for really using AI effectively. Once you do this you can not only dig deeper into who your clients are, but now you can work on more effective lead generation, appropriate products and services and upsells, pricing, and referrals.

Want to know how? Schedule a FREE Discovery Chat.



Using AI to outshine your competition

Stay top of mind with consistent emails that really get read

List of email newsletter topics

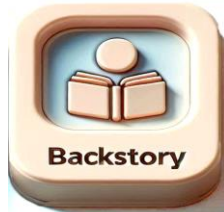
Stay top of mind with topics that engage 

Be sure to include your goal or 'intent'



Persona

You are an email marketing expert, skilled in creating posts for realtors that get opens, clicks and shares. You always include a call to action and a catchy title that stands out in inboxes as well as a PS.



Backstory

I want to stay top of mind with my clients so they can easily refer me when there is an opportunity. So I want to create a series of emails that my clients look forward to reading, that they find interesting, and that they will share with friends and family. I work with first time home buyers as well as retirees and downsizers in Northern Massachusetts.



Task

Create a list of 52 email newsletter topics that my clients and prospects cannot wait to read. Make 50% of them about real estate and 50% of them about topics of general interest to my prospects and clients. Use a table format so it's easy to read.



Easy enough to create the email once you have the topic. Use AI to create the images as well!

Want to know how? Schedule a FREE Discovery Chat.



Wow!
Amazing!
Mind blowing!

*What else can I
do with AI?*

Great things to use AI for in your Business!

*Just
look!*



MLS Listings
Open House Flyers
Lead Generation
Talking points to convince
a potential seller to list
Streamlining paperwork
Blogs
Referral Generation

Take the next step in your AI journey



1. ***Get the slides.***

See the link in the chat

2. ***Practice, practice, practice!***

3. ***If you want to learn how AI can specifically help you to generate MLS listings, find leads, create compelling social media content, get more referrals? Schedule a FREE Discovery Chat.***

See the link in the chat

You've got this!

Contact Info



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FREE Discovery Chat with me:
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Follow me on Linked In:
<https://www.linkedin.com/in/gail-zona/>



Learn more about our services:
<https://www.learnaiforbiz.com>

“I look forward to helping you learn how to use AI to accelerate your business!”