A STRATEGIC DOSSIER

# 10-Minute AI

## Use AI for Leverage in Your Real Estate Business

Presented by Ryan McAbee | Live Play WNC

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Your WNC referral partners, serving: Hendersonville | Asheville | Brevard | WNC

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# Amplification, Not Replacement.

What if you could help twice as many families build wealth through real estate... without working twice as hard?

Scale of Leverage

## THE FEAR

AI replaces human relationships.

## THE REALITY

AI handles the heavy lifting of data and drafting, giving you more time to focus on what agents do best: serve people.

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# The Mechanics: How the Engine Works

## 2. The LLM (The Brain)

Large Language Model. The system trained to recognize language patterns.

## 1. The Prompt (Input)

Your instruction. Specific directions get you there faster.

## 4. Tokens (The Currency)

How AI measures text (roughly 3/4 of a word). Longer requests = more tokens used.

## 3. Training Data (The Fuel)

Billions of documents up to 2025. It generates new content, not copy-paste.

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# The Arsenal: Choosing the Right Assistant

| | ChatGPT | Claude | Perplexity | Gemini | Grok |
|---|---|---|---|---|---|
| **The Persona** | Popular All-Rounder | Thoughtful Analyst | Research Specialist | Google Ecosystem Expert | Edgy Commentator |
| **Best Use Case** | Daily workhorse (emails, social, descriptions) | Deep thinking (40-page contracts, market reports) | Live market data, mortgage rates, fact-checking | Integrating Docs, Sheets, and Gmail workflows | Casual social media, X/Twitter trends |
| **The Vibe** | Conversational & fast | Nuanced & detailed | Real-time with citations | Seamless integration | Opinionated & sarcastic |

# The Blueprint for Precision: The GRADE Framework

Garbage in, garbage out. Vague questions yield vague answers. Use this structure to command the AI.

**G** **Goal**
What exactly do you want the AI to do?

**R** **Role**
Who should the AI act as? (e.g., Luxury real estate copywriter).

**A** **Action**
What is the specific format? (e.g., A 200-word listing description).

**D** **Details**
Provide the context (Property features, target audience, tone).

**E** **Examples**
Show it the standard. Give a sample or style to match.

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# Anatomy of a Master Prompt

~~Bad Prompt Example: Write a listing description for the Biltmore Estate.~~

[ **G** - Goal ]

[ **R** - Role ]

Create a compelling luxury listing description.
You are an award-winning luxury real estate copywriter. Write a 200-word listing description.
The Biltmore Estate is a 250-room French Renaissance château, 8,000 acres, UHNW buyers seeking historic grandeur. Use elegant, evocative language similar to Sotheby's. Avoid clichés like 'don't miss out'.

[ **A** - Action ]

[ **D** - Details ]

[ **E** - Examples ]

# The Result: Ready-to-Publish Luxury Copy

Nestled within 8,000 pristine acres of Western North Carolina's Blue Ridge Mountains, the Biltmore Estate stands as America's largest privately-owned residence ... hand-carved limestone façades and its Bimoron; the hand-carved limestone façades, portons and formal gardens designed by Frederick Law Olmsted, requinements ander the choiest leavtly.
The estate includes a fully operational winery to tumticue the same feature feinst and as have in troivesdle to marttering proplants, in designalties, and the tanient property of with retans.

This is not merely a home—it is a legacy, and Biltmore Estate its an exclutive prepottabiling.

For the discerning buyer seeking privacy, history, and timeless elegance, on the cause snims of Biltmore and mountains- lepait, forwaive urtokets and conditions.

**Key Takeaway:** GRADE gives the AI context, direction, and standards. This is how you generate usable, premium results on the first try.

# Execution: Choosing Your Workflow

**What is the nature of the task?**

**Repeatable & Defined**

## SINGLE-SHOT

**Concept:** Front-load all details using GRADE. One prompt, one final answer. Perfect for automation.

**Examples:** Listing descriptions, follow-up emails, open house captions.

**Creative & Exploratory**

## MULTI-SHOT

**Concept:** A back-and-forth conversation. Start with a question, refine, adjust, collaborate.

**Examples:** Brainstorming marketing strategies, refining a buyer presentation, CMA follow-up analysis.

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# “AI won’t replace real estate agents. But agents who use AI will take their unfair share of the market.”

Master the GRADE framework. Work smarter. Protect your time so you can fiercely protect your client relationships.

Have clients dreaming of mountain views, craft breweries, and small-town charm in Western North Carolina? We‘d love to help them find home. Let‘s build wealth together—powered by people, amplified by technology.

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