

A STRATEGIC DOSSIER

10-Minute AI

Use AI for Leverage in Your Real Estate Business

Presented by Ryan McAbee | Live Play WNC



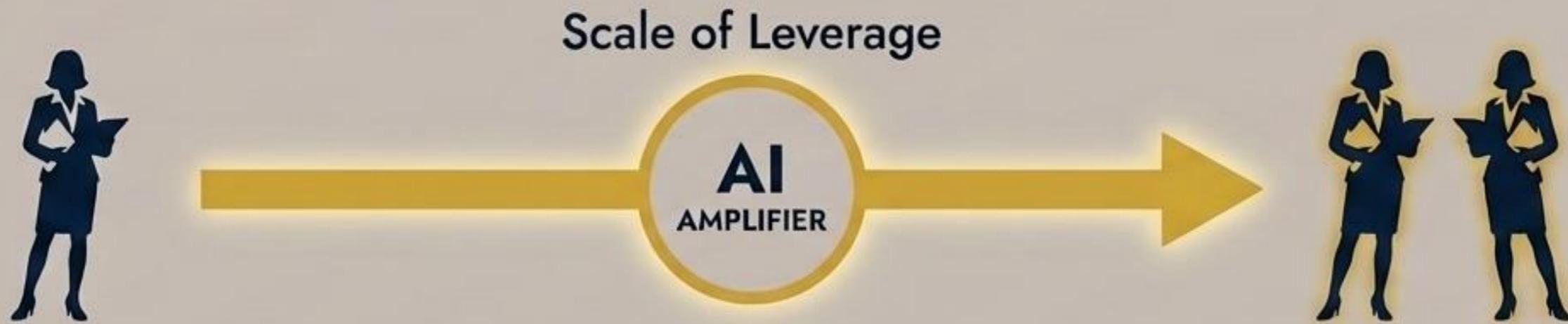
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Amplification, Not Replacement.

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



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



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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]



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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, portions and formal gardens designed by Frederick Law Olmsted, requirements under the choies: leavtly.

The estate includes a fully operational winery to cultivate the same feature forest and as have in-tradition to martering 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 exclusive prepotabiling.

For the discerning buyer seeking privacy, history, and timeless elegance, on the cause anitris of Biltmore and mountains- lepat, 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.



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Execution: Choosing Your Workflow



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.

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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