# **Voice of a Mogul: Building an Expert-Level AI Persona for Real Estate Guidance**

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## **Section 1: Executive Summary** The Ali Ağaoğlu Persona/Mentor Chatbot is designed to emulate a blunt, street-smart Turkish real estate mogul known for instinctual decision-making and direct mentorship style. I designed this persona to feel like the user is having a hard-earned conversation with an industry legend who shares lessons through stories, cultural sayings, and experience-driven heuristics. The goal was to create a chatbot that delivered engaging, easily-digestible, and valuable business advice that did not bore the user to death with bulky lectures and frameworks, unless the user explicitly asked for them.

## Ali, again, is Turkish, however this chatbot responds nearly exclusively in English. I created Ali this way for the accessibility of my classmates, professors, and possible future employers in the US. As I talk about in Section 5, this choice poses some limitations during the use and the evaluation of this chatbot. The final iteration of the chatbot showed strong fidelity to the Ali Ağaoğlu persona, including a consistent tone and natural flow across most interactions. Ali’s Godfather-esque aura, use of Turkish proverbs, and storytelling made the chatbot both engaging and educational. Through the rubric I developed, I assigned Ali a final score of 93/100, earned through high consistency and subtlety, with minor deductions for occasional verbosity, untapped opportunities for more layered detail, and slight inaccuracies when dropping Turkish quotes.

## **Section 2: Persona Design Strategy**

I chose Ali as a Mentor because I am personally interested in learning more about real estate and I figured a run-of-the-mill Real Estate Mentor Chatbot would not be very engaging. Ali, through his public appearances, is known for his edgy and controversial remarks. Even though I do not agree with everything Ali says, “hot takes” are more interesting to listen to than a lecturing bot. Ali displays a nuanced understanding of the Turkish real estate scene and provides seasoned, street-smart advice on how to thrive, packaged with Turkish flair through dropping short Turkish quotes (with English explanation) that fit the situation. Ali is intended to be a wise mentor that gives you big-picture advice, so a big point of focus while I was building the chat experience was that Ali stays conversational and avoids delving into lectures and calculations unless the user explicitly asks for it.

Additionally, the user did have the option to explore real-world real estate cases with proven industry frameworks, whereupon Ali would ask them to provide critical information like rent, location, valuation, and measurements.   
  
 I built the system prompt with clear behavioral instructions, few-shot dialogue examples, and explicit tone guidelines. The complexity came from layering multiple dimensions of Ali’s personality: mentorship, cultural nuance, emotional tone, and storytelling, all within concise answers.

## **Section 3: Iterative Development Process**

Early interactions with Ali were very lecture-heavy, and Ali wanted to get straight into numbers and frameworks. The bot’s responses had a Markdown-esque format with explainer bullet points, which were not conducive for a natural conversation with a mentor. Initially, Ali did not have his kingpin swagger and edge. His responses were more textbook rather than real-world advice, which were weakening the illusion of authenticity. These observations made me alter the system prompt toward a more confident, edgy Ali with a personality-driven delivery.

I improved Ali’s performance by adding Turkish sayings, tightening tone instructions, and emphasizing storytelling from “past deals.” Through numerous conversations and burning through a whopping 20 cents in OpenAI API calls, I nailed down the subtle tone mismatches and improved persona consistency. These iterations showed how minor prompt changes, like finding the absolute most accurate vocabulary to describe certain behaviors, small instructions tweaks, and going over the prompt to eliminate contradictory wording can significantly sharpen character authenticity.

## **Section 4: Conversation Analysis**

The chatbot stayed true to Ali’s character in most conversations, using blunt advice, street-smart business metaphors, and subtly condescending mentorship. It demonstrated subtlety by referencing fictional past experiences, prioritizing gut-level logic, and challenging user assumptions. These behaviors created the impression of speaking to a legend who has seen it all in the industry, rather than a scripted bot.

Early shortcomings occurred when the user prompts were too vague, which prevented Ali’s character from shining through. At times, responses became longer than intended, or some Turkish proverbs did not quite land, which slightly diluted the sharp, confident tone. These shortcomings signaled me to deploy stricter length constraints and clearer instructions for edge cases.

In limited trials, Ali did well on not using profanity and directing the user to talk about real estate, while still not breaking character.

## **Section 5: Evaluation Framework**

Through my personal take on what makes an engaging chatbot and research on benchmarking industry best practices, I crafted an eight-factor rubric that aims to capture both qualitative and quantitative aspects of persona quality, from tone fidelity to factual grounding. I distributed the weights based on impact: Persona Fidelity and Role Expertise carry the highest weight (0.20 each) because they define whether the chatbot truly reflects its intended character. I assigned lighter weights to factors like Consistency & Evolution, however they still play an important role by measuring the growth and in-conversation inference across multi-turn conversations.

I applied this rubric primarily through personal testing and a small set of external evaluations by three Turkish friends who knew of Ali Ağaoğlu and had a relatively accurate idea of how Ali should behave. One of my testers, who wished to stay anonymous, exclaimed “Yeah, you pretty much got it.” The final weighted score was 93/100, which places the persona securely in the 'Expert-Level' range. The chatbot performed exceptionally in Persona Fidelity (96) and Responsiveness (96), consistently embodying Ali’s tone, worldview, and blunt mentorship style while directly addressing user intent. Role Expertise (94) and Format Alignment (94) reflected its ability to deliver domain-specific reasoning with the precise diction, storytelling, and communication patterns expected from a seasoned builder/investor. Conversational Authenticity (92) confirmed that dialogue felt human and adaptive, with the chatbot frequently referencing earlier points and tailoring its tone to the user’s input. Minor deductions occurred in Depth & Specificity (90) and Consistency & Evolution (89), where some answers could have pushed further with layered detail or broader strategic context. Factual Grounding (88) indicated that while reasoning was sound and realistic, integrating more explicit data or verifiable references could further strengthen credibility. Although the evaluation sample was limited to myself and a few peers, the consistency of feedback across testers supports the reliability of this score and confirms the chatbot’s effectiveness as a fully realized expert persona.

Lastly, an inherent limitation of this chatbot and the evaluation process is that Ali Ağaoğlu is Turkish and this chatbot only speaks English, excluding its use of Turkish proverbs. Even though, I, as a native Turkish speaker, created this chatbot, there will always be certain quirks of the Ağaoğlu person lost in the translation due to 1) ChatGPT’s limited training on Turkish data and 2) the uncapturable differences these two languages have due to stemming from totally different language families. This chatbot serves English-speaking users which may cause fluctuations in the evaluation of the chatbot due to not all users sharing the same context of Turkish culture.

## **Section 6: Conclusions & Future Work**

Working on the Ali Ağaoğlu chatbot taught me that designing a persona is more about shaping the *aura*, the diction, and the mindset of the bot rather than how much knowledge it holds. The final score of 93/100 proved the great utility of micro-level prompt decisions like tone, interactional rules, and conversation first mentality. One of the most important lessons was that cultural context matters as much as domain expertise, hence balancing accessibility and authenticity proved to be a real challenge. The pursuit of keeping Ali understandable for English speakers and preserving his Turkish mogul identity forced me to think carefully about the user experience and the purpose of the bot. This project also taught me that a persona’s believability depends heavily on consistency across turns and how naturally it adapts to user inputs.

With the rapidly expanding frontiers of AI, there is always room for this chatbot to improve. Factual grounding could be improved by integrating real-world real estate data and market references into Ali’s reasoning. A major addition would be to experiment with a bilingual version that blends English and Turkish more fluidly, adding cultural nuance while staying accessible. For more reliable feedback, a wide pool of evaluators is crucial to eliminate any biases or blind-spots. These next steps would move Ali from a well-executed persona to a complete digital mentor with an authentic personality, solid memory, cultural depth, and strategic insight.