

HYBRID: Custom Coding + AI-Powered Real Estate Automation - Development Timeline

Conclusion:

If we are proceeding forward by using make.com OR n8n, then YES, 2-3 weeks is realistic for basic automation. But for long-term scalability, **A hybrid approach (automation + custom API logic) might be needed later.**

This Documentation consists of a **step-by-step workflow breakdown for each feature in n8n OR make.com**. Also, I have mentioned only the Custom API Development Timing. Not for the Automations.

Total Estimated Time: 20 - 22 Working Days

Note: The provided timeline and APIs are estimated and may vary based on implementation complexities, integrations, and testing. Actual development time may be slightly more or less based on real-world challenges.

Team: 2 Backend Developers (Each dedicated full-time, working continuously 8 hours per day on this functionality. You will be charged for 1 only. As discussed \$8/Hr - 40 Hours a week.)

1. AI-Powered Listings Management (Seller-Focused)

Estimated Time: 6 Days

1. Send Automated Postcards (Thanks.io, Lob, USPS API)

- **Trigger:** New property listing added in CRM (FollowUpBoss, Podio, or Google Sheets).
- **Action:** AI (OpenAI API) generates dynamic content for "Just Listed" or "Just Sold" postcards.
- **Action:** Connect to Thanks.io, Lob, or USPS API to **send postcards** automatically.

-> Automated Postcard Campaigns (Thanks.io, Lob, USPS API) - 1.5 Days

API Endpoints:

- **POST** /api/postcards/send → Send automated postcards
- **GET** /api/postcards/status/{id} → Check delivery status
- **GET** /api/postcards/templates → Fetch available templates

2. AI-Powered Home Valuation Reports

- **Trigger:** Seller requests a valuation.
- **Action:** Fetch property details from **Zillow, MLS, or tax history APIs**.

- **Action:** AI generates a report using listing data + market trends.
- **Action:** Automatically email the seller the valuation report.

-> AI-Powered Home Valuation Reports - 1.5 Days

API Endpoints:

- **GET** /api/property/comps?address={address} → Fetch property comparables
- **GET** /api/property/tax-history?address={address} → Retrieve tax records
- **POST** /api/reports/generate → Generate AI-based home valuation report

3. AI Follow-Up Sequences for Seller Leads

- **Trigger:** Seller submits a lead form or calls a tracking number.
- **Action:** AI follows up via **SMS (Twilio), Email (Gmail API), and AI Voice Calls (Make.com AI VoiceBot)**.
- **Action:** AI categorizes the lead as **hot, warm, or cold** and updates CRM.

-> AI Follow-Up Sequences for Seller Leads - 1 Day

API Endpoints:

- **POST** /api/leads/follow-up → AI-driven follow-up messages
- **GET** /api/leads/score/{lead_id} → Retrieve AI lead score

4. Automate Social Media Listing Promotions

- **Trigger:** New property listing added in CRM.
- **Action:** AI auto-generates property descriptions and hashtags.
- **Action:** Posts content to **Instagram, Facebook, LinkedIn (via Make.com Social Media Automation)**.

-> Automated Social Media Listing Promotions - 1 Day

API Endpoints:

- **POST** /api/social/listing/promote → Auto-generate and publish listing posts

5. Sync AI-Generated Leads with CRM

- **Trigger:** AI qualifies a seller.
- **Action:** Update **FollowUpBoss, Salesforce, Podio CRM** with lead details.
- **Action:** AI assigns a motivation tag (e.g., **Urgent Seller, FSBO, Casual Seller**).

CRM Sync for AI-Generated Leads - 1 Day

API Endpoints:

- **POST** /api/crm/sync → Sync lead data with CRM

2. AI-Driven Cold Calling & Lead Qualification

Estimated Time: **6 Days**

1. Implement AI Cold Calling System

- **Trigger:** New FSBO or Expired Listing added to lead database.
- **Action:** AI auto-dials the lead (Twilio, CallRail via Make.com).
- **Action:** AI determines seller motivation and logs conversation.
- **Action:** If the lead is **hot**, AI **transfers call** to a live agent.

Voicemail Drop for Missed Calls

- **Trigger:** AI call goes unanswered.
- **Action:** AI **drops a pre-recorded voicemail**.
- **Action:** AI sends a **follow-up SMS (Twilio API)**.

AI Cold Calling System - **2 Days**

API Endpoints:

- **POST /api/ai/call/start** → Initiate AI-powered cold calls
- **POST /api/ai/call/transfer** → Transfer call to a live agent

2. AI SMS Follow-Up System

- **Trigger:** Missed call or lead inactivity.
- **Action:** AI sends automated SMS/email follow-ups.
- **Action:** AI keeps track of responses & updates CRM.

AI-Powered Lead Scoring

- **Trigger:** AI call or SMS interaction completed.
- **Action:** AI **scores the lead as hot, warm, or cold** based on conversation.
- **Action:** Sync lead score with **FollowUpBoss, REI CRM, Podio**.

AI SMS Follow-Up System - **0.5 Day**

API Endpoints:

- **POST /api/ai/sms/follow-up** → AI-driven text message follow-ups

3. AI SMS Follow-Up System

- **Trigger:** Missed call or lead inactivity.
- **Action:** AI sends **automated SMS/email follow-ups**.
- **Action:** AI keeps track of responses & updates CRM.

AI-Generated Seller & Buyer Call Scripts - 1.5 Days

API Endpoints:

- `GET /api/ai/scripts?lead_type={fsbo|expired}` → Fetch AI-generated scripts

4. AI-Generated Custom Call Scripts

- **Trigger:** New call initiated.
- **Action:** AI generates a **custom script** based on lead type (Expired, FSBO, Buyer).
- **Action:** AI **adjusts tone and questions** dynamically.

Real-Time Lead Handoff to Agents - 1 Day

API Endpoints:

- `POST /api/ai/call/transfer` → Transfer high-potential leads to agents

5. AI-Powered Lead Scoring

- **Trigger:** AI call or SMS interaction completed.
- **Action:** AI **scores the lead** as **hot, warm, or cold** based on conversation.
- **Action:** Sync lead score with **FollowUpBoss, REI CRM, Podio**.

AI-Powered Lead Scoring - 1 Day

API Endpoints:

- `GET /api/leads/score/{lead_id}` → Retrieve AI lead score

3. AI-Driven Investor Lead Management

Estimated Time: **5 Days**

1. AI-Powered Skip Tracing & Lead Generation

- **Trigger:** Investor searches for off-market deals.
- **Action:** AI scrapes data for **absentee owners, distressed properties, and tax-delinquent homes**.
- **Action:** AI pulls **phone numbers, emails, mailing addresses** (via APIs like PropStream, REI Data).

AI-Powered Skip Tracing & Lead Generation - 0.5 Day

API Endpoints:

- **GET** `/api/investors/skip-trace?address={address}` → Fetch owner details

2. Automated Direct Mail for Off-Market Leads

- **Trigger:** New off-market property found.
- **Action:** AI generates a **postcard/mail piece**.
- **Action:** Send via **Lob, Thanks.io, USPS API**.

Automated Direct Mail for Off-Market Leads - 1 Day

API Endpoints:

- **POST** `/api/investors/mail/send` → AI-generated direct mail campaigns

3. AI-Based ARV & Offer Calculator

- **Trigger:** Investor selects a property.
- **Action:** AI fetches **After Repair Value (ARV) and comparable sales**.
- **Action:** AI calculates **max allowable offer** and auto-fills offer letter.

AI-Based ARV & Offer Calculator - 1 Day

API Endpoints:

- **GET** `/api/investors/arv?property_id={id}` → Calculate After-Repair Value (ARV)

4. Investor Buyer List Updates

- **Trigger:** Investor specifies buying criteria.
- **Action:** AI **auto-updates the investor list** based on new off-market deals.
- **Action:** AI emails **new properties** to investors.

Automated Investor Buyer List Updates - 0.5 Day

API Endpoints:

- **POST** /api/investors/buyer-list/update → Update investor buyer lists

5. Investor Drip Campaign Automation

- **Trigger:** New investor lead added.
- **Action:** AI follows up via SMS & Email Campaigns.
- **Action:** AI tailors messages for cash buyers, landlords, or flippers.

Investor Drip Campaign Automation - 1 Day

API Endpoints:

- **POST** /api/ai/email/drip-campaign → AI-driven investor email sequences

AI-Powered Lead Dashboard & Analytics - 1 Day

API Endpoints:

- **GET** /api/analytics/leads → Fetch AI-driven lead performance insights

4. AI-Powered Buyer Outreach & MLS Integration

Estimated Time: 5 Days

1. AI Curated Listings for Buyers

- **Trigger:** Buyer submits search preferences.
- **Action:** AI fetches **MLS data (Zillow, Realtor.com APIs)**.
- **Action:** AI recommends **listings based on buyer history & preferences**.

AI-Curated Listings for Buyers - 1 Day

API Endpoints:

- **GET** /api/buyers/listings?preferences={criteria} → AI-recommended listings

2. AI-Powered Email & SMS Listing Alerts

- **Trigger:** New listings match buyer criteria.
- **Action:** AI **sends an alert via SMS, Email, or WhatsApp**.
- **Action:** AI includes **market insights, price changes, open house invites**.

AI-Powered Email & SMS Listing Alerts - 0.5 Day

API Endpoints:

- **POST /api/ai/alerts/send** → Send listing alerts via SMS & email

3. AI Buyer Engagement & Follow-Ups

- **Trigger:** Buyer views or saves a property.
- **Action:** AI follows up with a check-in SMS/email.
- **Action:** AI reminds buyers to **schedule viewings and make offers**.

AI Buyer Engagement & Follow-Ups - 1.5 Days

API Endpoints:

- **POST /api/ai/buyers/follow-up** → AI-driven follow-up interactions

4. MLS Data Processing & Sync with CRM

- **Trigger:** MLS data is updated.
- **Action:** AI syncs listings with FollowUpBoss, Podio, Salesforce.
- **Action:** AI ensures listings are **current and match buyer preferences**.

MLS Data Processing & CRM Sync - 2 Days

API Endpoints:

- **POST /api/mls/sync** → Sync MLS data with CRM

AI Models & Technologies Used

AI Models & APIs

- **GPT-4 / LLaMA** → AI-generated text, reports, emails, and scripts
- **Whisper AI** → Transcription of calls & voicemail processing
- **TTS (Text-to-Speech) APIs** → AI-generated phone calls
- **ML Models for Lead Scoring** → Trained on seller & buyer behavior

This development roadmap ensures the seamless integration of AI into real estate automation, boosting efficiency in lead generation, follow-ups, and market engagement. While the timeline provides an estimated structure, adjustments may be needed based on real-world challenges and technical integrations.
