

OUTPUT 2 — AI LEVERAGE MAP

Top 5 AI Opportunities

1. AI Lead Intake + Routing

- Instant lead responses across Zillow, website, referrals.
- Automated routing rules by price range, geography, availability.
- AI triage to score leads as HOT / WARM / COLD.

Impact:

- Eliminates the biggest funnel leak: slow/no follow-up.
 - Ensures all leads get touched within minutes.
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2. AI Follow-Up Engine

- Automated Day 1/3/7/14 cadences.
- Personalized message generation based on lead behavior.
- Automatic re-engagement for aging pipeline leads.

Impact:

- Conversion lift without adding headcount.
 - Fixes agent inconsistency permanently.
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3. AI Ops Admin Layer

- Sync MLS → CRM automatically.
- Automated commission tracking and reconciliation.
- Weekly reporting produced without manual work.

Impact:

- Frees Ops Director from low-value admin work.
- Establishes a single source of truth.

4. AI Contract-to-Close Assistant

- Auto document collection reminders.
- Status updates for buyers/sellers.
- Automated inspection scheduling and vendor coordination.

Impact:

- Reduces TC workload by 20–40%.
 - Improves client experience and speed-to-close.
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5. AI Accountability Layer

- Automated agent follow-up compliance tracking.
- Daily performance snapshots.
- Alerts for untouched leads or overdue tasks.

Impact:

- Solves owner's core frustration: agent inconsistency.
- Creates a predictable, managed sales environment.