



# RealAI Implementation Guide

## Your 90-Day AI Transformation Roadmap

A proven, step-by-step implementation process that transforms your brokerage without disruption. From discovery to deployment in 90 days.

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# Implementation Overview

Our 90-day implementation process has been refined through 200+ successful deployments. It's designed to minimize disruption while maximizing adoption and results.

## Key Principles

- Gradual deployment with pilot groups
- Extensive training and support
- Continuous monitoring and optimization
- Clear success metrics and milestones

## Expected Outcomes

- 89% of leads contacted within 5 minutes
- 234% improvement in lead conversion
- 275% ROI in first year
- 90%+ agent satisfaction with AI tools

# Phase 1: Discovery & Planning

Days 1-14

Foundation setting and strategic alignment

## Key Deliverables

- ✓ Brokerage workflow analysis
- ✓ AI agent configuration plan
- ✓ Integration requirements assessment
- ✓ Success metrics definition
- ✓ Project timeline and milestones

## Key Activities

- Stakeholder interviews with leadership and agents
- Current system audit and integration mapping
- Custom AI agent training data preparation
- Risk assessment and mitigation planning

# Phase 2: Agent Training & Configuration

Days 15-35

AI agent development and initial training

## Key Deliverables

- ✓ Custom AI agents trained on brokerage data
- ✓ Integration testing completed
- ✓ Pilot user group selected
- ✓ Training materials prepared
- ✓ Go-live checklist finalized

## Key Activities

- AI agent training on brokerage-specific processes
- CRM and lead system integrations built
- Pilot testing with select agents
- Performance benchmarking and optimization

# Phase 3: Pilot Deployment

Days 36-60

Controlled rollout with monitoring

## Key Deliverables

- ✓ Pilot group successful deployment
- ✓ Performance metrics validation
- ✓ User feedback collection
- ✓ Process refinements implemented
- ✓ Full rollout plan approval

## Key Activities

- Limited deployment to pilot group
- Daily monitoring and support
- User training and adoption guidance
- Performance optimization based on real usage

# Phase 4: Full Deployment

Days 61-90

Company-wide rollout and optimization

## Key Deliverables

- ✓ All agents successfully onboarded
- ✓ Full system integration verified
- ✓ Success metrics achieved
- ✓ Ongoing support established
- ✓ ROI validation completed

## Key Activities

- Company-wide deployment execution
- Comprehensive agent training program
- Performance monitoring and optimization
- Success celebration and case study development

# Critical Success Factors

Based on our experience with 200+ implementations, these factors are most critical for success:

## Leadership

- ✓ Executive sponsorship and clear communication
- ✓ Dedicated project champion within leadership
- ✓ Realistic expectations and timeline commitment

## Agent Engagement

- ✓ Early involvement of key agents in planning
- ✓ Clear benefit communication and WIIFM messaging
- ✓ Gradual adoption curve with ongoing support

## Technical

- ✓ Quality data for AI agent training
- ✓ Stable integrations with existing systems
- ✓ Regular monitoring and optimization cycles

# Common Challenges & Solutions

Every implementation faces predictable challenges. Here's how to address them proactively:

## **Agent resistance to new technology**

Timeline: Weeks 3-6

**Solution:** Start with enthusiastic early adopters and showcase wins

## **Integration complexity with legacy systems**

Timeline: Weeks 2-4

**Solution:** Phased integration approach with fallback plans

## **Data quality and consistency issues**

Timeline: Weeks 1-3

**Solution:** Data cleanup and standardization during discovery

## **Training and adoption curve**

Timeline: Weeks 4-12

**Solution:** Bite-sized training with hands-on practice sessions



# Expected ROI Timeline

When you can expect to see returns on your AI investment:

**Month 1**

15%

Efficiency gains from automated lead response

**Month 3**

45%

Lead conversion improvements and time savings

**Month 6**

125%

Full operational efficiency and revenue growth

**Month 12**

275%

Sustained productivity gains and market expansion

# Comprehensive Training & Support

Every implementation includes extensive training and ongoing support to ensure success:

## Training Program

- Executive leadership briefings
- Agent hands-on workshops
- Admin configuration training
- Best practices sessions

## Support Team

- Dedicated implementation manager
- Technical support specialists
- Success coaching consultants
- 24/7 emergency hotline

## Ongoing Success

- Monthly optimization reviews
- Quarterly business reviews
- Feature updates and training
- Performance analytics reports



## **Ready to Get Started?**

Schedule your implementation planning call today.

### **Website**

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