The Business Behind the Showings:

How to Use AI Tools to Stay Visible, Follow Up, and Run a Smoother Day

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Welcome to
The Business Behind the Showings: How to Use AI Tools to Stay Visible, Follow Up, and Run a Smoother Day

Presented by:

OUTCOME ENGINE
We Build Growth Engines

Custom Software and Web Development
Mobile App Development
Website Design
Digital Marketing

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What We'll Cover

- ➔ How to save time on admin and follow-ups
- ➔ Using AI to write, plan, and communicate
- ➔ Ways to be more proactive instead of reactive
- ➔ Managing deals and client work with simple systems
- ➔ Turning your expertise into content without overthinking it

AI Recap + Why It Matters Now

Already part of our life

Website chatbots, bank fraud alerts, Netflix recommendations

ChatGPT changed everything

Direct business use for automation and content

Adoption surging

Teams working smarter, not harder

Understanding AI Hallucinations (and How to Catch Them)

- **AI makes educated guesses.** It studies patterns in data and predicts what comes next based on probability.
- **AI fills in the blanks.** When it doesn't know, it guesses based on patterns.
- **Hallucinations aren't glitches.** They happen because AI is trained to respond, not to know.

Understanding AI Hallucinations (and How to Catch Them)

How can you catch a hallucination?

- ➔ **Ask for a source**
  - ◆ *“Where did you get this?” or “Did you make this up?”*
- ➔ **Check facts before you use them**
- ➔ **Keep a human in the loop for the final review**

Pro Tip: *Asking, “Can you explain how you got this?” It reveals where things went off track.*

Why This Matters

Deals don’t fall apart at the showing.

They fall apart between the showing and the closing.

✔ Missed follow-ups ✔ Delayed decisions

✔ Lack of communication ✔ Losing track of what’s next

AI tools help you stay consistent and visible so the deal keeps moving.

What Gets in the Way

- ➔ Rewriting the same emails
- ➔ Trying to remember who needs what
- ➔ Struggling to explain something clearly
- ➔ Falling behind on content
- ➔ Jumping from task to task all week
- ➔ What gets in your way?

How AI Helps

- ➔ ChatGPT = Write emails, texts, and marketing content
- ➔ ClickUp or HubSpot = Organize deals and tasks
- ➔ CRM tools = Automate reminders and follow-ups
- ➔ Canva AI = Branded content in less time
- ➔ Time blocking = Plan your week with intention

What to Automate or Batch

Use AI + Canva to create:

- Listing descriptions
- Blog or newsletter intros
- Instagram or LinkedIn posts
- Flyers
- Market updates

Batch 3 hours per month. Plan. Post. Move on.

Social Post Prompt Example

Prompt: “Write a casual Instagram caption about what to do when a home inspection reveals issues. End with a tip that starts with ‘By the way, did you know…”

✔ Friendly tone ✔ Keeps you visible
✔ Builds trust through education

Live Canva Demonstration

The Real Problem

You know what to say…
But the hard part is writing it quickly, clearly, and in your tone?

Especially when:

- Buyers are unsure
- Sellers are hesitating
- You’re rushing between appointments

Buyer Hesitation Prompt Example

Prompt: “Write a friendly, no-pressure email to a family interested in buying a new home but unsure if they should sell their current one. Include a suggestion to consider renting it for profit. Keep it conversational and reassuring.”

Use it for:

✔ Faster follow-ups ✔ Templates in your CRM

✔ Clearer communication

Live ChatGPT Demonstration

Your Everyday Knowledge Is Your Best Marketing

You already explain this to clients all the time.
Now you can turn that advice into helpful, consistent content.

- ➔ AI helps you say it clearly and quickly
- ➔ The right tone builds trust
- ➔ Reuse answers you already give to create social posts, flyers, or videos

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Free Value = Authority

Turn your knowledge into quick giveaways:

- Home inspection tip sheets
- Moving checklists
- First-time seller dos and don’ts
- Flyer: “Top 5 Questions to Ask Before Listing”

Created with ChatGPT + Canva in 20 minutes.

Live ChatGPT Demonstration

Live Canva Demonstration

AI as Your Summarizer

Too much content? Summarize it fast:

- CE courses
- Market trends or news
- Inspection reports
- Client questions
- Legal/finance updates

Prompt: “Summarize this inspection report into 5 points for a buyer who’s nervous about repairs.”

Block Time to Get Ahead

Weekly time blocks help you stay proactive:

- Client outreach
- Marketing planning
- Showings and open houses
- Inspections and lender follow-up
- Admin or team handoffs

Use it for:

✔ Use ClickUp or Google Calendar

✔ Repeat the plan weekly

Live ChatGPT Demonstration

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Let’s Practice

Choose one:

- A client who ghosted
- A buyer with concerns
- A social post you want to write
- A lead you want to re-engage

Let’s write a prompt. Using our voice. No jargon. And definitely no em dash.

Bonus: 50 AI Prompts for Real Estate Agents

What’s Next?

You’re already using AI. Now it’s time to build structure around it.

- Use time blocking to plan content, follow-ups, and client outreach
- Batch your marketing or admin work in 2 to 3-hour blocks each week
- Turn strong prompts into reusable templates
- Build a weekly rhythm that saves you from starting from scratch
- Use your tools as a system, not just for one-off tasks

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And remember…
AI is only a conversational partner.
It’s an extender of your role!

Need help building it out? We can help.

- ✔ Simplify how they work using the right tools
- ✔ Build prompt libraries and lead follow-up flows
- ✔ Set up ClickUp or HubSpot to match your workflow
- ✔ Block time for work that actually moves deals forward
- ✔ Create custom tools when the off-the-shelf options don’t fit

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Questions?

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Thank you for your time!

Scan the QR Code for the slide deck, 50 AI Prompts and other AI resources!

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