From Confused to Confident
With AI

Janet Nowlin, Owner & Broker
NextHome Integrity Realty

What We're Covering (30 min. Q & A)

01 **The time problem no one talks about**
~ 3 min

02 **My actual AI toolkit – what & why**
~ 5 min

03 **Personalizing AI so it sounds like YOU**
~ 6 min

04 **Systems that save real hours**
~ 7 min

05 **Live demo: social & market updates**
~ 5 min

06 **Q & A**
~ 7 min

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The Time Problem Nobody Talks About

*"I didn't get into real estate to write captions.
I got into it to help people buy and sell homes."*

Where the hours actually go:

Writing listing descriptions	**45-60 mins. each**
Weekly social media content	**2-3 hours/week**
Market update emails	**1-2 hours/month**
Client follow-up drafts	**30-45 min/day**
Research & comp summaries	**1 + hour per CMA**

That's 10-15 Hours a Week

Not spent with clients.
Not spent with family.
Not spent on anything that actually moves your business forward.

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My Actual AI Toolkit - What I Use & Why

ChatGPT
My primary writing assistant

Listing copy, client emails, social posts, objection responses, system prompts. My most-used tool daily.

Claude
Long-form thinking & analysis

Longer documents, nuanced writing, complex research summaries, anything where I need careful, thoughtful output.

NotebookLM
My research brain

Upload PDFs, market reports, MLS data — then ask questions about your documents. Game-changer for market updates and listing support documents.

Gemini & Nano Banana
Image creation & editing

Gemini for quick research and drafts. Nano banana for generating and editing listing-quality images and social media fun.

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Personalizing Your AI So It Sounds Like You

The single biggest mistake agents make: using AI out of the box

Custom Instructions (ChatGPT) & System Prompts (Claude)

Think of it as a briefing you give AI before every conversation. You set it once — it applies every time.

- Your name, brokerage, and market area

- Your tone (warm? Direct? Professional-casual?)

- What you do not want — no jargon, no em dashes, no fluff

- Your target client (first-time buyers, investors, luxury, etc.)

- A sample of your own writing to match your voice

Example Custom Instruction

"You are assisting Janet Nowlin, a real estate broker in Central Virginia. Write in a warm, conversational tone — professional but approachable, never stiff. Avoid jargon, em dashes, and filler phrases like 'certainly' or 'absolutely.' My clients are primarily families and first-time buyers. Keep outputs concise and ready to use. Use humor and sarcasm where appropriate."

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Systems That Save Real Hours

IT'S NOT ABOUT ONE-OFF PROMPTS. IT'S ABOUT REPEATABLE WORKFLOWS.

Monthly Market Update

Tool: NotebookLM + ChatGPT

BEFORE
Pull MLS data manually, write narrative from scratch, format for email — 2 hrs

AFTER
Drop data into NotebookLM, ask it to summarize trends, paste into ChatGPT to write the email — 15 min

New Listing Launch

Tool: ChatGPT

BEFORE
Write description, social captions, email blast separately — 90 min per listing

AFTER
One prompt package: Listing DESC + 3 captions + email subject lines, all at once — 10 min

Social Content Week

Tool: ChatGPT

BEFORE
Stare at a blank screen Monday morning, post inconsistently — 2–3 hrs of dread

AFTER
One Sunday session: 5 posts + captions for the week, scheduled and done — 20 min

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NotebookLM: Your Research Superpower

Most agents have never heard of this. That's your competitive advantage.

What It Does

You upload your documents — Market reports, MLS stats, NAR research, your own listings — and then have a conversation with them.

Unlike ChatGPT, it only uses what you gave it. No hallucinations from the Internet.

Real Estate Uses:

- Monthly market update narratives
- Summarize a 40-page inspection report
- Pull key stats from a NAR report fast
- Build FAQs From Your Own Listing Docs

100% Free. Go to notebooklm.google.com

Quick Start:

1. Create a free Google account if needed
2. Go to notebooklm.google.com
3. Create a new notebook
4. Upload last month's MLS stats PDF
5. Ask: 'What were the key market trends?'
6. Paste the Answer Into ChatGPT to Write Your Email

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Prompts That Work – Steal These...

Market Update Email   **Tool: NotebookLM + ChatGPT**

"[In NotebookLM after uploading MLS report]: summarize the 3 most important market trends from this data in plain English. [Then in ChatGPT]: Turn this summary into a friendly 150-word email to my sphere. Warm tone, no jargon. From Janet."

Weekly Social Content Batch   **Tool: ChatGPT**

"Create 5 Instagram captions for a real estate agent in central Virginia. Mix of: One market stat, one home tip, one client win (use 'a recent buyer'), one community post, one personal/relatable. Warm tone, no hashtags, 2–3 sentences each."

New Listing Launch Pack   **Tool: ChatGPT**

"I'm listing a [3BD/2BA] home in [neighborhood]. Features: [List 4–5]. Write Me: (1) MLS description under 150 words, (2) three Instagram captions with different angles, (3) subject line for my email blast. Warm, inviting tone."

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Your First Week Action Plan

01

Monday
Set up ChatGPT free account + add your custom instructions

02

Tuesday
Write your first listing description or social post with AI

03

Wednesday
Create NotebookLM account, upload one market report, ask it 3 questions

04

Thursday
Batch 5 social captions for next week — schedule them in one sitting

05

Friday
Review the week: What saved the most time? Do more of that.

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Everything From Today, In One Place

WiredToClose.com
A free resource built for NextHome agents:
- ✓ AI tool comparison
- ✓ 40 real estate AI use cases, organized by task
- ✓ Ready-to-steal prompts with copy button
- ✓ Interactive prompt builder that writes your custom AI instructions for you
- ✓ Listing presentation builder
- ✓ NextHome tech stack Resource Guide (5 min. videos coming soon)
- ✓ Personalized morning playbook generator

Learning Badge

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Questions After Today
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