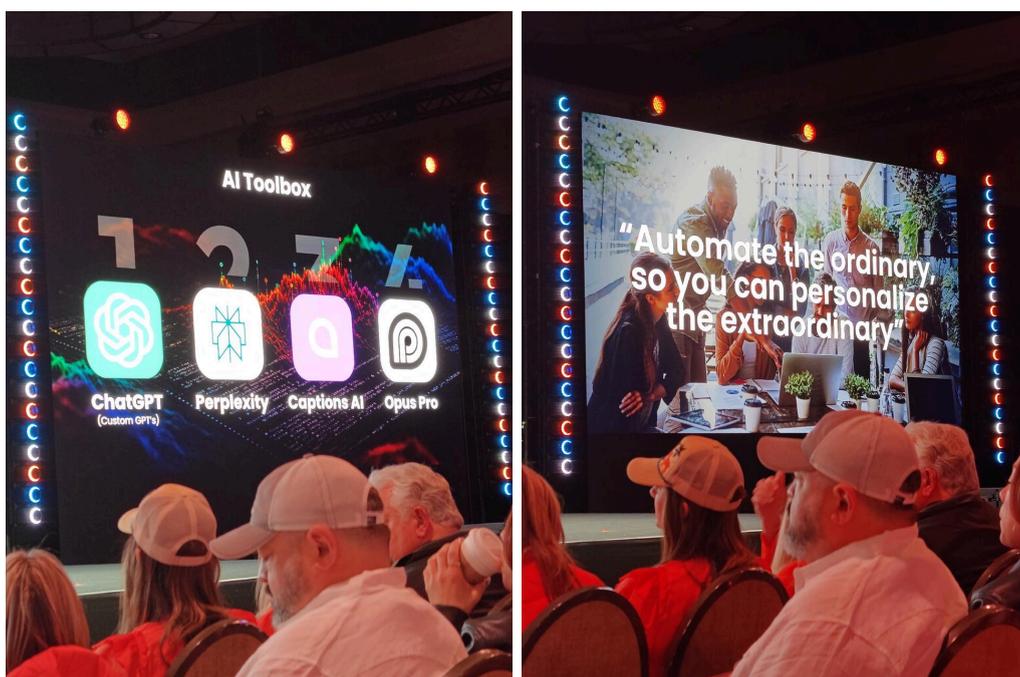


03-18 Workshop: AI Adoption and Discoverability Strategies for Real Estate Professionals with Rajeev (Rajeev Sajja)

Date Time: 2026-03-18 10:59:25

Location: NextHome Conference Dallas TX

Instructor: Rajeev Sajja



Summary

On day three of the event, Keith Robinson delivered an energetic, humorous intro—spotlighting a custom denim “Texas tuxedo,” teasing “quitters” who skipped the morning, and building anticipation for a pre-break keynote by AI expert Rajeev. Framing AI through a real estate lens, he contrasted past hype cycles (e.g., metaverse land buys near Snoop Dogg) with pragmatic adoption, recounting his own search for substance beyond social media and how Rajeev emerged repeatedly as the trusted mentor who provided a “master class” on AI and model comparisons (Claude, Gemini, GPT).

Rajeev’s session focused on making real estate professionals AI-fluent by selecting one high-impact workflow to implement immediately and scaling from there. He presented two practical prompting frameworks—Four P (Prime, Prompt, Polish, Publish) and RISE (Role, Input, Steps, Expectations)—to consistently generate

polished, compliant outputs. Emphasis was placed on responsible AI use, including fair housing-compliant listing descriptions and rigorous validation of AI outputs and data sources.

Concrete applications spanned:

- Productivity and task selection: Identify repetitive, time-consuming, energy-draining, or data-heavy tasks (e.g., listing prep, email responses, MLS analysis) to reclaim time and improve quality.
- Client-facing resources: Build a buyer Q&A guide with Google NotebookLM by aggregating trusted sources; introduce it at the first consultation. Note current sharing constraints for Google Workspace users.
- Visual and video content: Use AI for pencil sketch client gifts, headshot refreshes, virtual staging and photo edits, and short-form video generation (e.g., 8-second clips via Gemini V0.3 assembled into 30-second ads).
- Content creation toolbox: Deploy ChatGPT/Gemini/Claude, Perplexity for research, Captions for teleprompter and multilingual video, Opus Pro for long-to-short clip conversion, Pod for meeting recording and summaries, and WhisperFlow for rapid speech-to-text across apps.
- Coaching: Upload real consultation recordings to ChatGPT or Gemini for strengths/weaknesses analysis and actionable feedback.

A complementary strategy addressed the market shift to AI-driven discovery. With recent data showing 61% of buyers and sellers used AI chatbots to find or evaluate agents and 97% found it helpful (as of Jan 2026), agents were urged to “win on AI search” by:

- Building foundational authority: Optimize Google My Business (GMB), maintain consistent NAP (Name, Address, Phone) across platforms, and craft platform-specific, E-E-A-T-aligned bios.
- Accumulating social proof: Encourage reviews with geographic and specialty keywords to match conversational queries.
- Publishing AI-indexable content: Create YouTube videos with query-style titles, participate in public Facebook groups, and build 5–7 specialty pages (e.g., relocation, luxury, downsizing) that answer common questions clearly for both humans and AI.

Tools introduced to operationalize discoverability included a Bio Visibility Optimizer (custom GPT) for platform-tailored bios, an AI Answer Builder for specialty pages, and a Listing Description Creator that embeds points of interest, proximity filters, price bands, and HOA details—aligning listing copy with how consumers prompt AI. Case studies showed rapid gains: a Vermont broker ranking within 24 hours for relocation queries after publishing specialty pages; an agent boosted from one AI-

sourced listing every 60 days to 4–6 per month; and a relocation client who chose an agent ChatGPT ranked #1.

Throughout, the guiding principle was to automate the ordinary with AI so agents can personalize the extraordinary—freeing time to deliver standout human experiences (the “Lily Effect”). Attendees were urged to stay through the break for Rajeev’s segment, implement one resonant AI workflow within a week of 2026-03-18, measure time saved and quality gains, and maintain a habit of curiosity and experimentation to keep pace with evolving AI tools and search behaviors.

Knowledge Points

- Event context and transition: Lively intro set tone; best saved for last before break; Rajeev positioned as trusted expert and mentor.
- Mindset for adoption: Choose one high-impact use case first; aim for meaningful time savings and quality improvements.
- Prompting frameworks: Four P and RISE to prime context, set roles and constraints, and polish before publishing.
- Responsible AI: Fair housing compliance; validate sources; maintain human oversight; be transparent about AI usage.
- Practical workflows:
 - Listing prep, MLS analysis, email campaigns, and client communication templates.
 - NotebookLM buyer Q&A guide with curated resources and sharing considerations.
 - Visuals: pencil sketches, virtual staging/edits, headshot refreshes with clear disclosures.
 - Video: short clips via Gemini and assembly strategies; Opus Pro for repurposing long-form content; Captions for teleprompter and language conversions.
 - Meeting capture and coaching with Pod + LLM feedback.
 - WhisperFlow for 4–5x faster input via speech-to-text.
- AI-driven discovery strategy:
 - Foundations: GMB optimization, NAP consistency, platform-specific bios.
 - E-E-A-T signals across profiles, reviews, and content.
 - Content signals: YouTube transcripts, public group posts, specialty pages.
 - Tools: Bio Visibility Optimizer, AI Answer Builder, Listing Description Creator.

- Continuous testing: Query AI with “top agents in [market] for [specialty]” and iterate.
- Outcomes and cases: Rapid ranking wins, increased AI-sourced listings, and selection via AI rankings.
- Principle: Automate routine tasks with AI to elevate personalized client interactions and experiences.

Assignments

- Reflect on how Claude, Gemini, and GPT could impact your real estate workflows; list specific post-session use cases.
- Choose one target task (repetitive, time-consuming, energy-draining, or data-heavy) and implement an AI-assisted workflow within the week following 2026-03-18; time-audit and document quality improvements.
- Build a 3-part email campaign using Four P + RISE, including A/B subject lines, clear CTAs, and compliance checks; keep emails under 500 words.
- Create a fair housing-compliant listing description with explicit guardrails and local MLS character limits; focus on features/benefits and neutral descriptors.
- Set up a buyer Q&A NotebookLM using a personal Gmail; upload 20–40 curated resources and introduce it at your next buyer consultation.
- Produce a client gift: Generate a pencil sketch of a client’s home and present it at closing or an anniversary.
- Perform a virtual staging/edit on a listing photo; disclose AI edits where appropriate.
- Refresh your headshot using AI outfit variations while preserving facial identity.
- Record one real consultation (with permission); use Opus Pro to generate 3–5 vertical clips; schedule posts; upload the session to ChatGPT/Gemini for coaching feedback and implement two improvements.
- Install WhisperFlow; configure hotkeys; use it across email/CRM for a full workday; compare WPM vs. typing.
- Prepare for AI discoverability: optimize GMB; standardize NAP; deploy platform-specific bios via the Bio Visibility Optimizer; create 5–7 specialty pages with the AI Answer Builder; produce at least three YouTube videos with query-style titles; join public Facebook groups; upgrade listing remarks with POIs/proximity/price bands/HOA details using the Listing Description Creator; run AI discovery tests and iterate.