

03-17 Class: Real Estate AI Marketing and Content Creation

Date & Time: 2026-03-17 09:41:27

Location: NextHome COncference Dallas TX

Speaker: Marki Lymons-Ryhal

Subject

Real Estate AI Marketing Content Creation RPR Notebook LM Community Domination

Knowledge Point Summary

1. The New Marketing Landscape (AEO & GEO): Explains the shift from traditional SEO and SEM to Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). Emphasizes the need for real estate agents to be discoverable on modern AI platforms like Gemini, ChatGPT, Perplexity, and Claude, where consumers now seek answers.
2. Realtors Property Resource (RPR) for Data Mining: RPR is an exclusive Realtor member tool providing vetted, real-time real estate data, including Esri demographics. The goal is to move beyond generic searches and use specific RPR features, like the Commercial Trade Areas report and the AI Script Writer, to gather hyperlocal data for a target zip code.
3. Notebook LM for Content Generation: Notebook LM, a free Google AI tool, processes and repurposes data. Input vetted data from RPR (pasted text and an uploaded PDF report) and use a specific prompt to instruct the AI to act as a real estate operations architect, generating a coordinated, branded marketing suite for a target zip code.
4. Hyperlocal Content Strategy (66-Day Challenge): A procedural strategy to achieve "community domination" and fuel a seven-figure business. Commit 10 minutes a day for 66 days to consistently generate and publish hyperlocal content. Aim to produce 10,660 words of value daily (for a \$1M GCI goal) across formats (video, audio, text) to saturate a target zip code and become the go-to agent.

5. AI for Accessibility and Productivity: Leverage AI to overcome personal and professional barriers—brain fog, eye fatigue, neurodivergence—boosting productivity. Tools like AI glasses for translation and reading fine print, plus AI-driven content creation, streamline operations and make it easier for clients to engage and do business with the agent.

Knowledge Point Explanation

1. The New Marketing Landscape (AEO & GEO)

- **Key Points**

- Marketing has evolved from SEO (Search Engine Optimization) and SEM (Search Engine Marketing) to AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization).
- Consumers increasingly use AI platforms like Gemini AI, ChatGPT, Perplexity, and Claude to find answers.
- The goal is to position your business to be found as an answer on these platforms—putting you in the “palm of the hand of the consumer.”

- **Explanation**

Marki Lymons Ryhal contrasts the search-engine-focused landscape of 20 years ago with today’s mobile-first, AI-driven environment. Modern consumers turn to generative AI for information, so real estate professionals must shift from optimizing for traditional search engines to optimizing for answer and generative engines (AEO and GEO). Ensure your expertise appears as the definitive answer when potential clients ask questions on platforms like ChatGPT, meeting consumers where they are actively searching.

2. Realtors Property Resource (RPR) for Data Mining

- **Key Points**

- RPR is for Realtor members, providing vetted data unavailable to the public and non-member licensees.
- Integrates Esri data, used by 50% of Fortune 500 companies.
- Use the “Research” tab and select “Commercial Trade Areas” for a specific zip code you want to dominate.
- Reports reveal community tapestry: median income, employment, education, preferred activities.
- “Dynamic link” reports auto-refresh every 48 hours for constantly updated content.

- “Create Script” AI feature generates content in 7 tones and for 10 audiences—70 variations per zip code.

- **Explanation**

To achieve “community domination,” choose one or two zip codes. Instead of residential market trends, pull a “Commercial Trade Areas” report via the Research tab. This reveals deep demographic and psychographic insights (e.g., in Dallas 75225, over 53% of households are “Top Tier” with median income over \$200,000). Understanding employment, education, and lifestyle (e.g., high-performing women in menopause prefer Pilates) enables targeted marketing and strategic partnerships (e.g., with financial advisors).

Next, use “Create Script.” Select a tone (e.g., Confident) and audience (e.g., Social Media and Digital Marketing). Cycling through 7 tones and 10 audiences yields 70 hyperlocal content variations for one zip code. The speaker emphasizes a strong copy-paste workflow for moving this content into the next tool.

- **Example 1 Name**

Creating a “Confident” Social Media Marketing Script for Dallas Zip Code 75225

- i. In RPR, enter zip code 75225.
- ii. Open the “Create Script” feature.
- iii. Select the “Confident” tone.
- iv. Select the “Social Media and Digital Marketing” audience.
- v. Example output starts: “Dallas, Texas 75225 is a thriving enclave that embodies a lifestyle of affluence and sophistication.”
- vi. Copy the generated text for the next step.

3. Notebook LM for Content Generation

- **Key Points**

- Notebook LM is a free tool for creating diverse content from source data; Zillow is noted as a competitor already using it.
- Create a new notebook and add sources.
- First, paste text copied from the RPR AI Script Writer.
- Second, upload the full PDF report downloaded from RPR.
- Use a detailed prompt instructing Notebook LM to act as a senior real estate operations architect and marketing automation strategist.

- Built-in buttons generate assets: video, podcast, blog post, mind map, quiz, infographic, slide deck, etc.
- Incorporate branding via color palettes (Hex codes, e.g., NextHome) and inspirational Pinterest images.

- **Explanation**

After collecting RPR data and the initial script, move to Notebook LM. Create a notebook, paste the RPR script text, and upload the RPR PDF—two vetted sources. Provide a powerful prompt (captured from the presentation slide; extract text using your phone and an AI tool) directing the AI to build a complete, zip-code-specific operating system. Add brand colors and sample images for consistency.

Then “tap tap tap” in Notebook LM’s Studio to auto-generate a full suite of marketing assets: infographic, PowerPoint, two-person podcast, short-form video, and blog post, all tailored to the zip code and brand colors. The entire content generation process is designed to take under ten minutes.

- **Example 1 Name**

Generating a Full Marketing Suite for Dallas Zip Code 75225

After feeding Notebook LM the RPR data and prompt, outputs included:

- An infographic titled “The Portrait of Elite Affluence,” using company colors, detailing 75225 demographics.
- A PowerPoint with graphics (e.g., key unlocking a vault), titled “The Anatomy of Affluence,” plus visuals on the daily influx of 12,666 workers and professionals.
- A short-form video script with AI voiceover: “Let’s talk about how to make you the number one agent in Dallas’s, seven, five, two, two, five...”
- A two-person podcast on targeting “top tier wealth,” citing a median net worth near 1.5 million bucks.
- A blog post titled “The 2.3 Million Micro-Economy Inside the Data Deprived Enclave of Dallas, 75225.”
- Content can be produced in 85 languages for multilingual marketing.

4. Hyperlocal Content Strategy (66-Day Challenge)

- **Key Points**

- Be consistent for 66 days, spending 10 minutes per day.
- Produce 10,660 words of value per day for each \$1M GCI goal (1,066 words/day for \$100K).

- “Value” spans photos (worth a thousand words), video (1.8 million words per 30 fps shot), audio (podcasts), and text (blogs).
- Content must be hyperlocal to the target zip code.
- Outcome: saturate the market and build a seven-figure GCI business without buying leads.

- **Explanation**

Consistency drives results—the speaker cites her son closing over \$165,000 from 80 videos. Commit 10 minutes daily for 66 days to run the RPR-to-Notebook LM workflow. The target is “ten thousand six hundred and sixty words of value per day” to fuel a seven-figure business, counting images and video “word value.” Consistently publishing multi-format, hyperlocal content builds recognition and dominance—so strong that locals recognize the brand in everyday life (e.g., shoppers recognizing the speaker’s husband).

5. AI for Accessibility and Productivity

- **Key Points**

- Use AI to overcompensate for challenges like brain fog, eye fatigue, neurodivergence, or hearing loss (tinnitus).
- The speaker used AI to manage menopause-related brain fog, increasing productivity by 261% and income by 283%.
- Tools include Meta glasses for recording, translation, and reading contract fine print.
- Make content accessible to visually impaired, hard-of-hearing, or neurodivergent audiences.
- Using bolding, bullet points, audio, and video makes it “easy” for consumers—improving engagement and signed agreements.

- **Explanation**

AI serves as both marketing and operational assistive tech, especially for mid-life professionals. The speaker’s use of ChatGPT to counter brain fog led to a 261% productivity boost. Assistive devices like Meta glasses support on-site tasks, from fine-print reading to translation, making processes “easy” for clients.

Extend this principle to content: produce video, audio, and infographics (not just text) to meet diverse learning needs. Simple tactics—like bolding key phrases—improve readability and conversion. By making engagement effortless, agents build rapport and secure business, including buyer representation agreements with offers of compensation.

Homework

- [] For the next 66 days, set aside 10 minutes per day to be consistent with this AI content strategy.
- [] Go to RPR, pick one to two zip codes you want to dominate, and pull the “Commercial Trade Areas” report.
- [] Download the Opportunity Report by Stefan Swanepoel and use it as a foundational data source for your AI.
- [] Take a picture of the prompt slide from the presentation and use an AI tool to extract the text so you can copy and paste it into Notebook LM.
- [] Think about the top three languages spoken in your market and consider creating content in those languages using the AI tools.
- [] Connect with the RPR representatives at the event for more custom training.

AI Suggestions

- The core of this lesson is applying ‘Hyperlocal Content Generation Using AI Tools’. It’s recommended to start with choosing one single zip code you want to dominate to grasp ‘Hyperlocal Content Generation Using AI Tools’ through practicing the RPR to Notebook LM workflow for that specific area.
- Core content of ‘Hyperlocal Content Generation Using AI Tools’: {Data Source: RPR Commercial Trade Area Report}, {Content Engine: Notebook LM}, {Input Prompt: “Act as senior real estate operations architect...”}, {Output: Branded, multi-format content (video, blog, infographic, etc.)}, {Schedule: 10 minutes daily for 66 days}.
- **Extracurricular Resources:**
- [Official Realtors Property Resource (RPR) Training Webinars: Learn the fundamentals and advanced features of RPR directly from the source. <https://blog.narrpr.com/training/>]
- [Google’s Guide to Notebook LM: A quick-start guide and tutorials on how to use Notebook LM to organize sources and generate ideas. <https://notebooklm.google.com/faq>]
- [Stefan Swanepoel’s DANGER Report Insights: While the Opportunity Report was mentioned, understanding its predecessor, the DANGER report, provides critical industry context. <https://www.t360.com/danger-report>]