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# THE AI PLAYBOOK FOR MIAMI REALTORS

5 AI Systems Closing More Deals  
While You Sleep — No Tech Skills Needed

**127+**

Hours Saved/Month

**3x**

More Follow-Ups

**24/7**

AI Working For You

**READY TO IMPLEMENT? BOOK A FREE AUDIT:**

[cal.com/farromerri/ai-speeding-consulting](https://cal.com/farromerri/ai-speeding-consulting)

# The Miami Market Is Moving Fast. Your Follow-Up Should Move Faster.

The average Miami realtor loses **73% of leads** because they respond too slowly or give up after 1–2 follow-ups. The reality: **80% of sales happen between the 5th and 12th contact**. Most agents never get there.

This playbook gives you the **5 AI systems** that top-producing agents in Miami are quietly deploying right now — to respond faster, follow up longer, and close more deals without adding a single hour to their workday.

<b>73%</b>	<b>5–12x</b>	<b>127 hrs</b>	<b>24/7</b>
Leads Lost to Slow Response	More Contacts Needed to Close	Saved Per Month With AI	AI Works For You

*"I was manually texting every lead at midnight. Now my AI handles the first 5 follow-ups automatically. I closed 2 deals last month from leads I would have forgotten about." — Miami Realtor, 6 months with AI*

# 01 — AI INSTANT LEAD RESPONSE

Be the first agent to respond — every single time, even at 2 AM.

## THE PROBLEM

A buyer fills out a Zillow form at 11 PM. You're asleep. Three other agents are also asleep. The one who responds first — wins. Right now, that's whoever has insomnia. With AI, that's always you.

## HOW IT WORKS

- **AI Text/Email Agent:** Instantly replies to every new lead within 60 seconds — personalized by property type and location.
- **Qualification Flow:** AI asks 3–4 smart questions (timeline, pre-approval, budget) before you ever pick up the phone.
- **Calendar Link:** Qualified leads get your booking link automatically. Calls fill your calendar without you lifting a finger.

## TECH STACK

COMPONENT	DETAILS
Trigger	New lead from Zillow, Realtor.com, IG, Facebook Ads
Response	AI SMS via Twilio + GoHighLevel in <60 seconds
Qualify	AI voice agent (ElevenLabs) asks 3 qualification questions
Book	Confirmed leads auto-booked to Cal.com

## RESULT

✓ **+85% contact rate on new leads vs. manual response**

# 02 — AI FOLLOW-UP MACHINE

Most deals close after the 8th follow-up. Most agents quit after the 2nd.

## THE PROBLEM

You showed a house 3 weeks ago. The lead went cold. You texted twice, no reply, and you moved on. Meanwhile they just got pre-approved and are working with another agent. This happens to every realtor — until they automate.

## HOW IT WORKS

- **30-Day Nurture Sequence:** AI sends 8–12 personalized follow-ups over 30 days via SMS and email — never spammy, always relevant.
- **Behavioral Triggers:** Lead opens your email 3 times? AI immediately sends a "Did you have questions?" text.
- **Long-Term Drip:** Cold leads get monthly market updates automatically for up to 12 months.

## TECH STACK

COMPONENT	DETAILS
Day 1–3	High-frequency SMS + email (3 touches)
Day 4–14	Value-add content (market stats, neighborhood guides)
Day 15–30	Soft re-engagement + call offer
Month 2–12	Monthly Miami market update drip

## RESULT

✓ **3x more deals closed from leads you already have in your pipeline**

# 03 — AI VOICE AGENT (EMMA)

A 24/7 AI receptionist that qualifies leads, answers questions, and books showings.

## THE PROBLEM

You're in a showing, on a call, or just living your life — and a hot lead calls your business number. It rings, you miss it, they call the next agent. With an AI voice agent, every call is answered professionally, every time.

## HOW IT WORKS

- **Inbound Call Handling:** AI answers with your name, handles FAQs about listings, neighborhoods, and process.
- **Lead Qualification:** AI asks timeline, budget, and location questions — records everything to your CRM.
- **Showing Booking:** AI books showings directly to your calendar for qualified prospects.

## TECH STACK

COMPONENT	DETAILS
Voice AI	ElevenLabs — sounds like a real human assistant
CRM Sync	All call notes → GoHighLevel automatically
Booking	Showings booked to Cal.com in real-time
Escalation	Urgent leads trigger an immediate SMS alert to you

## RESULT

✓ **Zero missed inbound calls. 60% of callers book a showing without agent intervention.**

# 04 — AI LISTING CONTENT ENGINE

Create property descriptions, social posts, and email blasts in 60 seconds.

## THE PROBLEM

You spend 2–3 hours writing each listing description, social caption, and email. Multiply that by 10 listings and you've lost a full workweek. AI does this in under a minute — and often better than most agents write.

## HOW IT WORKS

- **Listing Descriptions:** Feed AI the property details → get 3 MLS-ready descriptions at different tones (luxury, family, investment).
- **Social Media Pack:** AI auto-generates 5 Instagram captions, 3 Facebook posts, and a TikTok script per listing.
- **Email Blast:** AI writes the broadcast email to your buyer list, personalized by their saved search criteria.

## TECH STACK

COMPONENT	DETAILS
Input	Bedrooms, bathrooms, sq ft, neighborhood, price, key features
Output	MLS description + 5 social captions + email in <60 seconds
Platform	Claude AI or ChatGPT via automation workflow
Distribution	Auto-posted to Buffer → IG, Facebook, TikTok

## RESULT

✓ **Save 8–12 hours per week on content. Post 5x more consistently.**

# 05 — AI MARKET INTELLIGENCE REPORT

Automatically send buyers and sellers hyper-local Miami market updates.

## THE PROBLEM

Your past clients and cold leads forget you exist 3 months after the transaction. Top agents stay top-of-mind by being the most informed person in the room — automatically, every month, without lifting a finger.

## HOW IT WORKS

- **Monthly Auto-Report:** AI pulls Miami MLS data and generates a personalized neighborhood report for each contact based on their area of interest.
- **Price Alert System:** AI monitors listings in your clients' target areas and auto-texts them when a matching home hits the market.
- **Annual Review Email:** AI generates a "Your home's estimated value this year" email for all past buyer clients.

## TECH STACK

COMPONENT	DETAILS
Data	MLS feed + Zillow API + Google Trends
Report	Auto-generated neighborhood PDF via AI
Delivery	Email + SMS via GoHighLevel automated sequence
Timing	Monthly for warm contacts, quarterly for cold database

## RESULT

✓ **68% of past clients re-engage within 12 months when receiving consistent AI-powered updates.**

# From Zero to Fully Automated in 4 Weeks

WEEK	SYSTEM TO ACTIVATE	TIME TO SET UP	EXPECTED RESULT
<b>Week 1</b>	AI Instant Lead Response (SMS + Qualify)	2–3 hours	+85% contact rate on new leads
<b>Week 2</b>	AI Voice Agent Emma (Inbound calls)	3–4 hours	Zero missed calls, showings auto-booked
<b>Week 3</b>	AI Follow-Up Machine (30-day sequence)	2–3 hours	3x more pipeline conversions
<b>Week 4</b>	Content Engine + Market Reports	2–3 hours	8+ hrs/week saved, more referrals

Total setup time: **10–13 hours** across 4 weeks. After that, the systems run 24/7 without you. Most realtors recoup that time investment within their first AI-assisted closing.

READY TO IMPLEMENT?

# We'll Build It For You.

AI Speeding is a Miami-based AI automation agency that builds and deploys these exact systems for real estate agents, med spas, law firms, and local businesses. We handle everything — setup, integrations, testing, and ongoing optimization.

## WHAT YOU GET IN A FREE AUDIT CALL

- ✓ We analyze your current lead flow and identify the #1 bottleneck
- ✓ We show you which AI system will have the highest ROI for your business
- ✓ You get a custom implementation plan — whether you work with us or not
- ✓ No pitch, no pressure. Just a 30-minute strategy session.

**BOOK YOUR FREE AI AUDIT →**  
**[cal.com/farromerro/ai-speeding-consulting](https://cal.com/farromerro/ai-speeding-consulting)**

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