

# THE LAZY AGENT'S GUIDE TO LOOKING LIKE A GENIUS

## 9 AI TOOLS TO CREATE MORE, RESPOND FASTER, AND SELL SMARTER

LIVE AT SBAOR | AUGUST 19 | COPY THE DEMO. STEAL THE LINE. TAKE NOTES.

### 01 THE 60-SECOND LISTING MACHINE + GIVE AI A JOB

**ChatGPT | [chatgpt.com](https://chatgpt.com)**

*"One property in. An entire marketing department out."*

Turn property details and photos into listing copy, social posts, video scripts, emails, texts, research, and finished deliverables.

#### NOTES

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### 02 THE RECEPTIONIST THAT NEVER SLEEPS

**Smith.ai | [smith.ai](https://smith.ai)**

*"Your voicemail just got a promotion."*

Answer, qualify, route, and book calls 24/7 with an AI-and-human receptionist model built to connect with your business tools.

#### NOTES

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### 03 AI CALLS THE LEAD

**Structurely | [structurely.com](https://structurely.com)**

*"The lazy agent doesn't answer faster. Their AI does."*

Call, text, qualify, schedule, and transfer prospects automatically. Powerful for volume teams; review pricing and consent rules first.

#### NOTES

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### 04 THE AI ISA THAT NEVER SLEEPS

**Lofty AI Sales Agent | [lofty.com](https://lofty.com)**

*"Let AI decide who deserves your time today."*

Respond across text, email, and web chat; qualify intent, timeline, and budget; book appointments; and brief the human agent.

#### NOTES

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### 05 PHOTOS INTO A LISTING VIDEO

**Reel-E | [reel-e.ai/create](https://reel-e.ai/create)**

*"My listing hired a cinematographer while I got coffee."*

Transform still listing photos into cinematic horizontal, vertical, branded, or unbranded video with realistic camera movement.

#### NOTES

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TONY SELF

HARCOURTS HUNTER MASON REALTY | 310-901-1000 | [Tony@Huntermason.com](mailto:Tony@Huntermason.com)

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### 06 PREDICT WHO MIGHT SELL

**Top Producer Smart Targeting |**  
**topproducer.com**

*"Don't just write a better email. Know who should get it."*

Use predictive analytics to focus your farm on homeowners with stronger likelihood-to-list signals, then market across channels.

#### NOTES

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### 07 ENDLESS, MLS-POWERED MARKETING

**RPR Market Trends | narrpr.com**

*"Branded market content in about five clicks - and you already pay for it."*

Create shareable market graphics and reports using MLS-powered data, branded to you, through your REALTOR member benefit.

#### NOTES

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### 08 FACELESS VIDEOS + SCHEDULED POSTING

**Blotato | blotato.com/?ref=anthony1q**

*"Make it once. Show up everywhere."*

Repurpose one idea into posts, scripts, images, voices, and faceless videos, then schedule the content across social channels.

#### NOTES

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### 09 MAKE REVENUE ACTIVITY A GAME

**SalesGamify | salesgamify.com/try**

*"The boring sales habits become the game you want to win."*

Track calls, follow-ups, and daily prospecting with a sales game created by Tony - featuring Beowulf, the Great Dane mascot.

#### NOTES

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