

GROK BOT FOR REAL ESTATE AGENTS

A team of AI assistants for the busywork, while you're out showing homes.

AI teammates for listing and buyer's agents. They remember your business, keep up with leads, and draft the next step.

 You approve everything that goes out.

Grok Bot vs. one-off ChatGPT or Claude chats

 **One-off chats:** a window you visit to ask questions.

 **Grok Bot:** a standing team that remembers your business, runs routines, and uses your tools.

"you don't throw them away. You keep them around, you invest in them, and they get better with you the same way an employee would."

Public Grok Bot workshop video shared by @0xSoural on X

LISTING SIDE Example approaches

Farm-area and neighborhood marketing

- Drafts postcards, emails, and social posts
- Summarizes local market updates to share
- Keeps your farm outreach on a steady rhythm

Listing prep

- Drafts listing descriptions from your notes
- Builds prep checklists for you and sellers
- Creates simple open house flyers and handouts

Seller updates

- Gathers the week's showings and activity
- Drafts a clear weekly summary per seller
- You review, adjust, and send it

BUYER SIDE How a bot team could help

New-listing watches

- Remembers each buyer's criteria
- Watches your MLS alert emails or public listing sites
- Flags good matches and drafts a buyer note

Showing scheduling

- Drafts showing requests for homes buyers like
- Checks your calendar for open time
- Builds a tour plan with times and addresses

Buyer follow-up

- Drafts a friendly check-in after each showing
- Recaps what buyers liked, from your notes
- Reminds you who is due for a call

BOTH SIDES

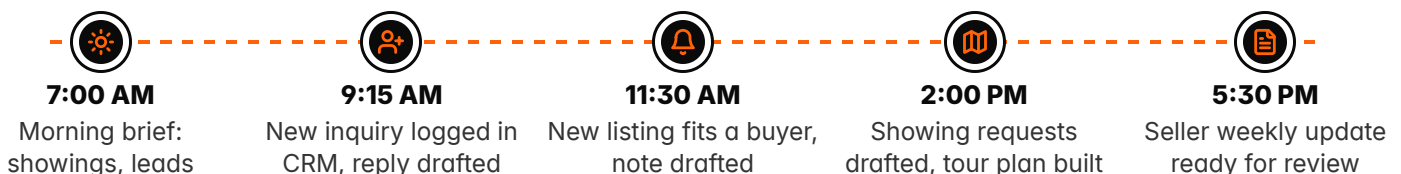
Lead follow-up

- New inquiries logged in CRM, reply drafted

A Chief of Staff bot that runs routines

- Runs routines on schedule while you're out

A DAY WITH YOUR BOT TEAM (an example day)



It helps at home too

 Finds local events that match your interests

 Plans trips like a travel agent: flights, stays, a day-by-day itinerary. You approve any booking.

 Personal and family reminders

 Reese's own bot is planning his Europe trip right now.

Deep roots in real estate. Reese Harris has consulted with real estate agents and brokers for years, mostly on marketing. He was Director of Operations and IT at **By Referral Only**, a real estate seminar and training organization, where he built its systems and hired 125+ people.

Start with a **Stack Map**

A working session and written plan for your business, mapping where a Grok Bot team fits.

Reese Harris · ree-source.com →