

GROK BOT FOR BROKERS AND TEAM LEADERS

A bot for every agent. One clear view for you.

Each agent gets an AI teammate for the daily busywork. Your Chief of Staff bot pulls it together, so you can lead, coach, and grow. **You approve everything that goes out.**

Grok Bot vs. one-off ChatGPT or Claude chats

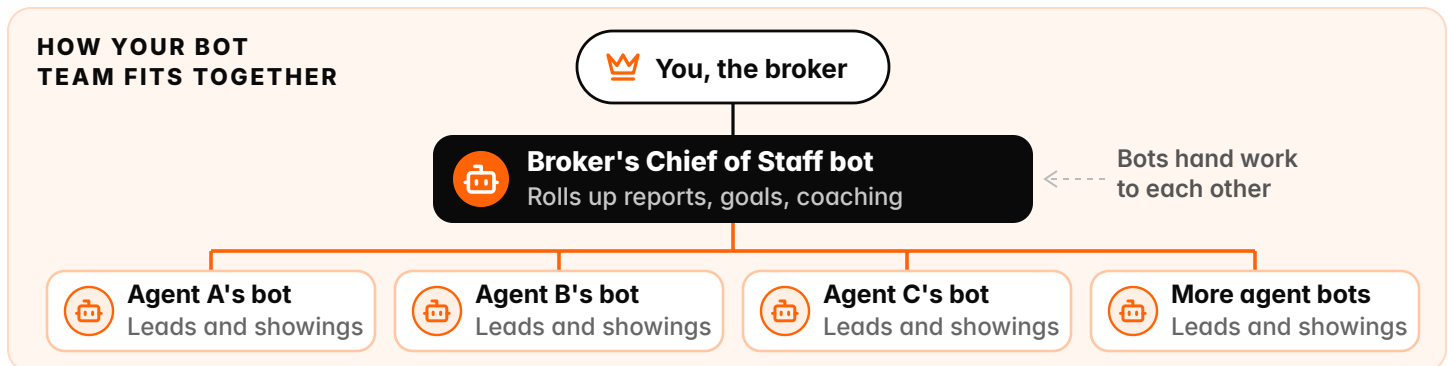
 **One-off chats:** a window you visit to ask questions.

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

"automate a staff function for yourself and scale yourself with a team of bots"

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

HOW YOUR BOT TEAM FITS TOGETHER



BROKER-LEVEL HELP

Example approaches: here's how a Grok Bot team could help

Goals and accountability

- Weekly check-ins against each agent's goals
- Flags who may want a hand this week

Results tracking

- Rolls up activity and pipeline from your CRM
- One dashboard or weekly report for you

Inspiration and coaching

- Weekly encouragement and tips, drafted for you
- You personalize it and send it yourself

Friendly competition

- Leaderboards built from real CRM numbers
- Shout-outs drafted for team meetings

Market research

- Neighborhood and price trend summaries
- Pulled from public sources, ready to share

New-lead generation

- Researches prospects and opportunities
- Public sources only; you approve outreach

Neighborhood and farm-area marketing

- Consistent, on-brand campaigns for every agent
- Postcards, emails, and posts drafted on schedule

Start small, then grow

- Pilot with one team or a few agents
- Expand once it fits how you work

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 →