

SALES AND LEAD GENERATION

**Most agents use AI.
Half see no
difference.**

Where the measurable gains sit in real estate sales, and
the four checks that keep the licence safe.

IN THIS DECK

- 01** Why high adoption is producing low impact
 - 02** The first hour after an enquiry
 - 03** Scoring leads on behaviour
 - 04** Listing content and regulatory exposure
 - 05** How far each sales job can go to AI
 - 06** What to measure in ninety days
-

68% / 46%

Realtors who have used AI, and the share who report no noticeable impact

The most common use is generating listing copy (46%). Only 7% use a chatbot for lead capture and 21% an AI-insight CRM. NAR 2025 Technology Survey.

A large, bold, orange '7x' logo.

more likely to qualify a web lead when contact is attempted inside the first hour

1.25 million leads at 42 US companies. Firms that waited a day were 60 times less likely. The average response time among 2,241 audited firms was 42 hours, and 23% never replied. Oldroyd, McElheran and Elkington, HBR 2011.

What a first-response agent does

- **Acknowledges within a minute** on the channel the buyer used, WhatsApp included
- **Asks four qualifying questions:** timeline, financing, must-haves, property to sell
- **Offers real viewing slots** from the agent's calendar
- **Hands over with a summary.** The agent's target is a personal call inside the hour
- **Never claims to be the agent** and never quotes anything outside the listing record

Score on behaviour, then record the outcome

- Saves, revisits, shares and questions asked beat budget bands and postcodes filled in once
- Rank the day's call list. Flag the high-intent lead that went quiet. Flag the past client browsing again
- Five or six weighted events, recalibrated monthly against which leads became viewings and offers
- If nobody records outcomes, the score is a guess dressed as a number

The regulator holds the licensee responsible

- **Accuracy.** The model writes what a good listing usually says. This unit may not have the balcony
- **Image disclaimers.** CEA requires a clear disclaimer on AI-altered images and videos, with enforcement
- **Fair targeting.** HUD's 2024 guidance: the Fair Housing Act applies to algorithmic ad audiences, whether intended or not
- **Consent.** PDPA and the Do Not Call Registry apply to every message an AI drafts and sends

Autonomy by sales job

SALES JOB

AUTONOMY

First response to an enquiry

Acts, within a script

Lead scoring and call order

Recommends

Listing copy and translations

Drafts only

Image enhancement and staging

Drafts only, with disclosure

Follow-up sequences

Sends on approval

Ad audience targeting

Recommends

Autonomy rises with reversibility. A draft can be undone. A message to a buyer cannot.

FOUR NUMBERS THAT SHOULD MOVE

- **Median time to first response.** Under five minutes; human follow-up under an hour
- **Contact rate.** Enquiries that became a two-way conversation
- **Viewings booked** per hundred enquiries
- **Offers per hundred viewings.** The check that the AI is qualifying properly

One number that must not move: complaints about listing accuracy or unsolicited contact. If it rises, stop and fix the sign-off and consent checks first.

"Pull the last ninety days of enquiries and measure one thing: median time to first human reply. That figure is the business case."



Terence Kok

AI & Innovation Strategist

SAVE · COMMENT · FOLLOW