

C A R B O N   A N D   S I L I C O N   A I   V E N T U R E S

The AI Playbook for  
**Real Estate Professionals**  
**COMPONENT 6: QUICK-START CHECKLIST**

*Your First Hour with AI*  
A Single-Page Action Plan for the Agent Who Wants to Start Today

Created by a 40-year IT systems veteran who has built  
AI implementation systems for real estate teams.

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# YOUR FIRST HOUR WITH AI

*Stop reading about AI. Start using it. This checklist gets you from zero to productive in one sitting.*

## BEFORE YOU START

5 minutes — Get your tools ready

- Sign up for Claude.** Go to [claude.ai](https://claude.ai) and create a free account. If you want the full experience, subscribe to Pro (\$20/month) — it's the best value in AI right now for professionals.
- Open it in your browser.** Use Chrome or Safari on a desktop or laptop. AI tools work on phones, but your first session should be on a real screen where you can see full responses and copy text easily.
- Create your swipe file.** Create a folder on your desktop called "AI Outputs." Every time Claude produces something good, save it there. In 30 days you'll have a library of proven content you can reuse and adapt.

**PRO TIP:** Claude is recommended over ChatGPT for real estate work because it handles long-form writing, nuance, and professional tone better. Both work. Claude works better for what agents actually need.

## YOUR FIRST 30 MINUTES

Hands on keyboard — Try these four things in order

- Step 1: Write a listing description.** Copy and paste the prompt below into Claude. Replace the brackets with your information. Hit enter. You'll have a usable listing description in about 10 seconds.

### Your First Prompt — Copy This Exactly

Write an MLS listing description for [ADDRESS]. [BEDS] bed, [BATHS] bath, [SQFT] square feet. Key features: [LIST 3–5 FEATURES]. Target buyer: [FIRST-TIME / FAMILY / INVESTOR / DOWNSIZER]. Keep it under 1,000 characters.

- Step 2: Refine the output.** Read the output. Then type: "Make it shorter" or "More casual tone" or "Add more urgency." This is the single most important AI skill: iteration. Your first result is a draft. Your second or third result is the one you use.
- Step 3: Try voice input.** If your computer has a microphone, click the mic icon in Claude's message bar and speak your next prompt out loud. Most agents find voice input faster and more natural than typing. Try: "Write a follow-up text to a buyer named Sarah who toured a home three days ago and hasn't responded. Keep it under three sentences. Friendly, not pushy."
- Step 4: Save your best output.** Take the listing description or the follow-up text you just created, review it, add your personal touch, and save it to your AI Outputs folder. You've just built the first entry in your swipe file.

**PRO TIP:** Never send AI-generated content to a client without reading it first and adding your own voice. AI handles the heavy lifting. You add the local knowledge, the personal touch, and the final judgment. That's the partnership.

## YOUR FIRST WEEK

One task per day — Build the habit before you build the system

DAY	TASK	WHAT TO TRY
Day 1	Listing Copy	Write a description for your current or most recent listing. Refine it twice. Save the final version.
Day 2	Client Follow-Up	Draft a follow-up email or text for a real lead in your pipeline right now. Personalize it before sending.
Day 3	Social Media	Create a Facebook or Instagram post for a listing, an open house, or a

		local market insight. Post it.
<b>Day 4</b>	<b>Meeting Prep</b>	Before your next buyer consultation or listing appointment, ask Claude to build you a prep brief. Bring it to the meeting.
<b>Day 5</b>	<b>Market Update</b>	Generate a neighborhood market update email for your sphere of influence. Send it to your top 20 contacts.

**PRO TIP:** Day 4 is the turning point for most agents. When you walk into a meeting with a personalized prep brief that Claude helped you build, and the client says “Wow, you really did your homework” — that’s when AI stops being a novelty and becomes part of how you work.

## QUICK WINS FROM YOUR PROMPT LIBRARY

Ready to go deeper? Start with these four prompts from Component 1

Your Prompt Library (Component 1 of this playbook) contains 50 ready-to-use prompts organized by workflow area. Here are four high-impact prompts to try after you’ve completed your first week:

<p><b>Sphere of Influence Check-In</b> Prompt #5 — A natural, non-transactional message to past clients that keeps your name in their inbox without selling.</p>	<p><b>Buyer Consultation Prep Brief</b> Prompt #7 — Walk into your next meeting with a personalized brief that makes you look like the most prepared agent in town.</p>
<p><b>Weekly Buyer Update</b> Prompt #8 — A consistent weekly email that keeps your buyers engaged and positions you as their trusted advisor.</p>	<p><b>Open House Follow-Up Sequence</b> Prompt #4 — Three-touch follow-up that converts open house visitors into real leads instead of forgotten sign-in sheets.</p>

## WHAT’S NEXT

You’ve started. Now go deeper.

This checklist got you moving. The rest of the AI Playbook for Real Estate Professionals gives you the full system:

<b>AI Readiness Assessment</b>	A self-scoring worksheet that evaluates where you stand across five key areas — so you know exactly where to focus first.
<b>Implementation Roadmap</b>	A 30/60/90-day plan with specific milestones, tool recommendations, and the sequence that gets you from experimenting to fully integrated.
<b>Prompt Library</b>	50 field-tested prompts organized by workflow area — lead generation, client communication, listing marketing, operations, and more.
<b>Workflow Automation Templates</b>	Step-by-step recipes for automating your most time-consuming tasks, from lead follow-up to transaction coordination.
<b>Tool Comparison Matrix</b>	An honest, curated comparison of the best AI tools for real estate — what they cost, what they do, and which ones are worth your money.

Visit [carbonandsiliconai.com](https://carbonandsiliconai.com) to access the complete playbook and our full library of industry-specific AI implementation resources.

**Built by Carbon and Silicon AI Ventures**

*Experience meets intelligence.*

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YOU JUST COMPLETED 1 OF 6 COMPONENTS

# Want the full system?

The AI Playbook for Real Estate Professionals includes:

- 01 Prompt Library**  
50 field-tested prompts across 10 categories
- 02 AI Readiness Assessment**  
Self-scoring diagnostic for your practice
- 03 Implementation Roadmap**  
Your 30/60/90-day action plan
- 04 Workflow Automation Templates**  
10 ready-to-use automation recipes
- 05 Tool Comparison Matrix**  
Curated guide with current pricing
- 06 Quick-Start Checklist**  
You're reading it right now

**\$97 — Complete Kit**

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