

ELITE
RETREAT

20
25

LEVERAGING AI TO MASTER THE CORE FOUR

ELITE RETREAT 2025



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The Moment Of Change...

Missed Opportunity





ELITE RETREAT 2025

Mastering The Core Four

1

Online Leads

Leads captured through websites, social media and online advertising

2

Open Houses

Showcasing properties to connect with potential buyers and sellers

3

Database

Keeping track of past clients and your sphere of influence

4

Farming

Target specific geographic areas

The background is a light beige color with faint, stylized palm leaves. Scattered around the central orange box are several large, black, stylized question marks.

What Went Wrong?

More Business?
More Time?
Both?

**AI isn't coming
for your JOB.**



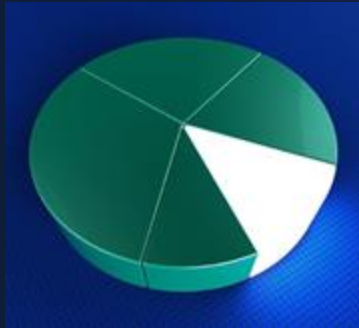
**It's coming for your
TO-DO list.**

Why TomAI?

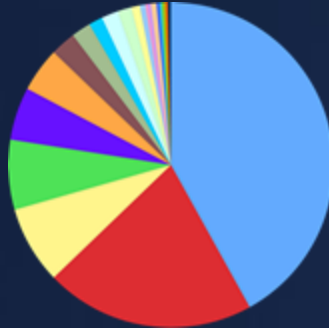
- Designed for real estate agents
- Integrates with your CRM
- Automates processes
- Scalable
- Enhances lead conversion
- Data driven insights
- Personalizes your client interactions
- Provides data-driven insights
- User Friendly
- Continuous learning and adaptation

How much time do you spend weekly keeping up with the Core Four?

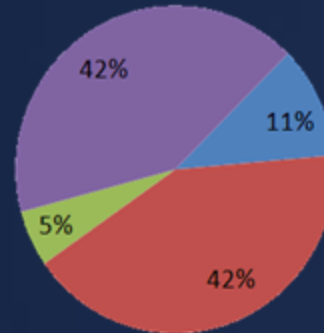
Open House Leads



Database



Online Leads



Geofarm



TomAI: Your Secret Sidekick

01. Online Leads



02. Open Houses

03. Geofarming

**04. Database
Management**

Consistency In Your Communication



 **Clear Communication** **Professional Delivery** **On Brand Message**

Your CRM



Traditional



**AI
Integrated**

How Your CRM Helps With the Core Four

01

Automated Emails

02

Lead Follow-Up

03

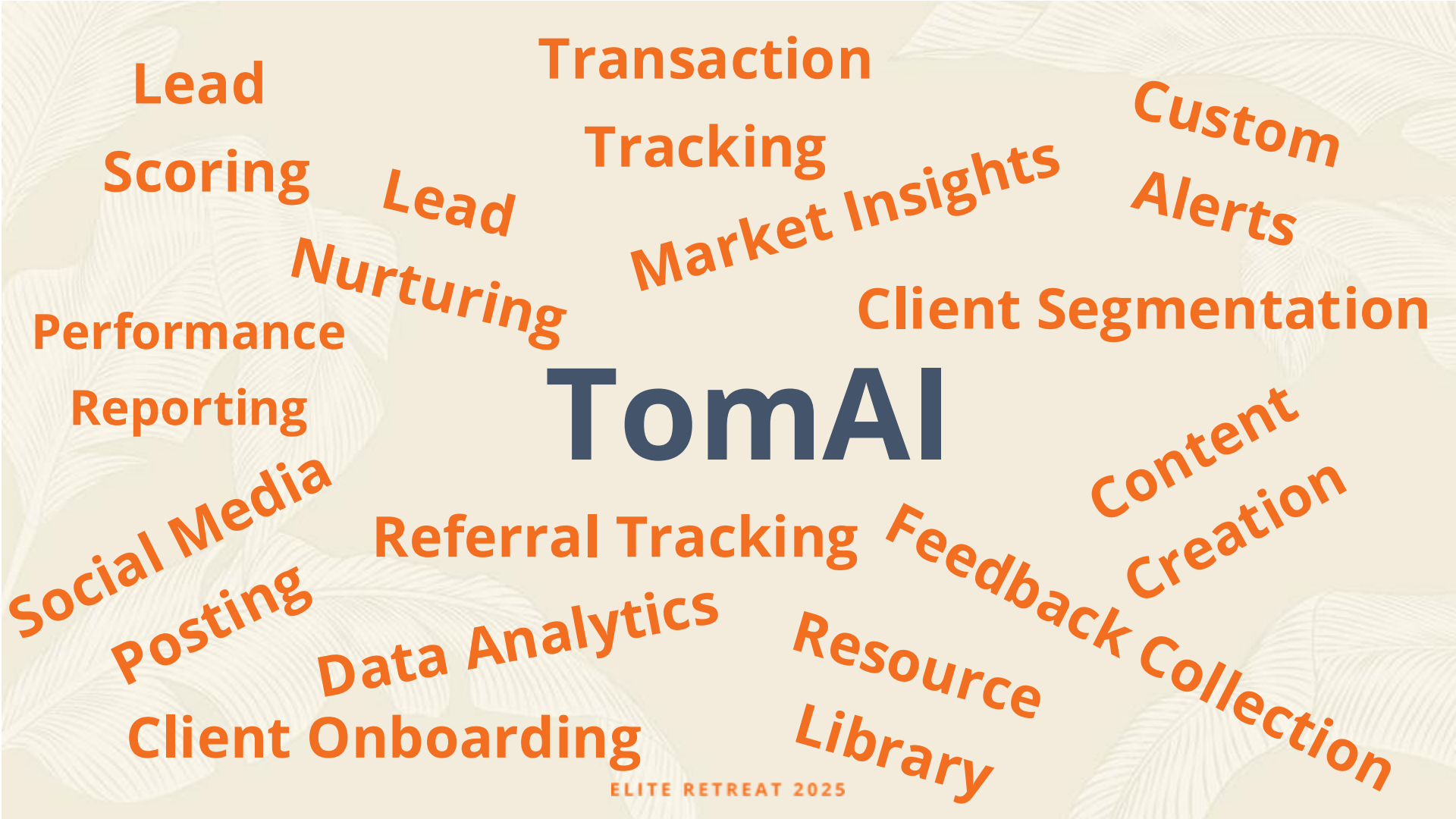
Appointment Scheduling

04

Task Automation

05

Pipeline Management



Transaction

Lead

Scoring

Tracking

Custom Alerts

Lead

Market Insights

Nurturing

Client Segmentation

Performance

Reporting

TomAI

Content Creation

Referral Tracking

Feedback Collection

Social Media Posting

Data Analytics

Resource Library

Client Onboarding

ELITE RETREAT 2025

**MISSED
OPPORTUNITY**

The background of the slide features a light beige color with faint, stylized line art of tropical leaves, including palm fronds and banana leaves, scattered across the surface. The text "Start SIMPLE" is centered in a bold, orange font.

Start SIMPLE



Hello, Tracy Duggan

✦ HOW CAN WE ASSIST YOU?

help me set up a drip campaign for online leads

Submit ➤

CUSTOM TITLE

help me set up a drip campaign for online leads

ADD IMAGES (OPTIONAL)

^

Select Add to start adding images

Add

Next

⋮ TARGET AUDIENCE

▼

⋮ CAMPAIGN GOALS

▼

⋮ CONTENT STRATEGY

▼

STYLE

▼

ADD MORE INFORMATION

▼

ABOUT ME

▼

CUSTOM TITLE

help me set up a drip campaign for online leads

ADD IMAGES (OPTIONAL)

▼

✓ TARGET AUDIENCE


^

Who is your primary target audience for this drip campaign?


online leads that sign up from my website,
realtor.com or by scanning a QR code|



79/5000



Next

 CUSTOM TITLE

help me set up a drip campaign for online leads

ADD IMAGES (OPTIONAL) 


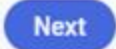
 TARGET AUDIENCE 

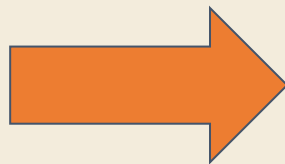
 CAMPAIGN GOALS 


What specific actions do you want the leads to take as a result of this drip campaign?

i want them to schedule a consultation with me, request more information or follow me on social media.


102/5000



 







 CUSTOM TITLE

help me set up a drip campaign for online leads

ADD IMAGES (OPTIONAL) 

 TARGET AUDIENCE 



 CAMPAIGN GOALS 

 CONTENT STRATEGY 

What type of content do you plan to include in the drip campaign to engage and nurture your leads?

educational content or property highlights and call to action messages

70/5000

ADD IMAGES (OPTIONAL)



✓ TARGET AUDIENCE



✓ CAMPAIGN GOALS



✓ CONTENT STRATEGY



STYLE



Length ⓘ

Short



Tone ⓘ

Helpful

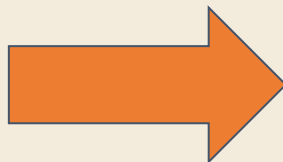


Persona ⓘ

Tracy Duggan



Next



Hey there! Let's get your drip campaign off the ground! 🎉 As a solo agent, you want to engage leads. Here's a strategy to help you connect and convert those leads:

Day 1: Welcome Email

Introduce yourself warmly. Share a bit about your journey, your passion for serving Memphis, and your *consultation today to explore how I can help you!"* Add links to your social media to build rapport.

Day 3: Educational Content

Send informative content, perhaps a recent blog post about current market trends in Memphis.

Day 5: Property Highlights

Showcase some intriguing listings, highlighting unique features that match common search criteria.

Day 7: Follow-Up

Check in with a friendly note. Ask if they found the information useful and encourage them to reach out. Remember, the aim is to add value and keep communication personal and relevant. Feel free to get those consultations booked! 😊

Need more tips? Call my office at 901-457-8515 or email me at tracysellsmemphis@gmail.com.

How to Incorporate TomAI into YOUR Core Four

1 Identify Your Area of
Focus

2 Utilize TomAI

3 Set Clear Goals For
Automation

4 Start Testing and Refining

5 Commit To Ongoing
Learning

Things to Remember

1

TomAI is there to enhance your business

4

Incorporate TomAI into your daily operations

2

It's about working smarter, not harder

5

Identify ONE area of the Core Four to start

3

Start small

6

Take action!



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