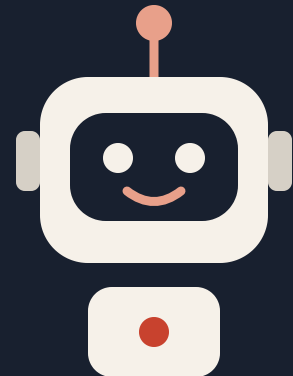


— FOR AGENTS

How I Build My Own Lead Magnets With AI

The process behind my broker guide, rewritten for agents. One reader, one problem, one useful PDF, and a simple campaign around it.



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FREE GUIDE

An AI agent helped write this guide. Its job is to get you to download it.

That's the point. I'm not going to pretend otherwise.

I built a guide for brokers called How I Run a Team of AI Agents. My chief of staff, an AI agent, said I should build my own and handed it to my marketing agent. Other agents helped build it and check it. This one was built the same way. I made the decisions and approved everything before it left the building.

Here's why I'm telling you up front... **you should be doing the exact same thing with your buyers and sellers.** Pick one problem they have. Use AI to build a useful PDF that solves it, and a simple campaign around it. Something they'd actually download.

Then, when a seller asks why they should list with you, you have a real answer:

"If I can build something like the guide you just downloaded... imagine what I can do to market your home."

That's the value of an agent who stays on top of technology. Not a slide about it. The proof is the thing they just downloaded.

THE WATERFALL

1. Me to brokers

I built a guide to reach brokers.



2. Brokers to their recruits

They build one to reach agents.



3. You to your clients

You build one for buyers and sellers.

YOU ARE HERE

Same principle at every level. This is the last step, and the one closest to a client.

One guide. A team of AI agents. My decisions.

The broker guide wasn't my idea from scratch, and it wasn't written in one pass. Here's how it actually came together.

I borrowed the format.

I saw a guide like it from another broker and liked the format. You don't have to invent anything. Find a guide you'd download yourself and build your own version.

An AI agent said build it.

My chief of staff is an AI agent. She said I should build my own and handed it to my marketing agent.

Other agents built it and checked it.

My video agent makes the short videos that go with it. Nobody emailed files around. They worked from the same files.

It got rebuilt as I gave feedback.

It started one afternoon and got rebuilt three times after midnight.

It's honest about its numbers.

Every hour figure in it is labeled as my estimate, not a measurement. If I couldn't do the math honestly, I said so.

It ends with one ask.

Email me what your first AI job was. That's it. No pitch, no rate card.

WHAT I DID

Picked the audience. Picked the problem. Said what was true, cut what wasn't, and approved the final.

WHAT AI DID

Almost everything else. The outline, the drafts, the layout, the checks, and every round of fixes.

AI does the work. Nothing leaves the building until I say yes.

The same process works for a buyer or seller guide. The audience is different. The problem is smaller. And the rules are stricter, because you're advertising to the public.

Your clients have the same tools you do.

Your buyers can ask AI what a home is worth. So can your sellers. So can the agent down the street.

So how do you stand out when anyone can get a generic answer for free?

Your inputs, your questions and your decisions.

A generic answer doesn't know your market, your process, or the questions your clients keep asking you. You do. A lead magnet is how you put that on paper, with your name on it.

What a lead magnet is

A free, useful thing a buyer or seller trades their name and email for. A checklist. A short report. A guide. Then a few follow-up messages that keep the conversation going.

What it isn't

A brochure about you. If it's only useful to someone who already hired you, nobody downloads it. It should be useful even if the reader never hires you.



THE ONE RULE OVER ALL OF IT

AI does the work. Nothing goes out until you say yes.

The test I use

Don't ask what you asked AI this week. Ask what AI actually DID for you while you were doing something else. A lead magnet is a good first answer. It keeps working after you close the laptop.

The rest of this guide is the process. Six steps, the rules, a worked example, and where I'd start this week.

One reader. One problem. One PDF.

The biggest mistake is a guide for everybody. Pick one kind of buyer or seller and one question they keep asking you.

Start with your own texts and email. Pull the last few questions buyers and sellers asked you. The one you've answered the most is your topic. Then pick the format that answers it best:

First-time buyer checklist

From pre-approval to closing day. Easy to write, easy to share.

Seller prep guide

Getting your home ready to list, room by room.

Neighborhood market report

Recent sales, prices and days on market for one area, from data you pull yourself.

“What’s my home worth” mini report

How pricing works, what moves the number, and an offer to run the real numbers. Not an appraisal.

After-offer timeline

What happens between an accepted offer and closing day, in plain English.

Moving guide

What to change, cancel and set up, and when.

Pick by the problem, not the format. A seller asking “what should I fix before I list?” needs the prep guide. A buyer asking “what happens after I sign?” needs the timeline.

Fill this in before you open any AI app

My reader is _____

Their problem is _____

After reading it, they can _____

Pick the reader by their situation, never by who they are. First-time buyers. People relocating to your area. Homeowners thinking about selling this year. Not a group of people. That’s a fair housing line, and it starts here.

Feed it your inputs. Then ask for an outline.

AI is fast at research. It's also confident when it's wrong. So you decide what goes in.

1 Give it what only you have.

The questions your clients ask, your own process, and your notes from past deals. No client names or private info.

2 Give it the local data, with sources.

Numbers you pulled yourself from your MLS, your county's property records, or your local Realtor association's reports. Check your MLS rules before you publish its data.

3 Ask for an outline before any drafting.

Page titles and one line each. Fix the outline first. It's a lot faster than fixing a finished draft.

4 Make it mark what it doesn't know.

Anything it can't point to a source for gets a [CHECK]. Every [CHECK] gets fixed or cut before anyone sees it.

The job, written once. Paste this into whatever AI app you use. Fill in the brackets. Save it, so you never have to explain the job again.

PASTE INTO YOUR AI APP

- > Your job: build a [4 to 6 page] guide called [title] for [buyers or sellers] in [your area].
- > It should be useful even if the reader never hires me.
- > Start with an outline: page titles and one line each. Wait for my OK.
- > Use only facts I give you or that you can point to a source for. Mark anything you're unsure of with [CHECK].
- > Every number gets a source line: where it came from and the date.
- > Describe homes, places and the process. Never describe the people who live there.
- > Write in my voice: [3 to 5 rules, like short sentences, no hype words].
- > Include my brokerage name and license info the way my state requires: [exact name].
- > Nothing gets published or sent without my OK.

Draft it in your voice. Make it look like you.

Once the outline is right, the draft goes fast. Your job is reading it like a client would.

Draft it one page at a time.

Read each page like your client would. Short sentences. Plain words. No hype.

Fix the instructions, not just the draft.

Every time you fix something, add the fix to the job so it sticks. Otherwise you'll correct the same thing on every page.

Use your real look.

Give it your real colors, fonts and logo, or your brokerage's brand guide. When my idea agent's graphics weren't on brand, I told her. She pulled the real colors, fonts and logo and rebuilt all 8 pieces.

Keep it short.

Four to six pages is plenty. Something they'll actually read beats something impressive.

Give them one next step.

The last page says what to do next. Reply with a question. Book a call. Ask for the real numbers.

Make it a real PDF.

Ask your AI app to lay it out as a PDF. If it can't, paste the final copy into a design template you already use.

Check your own work before anyone sees it

- ☐ Every number has a source and a date
- ☐ Every [CHECK] is fixed or cut
- ☐ Names, dates, addresses and spelling are right
- ☐ No words about who should or shouldn't live somewhere
- ☐ Nothing promises a price, a rate or a result
- ☐ Brokerage name and license info are on every page

A simple page. Two fields.

You don't need a new website. You need one page that says what they get and asks for an email.

[Your PDF's title]

One line on who it's for and what they'll be able to do.

- › What's inside, bullet one
- › What's inside, bullet two
- › What's inside, bullet three

First name

Email

Send me the guide

You'll get the PDF and a few emails from me.
Unsubscribe anytime.

[Your name] · [Brokerage name, as your state requires] · [License info]

The headline is the PDF's title.

The page, the download and the emails all match.

Three bullets on what's inside.

Be specific. "What to do the month before you list" beats "Expert seller tips."

Two fields. First name and email.

Ask for more only if you'll actually use it.

A thank-you page with the link.

Plus one line: "Reply to my first email with any question. It comes straight to me."

Your brokerage and license info.

In the footer, same as the PDF.

Say what happens next.

Tell them they'll get a few emails. Whatever tool sends them needs an unsubscribe link and a mailing address.

Use what you already have. Your brokerage or your CRM may already have a landing page tool. Have AI write the copy, then build it there.

Three messages. Each one useful on its own.

Most of the value is in the follow-up. Plain text, from you, with a real reply-to address.

EXAMPLE, FOR A SELLER PREP GUIDE

RIGHT AWAY

Subject: Your seller prep checklist

Hey [First Name],

Here's the checklist: [GUIDE LINK]

If you only do one thing on it this week, start with the walk-through on page 2. It's the fastest way to see your house the way a buyer will.

[Your name]

DAY 3

Subject: What to fix first

Hey [First Name],

The question I get most from sellers is what to fix before they list. My honest answer... clean, declutter, fix what's broken, and ask me before you remodel anything.

If you want, send me a few photos and I'll tell you what I'd do first.

[Your name]

DAY 7

Subject: Want the real numbers?

Hey [First Name],

The checklist gets the house ready. The next question is price. If you'd like, I'll pull recent sales near you and walk you through what they mean... no pressure, no strings.

Just reply with your address.

[Your name]

Have AI draft all three in your voice. You read and approve each one before it's loaded. Pick your own spacing. Stop the sequence for anyone who replies or unsubscribes. From there, it's you... as a person, not a pitch.

Put it where your people already are.

Have AI draft the posts and the video script. You approve each one. Then post it in places you already show up.

Your sphere and past clients.

One email with the link. Not a blast every week.

Social posts.

Post about the problem, not the PDF. Link in the post or your profile.

A short video.

Thirty seconds on the one tip from page 2, with the link.

Open houses.

A QR code on a card at the sign-in table.

Your email signature and website.

It works every time you hit send.

Your own conversations.

When someone asks the question, send the guide.

How to measure it

WHAT TO COUNT	WHERE TO FIND IT	WHAT IT TELLS YOU
Visits	Your landing page tool	Is anyone seeing it?
Downloads	Your form	Is the offer worth an email?
Download rate	Downloads divided by visits	Is the page doing its job?
Replies	Your inbox	Are the emails starting conversations?
Conversations and appointments	Your calendar and CRM	The number that actually counts.

I'm not going to give you a benchmark. I don't have one I can stand behind. Track yours for a month, then change one thing at a time... the headline, the post, or where you put it.

Downloads are nice. Conversations are the point.

The rules.

Nothing goes out without them.

AI can draft it. You're still the licensee. Your name and your brokerage's name are on everything it makes.

1 Nothing goes out without your yes.

Not the PDF, the page, a post or an email. A yes on that specific item.

2 Fair housing check on everything.

No ad or statement can show a preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status or national origin. That's federal law (42 U.S.C. 3604(c)), and your state may add more. Describe the property, never the people.

3 No made-up stats.

If AI gives you a number and can't say where it came from, it doesn't go in.

4 Cite your local data.

A source and a date under every number. Check your MLS rules before you publish its data.

5 Disclose your brokerage and license info.

On the PDF, the page and every email, the way your state requires. In the states I work in, online, every page or post can count as its own ad. Check your state's rule.

6 Your broker sees it first.

Ask your managing or principal broker how they want AI-drafted advertising reviewed. And don't paste a client's private info into any tool until you know their policy.

This page is a starting point, not legal advice. Check the current rules and your own broker's policy before you rely on it.

AI does the work. Nothing goes out until you say yes.

EXAMPLE ONLY. NOT REAL RESULTS.

What AI did vs. what I decided.

If I built a seller prep guide this week, here's how I'd split it. It's an example to show the steps, not something I ran or results anyone got.

THE READER

Homeowners thinking about selling this year, in one area.

THE PROBLEM

"What should I fix before I list?"

THE PDF

A six-page seller prep guide, room by room.

THE OFFER

Reply with your address and I'll pull recent sales.

Here's every piece and my estimate of how long a competent person with normal tools would take by hand. **These are estimates, not measurements.**

PIECE	WHAT AI DID	WHAT I DECIDED	BY HAND (ESTIMATE)
The topic	Sorted my recent client questions into themes	Sellers, one area, "what do I fix first?"	30 min
Local data	Turned an MLS export I pulled into a short summary, with source lines	Which numbers go in. Checked every one	1 hr
Outline	Six page titles, one line each	Cut one page, moved two	30 min
Draft	All the pages, in my voice	Every fix and every [CHECK]	2 to 3 hrs
Design	Laid it out in my colors, fonts and logo	Approved the look	1 to 2 hrs
Rules check	Flagged people words, missing sources, missing brokerage info	Final call, then my broker's review	30 min
Landing page copy	Headline, three bullets, thank-you page	Picked the headline	30 min
Three emails	Drafts in my voice	Edited and approved each one	45 min
Posts	Five posts and a short video script	Which ones go, and when	1 hr
Total			About 7¾ to 9¾ hrs

Call it more than a full workday by hand. The "What I decided" column is the part only you can do. That's where your time goes now.

To be fair about the AI side: it isn't one click. Expect to send it a lot of short replies, most of them a sentence or two, and a few telling it what it should have caught on its own.

A few straight answers.

The questions I'd expect from an agent reading this. Short answers, no fluff.

I'm not a writer. Can I still do this?

Yes. AI writes the first draft. Your job is knowing what's true and what your clients actually ask.

Won't every agent have the same checklist?

The generic one, maybe. Yours has your market's numbers, your process and your voice. Same tools, different inputs.

Can AI just give me the market stats?

Not on its own. It can summarize data you pulled and can point to. If it can't name the source, cut the number.

Do I need a website?

No. A landing page tool from your brokerage or CRM works. So does a simple form with a thank-you page.

How long does it take?

For the example on page 12, my estimate is 7¼ to 9¼ hours by hand. With AI drafting, most of your time goes to reading and deciding. I'm not going to promise a number for yours.

Should I tell people AI helped?

I did, on page 2. Check your broker's policy, then be straight about it. Nobody minds good tools. They mind wrong numbers.

What if nobody downloads it?

Change one thing at a time. The headline first, then where you posted it. And ask a few past clients if it's useful. Their answer beats any benchmark.

Is the home value report an appraisal?

No, and it shouldn't read like one. Explain how pricing works and offer to run the real numbers. Check your state's rules and your broker's policy before you put a value on anyone's home in writing.

How often do I make a new one?

Start with one. When it stops starting conversations, update the numbers or build the next one for the other side of the deal.

Can my broker help?

Ask. If your broker built one for recruits, they already know the process. That's the waterfall.

Three steps. This week.

You don't need a month. You need one reader, one problem and a few evenings.

1 Tonight: pick the reader and the problem.

Pull your last few client questions. Pick the one you answer most. Fill in the three lines on page 5.

2 Midweek: outline and draft.

Paste the job from page 6. Approve the outline, then the draft, page by page. Pull your local numbers yourself and give each one a source.

3 By the weekend: the page, three emails, one post.

Build the page, load the three emails, and share it with your sphere. Your broker sees it first. Nothing goes out until you say yes.

YOUR MOVE

Build one for your buyers or sellers.

That's step 3 of the waterfall from page 2. A useful PDF your clients actually want, built with AI, and proof of what you'll do for them.

When you build yours, email me what it was:

tyler@joinvictory.com. I read these.

Want the broker version? Send your broker to **tyler-ai-agents-guide.netlify.app**

Tyler Morton

Broker/Owner, REMAX Victory + Affiliates

