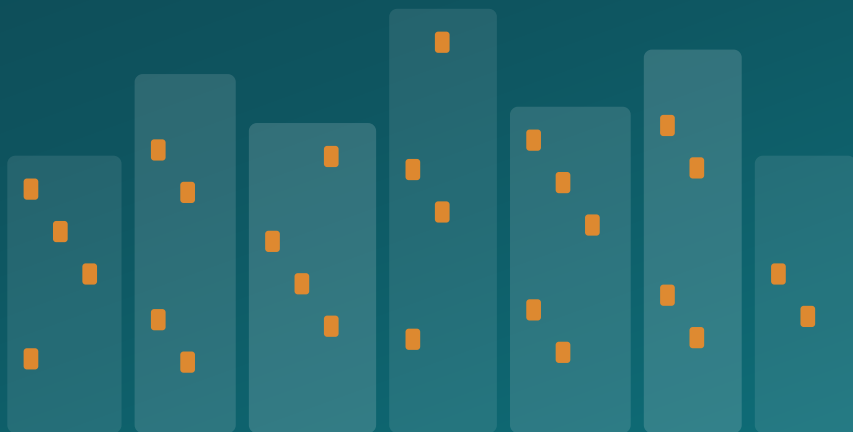
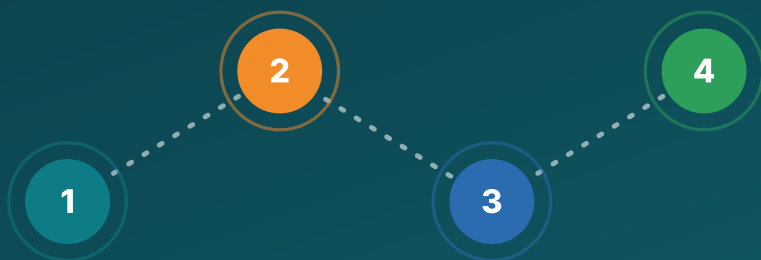


A PRACTICAL GUIDE FOR REAL ESTATE AGENTS

THE REAL ESTATE AI AUTOMATION PLAYBOOK

25 Step-by-Step Automations to Capture Leads, Follow Up Faster,
Market Properties & Save Hours Every Week



FREE TOOLS

COPY-PASTE PROMPTS

NO CODING

AMBER ANAND

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Welcome

If you are a real estate agent, you already know the problem. Enquiries arrive at all hours, follow-ups get pushed to tomorrow, and writing the same message again and again eats the day.

This book gives you 25 small automations that fix that, one at a time. Each one is a simple chain: something happens, a tool does the next step for you, and you get a result. You do not need to be technical. If you can use email and a spreadsheet, you can build every one of them.

Every chapter has the same layout, so you can start anywhere. It tells you what you will get, which free tools to use, the exact steps, and a prompt or message you can copy and paste. Read a little, set up one automation, and see it work before you move on.

Please read first

- **Free first, paid second.** Every chapter shows a free way to do the job. Paid upgrades are listed only to explain what extra you get, so you can decide if they are worth it for you.
- **Affiliate links.** Some tools in this book offer a commission if you sign up through a link. If you use one, I may earn a small amount at no extra cost to you. I list the free option first either way.
- **Tools change.** Prices, free limits and screens change often. If a screen looks different from the book, look for the same idea under a similar name.
- **Get consent and protect data.** Only message people who have contacted you or agreed to hear from you, and follow the privacy and messaging rules where you work. When you paste a lead's details into an AI tool, use a first name only and leave out phone numbers, emails and addresses.
- **Check AI's work.** AI can make mistakes. Always read what it writes, and check every price, size, date and fact about a property before you send it.
- **This is not legal or financial advice.** It is a guide to saving time with everyday tools.
- **Time estimates.** Setup and time-saved figures are estimates. Your results will depend on your tools, your volume of leads and how much you adapt each automation.

How to use this book

- **Fast start:** go straight to Part 7 and follow the 30-day plan.
- **In order:** read Parts 1 to 6 from the start. Each part builds on the one before it.
- **Pick and choose:** find the problem you have today in the contents and open that chapter.

When you see a grey box, that is a prompt or message to copy and paste. Words in [square brackets] are blanks for you to fill in, such as [Name] or [area]. Change those, copy the box, and paste it into your AI assistant or message tool.

02

PART 2

Capture Leads

After this part, every enquiry from every source lands in one lead list within seconds, so nothing gets lost.

Automation 1: One-form enquiry page

Automation 2: Social ad leads to your sheet

Automation 3: 24/7 AI chat assistant

Automation 4: Missed-call catcher

Automation 5: Enquiry email sorter

Automation 6: QR code capture for signs, flyers and open houses

AUTOMATION 1

One-form enquiry page

WHAT YOU GET

One simple form that saves every enquiry to your Leads sheet and alerts you.

Setup time about 25 minutes

Time saved (estimate) about 15 minutes a day



FREE TOOLS

Google Forms and Google Sheets.

PAID UPGRADE

Typeform or a CRM form gives nicer design, questions that change based on answers, and automatic sync with a CRM.

STEPS

- 1 In Google Forms, create a form called Property Enquiry.
- 2 Add up to 7 questions: name, phone or email (required), buying, renting or selling, area, budget range, when they want to move, and a free-text message.
- 3 Open the Responses tab and choose Link to Sheets. Pick your Leads file.
- 4 In the same tab, turn on email notifications for new responses.
- 5 Copy the form link and put it in your social bios, email signature, website and listings.
- 6 Fill in the form yourself as a test and check that the row appears.

COPY & PASTE write the form for you

Act as a real estate assistant.

Write the questions for a short enquiry form for [buyers / renters / sellers] in [area].

Use a maximum of 7 questions in simple words, including one about timing and one about budget range.

Then write a friendly 2-sentence intro for the top of the form and a thank-you message to show after they submit.

COMMON MISTAKE a long form. People give up, so ask only what you need to start a conversation.

QUICK WIN add the form link to your email signature today.