

The AI playbook for real estate growth

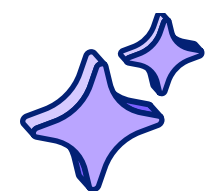


CallRail

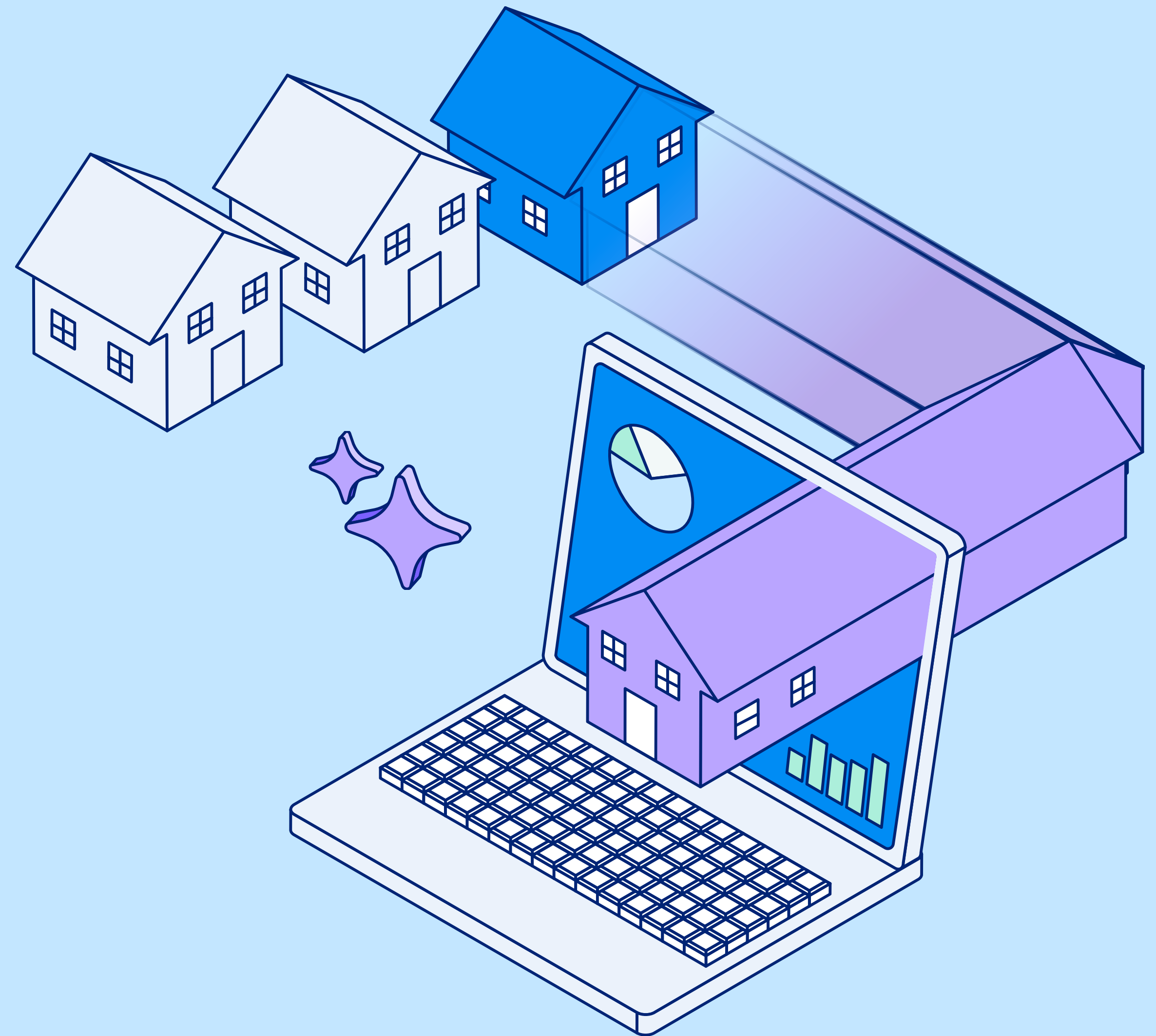
The new open house

Welcome to the new open house — an always-on, digital-first experience where renters and buyers expect quick responses and personalized communication at every step. In today's fast-moving housing market, responsiveness and service quality are what set top performers apart; market knowledge alone is no longer enough.

AI empowers your team to deliver this elevated experience at scale. It's the key to managing this new 24/7 reality, ensuring every potential prospect receives immediate attention so you can focus on building relationships and closing deals.



Nearly **half of homebuyers** work with the first agent who responds to their inquiry, underscoring the importance of speed in securing new business.



How AI is transforming real estate today

AI is already reshaping how real estate professionals attract, nurture, and convert leads. Whether you work solo or manage a team, these five practical use cases show how AI can help you work smarter, respond faster, and create more personalized experiences for customers.

1 Automate and personalize your property marketing

Creating unique listing descriptions, neighborhood guides, blog posts, and social media captions requires time. For busy teams, that often means less time spent with customers. Generative AI can handle repetitive writing tasks in seconds, helping you publish listings faster and maintain a consistent brand voice.



Did you know?

66% of REALTORS® embrace new technology to save time, and **64%** do so to improve client experiences. One in three agents already reports seeing a positive impact from AI on their business.

AI tools to make it happen

ChatGPT: Build custom GPTs when you need to market your properties. These can be trained on the details of your actual listings to automatically generate high-quality drafts in your voice.

Jasper: An AI writing assistant that generates marketing content from short prompts. Just input a few property details or ideas, and Jasper creates complete listing descriptions, blog posts, or neighborhood spotlights.

FollowUpBoss: A real estate CRM platform that automates publishing and follow-up workflows. It helps teams stay organized, manage leads, and ensure no opportunities fall through the cracks.

Together, these tools help you save hours of repetitive writing, maintain a consistent brand voice across every listing, and bring properties to market more quickly.

2 Answer every call, every time

Leads often call from signs, listings, or ads outside of regular business hours. If no one answers, they frequently move on to a competitor. In a hyper-competitive market where speed matters more than ever, a delayed or missed response can mean losing the one opportunity that week.

AI tools to use

CallRail's Voice Assist: An AI-powered receptionist that answers calls, responds to FAQs, qualifies leads, and schedules appointments automatically. It's trained on your website and call transcripts to mirror your business's language and processes, and allows you to:

- Provide 24/7 coverage so your team never misses a qualified lead.
- Automate lead qualification and appointment scheduling.
- Integrate directly with tracking numbers and workflows to centralize lead management.

Capturing 100% of inbound leads ensures that no opportunity ever slips through the cracks. Responding promptly helps build trust with prospects, positioning your team as the clear front-runner and allowing you to confidently run marketing campaigns, knowing that every lead is answered and acted upon quickly.



Did you know?

Businesses using Voice Assist saw a **40%** increase in total answered calls, turning nearly half of previously missed calls into opportunities.

3 Turn conversations into your competitive advantage

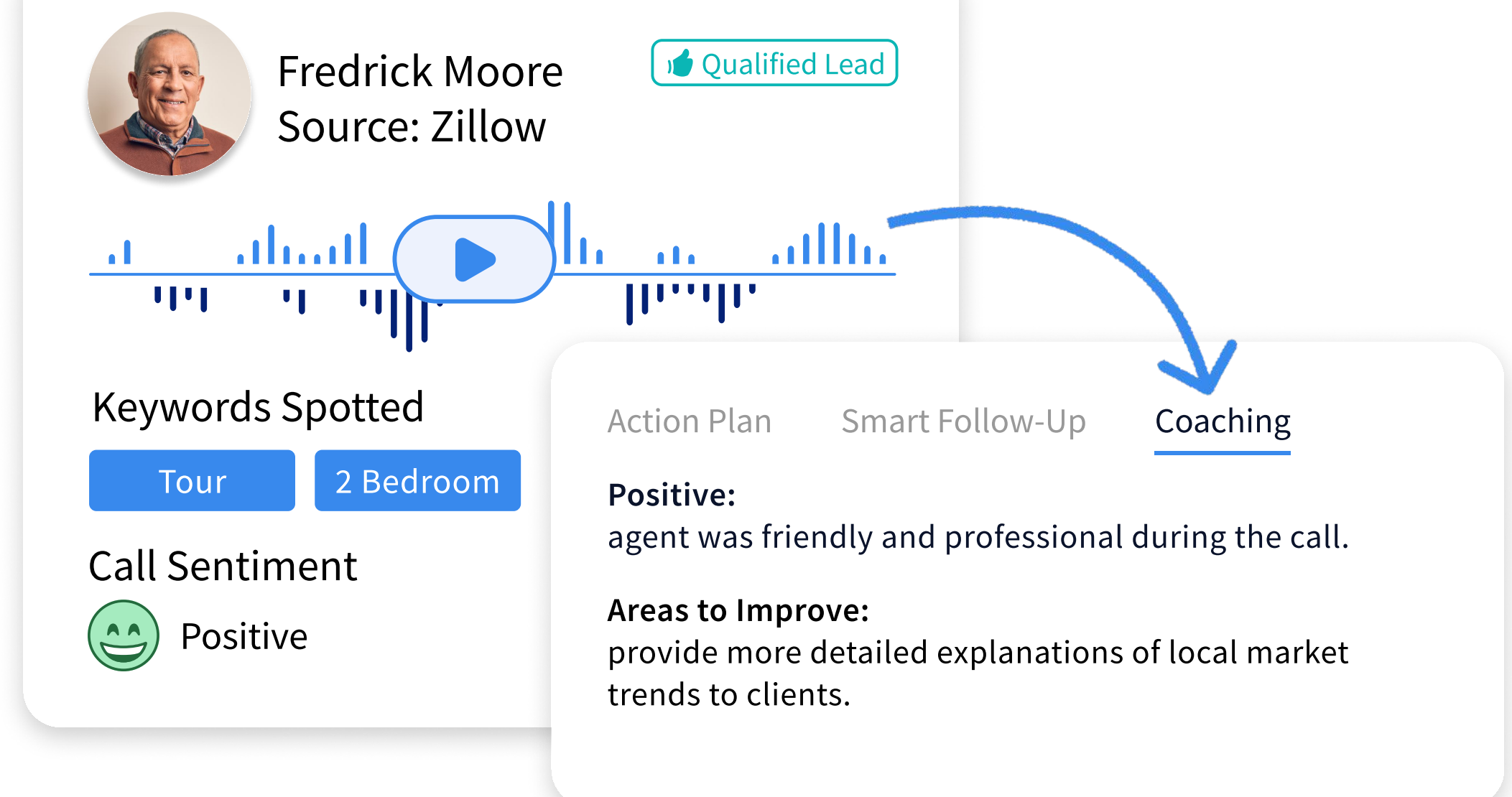
Every call contains valuable information. But when conversations aren't captured or analyzed, details get lost. It's challenging to identify high-quality leads, track the impact of marketing efforts, and effectively coach new team members. AI can automatically record, transcribe, and analyze conversations to surface key insights, sentiment, and keywords in real time.

- Generates **call summaries** to get the **gist** of a 20-minute prospect call in 30 seconds.
- Automatically **spots keywords** like 'looking to sell', '2-bedroom availability', 'new construction', or 'pre-approved' to help you prioritize your hottest leads.
- Utilize transcripts from top-performing sales or leasing professionals as a coaching tool to onboard new team members more efficiently.

AI tools to use

CallRail's Premium Conversation Intelligence™:

A powerful AI feature that automatically captures and analyzes phone conversations, helping real estate teams better understand client intent, lead quality, and campaign performance. It's designed to make it easy to uncover insights and act on them in real time.





Amy Willis
Source: Zillow

Lead details

LEAD SCORE: 
APRIL 12TH, 2025

- 11:13am Visited website
- 12:15pm Downloaded Ebook
- 1:05pm Form submission

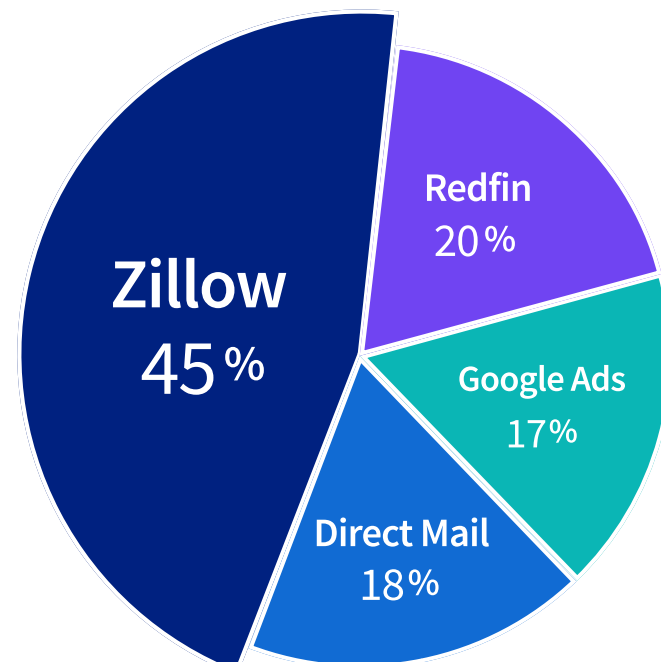
+\$135,000

Tags:

2 Bedroom • 2 Bath

Home Buyer

Calls by source



Understanding lead quality and sentiment gives teams a clearer view of which opportunities to prioritize. By surfacing key insights from conversations, teams can coach more effectively and respond faster, turning real-time intelligence into stronger engagement. It also reveals which keywords and campaigns are attracting serious buyers and renters, so you can focus your budget where it matters most.



Did you know?

Leads contacted within 5 minutes are up to **100 times more likely to convert** than those contacted after 30 minutes. After just 1 hour, conversion rates can drop by **80%**, which means every minute matters when it comes to winning business.

4 Engage instantly with every website visitor

Today's buyers and renters expect immediate answers. If a form submission or chat goes unanswered, potential clients drop off quickly. AI chatbots and form tracking help ensure no opportunity is missed. Your website is one of your most powerful lead generation engines, but only if you can track what's working. With **CallRail**, you can connect every form submission and phone call back to the specific ad, social post, or search term that brought a visitor to your site. This visibility lets you measure true marketing ROI and see which campaigns deliver the highest-quality leads.

Once you've built that measurement foundation, you can confidently deploy AI chatbots like **Tidio** or **Drift** to engage website visitors instantly, knowing every interaction is tracked and optimized for performance.



Did you know?

Live chat can increase conversion rates by approximately **30%**, providing businesses a significant advantage in capturing online leads.

Tools to make it happen

CallRail's Form Tracking: Attributes each form submission to its corresponding source campaign, providing clear visibility into what drives leads.

Tidio and **Drift:** AI chatbots that provide instant answers to questions and collect lead information 24/7.

Yardi and **RealPage:** Property management platforms that streamline operations by centralizing listings, lead tracking, and follow-ups. When paired with AI, they make lead responses faster and more efficient.

Together, these tools connect every step of the lead journey — from first website visit to scheduled showing. Real estate teams gain real-time visibility into where leads originate, how they engage, and when to follow up. By linking chat, form, and call data in one platform, every interaction becomes part of a complete, actionable view of the customer experience.

5 Redefine the property showing experience

Traditional virtual tours are static. Buyers and renters can't ask questions in real time, which slows down momentum and adds more work for teams. AI-powered virtual tours change this by making walk throughs interactive, allowing prospects to explore on their schedule and get answers instantly.

AI tools to make it happen

RealSpace3D: Provides AI-enhanced virtual tours with interactive Q&A capabilities, making the showing process more dynamic and accessible.

Matterport: A widely-used 3D tour platform that has added AI-driven features (e.g., auto-floor-plan generation, measurement tools, scene analytics) to elevate virtual showings.

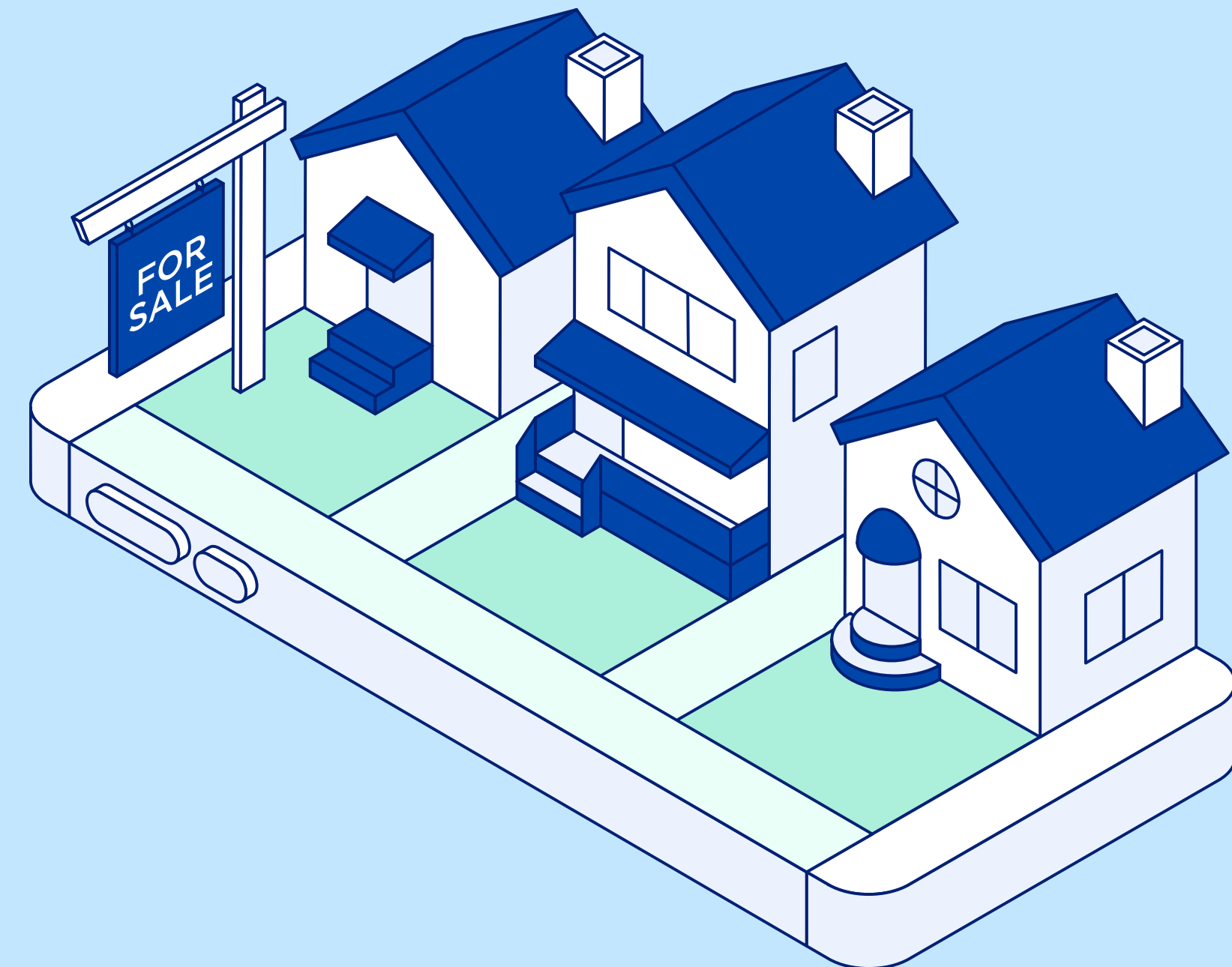
Floorfy: A software solution for real estate professionals that enables rapid creation of 3D virtual tours + remote guided video calls with prospects, reducing the need for in-person visits.

These tools save time on early-stage showings, engage remote buyers and renters, and help you stand out with a modern, interactive experience.



Did you know?

Real estate listings with virtual tours receive **87%** more views than those without, and buyers spend over **50%** more time engaging with interactive tours compared to static images.



Ready to close the deal with more leads?

Real estate has changed. With your open house now open 24/7, leads expect instant, personalized service. AI makes it easy to meet those expectations by automating lead capture, personalizing outreach, and freeing you to focus on relationships and results.

Start your free 14-day trial and see how CallRail can help you capture more leads and convert them faster.



CallRail