

PRACTICAL AI THAT WORKS

Real Estate / Hospitality Marketing
Ops

I was asked which tools I used for:

- sales and lead qualification AI
- customer care AI
- business intelligence AI & creative marketing AI

No gatekeeping. I'll share the best tools that I found, on screen.

A promotional image for EAPI featuring three business professionals (two men and one woman) in dark blue suits and light blue shirts with striped ties. They are positioned in the center against a light blue background. On either side of the professionals is a glowing blue digital head icon composed of a wireframe mesh with glowing eyes. The overall aesthetic is professional and tech-oriented.

YOUR AI CONSULTANCY COM







AI

20 YEARS
AGO

I started in creative
marketing. It was dangerous.

Now I build AI systems to supercharge the entire customer
journey.



Helping leaders and teams master AI through training and strategy.

- 18+ years as a consultant
- Started as Brand creative.
- Helped real estate & hospitality brands their brand visual identity and marketing assets (website, digital design, etc)



Aa

GILROY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Rose

Terracotta

Moss

White

Peach

Cream

Sage

Logo



KISEMBE GARDENS
BOUTIQUE HOTEL



KISEMBE GARDENS
BOUTIQUE HOTEL

FONT 1: "LORA"
FONT 2: "BEBE KAZI BROTTST"

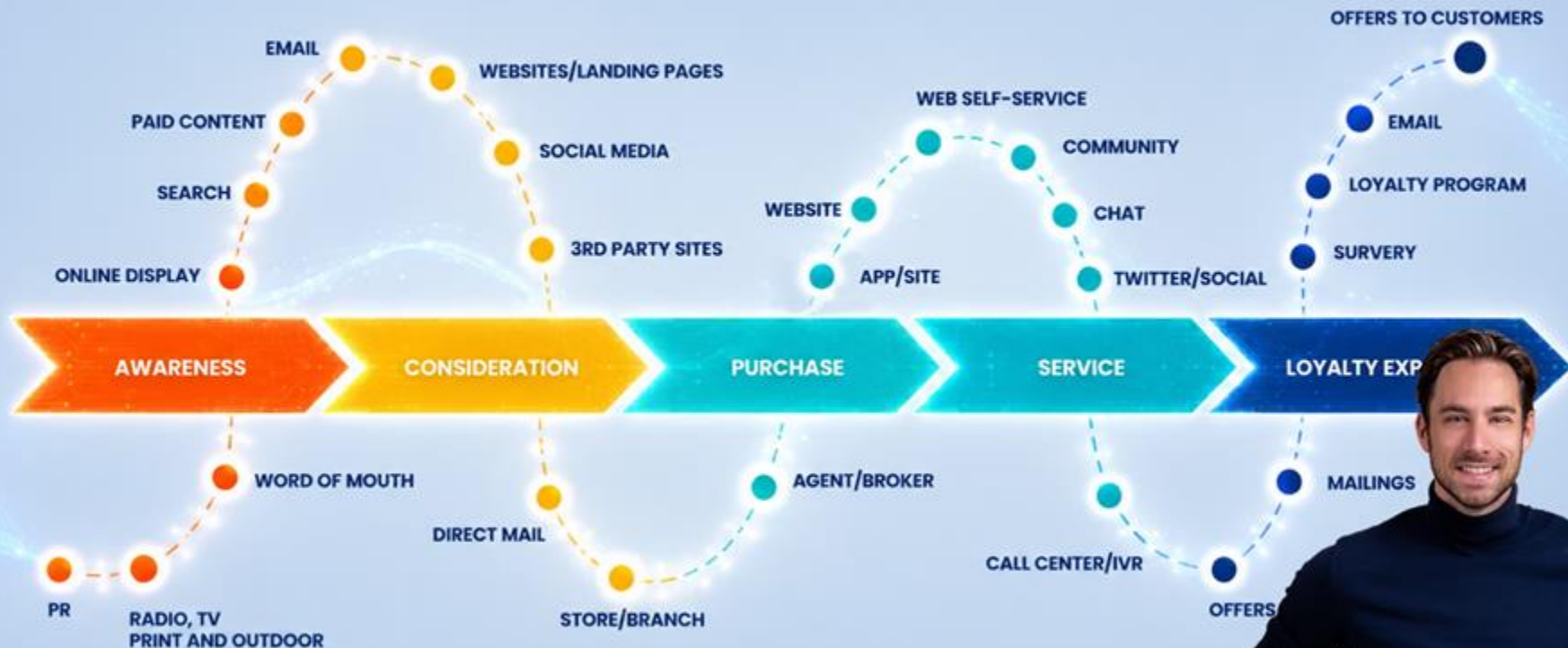
forgetting
what day it is

KISEMBE GARDENS





AI Opportunity Scan & Growth Audit



SUPERCHARGE YOUR CUSTOMER JOURNEY:

[YOURAI CONSULTANCY.COM](https://www.youraiconsultancy.com)



Previously, on EAPI... (2025)

"We lose leads, as we're not consistently following up and responding with quality answers"

"We want to reach more quality leads and turn them into customers"

"Our CRM is basically an Excel sheet with lots of manual labour"

We have lots of industry insights but our creative marketing production takes too long to produce and isn't targeted effectively enough.

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We want a 24/7 system that turns leads into deals.

It answers questions in our human tone of voice,
connected to our knowledge base,



It qualifies buyers and agents
follows up automatically
books appointments automatically.

more human

That way, our team can focus on **closing deals**
and **nurturing authentic client relationships**, not repetitive admin.

An AI to help with CRM, Lead Qualification & Sales



Priority	Name	Deal Owner	Organization	Status	Stage	Loss Reason	Source
High	System Redesign Project	Lisa Jones	AutomoParts Co.	Open	Lead		Social A
High	System Redesign #2	Lisa Jones	Eadeo Audio LLC	Open	Lead		Email C
Low	Quality Testing Process	Henry Kramer	Tare Weights Co.	Open	Lead		Network
High	New Website	Isaac Gains	Execuvee Placement Inc.	Open	Lead		Email C
High	Supplies Project	Sandra Nichols	Binte Ingredients Ltd.	Open	Lead		Phone C
High	Backend Systems Upgrade	Isaac Gains	Cogitz Technologies Inc.	Open	Lead		Network
High	Database System Upgrade	Isaac Gains	Finold Financial LLC	Open	Qualified		Social A
Low	Lab Renovation	Henry Kramer	Peritri Laboratories	Open	Qualified		Email C
Medium	Product Branding	Henry Kramer	Genous Genetics LLC	Open	Qualified		Phone C
Medium	Advertising Campaign	Sandra Nichols	Frontescent Bank	Open	Qualified		Website
Medium	Site Search Project	Isaac Gains	HomovaHomes LLC	Open	Qualified		Website
Medium	Tool Supply Project	Isaac Gains	Omnifix Inc.	Open	Demo		Email C
Medium	Production Project	Lisa Jones	MultinduTV Inc.	Open	Demo		Phone C
Low	Consulting Project	Sandra Nichols	Outescent Co.	Open	Demo		Social A
Low	Product Design	Sandra Nichols	Roozero Farm Equipment Co.	Open	Proposal		Phone C
Low	Equipment Supply Project	Evan Yates	The Megadoo Institute	Lost	Proposal		Phone C
High	Astrodeo Automation Project	Sandra Nichols	Astrodeo Pro Gaming Inc.	Closed	Closed		Network

“95 out of 100 leads won't buy. **But we still have to talk to all of them.**
If someone slacks off.. doesn'trespond in time to the client, or misses a reply,
we go down to 1 out of 100.”

AI for CRM, Lead Qualification & Sales



5-20+

Sales agents qualifying leads



From \$10k+

Monthly costs to qualify leads
with human sales agents



1

AI-powered sales platform qualifying leads

Doesn't replace sales teams, but empowers.
Hands off

Why adding AI next to your human team makes sense



9am-5pm

Availability



Avg. 1-17h

Human response time



1-3

Languages spoken



24/7

Availability



Under 60s

AI response time



90+

Languages spoken

PRO TIP

Don't build a fully custom AI system if you don't need to.

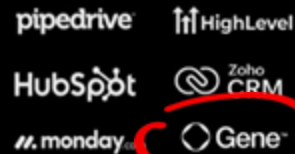
Launch faster with a SaaS platform. Grow from Day 1. Custom AI platforms are expensive to develop and costly to maintain.



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We don't need a chatbot. But an intelligent CRM / OS



Talk to it free + Get \$500 off.

- Responds in under 90 seconds, 24/7, in 90+ languages
- Qualifies every lead: budget, timeline, readiness, urgency
- Sends brochures, answers technical questions, books viewings
- Hands off to your agent with a full summary + sentiment flag

ALWAYS ONLINE Link
18:01
Local Time - Available 24/7

24/7 Availability
Gene never sleeps, providing instant responses to leads at any time of day or night.

AUTO-TRANSLATE
English
Español
中文
العربية
+88 more languages

90+ Languages
Communicate with leads in their native language automatically with real-time translation.

LEAD SCORE 98
Intent: ██████████
Budget: ██████████
Timeline: ██████████
High Priority

Lead Qualification
Intelligently qualifies leads based on your specific criteria and sales methodology.

CONVERSATION
Tell me about the penthouse
The luxury penthouse offers 3,200 sq ft with panoramic city views...
*** Gene is typing...

Natural Conversations
Engages prospects with human-like dialogue that builds trust and rapport.

SCHEDULED FOLLOW-UPS
Property tour reminder
2:00 PM
Financing options
3:00 PM
Check-in message
Tomorrow

Smart Follow-ups
Automatically nurtures leads with perfectly timed follow-up messages.

REAL-TIME ANALYTICS
Response Time: 1.2s
Quality Score: 96%
Hot Leads: 34
Conversion Rate: 42.8%

Instant Insights
Provides real-time analytics on lead quality and conversion potential.

~500\$+ Monthly



INTRODUCING

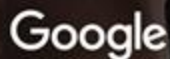
The first AI system for real estate sales

- 💰 Selling \$5B+ USD on autopilot
- 🎯 Proven conversion rate
from lead > appointment: 30%

TRUSTED BY THE BEST



ACCELERATED BY STARTUP PROGRAMS OF



TALK TO GENE



◁ SERIES 2.0

The first AI platform for real estate sales

Turn leads into deals 24/7. Gene qualifies buyers and agents, follows up, and books appointments so your team only focuses on closing.



Talk to it free + Get \$500 off.

[Talk to Gene](#)

[See How It Works](#) 0

A product by **thegenius•studio**

SELLING PROPERTIES FOR LEADING DEVELOPERS, AGENCIES AND REAL ESTATE PORTALS

◁ SERIES 2.0

The first AI platform for real estate sales

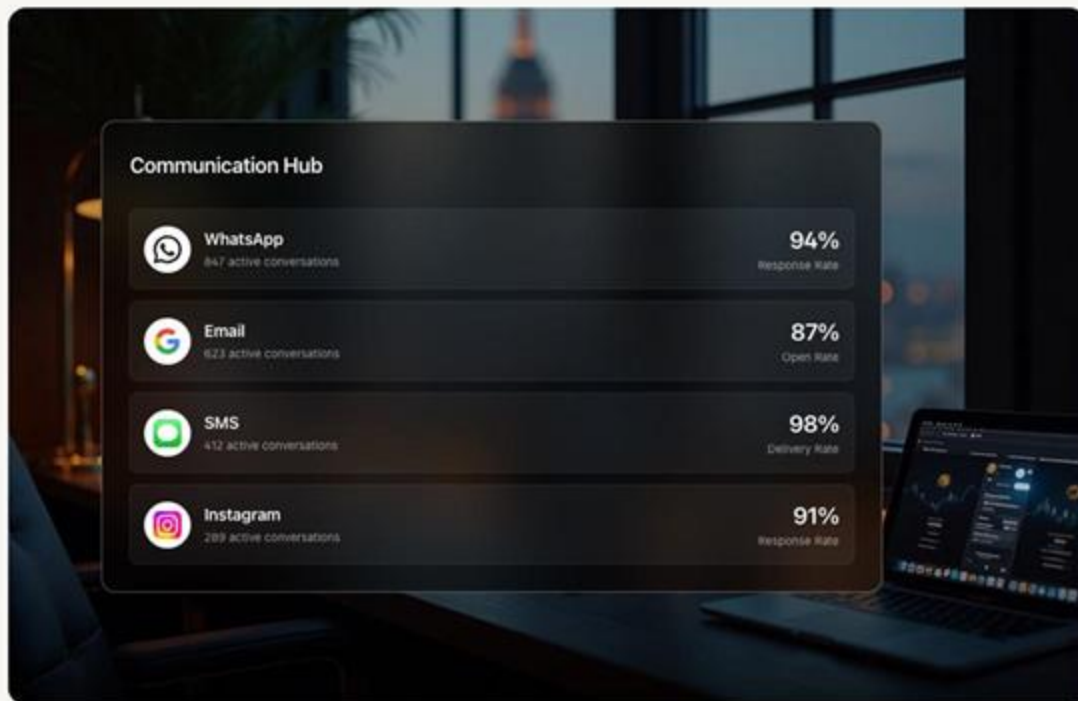
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
SELLING PROPERTIES FOR LEADING DEVELOPERS, AGENCIES AND REAL ESTATE PORTALS



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 Dashboard

 Omni-channel

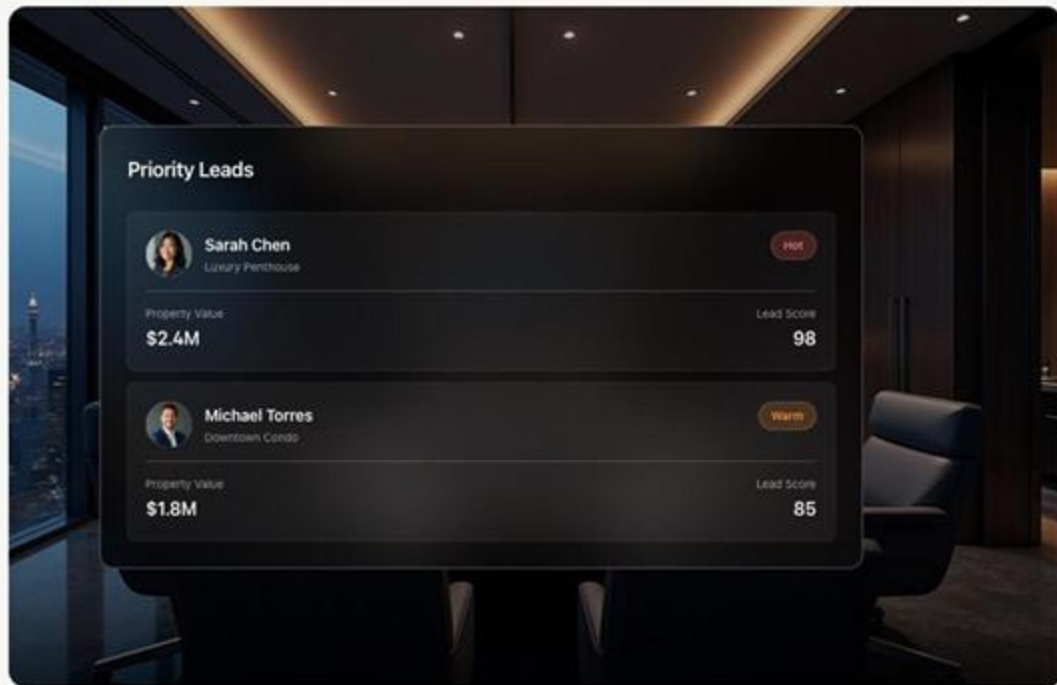
 Leads

 Automations

 Email Marketing

 Integrations





Talk to it free + Get \$500 off.



Remarc Real Estate

Luxury Real Estate • Bali, Indonesia

The Challenge

Remarc was launching their first development project in Bali and quickly attracted strong interest. With 200+ leads per month and only four agents, response times varied widely and many leads went cold before proper follow-up.

The Solution

Remarc implemented Gene AI to handle all initial lead contact, qualification, and scheduling — ensuring every inquiry gets an instant reply and only qualified buyers reach the sales team.

[Read Full Case Study →](#)

Key Results

Consistently instant Lead Response Time	5% → 15% Conversion Rate
30 → 80/month Qualified Leads	150% increase Agent Productivity

"Gene transformed how we handle leads. Every inquiry gets an instant response now, and our agents only spend time with buyers who are actually ready. F..."

Nakhid Sadyhov — Founder, Remarc Real Estate



Fullers Properties

Residential Real Estate • Bali, Indonesia

The Challenge

Fullers Properties was receiving 150–200 leads per month, but with a sales team of just two, follow-up was inconsistent. Each agent responded differently, and there was no standardized process for qualifying or nurturing leads.

The Solution

Gene AI gave Fullers Properties full control over how every lead interaction is handled. The team trained Gene to respond exactly how they wanted—consistent tone, timing, and qualification criteria—creating a systematic process that never deviates.

[Read Full Case Study →](#)

Key Results

50% → 100% Lead Follow-up Rate	4% → 14% Conversion Rate
Fully standardized Response Consistency	~20% savings Cost Savings

"What I love most about Gene is that we can train it to respond exactly how we want. Every lead gets the same quality follow-up, the same timing, the s..."

Andy Kun — Co-Founder, Fullers Properties



Developer example
Remarc

Talk to it free + Get \$500 off.

300%

Average conversion increase

96%

Faster lead response

Agency example
Fullers





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“we want AI to give us leads”

> “a consistent, predictable flow of qualified leads coming in, so agents are not drowning in junk or starving for leads.”



Lead Generation

We begin by building a lead engine focused on one high-converting channel. We test copy that sells outcomes, not features—using emotional hooks and strong CTAs. Once C1 can reliably turn into C2 on one platform, then—and only then—we scale.

CRM & Pipeline

pipedrive ↑↑ HighLevel
HubSpot ∞ Zoho CRM
// monday.com ◊ Gene

AI EMPOWERED

SELF-LEARNING SYSTEM



Traditional Marketing Agencies

Linked in ads

LEAD ESTATE



Refer to me (Koen)
for a free full
strategy session
(worth it!)

Most real estate companies
are stuck in a cycle.



Not Leads, But Qualified Appointments

Stop wasting time on cold, unqualified leads. We deliver booked meetings with buyers who actually have the budget and intent to purchase a luxury property.



Tracked conversions: from click to deal closed

No more vanity metrics like clicks and visitors. We build a complete sales KPI tracker that tracks every step, to optimize the process based on real, exact data.



Specialised In premium and luxury real estate

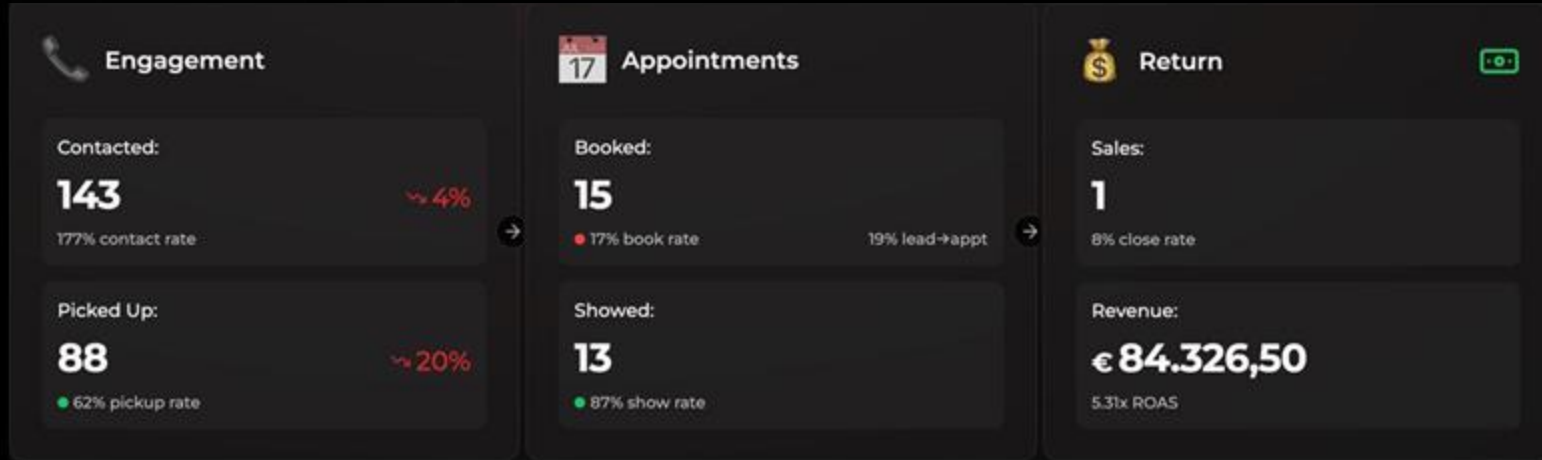
Selling premium properties requires a premium strategy. We know how to reach - and convert - high-net worth buyers from all over the world.

Only guys I know that take full responsibility over how many appointments you get. They'll actually train your sales agents and feed them data.

LEAD ESTATE



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Using AI to track and optimize, feeding data to your CRM/GENE for better natural AI conversations.

LEAD ESTATE



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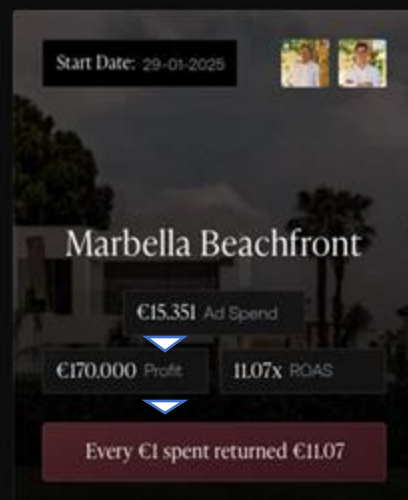
	LEAD ESTATE	Marketing Agencies
Lead Quality	Exclusively works with luxury real estate	Work with all industries
Responsibility	Takes into account every step from lead to deal.	Take zero responsibility over the sales process
Tracking	ROI focused: looks further than leads by measuring all sales conversions and ROI.	Lead focused: Only measure vanity metrics like clicks, leads & visitors.
Transparency	Everything is tracked and measured. All qualifying calls are recorded.	Hiding real data, no communication and no accountability
Consulting	We consult our partners on every factor that will lead to growth, from team building to sales conversion.	Just sell data and leads.

LEAD ESTATE

Where Premium Real Estate
Brands Come To Grow



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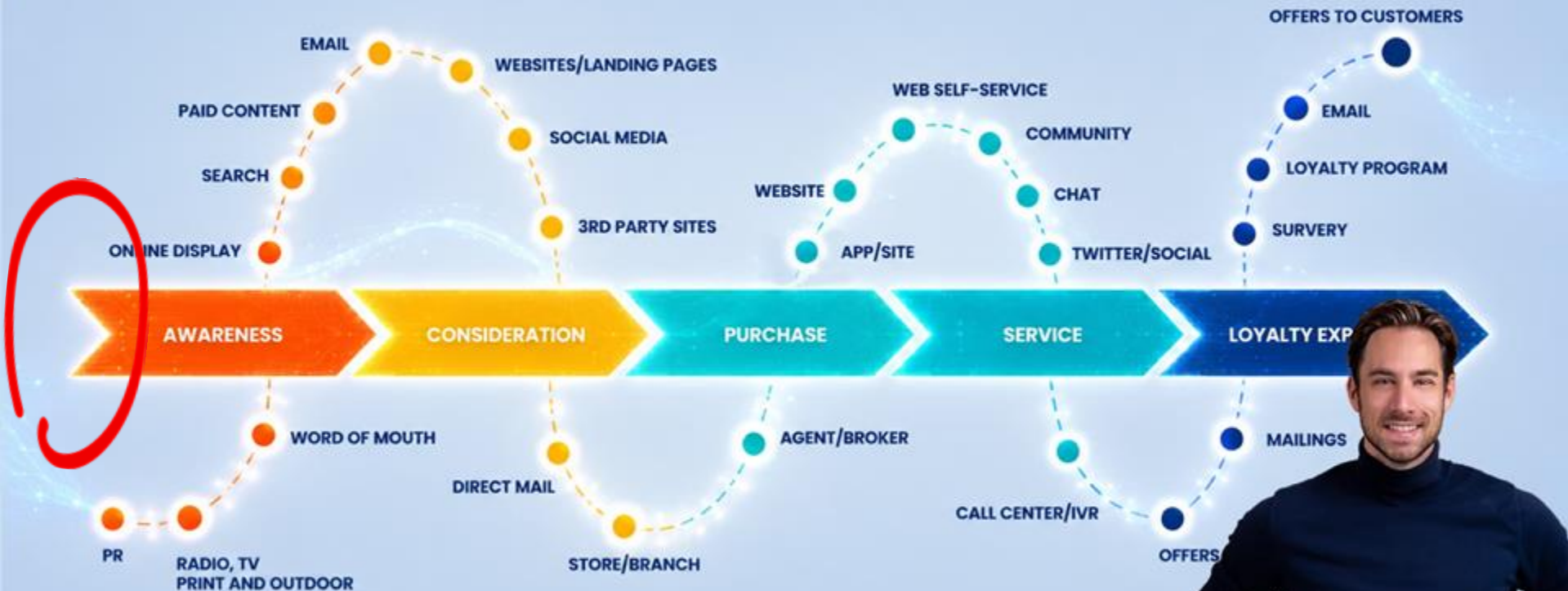
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AI Opportunity Scan & Growth Audit



SUPERCHARGE YOUR CUSTOMER JOURNEY:

YOURAICONSULTANCY.COM





Your Real Estate
Company



"As a Leader or Staff I want to query our proprietary reports and indices in plain language, so that I get 100% accurate insights without tedious manual searching or expensive consultants."



LAYER 1 · INTELLIGENCE

Your proprietary data (market reports, MLS, historical indexes) is locked in PDFs and documents that nobody reads. You manually search through reports, spend hours turning it into more digestible content, or hire consultants to do so.

Solution: → Connect it to an AI system (RAG) and make it a searchable, conversational knowledge base.

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✔ "What's the yield gap between Westlands and Karen in our last 3 reports?"
Answered in 10 seconds, with source citation.

Potential outputs: WhatsApp briefings, executive summaries, investor-ready data points, email newsletter snippets, on demand.





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Key guardrail: If the data isn't in your vault, the AI says so. No hallucinations. No guessing.

Implementation difficulty: **Very easy.**



Chat

Cowork

Code

- + New chat
- Projects
- Artifacts
- Customize

Pinned

RD

Etiquette

Recents

 Afternoon, Koen

How can I help you today?



Sonnet 4.6



Write



Learn



Code



Life stuff



From Calendar



Relaunch to update

v1.6259.1



Ready2die

1 min ago

Purifier

2 days ago



Use an existing folder

Pick a folder and Claude will treat its files as project context. Add instructions to shape how Claude approaches the work.

Choose folder

 Memory is on

Cancel

Create



Relaunch to update

12:00 PM

Create a new project

A dedicated place for ongoing work, where context builds over time. Files and instructions stay in a folder on your computer.



Start from scratch

Set up a new folder with instructions and files.



Import a project

Bring a project you made in Chat over to Cowork.



Use an existing folder

Give Claude a folder you already work from.



- + New task
- Projects
- Scheduled
- Live artifacts
- Dispatch Beta
- Customize

- Pinned
- Drag to pin
- Recents


 **Relaunch to update** v1.6259.1 →



Portier




ⓘ Opus uses your limit faster. Try another model for longer conversations.

What would you like to work on in this project?



+ 

 Portier  Ask Opus 4.7


Recents

 **Revive e-commerce business with marketing strategy** 2 days ago


Okay, but you are. Isn't there some low-hanging fruit within my customer base, su...

Instructions  


Add tone, formatting, or rules to guide how Claude works.

Scheduled + 


Set up recurring tasks for this project.

Context + 

On your computer

- >  Portier

Memory


- >  Memory




- + New task
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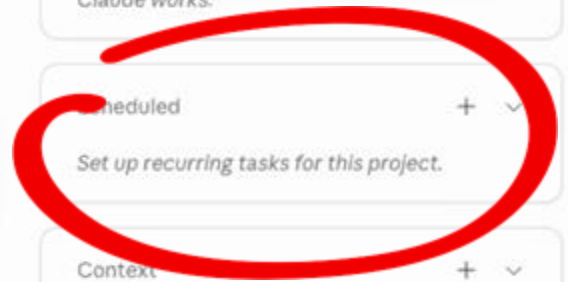
Context  

On your computer

>  Portier

Memory

>  Memory



Recurring tasks = Claude runs autonomously, can create & edit files on your desktop, send out daily briefings (summarising Slack/email), weekly reports, do weekly competitor research, file organization, all on autopilot.



PRO TIP

**Ask the AI about potential use cases
for automatically recurring tasks**

Key recurring tasks include daily briefings (summarizing Slack/email), weekly reports, competitor research, and file organization, allowing Claude to operate as an autonomous teammate that runs on your schedule.

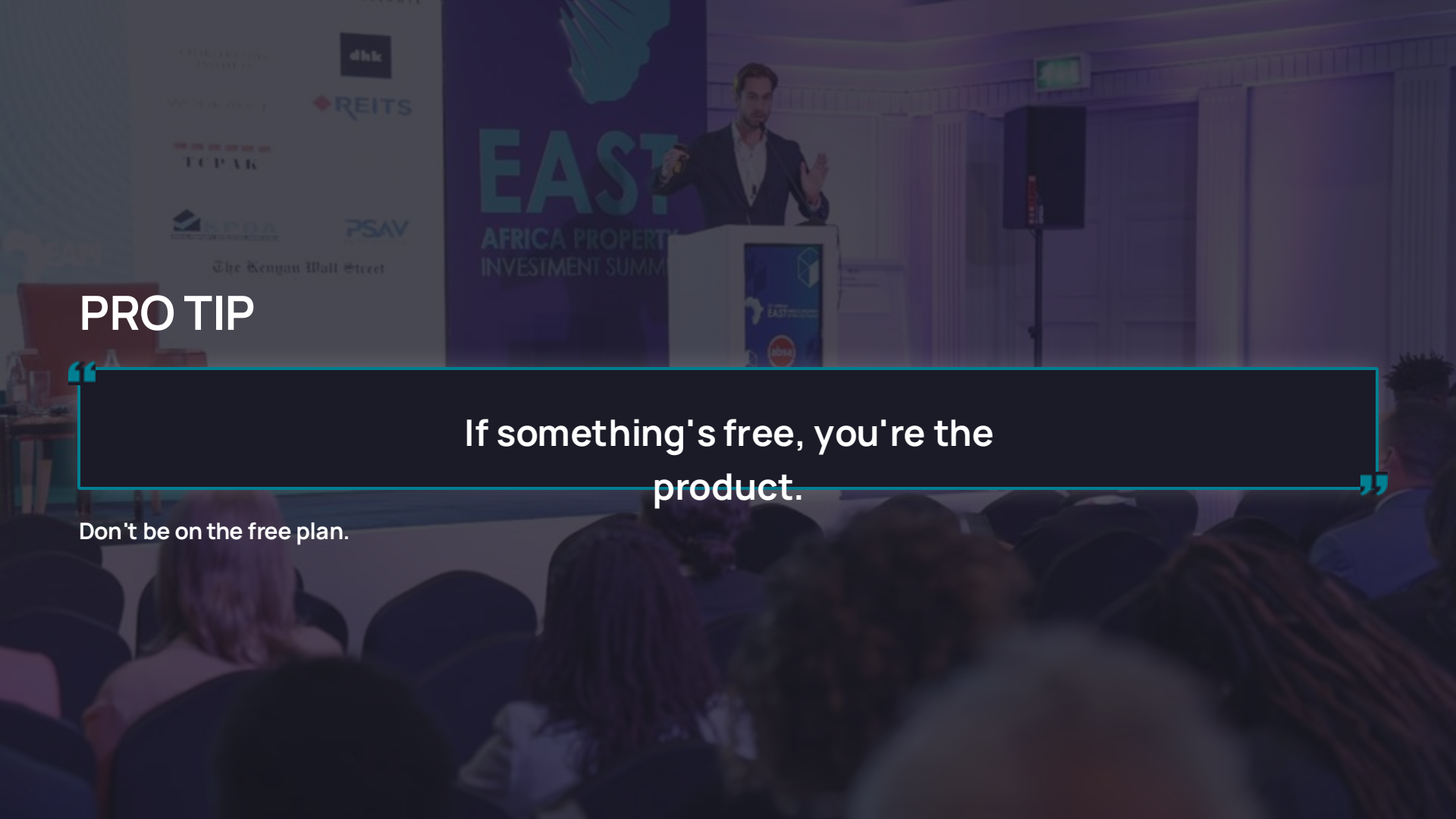


You can use anything.. Gemini, Grok, Perplexity, ~~etc~~ Claude (Cowork)

- Great Document Reasoning
- Low Hallucination Rate
- Clean Writing Style
- Claude Design & Claude Code
- Good Data Privacy & Team Controls: The Claude Team plan offers a more accessible entry point for small-to-medium teams (with a lower seat minimum than ChatGPT Enterprise) and a "zero-training" guarantee on your data as a default.

But you can use anything.. Gemini, Grok, Perplexity,
etc



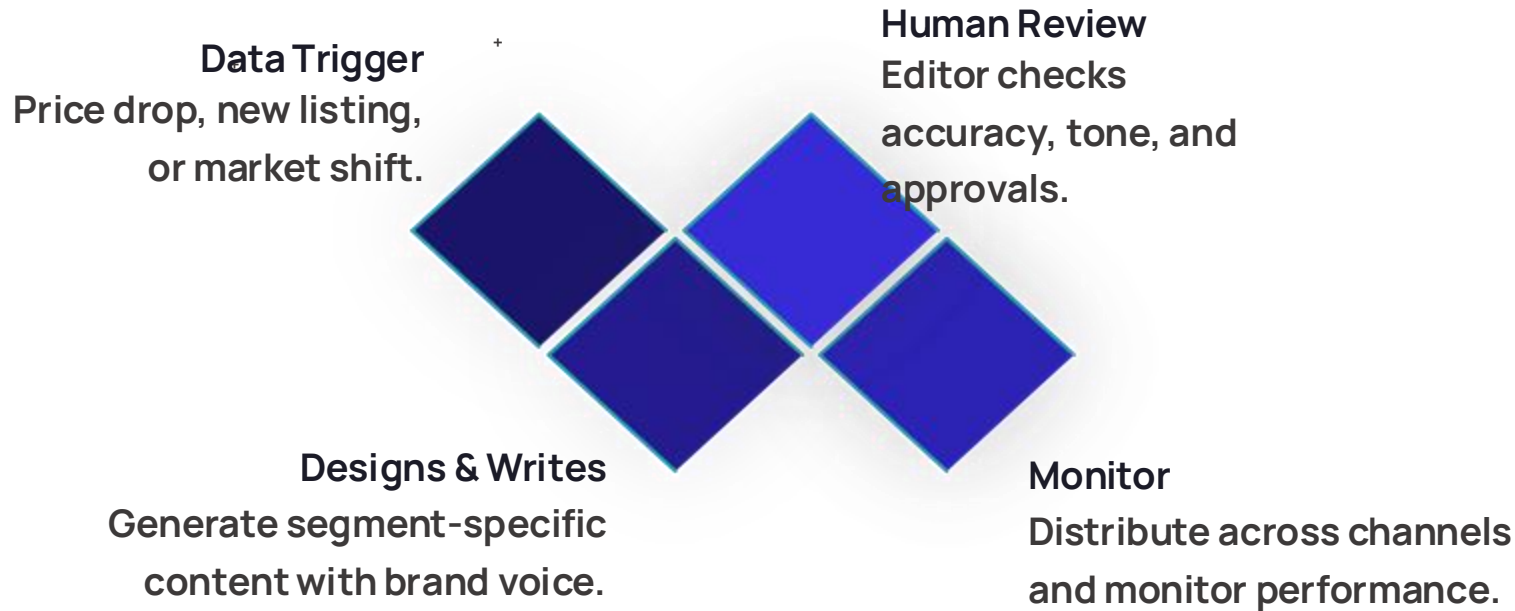


PRO TIP

If something's free, you're the product.

Don't be on the free plan.

Your content bottleneck is costing you authority, not just time.



- Example: Price drop in Kilimani → auto-suggests email snippets targeting diaspora investors with Kilimani interest.
Inserts your research, positioning you as hyper-specific expert.



ACME REAL ESTATE
ASK AN AGENT
Diaspora Special

Where to buy in Kilimani in 2027

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[READ MORE](#)

FACT OR FICTION: WHAT HOMEBUYERS REALLY NEED TO KNOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam,

[READ MORE](#)

acmerealestate.com



PRO TIP

Keep a HITL (Human In The Loop).

Never auto-post. Keep things authentic and hallucination-free.

PRO TIP

"Where are the gaps"



AI Opportunity Scan & Growth Audit



SUPERCHARGE YOUR CUSTOMER JOURNEY:

YOURAICONSULTANCY.COM





Thank you!

Email: koenoosterbroek@gmail.com

Website: youraiconsultancy.com

You get free strategy sessions from:

> [LeadEstate.com](https://www.leadestate.com) by mentioning my name,

Koen

GENE:

Talk to it free + Get \$500 off.

