



COMPLETE IMPLEMENTATION WORKBOOK

How to Stay Relevant When Buyers
Arrive Pre-Programmed

"Because Getting Outsmarted by an Algorithm is NOT an Option!"

April 8, 2026 | 9:00 AM ET

Zoom: us02web.zoom.us/j/83924796230

EDMUND'S MASTERMIND

MISSION & OVERVIEW

Why This Session Exists

On March 25, 2026, Zillow officially launched AI Mode at their NYC investor summit. With 235 million monthly visitors now gaining access to conversational AI that can search homes, analyze comps, recommend offer strategies, and schedule tours, the real estate industry crossed a line it cannot uncross. The education phase that agents have relied on for decades to build trust and demonstrate value is being automated in real time.

This is not a drill. This is not a future prediction. This is happening right now.

The Three Systems You Will Build Today

1. **The AI Translator Framework** -- Position yourself as the agent who interprets, validates, and contextualizes what AI already told your clients.
2. **The Listing-Side Money Move** -- Follow the money. Zillow is explicitly shifting investment toward listing agents. You should too.
3. **Your Competitive AI Stack** -- Build your own AI toolkit that matches or exceeds what Zillow gives consumers for free.

235M

MONTHLY ZILLOW VISITORS

50%

U.S. CLOSINGS VIA DOTLOOP

90%

TOURS VIA SHOWINGTIME

80%+

TOP TEAMS ON FUB

WHAT YOU WILL WALK AWAY WITH

- A redefined value proposition that accounts for AI-informed consumers
- 18 battle-tested prompts you can deploy this week
- A listing-side revenue strategy aligned with Zillow's investment direction
- A personalized AI tool stack to outperform the algorithm
- A 30-day implementation plan with weekly checkpoints

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

1 THE AI TRANSLATOR FRAMEWORK

How to position yourself as the agent who interprets AI for clients

The New Reality

Zillow AI Mode launched March 25, 2026 at their NYC investor summit. This is not a beta test or a press release -- it is a fully operational conversational AI engine with access to every listing, every comp, and every market data point Zillow has accumulated over two decades. Here is what your buyers now have at their fingertips, 24 hours a day, before they ever call you:

What Zillow AI Mode Actually Does

- **Natural language search:** Buyers describe what they want in plain English. No filters, no dropdowns, no learning curve. "Show me 3-bedroom homes in Boca Raton under \$800K with a pool and updated kitchen" returns intelligent, ranked results.
- **BuyAbility assessments:** The AI evaluates what buyers can realistically afford and matches properties to their financial profile -- a conversation agents used to own exclusively.
- **Offer strategy advice:** Based on days on market, price history, comparable sales, and market conditions, Zillow AI suggests opening offer ranges and negotiation positioning.
- **Tour scheduling via ShowingTime:** Buyers can book property tours directly through the AI conversation without ever contacting an agent.
- **Persistent memory:** Unlike a one-time Google search, Zillow AI remembers buyer preferences across sessions. It builds a relationship over weeks, refining recommendations based on feedback. It learns what they like.

The Education Phase Is Being Automated

For decades, agents built trust during the education phase: explaining market conditions, walking clients through the buying process, interpreting data. That phase is now handled by AI before the buyer picks up the phone. The agents who survive this shift are the ones who redefine their value from educator to translator -- someone who interprets, validates, and adds the local context that no algorithm can provide.

What AI Cannot Do (Your New Moat)

- **Negotiate in real-time:** AI can suggest an offer range. It cannot read the listing agent's tone, identify seller motivation, or adjust strategy mid-conversation.
- **Inspect the property:** AI cannot smell mold, hear highway noise, notice foundation cracks, or feel the energy of a neighborhood at 7 PM on a Tuesday.
- **Manage the transaction:** Escrow timelines, inspection negotiations, title issues, appraisal challenges, lender communication -- these require human judgment under pressure.
- **Provide fiduciary duty:** AI has no legal obligation to act in the client's best interest. You do. That distinction is worth emphasizing in every conversation.
- **Offer local opinion:** AI can tell a buyer the school rating. It cannot tell them which carpool lane moves fastest or which HOA board is difficult to work with.

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

SYSTEM 1 PROMPTS: THE AI TRANSLATOR FRAMEWORK

Copy these prompts into ChatGPT, Claude, or your AI tool of choice. Customize the bracketed sections with your market, name, and specialization.

PROMPT 1 -- VALIDATE & CONTEXTUALIZE

A buyer tells you Zillow AI suggested they offer 5% below asking because of 3 price cuts. Write a response that validates their research while adding local context they can't get from AI.

Include: acknowledgment of their preparation, one specific insight about the property or neighborhood that Zillow wouldn't know (e.g., upcoming development, seller motivation, HOA assessment history), and a recommendation that demonstrates your strategic value. Tone: confident, collaborative, not defensive. Market: [YOUR MARKET]. Property type: [PROPERTY TYPE].

PROMPT 2 -- PRE-MEETING EMAIL TEMPLATE

Create a pre-meeting email template for buyers who've been using Zillow AI Mode, acknowledging their research and positioning your value as their strategic advisor.

The email should: (1) compliment their preparation without being patronizing, (2) introduce 3 specific things you bring that AI cannot -- negotiation leverage, inspection expertise, and off-market access, (3) include one compelling question that makes them realize they need your expertise, (4) close with a clear call to action for a strategy session. Keep it under 250 words. Tone: professional, direct, zero fluff. Agent name: [YOUR NAME]. Brokerage: [YOUR BROKERAGE].

PROMPT 3 -- LISTING PRESENTATION TALKING POINTS

Write 3 talking points for a listing presentation that addresses sellers who ask "Why do I need an agent when Zillow's AI can price my home?"

Each talking point should: (1) acknowledge that AI pricing tools are impressive, (2) identify a specific limitation of algorithmic pricing (condition adjustments, hyperlocal comp selection, buyer psychology), (3) provide a real-world example of how an experienced agent's pricing strategy netted the seller more money. Format: headline + 2-3 sentence explanation. Tone: authoritative, not defensive. Market: [YOUR MARKET].

PROMPT 4 -- SOCIAL MEDIA POST

Generate a social media post explaining why AI-informed buyers are actually BETTER clients for top agents.

Angle: buyers who research with AI come prepared, ask smarter questions, and move faster -- which means less hand-holding and more strategic work. This is a win for agents who operate at a high level. Include: a hook that stops the scroll, 3-4 key points, a closing line that positions you as the agent who embraces AI rather than fears it. Platform: Instagram (caption format, 150-200 words). Hashtags: 5 relevant ones. Tone: confident, forward-thinking.

PROMPT 5 -- THE OFFER CONVERSATION SCRIPT

Draft a script for when a buyer says "Zillow AI already told me what to offer" -- how do you add value without dismissing their research?

Structure: (1) Opening acknowledgment -- validate that AI offer suggestions are a good starting point. (2) The pivot -- introduce 2-3 factors AI cannot account for: seller motivation, competing offers you know about through agent networks, inspection leverage, closing timeline flexibility. (3) The reframe -- position your recommendation not as contradicting AI but as adding the human intelligence layer. (4) The close -- get agreement to trust your strategy while keeping them feeling informed. Keep it conversational, 200 words max.

PROMPT 6 -- SHOWING CHECKLIST

Create a one-page "What Zillow AI Can't Tell You About This Property" checklist I can hand to every buyer at a showing.

Categories to cover: (1) Physical inspection items -- noise levels, natural light quality, storage adequacy, parking reality, neighbor proximity. (2) Neighborhood context -- school drop-off traffic, weekend noise, walkability after dark, HOA enforcement style. (3) Financial factors -- insurance cost reality, flood zone implications, assessment history, utility averages. (4) Transaction intelligence -- seller flexibility signals, listing agent reputation, competing buyer activity. Format: clean checklist with check boxes, organized by category, fits on one printed page. Include your branding at the top: [YOUR NAME], [YOUR PHONE], [YOUR WEBSITE].

WORKSHEET: VALUE PROPOSITION AUDIT

The AI Translator Framework starts with understanding what AI now handles that you used to own. Complete each section honestly.

PART A: YOUR CURRENT PITCH

WRITE YOUR CURRENT BUYER PITCH (THE FIRST 60 SECONDS WHEN YOU MEET A NEW CLIENT):

WRITE YOUR CURRENT LISTING PITCH (WHY A SELLER SHOULD HIRE YOU):

PART B: WHAT AI NOW HANDLES

Check each item that Zillow AI Mode now does for your buyers before they contact you:

- ☐ Property search and filtering by natural language criteria
- ☐ Market condition education (days on market, price trends, inventory levels)
- ☐ Comparable sales analysis and pricing context
- ☐ Offer strategy recommendations based on data
- ☐ Affordability assessment and mortgage pre-qualification guidance
- ☐ Tour scheduling and availability coordination
- ☐ Neighborhood and school data research



Other: _____

PART C: YOUR NEW DIFFERENTIATOR

GIVEN WHAT AI NOW HANDLES, WHAT IS YOUR NEW UNIQUE VALUE TO BUYERS?

WHAT IS YOUR NEW UNIQUE VALUE TO SELLERS?

YOUR UPDATED 60-SECOND PITCH (INCORPORATING YOUR AI TRANSLATOR POSITIONING):

2

THE LISTING-SIDE MONEY MOVE

Zillow is explicitly shifting investment toward listing agents. Follow the money.

The Strategic Pivot You Cannot Ignore

At the March 2026 investor summit, Zillow made its strategic direction explicit: the future of Zillow's business is built around listing agents, not buyer's agents. Every major product announcement -- Workspace, Preview, enhanced Dotloop, AI-powered listing tools -- is designed to make listing agents more productive, more sticky to the Zillow ecosystem, and more dependent on their platform. If you are primarily a buyer's agent, this is your signal to pivot.

Zillow's Listing-Side Arsenal

ZILLOW WORKSPACE

Zillow is combining Dotloop (transaction management), ShowingTime (tour coordination), and Aryeo (media/photography) into a single agentic AI-powered platform called Workspace. This is not three tools stitched together -- it is an integrated command center where AI handles scheduling, document preparation, status updates, and client communication. Listing agents who adopt Workspace will manage transactions faster and with fewer errors than agents using disconnected tools.

ZILLOW PREVIEW (COMING SOON LISTINGS)

Zillow Preview is a proprietary "Coming Soon" marketplace powered by LLM technology. Listings appear on Zillow before hitting the MLS, giving sellers early exposure and listing agents an exclusive preview window. This directly competes with NAR's Clear Cooperation Policy debate and gives Zillow a unique inventory advantage. Agents who list with Preview get premium placement and AI-generated marketing materials.

THE NUMBERS THAT MATTER

- **50% of U.S. closings** go through Dotloop -- Zillow already owns the transaction layer
- **90% of tours** are coordinated through ShowingTime -- Zillow owns the showing layer

- **Commission compression on the buyer side** is accelerating post-NAR settlement, making buyer representation less profitable per transaction
- **AI-generated tools** for pricing analysis, CMA materials, and listing descriptions make listing agents more efficient while buyer-side tasks get automated for consumers

Why Listing Agents Win in the AI Era

Listing agents control the transaction. They set the price, manage the showing process, negotiate from a position of power, and orchestrate the timeline. AI enhances these capabilities rather than replacing them. On the buyer side, AI is replacing the education and search functions that agents used to monetize. The math is clear: listing-side revenue is more defensible, more scalable, and more aligned with where Zillow is investing billions.

New AI-powered listing tools are emerging weekly: automated pricing analysis that accounts for condition and upgrades, CMA generation with market narrative, AI-written listing descriptions that test multiple versions for engagement, and predictive analytics that identify the optimal listing window. The listing agent who masters these tools becomes exponentially more productive than the one who ignores them.

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

SYSTEM 2 PROMPTS: THE LISTING-SIDE MONEY MOVE

These prompts help you build listing-side authority and convert your business model toward the more defensible side of the transaction.

PROMPT 1 -- LISTING PRESENTATION PITCH

Write a listing presentation pitch that positions you as the agent who combines AI market analysis with boots-on-the-ground expertise.

Structure: (1) Open with a bold statement about how the market has changed in the last 90 days. (2) Present your AI-powered pricing methodology -- how you use multiple AI tools to analyze comps, then layer your local knowledge to arrive at a strategic price. (3) Detail your marketing approach: AI-optimized listing descriptions, data-driven photography angles, targeted digital campaigns. (4) Close with your unique value: you are the agent who uses AI as a tool, not the agent being replaced by one. Length: 300-400 words. Tone: authoritative, data-driven, confident. Market: [YOUR MARKET].

PROMPT 2 -- SELLER EMAIL CAMPAIGN (3 EMAILS)

Create a seller-focused email campaign (3 emails) that educates homeowners on why AI makes professional listing agents MORE valuable, not less.

Email 1 - Subject: "Your Home's Value Just Got Smarter" -- Introduce how AI pricing tools work, but explain why they miss condition, upgrades, and local demand signals. CTA: request your AI-enhanced home valuation.

Email 2 - Subject: "What Zillow's AI Won't Tell Sellers" -- Cover 3 blind spots: staging ROI, timing strategy, and negotiation psychology. Position your expertise as the human layer. CTA: schedule a listing consultation.

Email 3 - Subject: "The Agents Who Use AI vs. The Agents Being Replaced By It" -- Hard-hitting positioning piece. You are the agent who embraces AI tools to get sellers 5-10% more. CTA: "Let me show you the difference."

Each email: 150-200 words, professional tone, clear CTA. Agent name: [YOUR NAME].

PROMPT 3 -- NEIGHBORHOOD MARKET REPORT TEMPLATE

Generate a neighborhood market report template using AI that you can customize with local knowledge sellers can't get from Zillow.

Sections: (1) Market Snapshot -- median price, DOM, inventory, absorption rate for [NEIGHBORHOOD]. (2) Price Trend Analysis -- 6-month and 12-month trajectory with AI interpretation. (3) Competitive Positioning -- how this neighborhood compares to 3 adjacent areas. (4) Local Intelligence (YOUR section) -- upcoming developments, zoning changes, school redistricting, infrastructure projects, seasonal demand patterns. (5) Pricing Strategy Recommendation -- based on data + your expertise. (6) Your Bio and CTA. Format: professional, clean, suitable for PDF. Include placeholder spots for charts. Market: [YOUR MARKET].

PROMPT 4 -- BUYER-TO-LISTING CONVERSION SCRIPT

Draft a script for converting a buyer lead into a future listing lead by demonstrating your AI-powered market knowledge.

Scenario: You are working with a buyer who just closed. During the relationship, you demonstrated deep market knowledge using AI tools. Now you want to position yourself as their listing agent when they eventually sell. Script should: (1) Reference specific AI-powered insights you provided during their purchase. (2) Introduce your listing-side capabilities. (3) Offer a complimentary annual AI market analysis of their new home's value. (4) Plant the seed: "When the time comes to sell, I want you to have an agent who uses every tool available -- including AI -- to get you top dollar." Length: 150 words. Tone: warm but professional.

PROMPT 5 -- SOCIAL MEDIA SERIES (3 POSTS)

Write a social media post series (3 posts) positioning yourself as the listing expert who uses AI tools better than any algorithm.

Post 1: "I just ran my listing through 3 different AI pricing tools. Here's what happened..." -- Show how AI tools disagree with each other and why human judgment is the tiebreaker. Educational, authority-building.

Post 2: "Sellers ask me if AI can replace their agent. Here's my honest answer." -- Transparent take: AI handles data, you handle strategy, negotiation, and the 47 things that go wrong between contract and closing.

Post 3: Before/after case study. "This home's AI-estimated value: \$X. What we actually sold it for: \$X+. Here's how." -- Demonstrate tangible results from human expertise layered on AI tools.

Each post: Instagram format, 100-150 words, scroll-stopping hook, 3-5 hashtags.

PROMPT 6 -- SELLER'S AI ADVANTAGE GUIDE OUTLINE

Create a "Seller's AI Advantage Guide" outline -- a lead magnet showing sellers how working with an AI-equipped agent gets them 5-10% more.

Structure: (1) Title page with compelling headline. (2) Introduction: "The New Rules of Selling in 2026." (3) Chapter 1: How AI Pricing Gets You Closer to Market Value (but not all the way). (4) Chapter 2: AI-Powered Marketing -- Descriptions, Targeting, and Timing That Algorithms Optimize. (5) Chapter 3: What AI Cannot Do -- Negotiation, Inspection Strategy, and the Human Moments That Win Deals. (6) Chapter 4: How to Choose an AI-Equipped Agent (criteria checklist). (7) Chapter 5: Your Home Sale Action Plan. (8) About the Agent + CTA. For each chapter, provide: headline, 3-4 key points to cover, one compelling statistic or example to include. Format: outline with enough detail to write the full guide.

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

WORKSHEET: LISTING-SIDE REVENUE CALCULATOR

Calculate the financial impact of shifting your business toward the listing side. Be specific with real numbers.

PART A: CURRENT BUSINESS MIX

TOTAL CLOSED TRANSACTIONS (LAST 12 MONTHS):

BUYER-SIDE TRANSACTIONS:

AVERAGE BUYER-SIDE COMMISSION:

TOTAL GCI (LAST 12 MONTHS):

LISTING-SIDE TRANSACTIONS:

AVERAGE LISTING-SIDE COMMISSION:

PART B: THE SHIFT SCENARIO

What happens if you shift 20% of your buyer-side business to listing-side?

BUYER TRANSACTIONS SHIFTED TO LISTINGS (20%):

REVENUE FROM SHIFTED LISTINGS (AT LISTING COMMISSION RATE):

NET REVENUE CHANGE FROM THE 20% SHIFT:

NEW LISTING-SIDE TOTAL:

REVENUE LOST FROM REDUCED BUYER TRANSACTIONS:

PART C: STRATEGIC ACTIONS

THREE SPECIFIC ACTIONS YOU WILL TAKE THIS MONTH TO GENERATE MORE LISTING LEADS:

1. _____

2. _____

3. _____

ONE EXPIRED/FSBO SCRIPT YOU WILL PRACTICE THIS WEEK:

TARGET LISTING-TO-BUYER RATIO IN 6 MONTHS:

3 YOUR COMPETITIVE AI STACK

Build your own AI toolkit to match what Zillow gives consumers

The Arms Race Is Here

Zillow just gave 235 million consumers access to AI that can search homes, analyze comps, and recommend offer strategies. If your tech stack has not evolved since 2023, you are bringing a flip phone to a smartphone fight. The good news: the tools you need are available right now, many of them free or already in your existing subscriptions. The bad news: most agents will not bother to learn them. That is your competitive advantage.

Follow Up Boss: Your AI Command Center

Follow Up Boss is being transformed from a CRM into an AI-powered workflow engine. The centerpiece is **Action Hub**, which prioritizes opportunities based on consumer activity signals and generates draft messages using AI. Instead of manually sorting leads, Action Hub surfaces the hottest opportunities and drafts your response before you even open the app. Over 80% of top-performing teams already use FUB -- the AI upgrade is coming to your existing subscription.

Action Hub analyzes browsing behavior, saved searches, showing requests, and engagement patterns to rank your leads by likelihood to transact. It then generates personalized outreach messages that reference the specific properties and neighborhoods each lead has been researching. Your job shifts from lead management to lead approval -- review the AI suggestion, personalize it with one sentence, and send.

Your AI Tool Categories

- **Lead follow-up:** AI-drafted responses based on lead behavior (FUB Action Hub, ChatGPT, Claude)
- **Market analysis:** AI-generated market reports, price trend analysis, neighborhood comparisons (ChatGPT + MLS data exports)
- **Social media content:** AI-written posts, carousels, video scripts that position you as the local expert (Claude, ChatGPT, Canva AI)
- **CMA generation:** AI-enhanced CMAs with market narrative and pricing strategy context

- **Email marketing:** AI-personalized drip campaigns that adapt based on recipient engagement
- **Listing descriptions:** AI-written luxury copy with multiple versions optimized for different platforms

Create Content AI Cannot

The single most important principle in the AI era: **create content that only you can create.** Zillow AI can generate market statistics. It cannot walk through your neighborhood with a camera. It cannot share your opinion on which restaurants are overrated. It cannot introduce the head of the HOA. It cannot show up at the school fundraiser.

Your defensible content strategy includes: local video tours with your face and voice, personal neighborhood guides with opinions (not just data), market commentary that includes your take (not just numbers), community event coverage, and referral network introductions. The more personality and locality you inject, the less replicable your content becomes.

Specialize or Be Replaced

Generalist agents are the most vulnerable to AI disruption. When AI can answer any general question about any market, the agent who knows "a little about everything" has zero competitive advantage. The agent who is the undisputed expert in three zip codes, one property type, or one buyer demographic has a moat that AI cannot cross. Specialization is no longer a growth strategy -- it is a survival strategy.

Own the relationship before Zillow does: community presence, local events, strategic content, referral networks, and personal brand authority in your niche. The agent who is known in the community will always beat the agent who is found by the algorithm.

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

SYSTEM 3 PROMPTS: YOUR COMPETITIVE AI STACK

These prompts help you build an AI-powered workflow that outperforms what consumers get from Zillow for free.

PROMPT 1 -- WEEKLY MARKET UPDATE EMAIL

Using ChatGPT or Claude, create a weekly market update email template that includes AI-generated stats plus your personal market commentary -- something Zillow AI can't replicate.

Structure: (1) Subject line with urgency or curiosity hook. (2) Opening: one sentence of personal market observation from your week (e.g., "I showed 6 homes in [NEIGHBORHOOD] this week and noticed..."). (3) Data section: 4-5 key stats for [YOUR MARKET] -- median price, new listings, DOM changes, price per sq ft trend, months of supply. (4) Your take: 2-3 sentences interpreting what the data means for buyers and sellers RIGHT NOW -- include an opinion AI wouldn't give. (5) Featured listing or market opportunity. (6) CTA: reply to discuss your situation. Total: 200-250 words. Tone: authoritative but accessible.

PROMPT 2 -- PERSONALIZED LEAD FOLLOW-UP

Build a prompt that generates personalized follow-up messages for leads based on their Zillow search behavior (price range, neighborhoods, property types).

Input format: "Lead name: [NAME]. Price range: [RANGE]. Neighborhoods: [LIST]. Property type: [TYPE]. Days since last activity: [NUMBER]. Previous interactions: [BRIEF SUMMARY]."

Output: Generate 3 message variations: (1) Text message (under 160 characters) referencing a specific property or neighborhood they searched. (2) Email (100-150 words) with a market insight relevant to their search criteria. (3) Voicemail script (30 seconds) that mentions something personal about the neighborhood they are researching. Each message should feel custom, not templated. Include a specific call to action. Never start with "I noticed you were looking at..."

PROMPT 3 -- LUXURY LISTING DESCRIPTION GENERATOR

Create an AI-powered listing description generator prompt that produces luxury-level copy with your personal voice and local knowledge baked in.

Input: Property details -- address, beds/baths, sqft, lot size, key features, upgrades, neighborhood, school district, your personal observations about the property (what you noticed when you walked it).

Output: Generate 3 versions: (1) MLS description (250 words max) -- factual, feature-rich, keyword-optimized. (2) Social media version (100 words) -- emotional, lifestyle-focused, scroll-stopping hook. (3) Email blast version (150 words) -- compelling narrative that creates urgency. Each version should include at least one personal observation that only an agent who visited the property would know. Tone: luxury, sophisticated, zero cliches (no "nestled," "boasts," "entertainer's dream"). Voice: [YOUR BRAND VOICE DESCRIPTION].

PROMPT 4 -- LOCAL EXPERT NEIGHBORHOOD GUIDE

Write a prompt that analyzes a neighborhood and produces a "Local Expert Guide" no AI platform can match -- including personal restaurant picks, hidden gems, and community insights.

Neighborhood: [NEIGHBORHOOD NAME, CITY, STATE].

Generate a guide with these sections: (1) Neighborhood Overview -- history, vibe, who lives here, what makes it special. (2) Real Estate Snapshot -- price range, typical home style, lot sizes, HOA info. (3) My Personal Picks -- top 3 restaurants (with what to order), best coffee shop for remote work, hidden gem most residents don't know about, best walking/running route, the park locals prefer. (4) Schools & Families -- school ratings plus parent perspective (drop-off logistics, after-school options, community involvement). (5) The Honest Truth -- one thing to know before moving here that no listing will tell you. (6) Why I Recommend This Neighborhood For -- (3 buyer profiles this area fits). Include placeholders for photos. Format: ready to publish as a blog post or PDF lead magnet.

PROMPT 5 -- 30-DAY SOCIAL MEDIA CALENDAR

Generate a 30-day social media content calendar using AI that positions you as the go-to agent in your farm area.

Parameters: Farm area: [YOUR FARM AREA]. Platform: Instagram. Posting frequency: 5x per week (M/W/F feed posts, T/Th stories/reels). Niche: [YOUR SPECIALIZATION].

For each post, provide: (1) Day and format (feed post, reel, story, carousel). (2) Content theme (market update, listing showcase, local spotlight, personal brand, educational). (3) Hook/first line. (4) Key message (2-3 sentences). (5) CTA. (6) 3-5 hashtags.

Rules: No more than 2 listing posts per week. At least 2 local/community posts per week. At least 1 personal brand post per week. Every post should subtly reinforce your expertise without being salesy. Include 2 "controversial take" posts that spark engagement.

PROMPT 6 -- AI-POWERED CMA PRESENTATION

Create a prompt that takes MLS data and generates a client-ready CMA presentation with market narrative and pricing strategy.

Input: Subject property address, bed/bath/sqft, lot size, year built, condition, upgrades. Plus: 5-6 comparable sales with address, sale price, sale date, bed/bath/sqft, DOM, condition notes.

Output: (1) Executive summary -- one paragraph positioning the property in the current market. (2) Comparable analysis -- for each comp, explain why it is relevant, adjustments you would make for condition/location/size, and what it tells us about pricing. (3) Market context -- current inventory, absorption rate, buyer demand level, seasonal factors. (4) Pricing strategy -- recommended list price with rationale, pricing range (aggressive/conservative/strategic), and expected DOM at each price point. (5) Your recommendation -- clear, confident pricing recommendation with reasoning a seller can understand. Format: professional, presentation-ready sections. Tone: data-driven authority.

WORKSHEET: AI TOOL AUDIT

Inventory your current tech stack, identify gaps, and build your implementation plan.

PART A: CURRENT AI TOOLS

List every AI or tech tool you currently use in your business:

TOOL NAME	PURPOSE	USING AI FEATURES? (Y/N)

PART B: GAP ANALYSIS

For each category, rate your current capability (1 = no tool, 5 = fully optimized):

Lead follow-up automation	
Market analysis & reporting	
Social media content creation	
CMA / pricing presentation	
Email marketing personalization	
Listing description writing	

Video content production

Client communication (AI-assisted)

PART C: IMPLEMENTATION PRIORITY

TOP 2 TOOLS/CATEGORIES TO IMPLEMENT THIS MONTH:

1. _____

2. _____

ESTIMATED WEEKLY TIME SAVINGS ONCE IMPLEMENTED:

WHO ON YOUR TEAM NEEDS TO LEARN THESE TOOLS?

BUDGET ALLOCATED FOR AI TOOLS (MONTHLY):

30-DAY IMPLEMENTATION PLAN

Execution beats strategy. Check each box as you complete it. Share progress with your accountability partner weekly.

WEEK 1: RECONNAISSANCE & AUDIT (APRIL 8-14)

- ☐ Test Zillow AI Mode yourself -- run 5 searches as a buyer in your market. Document what it gets right and wrong.
- ☐ Complete the Value Proposition Audit worksheet (System 1). Write your new 60-second pitch.
- ☐ Run the Listing-Side Revenue Calculator (System 2). Calculate your current ratio and target ratio.
- ☐ Complete the AI Tool Audit (System 3). Identify your top 2 gaps.
- ☐ Update your Follow Up Boss workflows -- ensure AI Action Hub is enabled (or request access).
- ☐ Practice your new pitch with a colleague or accountability partner. Get honest feedback.
- ☐ Choose your accountability partner for this 30-day sprint:

WEEK 2: IMPLEMENT THE AI TRANSLATOR FRAMEWORK (APRIL 15-21)

- ☐ Use Prompt 1 (Validate & Contextualize) with your next buyer interaction. Document the result.
- ☐ Send the pre-meeting email template (Prompt 2) to your next 3 buyer meetings.
- ☐ Create your "What Zillow AI Can't Tell You" checklist (Prompt 6) and print 20 copies.
- ☐ Post your first AI-positioning social media content (Prompt 4 from System 1).
- ☐ Begin your listing-side pivot: identify 3 potential listing leads in your database.
- ☐ Have one listing conversation using the AI + expertise positioning (System 2, Prompt 1).
- ☐ Track buyer reactions to your new AI Translator approach. Notes:

WEEK 3: BUILD YOUR AI STACK (APRIL 22-28)

- ☐ Set up your weekly market update email using Prompt 1 from System 3. Send to your database.
- ☐ Create your first AI-powered Local Expert Guide (Prompt 4, System 3) for your primary farm area.
- ☐ Generate your 30-day social media calendar (Prompt 5, System 3). Schedule the first week of content.
- ☐ Use the listing description generator (Prompt 3, System 3) on your current or next listing.
- ☐ Draft and send Email 1 of the seller campaign (Prompt 2, System 2) to your sphere.
- ☐ Create one piece of "uncopyable" content -- local video tour, neighborhood guide, or market commentary with your opinion.
- ☐ Test one new AI tool you identified in your gap analysis:

WEEK 4: MEASURE & OPTIMIZE (APRIL 29 - MAY 5)

- ☐ Review email open rates and engagement from your AI-powered market update. Open rate: _____%
- ☐ Count new listing conversations generated this month: _____ (target: 3+)
- ☐ Measure social media engagement lift from AI-generated content vs. previous month.
- ☐ Calculate time saved this week using AI tools: _____ hours
- ☐ Send remaining seller campaign emails (Email 2 and 3, System 2).
- ☐ Schedule a 15-minute call with your accountability partner to share wins and adjustments.
- ☐ Set 3 goals for Month 2 based on what worked: _____

COMMITMENT CONTRACT

Knowing is not enough. You have the systems, the prompts, and the plan. Now commit.

My Commitment

I understand that Zillow AI Mode has permanently changed how consumers interact with real estate. I refuse to ignore this shift and hope it goes away. I commit to implementing the three systems from today's session within 30 days. I will position myself as the AI Translator, shift my business toward the listing side, and build a competitive AI stack that makes me indispensable.

I will not be the agent who gets outsmarted by an algorithm.

MY SPECIFIC COMMITMENTS

SYSTEM 1 -- AI TRANSLATOR: I WILL IMPLEMENT THIS WITH MY NEXT _____ BUYER MEETINGS.

SYSTEM 2 -- LISTING-SIDE PIVOT: MY LISTING-TO-BUYER RATIO TARGET BY JUNE 2026:

SYSTEM 3 -- AI STACK: THE 2 TOOLS I WILL IMPLEMENT THIS MONTH:

1. _____

2. _____

MY ACCOUNTABILITY PARTNER:

WE WILL CHECK IN EVERY: _____ (WEEKLY/BIWEEKLY)

Your Signature

Date

**"The agents who will thrive in the AI era are not the ones who fear technology --
they are the ones who use it better than the technology uses them."**

-- Edmund Bogen

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026

NOTES & ROI TRACKER

Session Notes

30-Day ROI Tracker

Track your measurable results from implementing the three systems.

Metric	Week 1	Week 2	Week 3
Buyer meetings using AI Translator			
New listing conversations			
Listing presentations given			
AI-generated content pieces			

Social media posts published

Market update emails sent

Hours saved using AI tools

Leads generated

METRIC

WEEK 4 / MONTH TOTAL

Total new listings secured

Total revenue attributed to AI tools

Total hours saved

Listing-to-buyer ratio (current)

KEY TAKEAWAYS & ACTION ITEMS

THE ZILLOW \$2.6B MANIFESTO

The algorithm does not know your clients.

It does not know that the couple in unit 4B are getting divorced and will take 15% under ask to close fast. It does not know that the school everyone wants is rezoning next year. It does not know that the builder cut corners on the roof in 2019.

The algorithm has data. You have intelligence.

Data tells you a home sold for \$850,000. Intelligence tells you it sold for \$850,000 because the buyer's mother lives two doors down and they would have paid \$900,000.

Zillow gave consumers a powerful tool. Good. Let them show up prepared. Let them arrive with data in hand and questions ready. That makes your job easier, not harder -- if you are operating at the right level.

The agents who fear AI are the agents who were already replaceable.

You are not that agent.

You are the translator who turns data into decisions. You are the strategist who sees what algorithms miss. You are the negotiator who reads people, not spreadsheets. You are the local expert whose knowledge cannot be scraped, indexed, or automated.

Getting outsmarted by an algorithm is NOT an option.

Not today. Not ever.

Now go execute.

EDMUND'S MASTERMIND

Copyright 2026 Edmund Bogen. All rights reserved.

Edmund's Mastermind | Zillow's \$2.6B Bet Against You | April 2026