PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

AI 2026 PLATFORM
PURE EXPERTZ · WEEKLY WORKSHOPS

LUNCH & LEARN · FOR REAL ESTATE OFFICES · 20 MINUTES

Safe agents. Smart systems.

Agent safety first, then the AI tools that give your team time back.

In person at your office or online · Tuesdays & Thursdays, 11 AM–12 PM

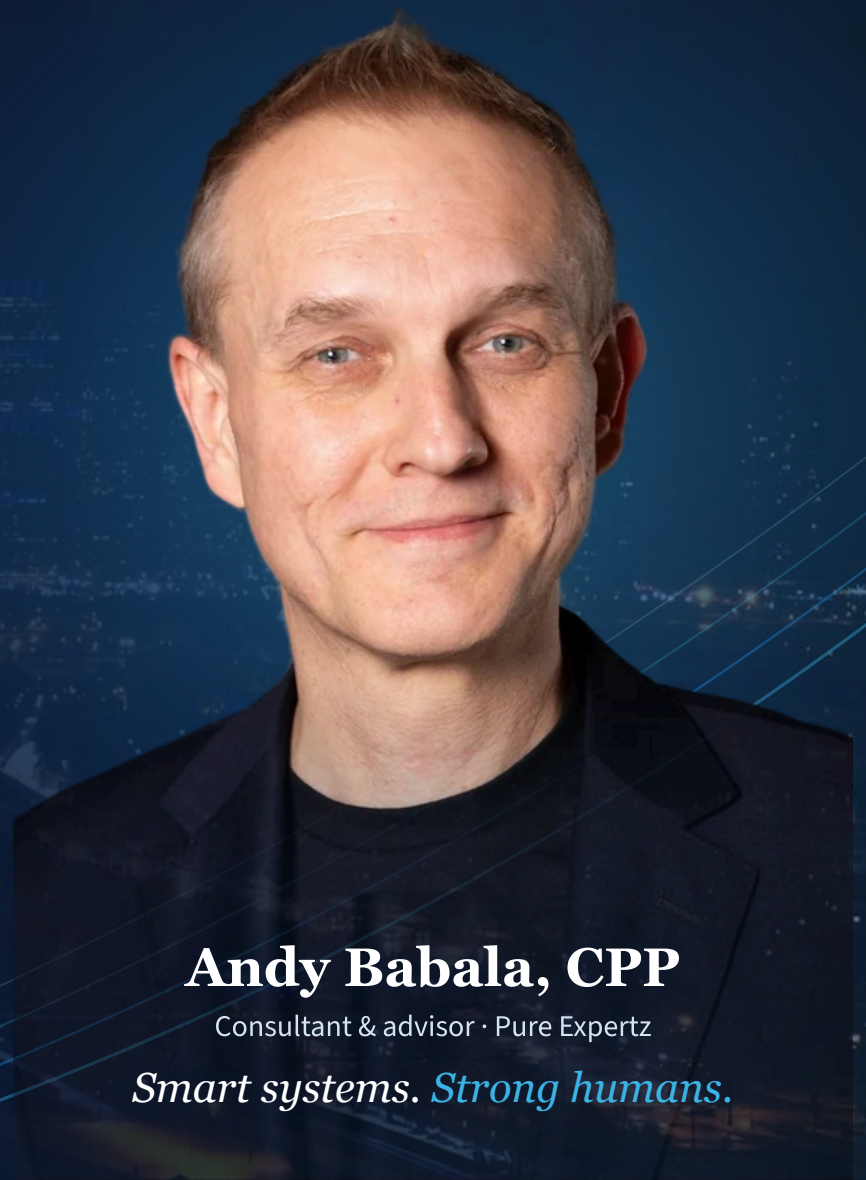
RECORDED ONLY IF EVERYONE AGREES

For managing brokers, agents and their teams

RECORDING NOTICE · WE ASK EVERYONE FIRST

"Before we start — I use AI note-takers so I don't miss anything. Are you okay with me recording this conversation?"

Not okay with it? Say so now, out loud or in the chat.



Andy Babala, CPP

Consultant & advisor · Pure Expertz

Smart systems. Strong humans.

Education, not legal, tax, financial or medical advice. No income or results are promised.

TODAY · 20 MINUTES

Three parts, then your questions

1

Stay safe

Showings, open houses and first meetings: the habits that keep agents out of bad situations.

8 MINUTES

2

Work smarter

AI drafts and AI agents for follow-up, listings and marketing. A person signs off on every draft.

8 MINUTES

3

Your next step

Your team of trusted service providers, office hours, and how to keep learning together.

4 MINUTES

One real question from your office is worth more than any slide. Ask it at any point.

Showings, open houses, first meetings

BEFORE

Know who you're meeting

- Meet new clients at the office first.
- Confirm name, phone and a photo ID.
- Share your schedule and address with a colleague.

DURING

Keep your exit

- Let the client walk ahead; you stay near the door.
- Phone charged, in your hand, not your bag.
- Vacant or after dark: bring a buddy.

AFTER

Check in, check out

- Text "done and safe" to your check-in person.
- Agree on a code word that means "call me now."
- Write down anything that felt off, the same day.

Trust your gut. If a showing feels wrong, you can end it. No sale is worth your safety.

It rarely comes out of nowhere

WHAT THE RESEARCH TEACHES

Aggression builds in stages

Whether slowly or seemingly all at once, aggression tends to build in stages, and the early stages leave behavioral indicators that trained people can recognize. Recognized early, a tense moment can often be redirected before anyone is hurt.

WHAT YOUR TEAM DOES

Notice · Describe · Tell · Act

- **Notice** what changed: tone, pace, pressure, boundaries.
- **Describe** facts, not labels.
- **Tell** the right person in your office.
- **Act** and follow up.

Built with the prevention work of Dr. John D. Byrnes and the Center for Aggression Management. Education only: not legal, medical or psychological advice.

PART 1 · WHO TO CALL

One simple path, known by everyone

DANGER NOW

Call 911

Leave first, then call. Don't wait to be sure. Your office will back you.

SOMETHING FELT OFF

Tell your safety contact

The managing broker or the person your office names. Same day, facts only.

EVERY MONTH

A 20-minute review

What did we notice? What did we learn? Who needs a follow-up?

Your office checklist: name who receives concerns · one reporting path · short training for everyone who meets the public · a follow-up promise, kept.

THE PRINCIPLE

Smart systems. Strong humans.

THE SMART SYSTEM · AI

Drafts fast

- Answers an inquiry in seconds, at 9 PM too.
- Fills in the facts you checked, in your words.
- Has no license, and doesn't know today's MLS status.
- Will happily rate a school district if you let it.

THE STRONG HUMAN · YOU

Signs off

- Checks the MLS before saying yes.
- Points to sources, not opinions.
- Describes the property, never the people.
- Signs with name, license and brokerage.

AI has no license. **You do.** Our teaching follows the Block by Block AI Safety and Security Alliance's three laws: AI used legally, ethically and morally.

From one assistant to a team of agents

FOLLOW-UP

Every lead, same day

Drafts the first reply and the next three touches in your voice.

LISTINGS

Descriptions and posts

From your notes to a description, social posts and an email, describing the property, never the people.

MARKET UPDATES

Your weekly note

Turns the numbers you pull into a short update for past clients.

YOUR CRM

Notes and reminders

Summarizes calls, sets the next step, keeps your pipeline current.

We set up and train an agent team (multi-agent software) for agents and brokers who want it. **The agents draft. You decide and sign.**

Your AI video twin, done the right way

THE TOOLS

Avatar + voice

A video avatar of you (HeyGen) with your own voice (ElevenLabs): market updates, listing tours and answers to common questions, posted everywhere you are.

THE RULES

Your face, your consent

- Only your own likeness and voice.
- Your written consent, kept on file.
- Label it as AI-generated video.

THE HABIT

You review every script

Same rule as every AI draft: the facts are checked and you approve before anything is posted.

Illinois treats face and voice data seriously. We set this up only with the agent's own written consent.

NO ONE SUCCEEDS ALONE

Your team of trusted service providers

BEFORE THE DEAL

Money and paperwork

- Lender and mortgage broker
- Title and closing attorney
- Insurance professional

The people your client trusts

DURING THE DEAL

The property

- Inspector and appraiser
- Contractor, electrician, plumber, HVAC
- Stager and photographer

Ready when you call

AFTER THE DEAL

Keeping it running

- Property manager and maintenance
- Cleaning and turnover crews
- Landscaping, snow, security

Your clients come back to you

Build yours inside our network: Trusted Service Provider membership, $47 / month, listed by trade and ZIP. We don't pay or accept referral fees for real estate settlement services.

PART 3 · YOUR NEXT STEP

Join the Smart Systems, Strong Humans club

FREE

Open office hours

Tuesdays and Thursdays, 1 PM CT on Zoom. Think of it as a discovery call. Register once: **zoom.pureexpertz.ai**

FREE

Your community access

Weekly workshops, recordings and the Block by Block AI Safety & Security Alliance. **pureexpertz.com/join**

$47 / MONTH

Trusted service provider

Listed by trade and ZIP, introductions, and the modules you unlock as you grow, up to running your own practice.

Want this for your whole office? Book a lunch & learn, Tuesdays or Thursdays 11–12, or a 2-hour deep dive: call or text Andy at (847) 991-9985.

BEYOND YOUR OFFICE · FOR ORGANIZATIONS

What we deliver for organizations

01

Digital transformation

Strategy to working systems, with our network of experienced digital consultants.

02

Duty of care & safety

Security team, front desk and whole-organization training.

03

Wellness & health

Healthier people and steadier teams, with licensed partners where needed.

04

Process improvement

Map it, fix it, automate it, train your people to run it.

05

AI fluency & agents

AI teammates with guardrails. A person signs off.

06

Partnerships & M&A

Advisory: partner fit, readiness, integration. Licensed pros when needed.

We advise, train and implement. No results are promised. Pure Expertz does not offer, sell or broker securities.

DUTY OF CARE · THE WHOLE ORGANIZATION

Prevention works when everyone knows the program

SECURITY TEAM

Step in early

Recognize how aggression builds, before it peaks.

FRONT DESK

The first line

Calm, clear and connected to help.

LEADERS

Own the plan

Policy, culture and the duty-of-care plan.

EVERYONE

Knows why

Knows the program, why it exists and who to call.

Trained people notice early, describe it clearly and act together. That **dramatically reduces** risk. Pure Expertz makes the bridge for the first conversations, the rollout and the training rhythm.

Framework: the Center for Aggression Management, with Dr. John D. Byrnes. Education only.

WHERE WE LEARNED IT

Programs completed · networks we work with

PROGRAMS

- **Darren Hardy** · business mastery program
- **ASIS International** · CPP board certification
- **SSSE** · self-storage education
- **Passive Investing Mastery** · Patrick Grimes

NETWORKS

- **Andrew Holmes** · real estate investor network and events
- **Center for Aggression Management** · prevention framework
- **AB Mastermind** · our mastermind and business groups
- **Block by Block AI Safety & Security Alliance** · our network

Names are listed for reference. Logos appear only with each organization's written permission. No endorsement implied.

THANK YOU

Thank you. Now, your questions.

Questions about today's lesson, your inquiries or your team. Ask one, then we listen.

Free access

pureexpertz.com/join

Real estate teams

pureexpertz.com/real-estate-teams

Open office hours

zoom.pureexpertz.ai · Tue & Thu 1 PM CT



Andy Babala, CPP · consultant & advisor · Pure Expertz, a marketing and automation agency · support@pureexpertz.com · (847) 991-9985 · Smart systems. Strong humans.

Monthly Mini-Forum: first Wednesday, next Wed Dec 2, 12–2 PM CT. Office hours: Tue & Thu, 1 PM CT, free on Zoom. Workshops every Tuesday. · Education, not legal, tax, financial or medical advice. No income or results are promised.