PURE EXPERTZ
SERVICES THAT YOU CAN TRUST

AI 2026 PLATFORM
PURE EXPERTZ · WEEKLY WORKSHOPS

WEEKLY WORKSHOP · REAL ESTATE TUESDAY, 3:00–4:00 PM CT

AI-Enhanced Real Estate Pro

The first reply to a new inquiry: AI drafts, the licensed broker signs off.

Tuesday, November 17, 2026 · 3:00–4:00 PM CT · live in the AI 2026 platform

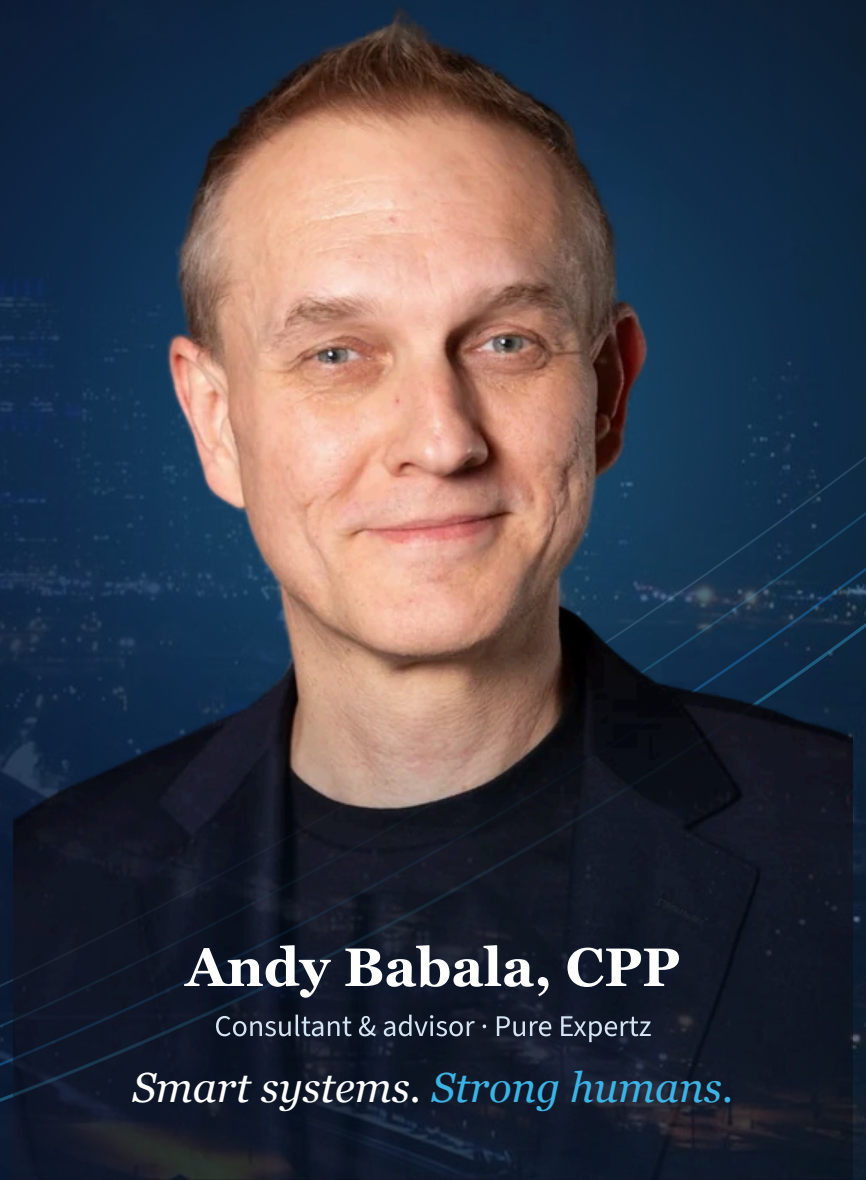
THIS SESSION IS RECORDED

For brokers, agents and real estate 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.

FIRST · 30 SECONDS

Hello. One short question, then we listen.

ANDY · 30 SECONDS

"At Pure Expertz, we help business owners and security leaders deploy AI workforces without losing control."

- **Andy Babala, CPP** · consultant & advisor
- 20+ years in security
- Pure Expertz, a marketing and automation agency



Smart systems. Strong humans.

ONE SHORT QUESTION · TYPE IT IN THE CHAT

How fast does a new inquiry get your first reply?

Type it in the chat: minutes, hours, or "it depends." Honest answers win.

Then we listen. Andy reads a few answers out loud, by first name.

TODAY · 60 MINUTES

20 · 20 · 20: learn it, do it, ask it

20 min

Presentation

A quick tour, then one lesson: the first reply to a buyer inquiry, the FIRST check and a prompt you can copy.

20 min

Working session

Answer one inquiry. AI drafts, you sign off. Timer on, then two volunteers read theirs.

20 min

Live / recorded

Your questions, the smart-systems principle, and your next steps. We wrap at 4:00 PM CT.

THE ONE RULE FOR TODAY

AI drafts. The broker signs off.

No reply goes to a buyer until the licensed broker has checked it.

Watching the recording? Pause at the working session and do it with us.

Six doors, and all of them open

01

The AI 2026 platform

Where these workshops run: live rooms, information sessions, workshop previews and the replays.

Your personal link, by email

02

The community

The Feed, the Question of the Day, the lounges, the replays and the 30-Day Challenge.

community.pureexpertz.ai

03

Weekly workshops

Tuesdays: small business 2 PM, real estate 3 PM CT. Sixty minutes: 20 to learn, 20 to do, 20 live with your questions.

Rolling enrollment: join any week

04

Trusted Service Providers

Checked local pros, by trade and ZIP, that owners and families can call. A verification step, not an endorsement.

Inside the community

05

Monthly Mini-Forum

The first Wednesday of every month, 12–2 PM CT. Next: **Wednesday, December 2.**

Your access link gets you in

06

Open office hours

Tuesdays and Thursdays, 1 PM CT on Zoom. Come with a question; no appointment needed. It's also the way to a 1:1.

zoom.pureexpertz.ai

Real estate pros and teams: start free at pureexpertz.com/join; the team page is pureexpertz.com/real-estate-teams.

THE TOUR · YOUR WEEK WITH US

Monday to Saturday, all times Central

MON

10–11 AM
Walk & Talk

2–4 PM
Leaders and business owners: speakers, presenters and people growing teams

TUE · TODAY

1 PM · Zoom
Open office hours

2 PM
AI for Small Business Owners

3 PM
AI-Enhanced Real Estate Pro

WED

12–2 PM
Lunch & Learn, free. First Wednesday: the Mini-Forum (next: Dec 2)

3 PM
AI Family Resilience

THU

1 PM · Zoom
Open office hours

2–3 PM
Prevention and duty of care with Dr. John D. Byrnes

3 PM
AI-Fluent Remote Talent

FRI

Any time
Catch up: the week's replays and the Question of the Day in the community

SAT

2–4 PM
Crawl · Walk · Run intensive

Sessions run inside the AI 2026 platform; office hours run on Zoom. **Rolling enrollment: start any week, at your pace.** Today you're in the 3 PM room.

A new inquiry lands at 9:12 PM

Website inquiry · 88 Birchwood Lane

EXAMPLE

EXAMPLE · FICTIONAL

Chris M.

Tuesday, 9:12 PM · via your listing page

Hi! Is 88 Birchwood still available? We have two little kids. Is it a good school district, and is the neighborhood safe? Could we see it Saturday morning?

MLS TODAY	**Active** · list price **$389,000**
SHOWINGS	Saturday, 10 AM–1 PM open
AGREEMENT	No written buyer agreement with Chris yet

Example only: 88 Birchwood Lane, Chris M. and Sample Realty Group are made up.

WARM-UP · TYPE IN THE CHAT

Which part of this message would you answer first?

A "Is it still available?"

B "Good school district?"

C "Is the neighborhood safe?"

D "Saturday morning?"

Speed matters. But a fast reply with the wrong words can cost more than a slow one. **Two of these four questions are fair-housing traps.** Today: fast, and signed off.

THE LESSON · 2

The AI's first draft, and the one Jane signed

AI first draft — NOT SENT

Hi Chris!! **Yes, it's still available** (1), and **it's perfect for a young family like yours. The schools are top-rated and it's a very safe, quiet street.** (2) **It's a hot one, so plan to offer over asking. See you Saturday at 10!** (3)
Team Sample (4)

Signed-off reply — READY TO SEND

Hi Chris, thanks for reaching out about 88 Birchwood Lane. I just checked: it's active, and Saturday between 10 and 1 is open for showings. Before a tour, I'll send a short written buyer agreement so you know how I work; happy to walk you through it on a quick call. For schools and the neighborhood, the school district's website and the village police department share their own information, and it's worth visiting at different times of day. What time works Saturday?
Jane Sample, broker, Sample Realty Group

✓ **Signed off by Jane, licensed broker · FIRST check passed**

(1) **Status not checked.** Confirm it in the MLS before you say yes.

(2) **Fair housing + opinions:** it describes people and rates schools and safety.

(3) **Advice too early:** offer strategy, and a tour before any agreement.

(4) **No name, license or brokerage.** Who is this?

The FIRST check *five yeses before you send*

F

Facts checked

Status, price and showing times: confirmed in the MLS today, not from memory or the AI.

I

Info, not opinions

Schools, safety, “a good area”: point to the source. Let the buyer decide.

R

Room for everyone

Describe the property, never the people. No “perfect for a young family.”

S

Steps in order

The written buyer agreement before the tour. Offer strategy comes later, never in a first reply.

T

Tagged with you

Your name, “broker,” and your brokerage on every reply.

Five yeses: send it. Any no: fix it first. **Fair housing, license-law and MLS questions go to your managing broker, your MLS or an attorney.** Education, not legal advice.

COPY THIS

The first-reply prompt

THE FIRST-REPLY PROMPT — PASTE INTO YOUR AI ASSISTANT

```
I'm [name], a broker with [brokerage]. Help me answer
a new inquiry about [listing address].
Facts I checked in the MLS today (use only these):
[status], [price], showings [days and times].
Write a reply under 100 words that:
  · thanks them and answers the availability question
  · offers [showing times] and asks which one works
  · says I'll send a short written buyer agreement
    before a tour, and offers a quick call about it
  · answers school or safety questions by pointing
    to the source, with no opinions
  · describes the property, never the people
  · makes no promises about price, value or offers
Sign it: [name], broker, [brokerage].
The inquiry: [paste the message, first name only]
```

How to use it

1. **Check the MLS first,** then type the facts in yourself.
2. **First name only.** No phone, email or other personal details go into AI.
3. **Run the FIRST check.** Facts? Info? Room? Steps? Tagged?
4. **Send it yourself,** from your own email or CRM, under your name.

Use the AI tools your brokerage allows. Ask your managing broker.

The 5-minute first reply

MINUTE 0
Inquiry in
Website, portal, text or email

MINUTE 1
Check the MLS
Status, price, showing times

MINUTES 2–3
AI drafts
The prompt, plus your saved answers

MINUTES 4–5
FIRST check, send
Under your name and brokerage

SAVED ANSWER 1
"Is it available?"
Status as of today, the open showing times, and one question: *"Which time works for you?"*

SAVED ANSWER 2
Schools and safety
Point to the source: *"The school district's website and the local police department share their own information."* No opinions.

SAVED ANSWER 3
Before the tour
The written buyer agreement in plain words: *"Here's how I work, and here's what it costs you, before we tour."*

Have your managing broker approve the three saved answers once. Then AI fills in the facts, you check, you send.

WORKING SESSION · 20 MINUTES · HANDS-ON

Answer one inquiry. Sign it off.

15 + 5 MINUTES

1 Pick one inquiry

A real one from this week, first name only. Or the Birchwood sample.

2 Check, then prompt

MLS facts first. Then the prompt, in the AI tool your brokerage allows.

3 Run the FIRST check

Facts? Info, not opinions? Room for everyone? Steps in order? Tagged with you?

4 Save it as a snippet

A good reply becomes saved answer 1, 2 or 3 for next time.

Warm-up: type in the chat one phrase you'll never send a buyer again. (“Perfect for a young family” is taken.) Then write yours. Type **FIRST** when it passes all five.

Last 5 minutes: two volunteers read theirs out loud, first names only. **Watching the recording?** Pause here and do it now.

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.

A consulting practice for property owners, investors and the teams that run them

CONSULTING

Strategy for your portfolio

- Co-living and multigenerational options for families
- Which systems to build first, and why
- Connections to the right licensed professionals

Discovery: open office hours

ENHANCEMENT

Property-management systems

- Owner, tenant and vendor communication
- Maintenance and turn coordination
- AI drafts, a person signs off: every time

Your processes, mapped and improved

NETWORK

Trusted service providers

- Vetted contractors and trades by ZIP
- Introductions, not cold calls
- A weekly Trusted Service Provider meetup

pureexpertz.com/join

Consulting and education. We are not a brokerage and don't manage property ourselves; licensed professionals handle legal, tax, lending and brokerage. No returns or income are promised.

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.

For property-management organizations and investors self-managing 50+ doors

YOUR PEOPLE

One community hub

- Owners, residents, contractors and staff in one place
- Announcements, requests and answers that don't get lost
- Events and training for your crews

Your brand, your rules

YOUR PLAYBOOKS

Standard operating systems

- Move-in, move-out, turn and maintenance playbooks
- AI assistants with human sign-off
- Onboarding for every new contractor

Built with your team

YOUR REACH

Help more people

- A trusted network of trades around you
- Workshops for your residents and owners
- Safety and security culture with the Alliance

From $15,995 · scoped by proposal

Community in a Box is a done-with-you system, delivered in phases. Scope and price are set in a written proposal. No specific results are promised.

HOW WE START

Three steps, no pressure

1 · DISCOVER

Bring one question

- Open office hours, Tue & Thu 1 PM CT on Zoom
- Your portfolio, your bottlenecks, your goals

zoom.pureexpertz.ai

2 · MAP

See it on one page

- Your processes, people and vendors mapped
- What to fix first, and what AI should never do

A short written plan

3 · BUILD

Put it to work

- Your trusted service provider network
- Community in a Box, or workshops for your team

pureexpertz.com/join

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NEXT STEPS

Start free. Then pick your room.

START HERE

Get your access

pureexpertz.com/join

FREE

Your personal link to the AI 2026 platform arrives by email. Rolling enrollment: join any week.

Wed Dec 2

The monthly Mini-Forum

The first Wednesday of every month, 12–2 PM CT. Next: **Wednesday, December 2.** Bring a question and someone you'd like to meet.

Tue & Thu

Open office hours, 1 PM CT on Zoom

Your discovery call, with no appointment: come with a question. Want a 1:1? This is the way in. Next: Thu Nov 19 and Tue Nov 24 at **zoom.pureexpertz.ai**

This week

Your homework

Write your three saved answers this week and ask your managing broker to approve them. Then use one on your next inquiry.

Three ways in, for you and the people you serve

FOR YOUR CLIENTS

Homeowner & Family

$9.95 / month

- The weekly sessions and workshops inside the AI 2026 platform
- The community and the 30-Day Challenge
- Help finding a trusted local pro for a home project

pureexpertz.com/join

FOR YOUR TRADE

Trusted Service Provider

$47 / month

- Your place in the network by trade and ZIP, and introductions
- The Tuesday Trusted Service Provider meetup
- Every session on the weekly schedule, plus office hours
- We host, position and market your website

pureexpertz.com/join

FOR GROWING PRACTICES

Professional

$97 / month

- Everything in Trusted Service Provider
- A monthly spotlight interview on our podcast, *The Right Conversation*
- Your own co-branded page
- The AI workforce track: AI video and AI tools
- Your team in the live workshops

Payment link by email after the form

Real estate teams: **pureexpertz.com/real-estate-teams**, or start free at **pureexpertz.com/join**. Month to month; cancel anytime. Professional payment links come by email after the form. We don't pay or accept referral fees for real estate settlement services. No specific results are promised.

THANK YOU · LIVE AND RECORDED

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.