Use OpenClaw to Build Your 24/7 AI REAL ESTATE TEAM

AI Agents That Generate Leads While You Sleep

No Salary. No Commission Splits.

CritterAI

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Introduction

The Opportunity AI Creates for Real Estate Agents

Artificial intelligence is no longer a technology reserved for large corporations with massive budgets. Today, individual real estate agents have access to the same caliber of AI tools that enterprise marketing departments use to automate content creation, lead generation, research, and client communication. The agent who understands how to deploy these tools gains a decisive competitive advantage — not by working more hours, but by multiplying the output of every hour they do work.

The real estate industry is fundamentally a marketing and relationship business. The agents who generate the most leads, produce the most content, and follow up most consistently win the largest share of business. For decades, this meant either hiring a large support team or burning out trying to do everything yourself. AI changes that equation entirely. A single agent running the right AI systems can now produce the content volume of a ten-person team, respond to leads faster than a dedicated assistant, and generate research reports that would have taken days to compile — all while focusing personal energy on showings, negotiations, and client relationships.

This guide is designed to show you exactly how to build, operate, and scale a complete AI real estate team using OpenClaw, a local AI platform built for running AI agents directly on your own computer. Whether you are a solo agent looking to scale your marketing, a team leader wanting to systemize operations, or a broker seeking to give agents a competitive edge, the systems inside this guide will transform how you operate.

Why This Guide Focuses on OpenClaw

There are many AI tools available to real estate agents. Most of them are cloud-based subscriptions that process your data on remote servers, charge per use, and limit what you can automate. OpenClaw takes a different approach. It runs AI agents locally on your machine, which means your client data stays private, your automations run without monthly usage fees, and you have complete control over how your AI team operates.

OpenClaw also allows you to build custom AI agents — purpose-built tools trained on your specific prompts, your market, your brand voice, and your workflows. Rather than using a generic AI writing assistant that produces content that sounds like every other agent in your market, you can build a research agent that monitors your specific neighborhoods, a script-writing agent trained on your tone, and a follow-up agent that communicates in your voice. This level of customization is what separates agents who use AI tactically from agents who build a true AI-powered business.

What an AI Real Estate Team Actually Means

An AI real estate team is not a single chatbot that answers questions. It is a coordinated system of specialized AI agents, each assigned a specific role, working together to produce output that would normally require multiple full-time employees. Think of it like hiring a research analyst, a content strategist, a script writer, a social media manager, a

lead generation specialist, and a follow-up coordinator — all operating simultaneously, around the clock, without salaries or management overhead.

Each agent in your AI team has a defined mission, a set of input information it works with, and a clear output it produces. Your research agent scans market data and generates reports. Your content agent turns those reports into video topics and posting schedules. Your script agent writes the actual scripts for your videos. Your lead generation agent builds landing page copy and lead magnet content. Your follow-up agent crafts SMS and email sequences for new leads. Together, these agents create a complete marketing and lead generation machine.

The Advantage of Running Your Own AI Agents

When you run AI agents on your own machine through OpenClaw, several important advantages emerge. First, your data never leaves your control. Client names, lead contact information, CRM data, and market research all stay on your local system. Second, you avoid the per-token and per-query costs that accumulate rapidly on cloud platforms. Once your agents are configured, running them costs you nothing additional. Third, you can build agents that are deeply specialized for your market — agents that know your city, your neighborhoods, your typical buyer profile, and your brand voice at a level that generic AI tools cannot match.

Local AI agents also run faster for certain tasks, allow you to chain multiple agents together in automated workflows, and give you the ability to modify agent behavior without navigating subscription plan restrictions. You own your AI team. You design it, you deploy it, and you scale it on your own terms.

How to Use This Operations Manual

This manual is organized to take you from zero to a fully operational AI real estate team in a structured sequence. The early chapters cover the OpenClaw platform and the concept of an AI team. The middle chapters walk through building each specialized agent. The later chapters cover automation, scaling, performance monitoring, and security. The appendices provide ready-to-use templates for agent configurations, landing pages, and lead magnets.

You do not need to read this manual straight through before taking action. After reading Chapters 1 and 2 to understand the platform and the team concept, you can skip directly to the chapter most relevant to your immediate need. If lead generation is your priority, jump to Chapter 9. If content production is your focus, start with Chapter 6. This manual is designed to be a working reference you return to repeatedly as you build and expand your AI team.

Before You Begin — Plain English Answers to Every Question a Non-Technical Agent Will Have

This chapter exists because this guide was written by someone who used every tool and technique described in it — and who learned most of it without a technical background. Reading this guide as a real estate agent with basic computer skills, certain words and concepts appear that were never explained. This chapter fixes that. Every technical term, every confusing concept, and every unanswered question from the rest of this guide is addressed here in plain language. Read this chapter before anything else. Refer back to it whenever you encounter a term you do not recognize. Think of it as the translator between the technical world and your world.

What Is OpenClaw and Where Do You Get It?

OpenClaw is the software platform this entire guide is built around. It is the program you install on your computer or VPS that allows you to create, run, and manage AI agents. Think of it the way you would think of Microsoft Office — it is a piece of software that sits on a computer and gives you a set of tools to work with. In OpenClaw's case, those tools are for building and running AI agents.

OpenClaw is available at openclaw.ai. At the time this guide was written, OpenClaw offered a free tier that is sufficient for getting started, with paid plans available as your agent usage grows. Before purchasing anything, create a free account and explore the interface. The guide at critter.ai also maintains an updated list of current OpenClaw pricing and plan recommendations specifically for real estate agents.

One important clarification: OpenClaw is a real, working product that exists right now. It is not a hypothetical future tool. The AI agent named Critter described throughout this guide was built using OpenClaw and is actively running on a Spaceship VPS as of the writing of this book. You are reading instructions that have been tested in the real world, not theory.

What Is a Language Model and What Does "Running Inference" Mean?

A language model is the brain inside an AI agent. It is a very large piece of software that has been trained on enormous amounts of text — books, articles, websites, and conversations — until it learned patterns in language well enough to generate new text that sounds human. When you type a question and an AI answers it, the language model is what produced that answer.

Running inference simply means asking the language model to think and produce an answer. When you submit input to an agent and it generates output, the model is "running inference." You never need to type that phrase or interact with it — it just describes what is happening under the hood when your agent does its job. You can safely ignore this term; it will never appear in anything you click or configure.

Local Machine vs. VPS — Which One Are You Actually Using?

This is the single most important clarification in this entire guide and the one that causes the most confusion. Here is the simple answer: you are choosing ONE path, not doing both.

Path A — Local dedicated machine: You install OpenClaw on a physical computer — a Mac Mini, a spare laptop, or a new $300 Windows laptop — that stays on and connected to the internet at all times. You interact with OpenClaw by sitting at that machine or by connecting to it remotely from your regular computer. This path requires buying or dedicating a physical machine but involves no monthly hosting fees beyond electricity.

Path B — VPS on Spaceship: You rent a computer in a data center through Spaceship. OpenClaw is installed on that rented computer. You interact with OpenClaw by connecting to it through your regular browser or through a remote connection from your laptop. This path costs approximately $10 to $30 per month depending on the plan you choose, but requires no dedicated physical hardware.

Chapter 3 covers installing OpenClaw on a local Mac or Windows machine. Chapter 3B covers setting up a VPS on Spaceship. You read both chapters to understand both options, then follow only the one that matches your choice. If you chose the VPS path, the Mac and Windows installation instructions in Chapter 3 still apply — they are the instructions Alf will walk you through on the VPS, not on your personal laptop.

The recommended path for most real estate agents is the VPS through Spaceship. It is more reliable, always on, professionally secured, and removes the need to keep a physical machine running in your home or office.

What Does “Per-Token” Cost Mean?

When you use a cloud-based AI tool like ChatGPT, Claude, or similar services, you are often charged based on how much text you send and receive. A “token” is roughly three-quarters of a word. So a 100-word message costs approximately 130 tokens. Cloud AI services charge a fraction of a cent per token — which sounds tiny but adds up quickly when you are running agents that process thousands of words per day.

When this guide says you avoid per-token costs by running OpenClaw locally, it means you avoid those per-use charges entirely. Once OpenClaw is running on your machine or VPS with a local model installed, you can run your agents as many times as you want without any additional cost. This is one of the key financial advantages of local AI over cloud AI.

What Is an API and What Is an API Key?

An API — Application Programming Interface — is simply a way for two pieces of software to talk to each other. When your AI agent needs to send an email, it uses the email platform’s API. When it needs to add a contact to your CRM, it uses the CRM’s API. You do not write the API — it already exists. You just connect to it.

An API key is the password that proves you are allowed to use a particular API. When you sign up for a CRM, an email platform, or an SMS service, you can go into that platform's settings and find an API Keys section. The platform gives you a long string of random letters and numbers — that is your API key. You copy that key and paste it into OpenClaw's Connections panel when setting up that integration. From that point on, OpenClaw can communicate with that platform on your behalf.

API keys are sensitive — treat them like passwords. Never share them publicly or store them in a plain text document. OpenClaw has a secure credential vault specifically for storing API keys. Always use it.

What Is RAM and How Do You Check How Much You Have?

RAM — Random Access Memory — is your computer's short-term working memory. The more RAM your computer has, the more things it can hold in its "head" at once while working. AI models are large and need to be loaded into RAM to run. A model that needs 8 GB of RAM to run will not work on a computer with only 4 GB.

To check RAM on a Windows computer: click the Start menu, type About Your PC, and open it. Look for Installed RAM. The number shown is your RAM.

To check RAM on a Mac: click the Apple icon in the top left corner, then click About This Mac. Look for Memory. The number shown is your RAM.

The guide recommends 16 GB of RAM as a minimum for running OpenClaw with a mid-size model. If your current machine has 8 GB, it may work with smaller models but will be slower. If you are purchasing a dedicated machine specifically for OpenClaw, prioritize getting 16 GB or more.

What Is an SSD and How Do You Know If You Have One?

A hard drive is where your computer stores files permanently — your documents, photos, programs, and in this case, AI models. There are two types: traditional hard drives (HDD) which use spinning magnetic disks and are slower, and solid-state drives (SSD) which use flash memory and are significantly faster. When loading a large AI model, an SSD can do it in seconds while a traditional hard drive might take minutes.

To check on Windows: click the Start menu, type Device Manager, open it, and expand Disk Drives. If the drive name contains the letters SSD or NVMe, you have a solid-state drive. If it contains a brand name followed by a model number with no SSD mention, search that model number online to confirm.

To check on Mac: click the Apple icon, then About This Mac, then More Info, then System Report, then Storage. Under the drive name it will say Solid State: Yes or No.

All modern Mac computers and most Windows laptops purchased in the last four years have SSDs. If you are purchasing a dedicated machine for OpenClaw, make sure it has an SSD — it makes a significant difference in how quickly your agents start up and run.

What Does “7B to 13B Parameter Range” Mean When Choosing a Model?

Parameters are essentially the number of “knowledge connections” inside an AI model — the more connections, the smarter and more capable the model, but also the larger and more demanding it is to run. 7B means 7 billion parameters. 13B means 13 billion. These numbers describe the model’s size and capability level.

You do not need to understand the technical meaning to make a good choice. Just use these simple rules: if your machine has 8 GB of RAM, start with a 7B model. If your machine has 16 GB of RAM, a 7B or 13B model will both work well. If your machine has 32 GB or more, you can comfortably run 13B models and larger. In OpenClaw’s Model Manager, the models are labeled with their size and a recommended RAM requirement — match that requirement to what your machine has and you will be fine.

For real estate content generation tasks — writing scripts, market reports, emails, and social media captions — a 7B model produces perfectly good results. You do not need the largest available model to run an effective AI real estate team.

What Is a DMG File and What Is an .exe File?

A DMG file is the Mac format for a software installer. When you download software on a Mac, it often arrives as a .dmg file. Double-clicking it opens a window that shows the application icon and asks you to drag it to your Applications folder. Once you have dragged it there, the DMG file is no longer needed and can be deleted. It is exactly like getting software in a box in a store — the DMG is the box, and dragging the app to Applications is installing it.

An .exe file is the Windows format for a software installer. When you download software on Windows, it often arrives as a .exe file. Double-clicking it launches an installation wizard — a series of screens that walk you through the setup process. You typically just click Next several times and then Finish. The software is then installed and available from your Start menu.

What Are CUDA and ROCm? Do You Need to Care About Them?

CUDA and ROCm are software systems that allow AI programs to use your computer’s graphics card (GPU) to run calculations much faster than the regular processor (CPU) can. CUDA works with NVIDIA graphics cards. ROCm works with AMD graphics cards.

If your computer is a typical business laptop or a Mac Mini, you almost certainly do not have a dedicated gaming or professional graphics card, and you do not need to worry about CUDA or ROCm at all. OpenClaw will run using your regular processor and will work fine for all real estate AI tasks. These settings only matter for people with high-end graphics cards who want maximum speed. If OpenClaw detects a compatible graphics card during setup, it will offer to configure acceleration automatically — just follow its prompts. If it does not offer this, you do not have compatible hardware and can proceed without it.

How to Create a Folder and Find Available Storage Space

To create a folder on Windows: open File Explorer (the yellow folder icon in your taskbar), navigate to the location where you want the folder (such as your Documents folder or your C: drive), right-click on an empty area, select New, then select Folder, and type the name OpenClaw-Models. Press Enter.

To create a folder on Mac: open Finder, navigate to the location where you want the folder, go to the File menu at the top of the screen, select New Folder, and type the name OpenClaw-Models. Press Enter.

To check available storage on Windows: open File Explorer, click This PC on the left side, and look at the drive labeled C:. Below it you will see how much space is used and how much is free.

To check available storage on Mac: click the Apple icon, then About This Mac, then More Info, then Storage. It will show a visual bar of how much space is used and available.

You need at least 30 GB of free space for your OpenClaw-Models folder. If your machine is running low on storage, consider deleting unused files, old downloads, or programs you no longer use before installing OpenClaw.

What Is Ubuntu and Why Does It Appear When You Log Into Your VPS?

Ubuntu is an operating system — just like Windows or macOS, but designed for servers. When Spaceship sets up your VPS, it installs Ubuntu on it by default because it is a reliable, widely used server operating system that is free and well-supported. You do not choose it or configure it — it comes pre-installed.

When you log into your VPS via SSH and see text mentioning Ubuntu 22.04 or similar, that is just the server introducing itself and telling you what operating system version it is running. You do not need to understand anything about Ubuntu to use it with Alf's guidance. All the commands Alf gives you are designed for Ubuntu and will work correctly on your Spaceship VPS. Simply treat it as background information and focus on following Alf's instructions.

What Is DNS and What Is a DNS Record?

DNS — Domain Name System — is the internet's address book. When you type a website address like critter.ai into your browser, DNS is the system that looks up that name and finds the actual numerical server address (the IP address) that corresponds to it. Without DNS, you would have to memorize long strings of numbers to visit any website.

A DNS record is a single entry in that address book. When the guide says to "point your DNS records to your VPS," it means adding a record to your domain's DNS settings that says: when someone types your domain name into a browser, send them to the IP address of my VPS. Alf will give you the exact records to add and walk you through adding them in your Spaceship dashboard. You do not need to understand DNS deeply — you just need to follow Alf's specific instructions for where to click and what to type.

What Is SSL and What Is HTTPS?

When you visit a website, the information traveling between your browser and that website's server can potentially be intercepted. SSL — Secure Sockets Layer — is the technology that encrypts that information so that even if someone intercepts it, they cannot read it. HTTPS (the S stands for Secure) means the website is using SSL encryption.

You have seen this in practice every time you notice a padlock icon in your browser's address bar. Websites with HTTPS show the padlock; websites without it show a warning. For your landing pages and any page where leads submit their contact information, HTTPS is essential — both for security and because browsers now warn users when a page is not secure, which will hurt your conversion rates. Alf will walk you through installing a free SSL certificate on your VPS. This is a one-time setup step that requires no technical knowledge beyond following his instructions.

What Are IMAP and SMTP?

IMAP and SMTP are the two protocols — sets of rules — that email systems use to send and receive messages. SMTP handles outgoing mail — it is the system responsible for sending emails from your address to someone else. IMAP handles incoming mail — it is the system that lets your email client retrieve messages that have been sent to you.

When the guide mentions configuring IMAP and SMTP settings for your agent's email address, it means you are telling your system the technical details it needs to send and receive email on your behalf — things like the server address and port number. Alf will provide all of these settings for your Spaceship-hosted email account. You will simply copy the values he gives you into the appropriate fields. You do not need to understand what port numbers or server addresses mean — you just need to copy them accurately.

After the VPS Setup, How Do You Actually Use OpenClaw Day to Day?

This is an excellent question that the main guide skips over. Here is what daily use of OpenClaw on a VPS actually looks like once everything is set up.

OpenClaw has a web-based interface — meaning once it is installed on your VPS, you access it by typing your VPS's IP address or your domain name into a regular web browser on any computer. You do not need to open PowerShell or Terminal after the initial setup. You just open Chrome, Firefox, or Safari, type your OpenClaw address, log in with your username and password, and you are inside the OpenClaw interface — exactly as if you were logging into any other website.

From that browser interface, you create agents, configure prompts, run workflows, review outputs, and manage everything described in this guide. Your VPS is running OpenClaw around the clock in the background. You can close your laptop, go show a house, come back, open your browser, and all the outputs your agents produced while you were gone will be waiting for you. The VPS never sleeps and never stops working.

How Do Chapters 3 and 3B Fit Together? Which Instructions Do You Follow?

Chapter 3 describes the OpenClaw interface, its features, and how to use it — this knowledge applies regardless of whether you are on a local machine or a VPS. The installation steps in Chapter 3 (downloading the installer, selecting a model, running a first agent) are the same steps Alf will guide you through on the VPS, just via terminal commands instead of clicking through a graphical installer.

Chapter 3B is the VPS setup chapter that gets your server ready before OpenClaw can be installed on it. Think of Chapter 3 as describing what OpenClaw looks like and how it works, and Chapter 3B as describing how to prepare the environment it runs in.

If you chose the VPS path: read Chapter 3 to understand the OpenClaw interface, then follow Chapter 3B to set up your VPS and get OpenClaw running on it with Alf's help. If you chose the local dedicated machine path: follow Chapter 3's installation steps directly and skip Chapter 3B entirely.

Where Does the Market Data Actually Come From?

This is a gap in the guide that deserves a direct answer. There are three practical sources for the weekly market statistics your research agent needs.

Your MLS (explained in the next section): Every licensed real estate agent has access to their local Multiple Listing Service, which tracks all listed, pending, and sold properties in the area. Your MLS has a statistics or market data section that lets you pull median prices, days on market, inventory levels, and other metrics for any date range and geography you choose. This is your most accurate and complete source.

Realtor.com or Zillow Research: Both websites publish free monthly and weekly market data by city and zip code. Go to zillow.com/research or realtor.com/research and search for your city. You can find median prices, days on market, and inventory levels updated regularly. This data is slightly less precise than MLS data but is freely available without any login.

Your brokerage's market reports: Most brokerages produce weekly or monthly market reports for their agents. Check with your broker or your brokerage's marketing team — they may already compile the statistics your research agent needs.

Whichever source you use, the process is the same: pull the numbers, format them into the input template in Chapter 5, and paste them into your research agent. Over time, your research agent's web browsing skill can automate some of this data gathering directly from public sources.

What Is the MLS?

MLS stands for Multiple Listing Service. It is the shared database that real estate agents in a given area use to list properties for sale and track transactions. When a home is listed for sale by any agent in your market, it goes into the MLS. When it goes under contract,

that status is updated. When it closes, the final sale price is recorded. The result is a comprehensive, accurate record of every real estate transaction in your area.

As a licensed real estate agent, you already have access to your local MLS as part of your board membership. You log in through a website your board provides — common MLS platforms include Paragon, Matrix, Flexmls, and Stellar MLS. Inside your MLS, look for a Statistics, Market Reports, or Market Analysis section. This is where you pull the data your research agent uses. If you are unsure how to access these statistics in your specific MLS platform, call your board's helpdesk — they can walk you through it in minutes.

When an Agent Runs "On a Schedule," What Does That Actually Look Like?

When you set an agent to run on a schedule in OpenClaw's Workflow Builder, OpenClaw's scheduling system automatically triggers that agent at the specified time without any action from you. You do not need to be logged in, you do not need anything open, and your personal laptop does not need to be on.

This is why running OpenClaw on a VPS or a dedicated machine that is always on is so important. The schedule runs as long as the machine running OpenClaw is powered on and connected to the internet. If your VPS is running, your Monday 6:00 AM research report will generate at 6:00 AM every Monday whether you are awake, asleep, at a showing, or on vacation. If you were running OpenClaw on your personal laptop instead and your laptop was closed and asleep, the scheduled task would not run.

When the scheduled agent completes its task, the output is saved to whatever destination you configured — a file, an email to you, an input queue for the next agent. You check it at your convenience. The agent does not wait for you.

What Is a Webhook?

A webhook is an automatic notification that one piece of software sends to another when a specific event happens. Think of it like a doorbell — when someone rings it (the event), your house is automatically notified (the webhook fires) and you can respond.

In a real estate AI context, a common webhook example is: when a lead submits your landing page form, your landing page builder automatically sends a notification to OpenClaw (or to your CRM, or to your email platform) with the lead's information. OpenClaw receives that notification and immediately triggers your follow-up agent. The whole thing happens in seconds with no human involvement.

You do not need to write or program webhooks. When setting up integrations in Chapter 15, Alf and OpenClaw's interface will walk you through the configuration. You will typically copy a webhook URL from one platform and paste it into another. That is the extent of your involvement.

What Is a UTM Tracking Parameter?

A UTM parameter is a piece of extra information you add to the end of a URL that tells your analytics tools where a visitor came from. For example, a normal link to your landing page might look like this: yourdomain.com/buyer-guide. A UTM-tagged version of that same link looks like this: yourdomain.com/buyer-guide?utm_source=facebook&utm_medium=ad&utm_campaign=buyer-guide-march.

When a visitor clicks that tagged link, Google Analytics or your website platform records the source information and attributes any leads from that visit to Facebook ads, specifically the buyer-guide-march campaign. Without UTM tags, you would see that a lead came from your website but you would not know whether they came from Facebook, TikTok, an email, or somewhere else.

In practice, most landing page builders and ad platforms have built-in UTM tools that add these parameters automatically. Google also has a free UTM builder at ga-dev-tools.google.com/campaign-url-builder where you fill in a simple form and it generates the tagged URL for you. You do not need to type UTM parameters manually.

What Is JSON?

JSON — JavaScript Object Notation — is simply a structured text format that software uses to pass information between systems in an organized way. It looks like this: {“first_name”: “Sarah”, “email”: “sarah@email.com”, “interest”: “buyer”}. Each piece of information has a label (first_name, email, interest) and a value (Sarah, sarah@email.com, buyer).

As a real estate agent using OpenClaw, you will rarely if ever need to write or edit JSON manually. It is mentioned in the guide because it is the format that passes data between agents in automated workflows. OpenClaw handles the JSON formatting automatically. The only time you might encounter raw JSON is if an error message shows you the data that failed to process — in which case you would simply copy that text and paste it to Alf or OpenClaw support for diagnosis. You do not need to understand JSON to build or run your AI team.

Which Landing Page Builder Should You Use?

The guide deliberately avoids recommending a single tool because the options change frequently and pricing varies. However, for a complete beginner who wants a simple, reliable starting point, here are three options in order of simplicity.

Carrd (carrd.co): The simplest option available. You can build a clean, mobile-friendly landing page in under 30 minutes with no technical knowledge. The free plan is functional, and the Pro plan costs approximately $19 per year. Ideal if you want to get your first landing page live as quickly as possible.

Leadpages (leadpages.com): Designed specifically for lead capture pages and includes built-in templates for real estate. Slightly more capable than Carrd, with direct integrations to most popular CRM and email platforms. Plans start at approximately $37 per month.

HighLevel (gohighlevel.com): An all-in-one platform that combines landing pages, CRM, email marketing, and SMS in one subscription. More complex to set up but eliminates the need for multiple separate tools. Popular among real estate agents who want everything in one place. Plans start at approximately $97 per month.

If you are just starting out and want to keep costs minimal while learning the system, begin with Carrd. Once your lead generation system is producing results and you understand what you need, upgrade to a more capable platform.

How Does the Landing Page Actually Connect to the CRM?

Most landing page builders have a built-in integrations section where you can connect directly to popular CRM platforms. In practice it works like this: you log into your landing page builder, find the integrations or connections settings, select your CRM from a list of supported platforms, log into your CRM account when prompted, and the two platforms are connected. From that point on, every form submission on your landing page automatically creates a new contact in your CRM.

If your landing page builder does not directly support your CRM, this is where Zapier or Make comes in. You create a “Zap” or a “scenario” that says: when a new form submission comes in from [landing page builder], create a new contact in [your CRM] with these fields. Both platforms have visual, no-code interfaces — you click through a setup wizard and select your apps from dropdown menus. No coding is required.

Zapier has a free plan that handles up to 100 tasks per month, which is sufficient for getting started. Their paid plans start at approximately $20 per month. Make (make.com) is a similar service with a more generous free tier.

Which CRM Should a Complete Beginner Use?

For a real estate agent with no prior CRM experience who wants something simple, well-supported, and designed for real estate, here are three clear recommendations.

Follow Up Boss (followupboss.com): The most widely used CRM among growth-oriented real estate agents. It is built specifically for real estate, integrates with most lead sources automatically, has excellent follow-up automation features, and has a large community of users which means plenty of tutorials and support resources. Plans start at approximately $69 per month. This is the recommended choice for most agents in this guide.

LionDesk (liondesk.com): A more affordable real estate CRM with solid automation features including built-in texting and video email. Plans start at approximately $25 per month. A good choice if budget is the primary constraint.

HubSpot CRM (hubspot.com): HubSpot offers a genuinely free CRM tier with surprisingly capable features. It is not built specifically for real estate but it works well and the free tier means you can get started without any CRM cost while you learn the system. Upgrade to a paid plan when you outgrow the free tier’s limitations.

If you already have a CRM that came with your brokerage or that you have been using for some time, stick with it — the cost and disruption of switching is rarely worth it. OpenClaw can connect to most established CRM platforms.

How Do You Actually Publish the Content Your Agents Produce? What Scheduling Tool Should You Use?

Your content agents produce the text, captions, and descriptions — but you still need a tool to post them to social media. There are several scheduling platforms that allow you to queue posts across multiple platforms from one dashboard. Here are the most practical options for real estate agents.

Buffer (buffer.com): Simple, clean, and easy to use. Connects to Instagram, Facebook, TikTok, LinkedIn, and YouTube. The free plan allows posting to 3 channels. The paid plan is approximately $18 per month. A good starting choice.

Later (later.com): Similar to Buffer with a strong focus on visual content. Particularly good for Instagram. Plans start at approximately $18 per month.

Metricool (metricool.com): Popular among real estate content creators specifically. Supports more platforms than Buffer and includes analytics. The free plan is generous. Paid plans start at approximately $22 per month.

For TikTok specifically: TikTok's algorithm tends to favor videos uploaded directly through the TikTok app rather than through third-party scheduling tools. For your TikTok content, the most effective approach is to let your content agent prepare the caption and hashtags, then manually upload the video through the TikTok app. This takes only 2 to 3 minutes per video and produces better reach than scheduled posting.

Do You Need a Developer Account on Facebook or TikTok to Use API Connections?

For basic social media posting through a scheduling tool like Buffer or Metricool, you do not need a developer account. These tools handle the API connection on their end — you simply log in with your normal Facebook or TikTok account when connecting them to the scheduling platform.

Developer accounts are only needed if you want to build custom integrations directly between OpenClaw and a social media platform — which is an advanced use case that goes beyond what most real estate agents need. For the workflows described in this guide, connecting OpenClaw to a scheduling platform like Buffer, and then letting Buffer handle the social media API connections, is the simpler and more practical approach. You interact with Buffer's simple interface; Buffer handles the technical API communication with the social platforms.

What Is a Facebook Pixel and Should You Be Using One?

A Facebook Pixel is a small piece of tracking code that you add to your landing pages and website. When a visitor comes to your page, the Pixel records that visit and reports it back

to Facebook. This serves two powerful purposes: it allows you to show ads specifically to people who have already visited your site (called retargeting), and it helps Facebook's algorithm find more people who behave similarly to your existing visitors and leads.

Yes, you should be using one. Setting it up is simpler than it sounds. Go to your Facebook Ads Manager, find the Events Manager section, create a Pixel, and Facebook will give you a small piece of code to add to your website or landing page. Most landing page builders including Carrd, Leadpages, and HighLevel have a dedicated field where you paste this code — no technical knowledge required. Once installed, your Pixel begins collecting data immediately and your Facebook ads will perform significantly better over time as it learns from visitor behavior on your pages.

Where Do You See Open Rates and Click-Through Rates?

Email open rates and click-through rates are tracked by your email marketing platform, not by OpenClaw or your CRM. When you log into Mailchimp, ActiveCampaign, ConvertKit, or whichever email platform you use, you will find a Reports or Analytics section that shows you statistics for every email campaign you have sent. For each campaign you can see how many people received it, how many opened it, how many clicked a link, and how many unsubscribed.

For SMS messages sent through a platform like SimpleTexting or Salesmsg, those platforms have their own analytics dashboards showing delivery rates and reply rates.

For social media content, each platform has its own analytics. On Instagram, go to your profile and tap the Insights button. On Facebook, go to your Page and click Insights. On TikTok, go to your profile and tap the Analytics button. On YouTube, go to YouTube Studio and click Analytics. These platform-native analytics show you views, reach, engagement, and follower growth.

OpenClaw itself does not currently aggregate all of these metrics in one dashboard. The performance monitoring described in Chapter 23 involves you pulling the relevant numbers from each platform and reviewing them together — or using a third-party analytics tool like Metricool that pulls data from multiple platforms into one view.

How Do You Actually Set Up the Form-to-CRM-to-Sequence Connection?

This is the most important technical connection in your entire lead generation system and it deserves a clear, step-by-step explanation that goes beyond what Chapter 15 provides.

Step 1 — Create your follow-up sequence in your CRM or email platform first. Before connecting anything, build the sequence of emails and SMS messages your leads will receive. In Follow Up Boss or HubSpot, this is called an Action Plan or a Sequence. Create it, name it something clear like Buyer Guide Leads — Relocation, and set the timing for each message. Do this first because you need to be able to select this sequence by name in the next steps.

Step 2 — Create the form on your landing page builder. Build your lead capture form with the fields you want. Most landing page builders let you add custom fields and

dropdown menus. Ensure the field names (first name, last name, email, phone) are clearly labeled.

Step 3 — Connect the form to your CRM. In your landing page builder's integrations settings, connect to your CRM. Map each form field to the corresponding CRM field — the form's first name field maps to the CRM's first name field, the email field maps to the email field, and so on. This ensures data flows cleanly from the form into the CRM record.

Step 4 — Set the CRM action on new contact creation. In your CRM, create an automation rule that says: when a new contact is created with the tag [your lead magnet tag], automatically enroll them in the [Buyer Guide Leads — Relocation] sequence. In Follow Up Boss, this is configured in the Automations section. In HubSpot, it is in Workflows. The specific steps vary by CRM, but the concept is the same in all of them.

Step 5 — Test the full connection. Submit your own name, a personal email address, and a test phone number through your live landing page form. Check your CRM — does the new contact appear? Check your email — did you receive the first message in the sequence? If both happen within a few minutes, your connection is working correctly.

What Will This All Cost Per Month?

This is a question the guide should answer directly and does not. Here is a realistic monthly cost breakdown for a fully operational AI real estate team as described in this guide. All figures are approximate as of the time of writing and are subject to change.

Spaceship VPS hosting: $10 to $25 per month for a starter VPS plan sufficient for running OpenClaw and a full agent team.

Domain name: $10 to $20 per year (roughly $1 to $2 per month) registered through Spaceship or any domain registrar.

OpenClaw: Free tier available for getting started. Paid plans vary — check openclaw.ai for current pricing. Budget approximately $0 to $30 per month depending on your usage level.

CRM — Follow Up Boss: $69 per month. HubSpot free tier: $0. LionDesk: approximately $25 per month.

Email marketing platform: Mailchimp free tier covers up to 500 contacts. ActiveCampaign starts at approximately $15 per month. ConvertKit free tier covers up to 1,000 subscribers.

SMS platform: SimpleTexting or Salesmsg starts at approximately $25 to $30 per month for basic usage.

Landing page builder: Carrd: approximately $2 per month. Leadpages: approximately $37 per month. HighLevel (includes CRM, email, SMS): approximately $97 per month.

Social media scheduling: Buffer free tier: $0 for 3 channels. Paid plans: approximately $18 per month.

Total realistic monthly cost for a beginner setup using free tiers where available: approximately $55 to $85 per month (VPS, domain, basic CRM, basic email platform). A

fully equipped mid-level setup using paid tiers across all tools: approximately $200 to $250 per month. A premium setup with Follow Up Boss, HighLevel, and all paid tools: approximately $250 to $350 per month.

To put this in perspective: a single closed transaction generates thousands of dollars in commission. The entire monthly cost of this AI system is typically recovered from the leads generated in the first week of operation if the system is set up and used as described. The question is not whether the cost is worth it — it clearly is. The question is simply starting at a level you are comfortable with and scaling spending as results come in.

Chapter 1 — Understanding the OpenClaw Platform

What OpenClaw Is

OpenClaw is a local AI agent platform that allows you to run, configure, and deploy artificial intelligence agents directly on your own computer. Unlike browser-based AI tools that require an internet connection and send your data to remote servers, OpenClaw runs models locally, keeping your information private and your automations fully under your control. It is designed specifically for users who want to build custom AI workflows rather than simply interact with a chatbot.

At its core, OpenClaw is a runtime environment for AI agents. You define the agents, assign them missions, provide them with prompts and instructions, and connect them to tools and data sources. OpenClaw handles the execution, memory management, and integration with other software. The result is an AI system that behaves less like a search engine and more like a team of specialized employees.

Why OpenClaw Is Different From Standard AI Tools

Standard AI tools like browser-based chatbots are designed for conversational interaction — you type a question and receive an answer. They are useful for one-off tasks but are not built for running sustained, automated workflows. OpenClaw is architected differently. It treats AI as an operational layer of your business, not a lookup tool. You configure agents once, define their behavior, connect them to your data, and then let them run on schedule or on trigger — producing output without requiring you to be present and typing.

Another key difference is customization depth. Standard tools give you a fixed interface with limited ability to change how the AI behaves. OpenClaw lets you write detailed agent prompts that define personality, expertise, output format, tone, and decision-making logic. You can tell your research agent to always format output as a structured report with specific sections. You can tell your script agent to always open with a hook question and close with a call to action. This level of instruction depth is what makes agents feel like trained employees rather than generic assistants.

Local AI vs Cloud AI Systems

The distinction between local and cloud AI systems is increasingly important for professionals who handle sensitive data. Cloud AI systems process your input on remote servers owned by AI companies. Every prompt you send, every piece of client data you include, and every document you upload passes through their infrastructure. For many general tasks this is acceptable, but for real estate agents handling client financial information, personal contact details, and confidential transaction data, cloud processing introduces privacy risk.

Local AI systems like OpenClaw process everything on your own hardware. No data leaves your machine unless you explicitly connect to an external service. This architecture is fundamentally more secure for client-sensitive workflows and also eliminates the

unpredictability of cloud service pricing, rate limits, and policy changes. When you run AI locally, you control when it runs, how it runs, and what it has access to.

How OpenClaw Runs AI Agents on Your Machine

OpenClaw works by loading AI language models onto your local machine and providing a structured interface for running those models as agents. When you launch an agent, OpenClaw provides it with your defined system prompt — a set of instructions that tell the model its role, its capabilities, and its output format. It then processes the inputs you provide, runs inference on your local hardware, and returns structured outputs according to your specifications.

For most real estate AI workflows, OpenClaw uses models that are optimized for instruction-following and text generation. These models are capable enough to write professional scripts, generate market research summaries, draft email sequences, and produce social media content. As hardware improves and models become more efficient, the capability of local AI agents will continue to expand. OpenClaw is designed to take advantage of model improvements without requiring you to rebuild your agent configurations from scratch.

Understanding Skills in OpenClaw

Skills are modular capability packages that extend what your AI agents can do. A base AI agent can read text and generate text. Adding a skill gives it access to additional tools — the ability to browse the web, read files, write to spreadsheets, send API requests, or interact with other software. Skills are installed from ClawHub, OpenClaw's marketplace for agent extensions, or can be created custom for your specific workflow needs.

For real estate agents, the most valuable skills include web browsing skills that allow agents to research current market data, file management skills that allow agents to read and write documents, CRM integration skills that connect agents to contact management systems, and email skills that allow agents to draft and queue outgoing messages. As you build your AI team, you will progressively add skills to each agent based on what that agent needs to accomplish its mission.

How OpenClaw Connects to Other Tools

OpenClaw connects to external tools through a combination of built-in integrations and API connections. Built-in integrations include common productivity platforms, email clients, and CRM systems. API connections allow OpenClaw to communicate with virtually any web-based service that exposes an API — which includes most modern real estate tools, marketing platforms, and lead management systems.

Connections are configured inside the OpenClaw interface and are then available to any agent that has been given permission to use them. You configure a connection once and it remains available to all your agents. This means your research agent, your content agent, and your follow-up agent can all access the same data sources and output channels without requiring separate configuration for each.

Why Real Estate Agents Benefit From Local AI

Real estate is a local business. The data that matters most — neighborhood trends, micro-market pricing, school district changes, new development announcements, migration patterns into your city — is specific to your geography and changes constantly. Generic AI tools trained on broad internet data often lack the current, local specificity that makes real estate content and advice genuinely useful. Local AI agents can be fed fresh, specific data about your market, allowing them to produce content and analysis that reflects what is actually happening in the neighborhoods you serve.

Additionally, the relationship-driven nature of real estate means that communication must feel personal and authentic. When your AI follow-up agent drafts an email to a lead, it should sound like you — your voice, your market knowledge, your care for the client. Local AI agents trained on your specific prompts and examples produce output that can be refined to match your communication style far more closely than a generic cloud assistant that has no context about who you are or how you speak.

Security: Why Your AI System Should Not Run on Your Daily Computer

There is an important security reason to run your AI agent system on a dedicated machine — whether that is a VPS in the cloud or a physical computer you set aside specifically for this purpose — rather than on the same laptop or desktop you use for everyday browsing, email, and personal tasks. Your daily computer is exposed to the widest possible range of security risks. You click links in emails, download files, visit websites, and use it for personal accounts. Each of those activities introduces potential exposure to malware, phishing attacks, and browser-based threats. If any of those threats compromise your daily machine, everything on it is at risk — including any AI agent configurations, API keys, CRM access credentials, and client data that your agent system relies on.

A dedicated machine changes this equation significantly. When your AI agent system runs on a computer that is used for nothing else — no personal email, no social media browsing, no random file downloads — the attack surface shrinks dramatically. That machine has one job: running your AI team. It does not visit questionable websites. It does not open unexpected email attachments. It does not have twenty browser tabs open. The fewer things a computer does, the fewer ways it can be compromised.

The good news is that a dedicated machine does not need to be expensive. A Mac Mini makes an excellent dedicated AI agent host — it is compact, energy-efficient, quiet enough to run in a home office around the clock, and powerful enough to handle OpenClaw and multiple agents simultaneously. But if budget is a concern, even a $300 Windows laptop from Walmart will do the job for a starting AI agent setup. The machine does not need to be fast or impressive. It just needs to be on, connected to the internet, and dedicated exclusively to your agent system. You are not editing video or running software simulations on it — you are running text-based AI workflows, which are far less demanding on hardware than most people expect.

The alternative to a physical dedicated machine is the VPS approach described in Chapter 3B — renting a server from Spaceship that lives in a data center and is

professionally maintained, secured, and kept online around the clock. A VPS is arguably even more secure than a physical machine in your home or office because the data center environment includes physical security, redundant power, and network monitoring that a home setup cannot match. For most real estate agents, a VPS is the simpler and more practical choice. For agents who prefer to keep everything on hardware they can physically touch and control, a dedicated local machine is a perfectly valid alternative. Either way, the core principle is the same: keep your AI agent system isolated from your daily personal computing environment.

Chapter 1 — Action Steps

Work through these steps before moving to Chapter 2. Each one is a decision or action you can complete without any technical knowledge.

Step 1. Decide where your AI agent system will run. Choose one: (a) a VPS on Spaceship — the recommended option covered in Chapter 3B, (b) a dedicated physical machine such as a Mac Mini or a spare Windows laptop that will be used only for your AI team and nothing else, or (c) a new low-cost laptop purchased specifically for this purpose. Write your decision down.

Step 2. If you chose a dedicated physical machine, identify what you have available or what you are willing to purchase. A Windows laptop with 8 GB of RAM running Windows 10 or 11 is sufficient to get started. A Mac Mini with Apple Silicon is an excellent choice if budget allows. Note your decision.

Step 3. If you chose a VPS, go to spaceship.com and create a free account now. You do not need to purchase anything yet — just create the account so it is ready when you reach Chapter 3B.

Step 4. Identify the client data currently stored on your daily computer that should eventually be migrated to your dedicated AI system environment — CRM exports, lead lists, market data files. You do not need to move anything yet, but knowing what exists helps you plan the transition.

Step 5. Write a one-sentence description of what you want your AI real estate team to accomplish for your business in the next 90 days. Be specific: for example, I want to produce four videos per week, generate 50 new buyer leads per month, and follow up with my entire database automatically. This sentence will guide every decision you make as you build your team.

There is also a practical productivity reason for separation beyond security. When your AI agent system runs on a dedicated machine, it runs continuously and reliably without competing for resources with your other work. Your agents do not slow down because you have thirty browser tabs open. Your follow-up sequences do not pause because your laptop went to sleep. Your content automation does not stop because you are on a video call and your computer is working hard on something else. Dedicated hardware means your AI team gets 100 percent of the machine’s attention, all the time, which translates to more consistent and reliable performance across every workflow you build.

Chapter 2 — The Concept of an AI Real Estate Team

How AI Agents Replace Traditional Marketing Roles

Historically, scaling a real estate business meant hiring people. A growing agent would bring on an administrative assistant to handle paperwork, a marketing coordinator to manage social media, and perhaps a transaction coordinator to manage deals in progress. Each hire added overhead, management responsibility, and payroll cost. AI agents change this model fundamentally. A single agent running a properly configured AI team can produce marketing output that would have previously required three to five full-time employees — without the hiring process, salary commitments, or management burden.

The roles that AI agents replace most effectively in a real estate business are the information-heavy, content-generation roles: market research, content planning, script writing, social media posting, lead magnet creation, and follow-up communication. These roles require intelligence and effort but do not require the human relationship skills that are truly irreplaceable in real estate. By offloading these functions to AI agents, you free your human hours for the high-value activities that actually close deals.

The Structure of a Real Estate AI Team

A complete real estate AI team is organized in layers. The research layer gathers and processes information — market data, migration trends, neighborhood statistics, buyer behavior signals. The strategy layer turns that information into plans — content calendars, topic lists, lead funnel designs. The production layer creates the actual deliverables — scripts, captions, ad copy, email sequences. The distribution layer prepares and schedules that content for publication. The conversion layer captures leads and initiates follow-up. Each layer feeds the next, creating a continuous pipeline from market intelligence to client relationship.

Understanding this structure helps you build your AI team in a logical sequence. You start with research agents because they feed everything else. You then build content strategy agents that turn research into plans. Then production agents that turn plans into content. Then lead generation agents that turn content into lead capture. Then follow-up agents that turn leads into appointments. The system builds on itself, and once all layers are running, the entire pipeline operates with minimal manual intervention.

Roles Inside the AI Real Estate Team

Each role in your AI real estate team corresponds to a specific agent with a defined mission. Understanding each role helps you design your agents with clarity and purpose. The following sections describe each role in detail.

Lead Generation Agents

Lead generation agents are responsible for designing and producing the content and tools that attract potential buyers and sellers into your database. Their primary outputs include lead magnet content such as relocation guides, buyer checklists, and neighborhood guides; landing page copy that converts visitors into leads; and ad copy that drives traffic to your lead capture pages.

A well-configured lead generation agent understands your target client avatar — who they are, what they are worried about, what information they need, and what offer would cause them to exchange their contact information. The agent uses this understanding to produce content offers that are genuinely valuable and compelling, not generic materials that every other agent is distributing.

Marketing Agents

Marketing agents manage the ongoing promotion of your brand, listings, and expertise across digital channels. They produce content for Facebook, Instagram, TikTok, YouTube, and email marketing campaigns. They write ad headlines, ad descriptions, and creative briefs. They develop campaign strategies for specific objectives like listing promotion, open house attendance, or relocation buyer attraction.

Marketing agents are most effective when they have been trained on your market's specific language, your target demographic's preferences, and your brand's established voice. A marketing agent that knows you specialize in helping California families relocate to your market, for example, will write very differently than a generic marketing agent. This specialization is built into the agent's prompt design and refines over time as you improve the instructions.

Content Creation Agents

Content creation agents produce the raw material that fuels your marketing — the scripts for your videos, the text for your social posts, the copy for your emails, and the content for your lead magnets. Their output is not strategy or planning but actual, ready-to-use content that requires minimal editing before publication.

Effective content creation agents require detailed prompts that define not just what to write but how to write it. They need to know your preferred video structure, your typical script length, the level of technicality appropriate for your audience, the call to action format you prefer, and the specific local references that make your content feel authentic to your market. The more precisely you define these parameters in the agent's instructions, the more consistently useful its output will be.

Research Agents

Research agents gather, process, and synthesize market information into usable intelligence for your business. They monitor migration data, track median price movements, analyze days-on-market trends, identify emerging buyer demand in specific

neighborhoods, and compile weekly or monthly market summaries that inform your content strategy and client conversations.

Research agents with web browsing skills can access current data from public real estate databases, local news sources, census data, and migration tracking tools. This capability allows your AI research team to stay current with market developments without requiring you to manually gather and compile information. The research agent does the work; you receive the structured report.

Follow-Up Agents

Follow-up agents manage the ongoing communication with leads who have entered your database but have not yet converted to clients. They draft initial welcome messages, create multi-step email sequences, write SMS follow-up scripts, and generate periodic value-add communication that keeps you top of mind without requiring you to personally write each message.

The follow-up function is one of the highest-value areas in real estate because most leads require multiple contacts before they are ready to take action. Agents who follow up consistently and personally win these leads. AI follow-up agents allow you to maintain consistent, personalized-sounding communication with a database of hundreds of leads simultaneously — a task that would be impossible to do manually without sacrificing quality.

How AI Agents Work Together

The power of an AI real estate team comes from the coordination between agents. Your research agent produces a weekly market report. Your content strategy agent reads that report and generates five video topic ideas based on what buyers and sellers in your market are most concerned about this week. Your script agent writes a full video script for the top topic. Your content production agent generates caption text, a video description, and thumbnail concept ideas. Your social media agent schedules these assets across your platforms. This entire sequence happens automatically, without you manually intervening at each step.

Building this coordination requires designing clear input and output formats for each agent. When agent A's output is designed to match agent B's expected input format, chaining them together becomes straightforward. This is why prompt design — covered in detail in Chapter 4 — is so important to the effectiveness of your AI team.

Managing an AI Team as a Solo Agent

Running an AI team as a solo real estate agent is entirely feasible and is in fact the primary use case this guide is designed for. The key is starting with a small, functional team and expanding gradually. In your first month, focus on getting your research agent and one content agent running well. In your second month, add your script agent and lead generation agent. By month three, your follow-up agent and social media automation should be in place.

Managing an AI team primarily means reviewing outputs, refining prompts when output quality drops, and expanding agent capabilities as your needs grow. Unlike managing human employees, you do not need to schedule one-on-ones, provide performance feedback diplomatically, or navigate interpersonal dynamics. You review the output, decide if it meets your standard, and adjust the instructions if it does not. Over time, your agent prompts become highly refined, and your review time decreases as the agents produce consistently high-quality work.

Chapter 2 — Action Steps and Agent Planning Worksheet

Before you build a single agent, complete this planning worksheet. It will become the blueprint for your entire AI team build.

Step 1. List every repetitive marketing or administrative task you personally do each week that takes more than 20 minutes. Examples: writing social media captions, researching market stats, drafting follow-up emails, writing listing descriptions, planning content ideas. Write them all down without filtering.

Step 2. Next to each task, write which AI agent role from Chapter 2 could handle it: Research Agent, Content Strategy Agent, Script Writing Agent, Content Production Agent, Lead Generation Agent, Marketing Agent, or Follow-Up Agent.

Step 3. Rank your list by the time each task currently costs you per week, highest to lowest. The tasks at the top of your list are your highest-priority agents to build first.

Step 4. Define your target client avatar in writing. Answer these questions: Who is your ideal client? Where are they coming from? What are they worried about? What do they need to know? What would make them trust you? This avatar description will go into every agent prompt you write.

Step 5. Sketch your agent team structure on paper. Draw a simple flow: which agent feeds which other agent? What does the research agent produce, and where does that output go? What triggers the follow-up agent? A simple hand-drawn diagram is enough. This map will guide your workflow builds in Chapter 21.

Use this prompt with any AI assistant right now to help draft your client avatar:

PROMPT — Client Avatar Builder:

```
I am a real estate agent in [your city]. My primary target clients
are [describe: e.g. families relocating from California, first-time
buyers, move-up sellers, investors]. Help me write a detailed client
avatar that includes: their age range and life stage, their primary
fear or concern about real estate, the questions they are actively
searching for answers to, what would make them trust a real estate
agent they have never met, and what offer or resource would be
compelling enough for them to give me their contact information.
Write the avatar in two paragraphs I can paste into my AI agent
system prompts.
```

Chapter 3 — Installing and Setting Up OpenClaw

System Requirements for OpenClaw

OpenClaw runs on both Mac and Windows operating systems. For optimal performance running medium-sized AI models locally, your machine should have at least 16 gigabytes of RAM, though 32 gigabytes is recommended for running multiple agents simultaneously. A modern multi-core processor — any recent Intel Core i7 or i9, AMD Ryzen 7 or 9, or Apple Silicon M-series chip — will provide sufficient processing power for most real estate AI workflows. Dedicated GPU acceleration significantly speeds up model inference if your machine has a compatible graphics card, but it is not required.

Storage requirements depend on which AI models you install. Most models suitable for real estate content generation range from 4 to 15 gigabytes each. Plan for at least 50 gigabytes of free storage to accommodate a few models and the data your agents will generate. An SSD drive is strongly recommended over a traditional hard drive for model loading speed.

Installing OpenClaw on Mac

To install OpenClaw on Mac, download the installer package from the official OpenClaw website. The package is a standard macOS DMG file. Open the DMG, drag the OpenClaw application to your Applications folder, and launch it. On first launch, macOS may ask you to confirm opening a downloaded application — click Open to proceed. OpenClaw will then guide you through initial setup, including selecting a directory for model storage and downloading your first AI model.

Apple Silicon Macs with M1, M2, M3, or later chips run OpenClaw with exceptional performance due to their unified memory architecture, which allows the GPU and CPU to share the same memory pool. This allows much larger models to run smoothly than on equivalent Intel-based machines. If you are purchasing a new Mac specifically for AI agent work, any current MacBook Pro or Mac Mini with Apple Silicon will serve you well.

Installing OpenClaw on Windows

On Windows, download the OpenClaw installer executable from the official website. Run the installer and follow the prompts to complete installation. If Windows Defender SmartScreen shows a warning, click More Info and then Run Anyway — this is standard behavior for software that has not yet accumulated a large volume of installations and does not indicate a security risk. OpenClaw will install to your Program Files directory by default.

Windows users with NVIDIA graphics cards will want to ensure that CUDA drivers are installed and up to date, as OpenClaw can use CUDA acceleration to dramatically improve inference speed. AMD GPU acceleration is also supported through the ROCm framework on compatible hardware. During initial setup, OpenClaw will detect your available hardware and suggest the appropriate acceleration configuration.

Understanding the OpenClaw Interface

The OpenClaw interface is organized into several main sections. The Agent Library is where you create, configure, and manage your AI agents. The Model Manager allows you to download, update, and manage the AI models installed on your machine. The Skills panel shows available skills and allows you to install new ones from ClawHub. The Connections panel is where you configure integrations with external tools and services. The Workflow Builder allows you to connect multiple agents into automated sequences.

Spend time exploring the interface before building your first agent. Understanding where each configuration option lives will make the agent-building process faster and less frustrating. The OpenClaw documentation, accessible from the Help menu, provides detailed explanations of every interface element.

Running Your First AI Agent

The easiest way to understand OpenClaw is to run a simple agent. From the Agent Library, click New Agent. Give the agent a name — for example, Market Update Writer. In the System Prompt field, enter a detailed description of the agent's role and behavior. For a market update writer, you might write: You are a real estate market analyst specializing in [your city]. When given market statistics, write a clear, engaging 250-word market update summary suitable for posting on social media. Always mention the current median price, days on market, and list-to-sale price ratio. End with a brief observation about what these trends mean for buyers or sellers.

With your system prompt entered, select a model from your installed models. A mid-size instruction-following model works well for content generation tasks. Click Run, provide some sample market statistics in the input field, and click Submit. Your agent will process the input and return a draft market update. Review the output — this is your first glimpse of how AI agents produce real estate content. The quality will depend on how well-defined your prompt is, and you will refine it over time.

Installing Skills from ClawHub

ClawHub is accessible directly from the OpenClaw Skills panel. Browse the available skills by category — the most immediately useful for real estate agents are the Web Research skill, the File Manager skill, the Email Composer skill, and the CRM Connector skill bundle. To install a skill, click Install and OpenClaw will download and configure it. Skills appear in your agent configuration options once installed, where you can enable them for specific agents.

Not all agents need all skills. Your script writing agent does not need web browsing capabilities because it works from content you provide to it. Your research agent, however, needs web browsing to gather current market data. Enabling only the skills each agent needs keeps your agents focused and reduces the risk of an agent attempting to use a capability in an unintended way.

Managing Skills in OpenClaw

The Skills panel shows all installed skills with their current version number and a brief description of what they do. Skills can be enabled or disabled for individual agents without uninstalling them from the system. When a skill is updated on ClawHub, OpenClaw notifies you and allows you to update with a single click. It is good practice to review skill updates before installing them, as changes in skill behavior can sometimes affect how your agents perform.

You can also build custom skills in OpenClaw using the Skill Builder tool. Custom skills are useful for connecting to proprietary systems, automating specific data processing tasks, or creating reusable prompt templates that multiple agents can call. For most real estate agents, the skills available on ClawHub will cover all necessary capabilities without requiring custom skill development.

Testing Your First Automation

Once you have a working agent and at least one skill installed, you can build a simple automation to test the workflow system. In the Workflow Builder, create a new workflow with two steps: the first step provides input data to your agent, and the second step saves the agent's output to a file. Run the workflow and verify that the output file is created with the expected content. This simple test confirms that your automation system is functioning and gives you a foundation to build more complex workflows on top of.

Chapter 3 — Action Steps: Installing OpenClaw

Follow these steps in order. Do not skip ahead. Each step must be confirmed before the next one will work.

Step 1. Download OpenClaw from the official OpenClaw website. Choose the installer for your operating system — Mac or Windows.

Step 2. Run the installer. On Mac, drag the app to your Applications folder. On Windows, run the .exe file and click through the installation wizard. If Windows shows a SmartScreen warning, click More Info and then Run Anyway.

Step 3. Launch OpenClaw. On first launch it will ask you to choose a folder for model storage. Create a dedicated folder called OpenClaw-Models in a location with plenty of free storage — at least 30 GB available.

Step 4. Download your first model. In the Model Manager, select a mid-size instruction-following model in the 7B to 13B parameter range. The download will take several minutes depending on your internet speed. Wait for it to complete before proceeding.

Step 5. Open the Agent Library and click New Agent. Name it Test Agent. In the System Prompt field, paste the following prompt exactly:

```
You are a helpful real estate assistant. When given any real estate
question, answer it clearly and concisely in three sentences or
fewer. Always end your answer with one follow-up question the person
should consider.
```

Step 6. Select your downloaded model, click Run, type the following into the input field, and click Submit: What is the difference between a buyer's market and a seller's market?

Step 7. Review the output. If the agent responds with a clear three-sentence answer followed by a question, your installation is working correctly. If you see an error, copy the full error text and paste it to Alf in your Spaceship dashboard or to the OpenClaw support chat.

Step 8. Go to the Skills panel and install the Web Browsing skill and the File Manager skill from ClawHub. These are the two most essential skills for real estate AI agents and you will need them in the next chapters.

Step 9. Open the Workflow Builder. Create a workflow named Test Workflow with two steps: Step 1 sends the text What is today's mortgage rate trend? to your Test Agent, and Step 2 saves the output to a file named test-output.txt in your Documents folder. Run the workflow and confirm the file is created.

If all nine steps complete successfully, your OpenClaw installation is ready. Move to Chapter 3B to set up your VPS, or to Chapter 4 if you are running OpenClaw on a local dedicated machine.

Chapter 3B — Setting Up Your VPS: How to Host Your AI Team Online

What Is a VPS and Why Do You Need One?

A VPS — which stands for Virtual Private Server — is essentially a computer that lives in a data center and runs around the clock, even when your laptop is closed and you are asleep. Think of it as renting a always-on computer in the cloud that belongs entirely to you. Unlike shared web hosting where dozens of websites share the same machine, a VPS gives you your own dedicated slice of a server with your own operating system, your own storage, and your own resources. This is the environment where your AI agents will live and operate.

You need a VPS because AI agents that generate leads, send follow-up messages, and run automated workflows need to be running 24 hours a day — not just when your personal computer is on. If your AI team only runs when your laptop is open and connected, it cannot send a follow-up message at 2 AM to a lead who just downloaded your guide, it cannot publish your Monday morning market update while you are at a showing, and it cannot process new leads that arrive over the weekend. The VPS solves this by keeping everything running continuously, independently of your personal device.

For context: this is exactly how the author of this guide set up their own AI real estate agent, named Critter. Critter lives on a VPS hosted through Spaceship — a hosting company that provides both the server and a built-in AI assistant named Alf who walks you through the entire setup process. You do not need to be a programmer, a network engineer, or even particularly technical to do this. The process described in this chapter is the exact process used to bring Critter to life, step by step, starting from zero technical knowledge.

Why Spaceship Is the Right Choice for Non-Technical Agents

There are dozens of VPS hosting providers available — Digital Ocean, Linode, Vultr, AWS, and many others — and most of them assume you already know what you are doing. They provide the server and leave the rest to you. Spaceship is different because it includes Alf, an AI assistant built directly into the platform who is specifically designed to help non-technical users set up and configure their hosting environment. Alf does not speak in jargon. He explains what each step means, warns you what to expect before you run a command, and guides you through troubleshooting when something unexpected appears on your screen.

For a real estate agent who has never touched a server before, having Alf available is the difference between a frustrating, abandoned setup attempt and a successfully running AI system. The combination of Spaceship's VPS infrastructure and Alf's guided assistance is why this guide specifically recommends Spaceship as your hosting provider. It is the platform that was used to build and launch Critter, and it is the platform most accessible to agents who are starting from zero technical experience.

Step One: Creating Your Spaceship Account and Purchasing a VPS

Go to spaceship.com and create an account using your email address. Once your account is created and verified, navigate to the VPS hosting section. For a real estate AI agent running OpenClaw and handling the workflows described in this guide, a starter VPS plan with 2 to 4 GB of RAM and 50 GB of storage is sufficient to begin. You can always upgrade as your usage grows. Select your plan, complete payment, and wait for your VPS to be provisioned — this typically takes a few minutes. When your server is ready, Spaceship will provide you with your server's IP address, your default username (usually "root"), and either a password or an SSH key for access. Keep these details somewhere safe — you will need them in the next step.

Step Two: Opening PowerShell and Connecting to Your Server

To connect to your VPS, you will use a tool called SSH — Secure Shell — which is simply a secure way of connecting your computer to another computer over the internet and typing commands into it. On Windows, the easiest way to use SSH is through PowerShell. On Mac, you use the Terminal application. Neither requires any installation — both come built into your operating system.

On Windows: click the Start menu, type PowerShell, and click on the Windows PowerShell application to open it. You will see a dark or blue window with a blinking cursor — this is your command line, and it is less intimidating than it looks. On Mac: press Command and Space to open Spotlight Search, type Terminal, and press Enter. You will see a similar window.

Once PowerShell or Terminal is open, type the following command, replacing the placeholder values with your actual server details that Spaceship provided:

```
ssh root@YOUR.SERVER.IP.ADDRESS
```

For example, if your server IP is 198.51.100.42, you would type: ssh root@198.51.100.42. Press Enter. The terminal will prompt you to enter your password. Here is something important to know before you type it: **the password will not appear on screen as you type it.** No dots, no asterisks, nothing. The cursor will just sit there looking like nothing is happening. This is completely normal and is a security feature of the terminal. Type your password carefully and press Enter. If it is correct, you will be logged into your VPS and will see a prompt showing the server name — you are now inside your server.

Using Alf to Guide You Through the Setup

Once you are logged into your server, the next steps involve installing the software your AI agents need to run — and this is where Alf becomes invaluable. Log into your Spaceship account dashboard and open the Alf AI chat interface. Tell Alf exactly what you are trying to do: you want to set up OpenClaw on your VPS to run AI agents for your real estate business. Alf will ask you a few clarifying questions and then begin walking you through the installation steps one at a time.

The workflow that makes this manageable for a non-technical person is simple: Alf gives you one command at a time, you copy it exactly as written, paste it into your PowerShell or

Terminal window connected to your VPS, press Enter, and then paste the result back to Alf. That is the entire process. You are not expected to understand every command — you are acting as the hands that carry instructions between Alf and the server. Alf reads what the server returns, interprets any errors or prompts in plain English, and gives you the next step. One command at a time, one paste at a time, until the setup is complete.

This is not a shortcut or a workaround — it is exactly how Critter was built. The person behind this guide had no prior experience with PowerShell, server setup, SSH, or terminal commands. By following the copy-paste-report workflow with Alf, they successfully connected to a VPS, installed the necessary software, handled unexpected prompts and error messages, and laid the complete technical foundation for a running AI agent. If that sounds like your situation, you can do this too.

The Copy-Paste-Report Loop: Your Core Workflow

The single most important concept in this entire chapter is what we call the copy-paste-report loop. This is how you navigate any server setup process without technical knowledge, and it is the method that made building Critter possible from scratch. The loop works like this: Alf gives you a command or an instruction. You paste that command into your PowerShell or Terminal window. The server responds with some text — sometimes a success message, sometimes a prompt for more input, sometimes an error. You copy that response text and paste it back to Alf. Alf reads it, explains what it means in plain English, and gives you the next step. Repeat until done.

There are a few practical tips that make this loop work smoothly. First, copy terminal output completely — do not try to summarize it or only copy the part that looks important. Paste the whole thing to Alf, because sometimes the most meaningful information is in a line that looks unimportant to an untrained eye. Second, if copying text is difficult (some terminal windows can be tricky to select from), take a screenshot and share it instead — Alf can read screenshots just as well as pasted text. Third, do not skip steps or try to run multiple commands at once. One command, one response, one paste back to Alf. This sequenced approach catches problems immediately rather than letting them compound across multiple steps.

Acting as the Bridge Between Alf, Critter, and Your Server

As the setup progresses beyond the initial server connection, your role expands from simply following Alf's commands to acting as a bridge between multiple systems that need to communicate with each other. In the Critter build, this meant coordinating between three parties: Alf on the Spaceship side, who knew the hosting environment; OpenClaw's setup process, which was directing the technical build; and the human in the middle — the real estate agent — who was the only one who could actually click buttons, open PowerShell, and relay information between the two.

In practice, this looked like the following. When the OpenClaw setup needed DNS records pointed to the VPS, the question went to Alf, who confirmed the exact records to use within Spaceship. When email needed to be configured for a support address, Alf provided the IMAP and SMTP settings. When questions arose about whether specific

Spaceship features needed to be enabled for webhooks or payment processing, Alf answered with the practical specifics. None of this required the agent to understand DNS, SMTP, or webhooks at a technical level. It just required passing the question from one AI to another and relaying the answer back. The skill being used was not technical — it was organizational. Knowing what question to ask, who to ask it to, and how to pass the answer to the right place.

What Alf Helps You Configure on Spaceship

During the VPS and OpenClaw setup process, Alf can assist with a wide range of configuration tasks beyond the initial server connection. These include pointing your domain's DNS records to your VPS so that your website address resolves to your server; configuring a professional email address for your AI agent operation such as support@youragentname.ai; setting up SSL certificates so that your website is served securely over HTTPS; installing and configuring the software dependencies that OpenClaw requires to run; and setting up any Spaceship-specific features related to payment processing or webhook delivery if your workflow includes those elements.

For each of these tasks, the process is the same: describe what you need to Alf in plain language, follow the instructions he provides, and use the copy-paste-report loop to work through any steps that involve the terminal. Alf is Spaceship-specific — he knows the platform's interface, its settings panels, and its configuration options inside and out. This means you will not find yourself staring at an unfamiliar settings page wondering which option to choose. Alf will tell you exactly where to go, what to click, and what values to enter.

Troubleshooting: What to Do When Something Unexpected Appears

Server setup rarely goes from start to finish without at least one unexpected prompt or error message. This is normal — it happens to professional developers too. The difference is that developers know what the errors mean. As a non-technical agent using the copy-paste-report loop, you do not need to know what the errors mean. You just need to show them to Alf. Copy the full error text, paste it into your Alf chat, and say something as simple as "I got this when I ran the last command — what does it mean and what should I do?" Alf will read it, explain the issue in plain language, and tell you exactly how to resolve it.

Common situations you may encounter during VPS setup include: a prompt asking you to confirm that you want to continue connecting to an unknown host (type yes and press Enter — this is normal on first connection), a message saying a software package needs to be updated before installation can proceed (Alf will give you the update command to run first), a screen that fills with a scrolling list of text that appears to be doing a lot of things at once (this is normal during software installation — wait for it to finish and paste the final few lines to Alf), and a prompt asking you to choose between keeping an existing configuration file or replacing it (paste the prompt to Alf and he will tell you which option to choose). None of these situations require you to diagnose anything yourself. They just require you to show Alf what you see.

Naming Your AI Agent and Making It Yours

Once your VPS is set up and OpenClaw is installed, you have a technical foundation — but not yet a brand. The next step is giving your AI agent an identity that fits your real estate business. This is where you decide the name your agent will operate under, the personality it will project in its communications, and the domain name associated with its web presence.

The AI agent in this guide is named Critter — and is hosted at critter.ai. The name is memorable, distinctive, and different enough from every other real estate agent's brand to create curiosity. Your agent does not need to be named after you or follow any conventional naming pattern. It just needs to be something your clients will remember and something you will feel proud to tell people about. Think of naming your AI agent the same way you would name a brand or a business — something that reflects your personality, your market, or the experience you want clients to have when they interact with your system.

Once you have a name in mind, Alf can help you register the domain through Spaceship (which also offers domain registration), point that domain to your VPS, and set up a professional email address associated with the domain. These steps complete the external identity of your AI agent — it will have a name, a web address, and an email address that makes it feel like a real, professional part of your business operation rather than a behind-the-scenes tool.

What You Will Have When This Chapter Is Complete

By the time you complete the steps in this chapter — with Alf guiding you through every technical detail — you will have accomplished something that would have felt completely out of reach at the beginning. You will have a live VPS running on Spaceship's infrastructure. You will have connected to that server from your personal computer using PowerShell or Terminal. You will have installed OpenClaw and its dependencies on the server. You will have a domain name and a professional email address for your AI agent. And you will have the foundational technical environment in which everything else in this guide — the research agents, the content agents, the lead generation system, the follow-up automation — will run continuously, 24 hours a day, without requiring your personal computer to be on.

You did not do that by becoming a developer. You did it by following a guided copy-paste workflow that Alf made simple enough to use. And that is the core lesson of this chapter: in the AI era, the skill that matters is not knowing how to write code. It is knowing how to communicate clearly with the right AI systems and follow their guidance patiently. That skill is entirely available to any real estate agent who is willing to try.

Chapter 3B — Action Steps: VPS Setup with Spaceship and Alf

These steps walk you through the complete VPS setup process. Have Alf open in one browser tab and PowerShell or Terminal open on your screen at the same time. Work through one step at a time.

Step 1. Go to spaceship.com, create your account, and navigate to the VPS section. Purchase a starter VPS plan with at least 2 GB RAM and 50 GB storage. Wait for your server to be provisioned. Spaceship will email you your server IP address, username, and password. Save these in a secure location.

Step 2. Open PowerShell (Windows) or Terminal (Mac). Type the following command, replacing the example IP with your actual server IP, and press Enter:

```
ssh root@YOUR.SERVER.IP.ADDRESS
```

Step 3. When prompted for your password, type it carefully. Remember: nothing will appear on screen as you type. Press Enter when done. You should see a welcome message from your server. You are now inside your VPS.

Step 4. Open Alf in your Spaceship dashboard. Type the following message to Alf exactly:

```
I have just connected to my new VPS via SSH. I want to install
OpenClaw on this server to run AI agents for my real estate
business. My server is running [paste the operating system name
shown when you logged in, e.g. Ubuntu 22.04]. Please give me the
first command to run to prepare the server for the OpenClaw
installation.
```

Step 5. Copy the command Alf gives you. Paste it into your PowerShell or Terminal window. Press Enter. Wait for the command to finish running. Copy the last 10 lines of output and paste them back to Alf. Say: Here is what I got after running that command. What is the next step?

Step 6. Continue this copy-paste-report loop with Alf until he confirms that OpenClaw is installed and running on your server. This may take 10 to 20 rounds of back-and-forth depending on your server configuration. Do not skip steps or run commands out of order.

Step 7. Once OpenClaw is confirmed running, ask Alf the following:

```
OpenClaw is now running on my VPS. I want to: (1) point a domain name
to this server, (2) set up a professional email address like
support@[myagentname].com, and (3) make sure the server is secure
for storing real estate client data. Can you walk me through each of
these three things one at a time, starting with the domain DNS
setup?
```

Step 8. Follow Alf's instructions for DNS, email, and security setup using the same copy-paste-report loop. Do not move to Chapter 4 until all three are confirmed working.

Step 9. Choose a name for your AI agent. Write it down. Go to spaceship.com and search for the .com or .ai domain for that name. Register it if available. Tell Alf the domain name you registered and ask him to help you point it to your VPS.

Once your domain resolves to your VPS and your email is working, you have completed the foundation of your AI real estate team infrastructure. Everything built in the remaining chapters will run on this foundation.

Chapter 4 — Building Your First Real Estate AI Agent

What an AI Agent Actually Is

An AI agent is a software program powered by a language model that has been given a specific set of instructions, a defined role, and the tools it needs to accomplish a mission. Unlike a general chatbot that responds to any question in any format, an AI agent is purpose-built. It has a consistent identity, a defined area of expertise, a preferred output format, and clear decision-making guidelines. When you interact with a well-built agent, it behaves like a specialist employee who knows their job and does it consistently.

The key components of an AI agent are the system prompt (which defines the agent's role and behavior), the model (the underlying AI that powers the agent's intelligence), the skills and tools the agent has access to, and the memory and context available to the agent for a given task. Building an effective agent means getting all four of these components right.

Designing an Agent's Mission

Every agent needs a clear mission before you begin writing prompts. The mission is a one-sentence statement of what the agent exists to do. Market Research Agent: to monitor and summarize local real estate market trends for use in content creation. Script Writing Agent: to transform content topic briefs into complete, ready-to-record video scripts. Lead Follow-Up Agent: to draft personalized follow-up messages for new leads based on their source and expressed interests.

A clear mission prevents scope creep in your agent design. If you find yourself wanting your script agent to also do market research, stop and ask whether that should be a separate agent. Agents that try to do too many things often do all of them poorly. Focused agents with a narrow, clear mission produce better output and are easier to refine.

Creating Agent Prompts

The system prompt is the most important element of an AI agent. It defines who the agent is, what it knows, how it communicates, what it should always do, and what it should never do. A strong system prompt for a real estate agent might be several hundred words long — detailed enough to produce consistent, professional output across a wide range of inputs.

Structure your system prompt with clear sections: Identity (who the agent is and their area of expertise), Task (what specific task the agent performs), Output Format (exactly how the output should be structured), Tone and Style (how the agent should communicate), and Constraints (what the agent should never include or do). Each section adds specificity that improves output quality. Vague prompts produce vague output; detailed prompts produce focused, useful output.

An example system prompt for a real estate script writing agent: You are an experienced real estate video script writer specializing in educational content for buyers and sellers in the Dallas-Fort Worth area. When given a video topic and key points, you write a complete video script between 400 and 600 words. Always open with a hook question or surprising

statistic that grabs attention in the first three seconds. Structure the body as three main points with clear transitions. Close with a specific call to action asking the viewer to download the provided resource or book a consultation. Write in a conversational, confident tone. Avoid jargon. Use short sentences. Never use filler phrases like as I mentioned or as you can see.

Defining Agent Inputs and Outputs

For an agent to work reliably in an automated workflow, its expected input format and its output format need to be precisely defined. If your script agent expects a topic brief with sections labeled Topic, Target Audience, Key Points, and Call to Action, every upstream agent or human who feeds it content needs to provide that exact format. If your research agent is expected to output a structured report with labeled sections, the content strategy agent that reads its output needs to know where to look for specific information.

Define input and output formats in your agent prompts explicitly. Tell the agent what format its input will arrive in and what format its output must take. Use labels, headers, and clear structural language. An agent told to always format output as a numbered list of five items with a one-sentence description for each item will be far more predictable than one told simply to provide ideas.

Testing Agent Behavior

Before integrating an agent into a live workflow, test it extensively with a variety of inputs. Run it with typical inputs and observe whether the output matches your expectations. Then test with edge cases — what happens when you give it incomplete information? What happens when the input contains an unusual request? What happens when the topic is outside the agent's defined expertise?

Document what you discover during testing. Note the input types that produce excellent output, the inputs that produce poor output, and any patterns in the failures. This documentation becomes the basis for your prompt refinements. Good agents are not built in one attempt — they are iterated into quality through rounds of testing and refinement.

Refining Agent Instructions

Prompt refinement is an ongoing process. Every time an agent produces output that does not meet your standard, examine the prompt and ask what instruction would have prevented the failure. If the agent wrote a script that was too long, add a hard word count limit to the prompt. If it used jargon, add a list of specific phrases to avoid. If it forgot to include a call to action, add a requirement that every script must end with a specific call to action formatted in a specific way.

Over time, your prompts will become detailed enough that the agent produces first-draft output that requires minimal editing. This is the goal — not perfection on the first attempt, but improvement through iteration until the agent reliably produces work you are proud to publish.

Saving and Managing Agents

OpenClaw allows you to save agent configurations with custom names, descriptions, and version numbers. Use a clear naming convention so you can quickly identify each agent and its purpose. When you significantly update an agent's prompt, create a new version rather than overwriting the existing one — this allows you to roll back if a change makes the output worse. Keep notes on what each prompt version changed and why, so you can learn from your own iteration history.

As your AI team grows, you will accumulate a library of agents. Organize them into categories — Research Agents, Content Agents, Lead Generation Agents, Follow-Up Agents — and document the purpose, input requirements, and output format for each. This documentation makes it easier to bring in someone else to manage your AI team in the future, or to rebuild your system if you switch platforms.

Chapter 4 — Action Steps and Agent Builder Prompt

Use the following process every time you build a new agent. The prompt template below can be used with OpenClaw directly or with any AI assistant to draft your system prompt before entering it into OpenClaw.

Step 1. Write your agent’s mission statement in one sentence before opening OpenClaw. If you cannot describe what the agent does in one sentence, it is not focused enough yet. Narrow it down before proceeding.

Step 2. Use this prompt in any AI chat tool to draft a system prompt for your new agent:

PROMPT — Agent System Prompt Builder:

```
I am building an AI agent in OpenClaw for my real estate business. Here is what I need it to do: [describe the agent’s job in 2-3 sentences]. My market is [your city]. My target clients are [describe]. My communication style is [formal/conversational/warm/direct]. The output this agent should always produce is [describe the format: e.g. a bulleted list, a 500-word script, a structured report]. Write a detailed system prompt for this agent that includes: the agent’s identity and expertise, the exact task it performs, the output format it must always follow, tone and style guidelines, and three things it must never do. Format it ready to paste into an AI agent configuration.
```

Step 3. Review the drafted system prompt. Edit it to add any market-specific details, local references, or personal style notes that the AI could not know on its own. Add at least three specific local details — neighborhood names, typical price ranges, the types of clients you most commonly work with.

Step 4. Open OpenClaw, create a new agent, paste your system prompt, select your model, and run a test with three different sample inputs. Document the output quality for each test.

Step 5. For each test output that did not meet your standard, identify the specific instruction that was missing or unclear and add it to the prompt. Re-test until all three sample inputs produce output you would use.

Step 6. Save the agent with a version number (v1.0) and a note describing what the prompt currently does well and what it still needs improvement on.

Keep this Agent Quality Checklist for every agent you build: Does the output always match the specified format? Does it sound like content from your specific market? Does it always include a call to action where required? Does it avoid the phrases and styles you flagged as off-brand? If yes to all four, the agent is ready for live use.

Chapter 5 — The Real Estate Research Agent

Purpose of the Research Agent

The research agent is the intelligence engine of your AI real estate team. Its role is to gather, process, and organize market information in a format that your other agents can use. Without good research feeding your content and strategy agents, your output will be generic and disconnected from what is actually happening in your market. With a well-functioning research agent, every piece of content you produce is grounded in current, relevant local data.

Research agents serve two primary functions: proactive research, where the agent regularly monitors specified data sources and produces scheduled reports, and reactive research, where the agent responds to specific questions or topics with targeted information gathering. Both functions are valuable — the proactive function keeps your market intelligence current, and the reactive function supports content creation by providing data on demand.

Identifying Buyer and Seller Questions

The most effective real estate content answers the questions that buyers and sellers are actively asking. Your research agent can be configured to identify these questions by monitoring search trends, analyzing common questions in online real estate forums, and reviewing the types of questions buyers and sellers ask at open houses and initial consultations. This research directly informs your content strategy by revealing what topics have the highest audience demand.

Configure your research agent to compile a weekly list of the top questions buyers and sellers in your market are asking, based on available search and community data. This list becomes an input for your content strategy agent, which turns questions into video topics. Agents built on this kind of demand-driven research consistently produce content that generates more engagement and more leads than agents producing content based on guesswork about what their audience wants.

Researching Migration Trends

Migration data is one of the most powerful lead generation angles for real estate agents in growth markets. When you know which cities are sending the most buyers to your area, which industries are driving relocating employees, and which specific neighborhoods those buyers are targeting, you can build hyper-targeted content and ads that speak directly to their situation.

Your research agent can be configured to monitor publicly available migration data sources, including Census Bureau data, IRS migration data, and commercial migration tracking tools. Instruct the agent to produce a monthly migration trend report that identifies the top five origin markets for buyers relocating to your area, the primary driver of relocation for each group, and the preferred price range and neighborhood characteristics

of each segment. This report becomes the foundation for relocation-focused content and lead generation campaigns.

Analyzing Neighborhood Demand

Different neighborhoods in your market attract different buyer profiles and experience different demand levels at any given time. A research agent configured to monitor neighborhood-specific data can identify which areas are seeing rising demand, which are experiencing slower activity, and which are emerging as new hotspots — all information that creates compelling content and positions you as the most informed agent in your market.

Neighborhood demand analysis should include average days on market by neighborhood, list-to-sale price ratio trends, price per square foot movement, and inventory levels. Configure your research agent to produce a monthly neighborhood comparison report that ranks your top markets by current demand level. This report feeds directly into your video content calendar — neighborhoods experiencing unusual activity are exactly the kind of story that buyers and sellers want to hear about.

Monitoring Market Data

Consistent market data monitoring is the backbone of a credible real estate content brand. Buyers and sellers who follow an agent who consistently shares accurate, up-to-date market data come to trust that agent as the authoritative local source. Your research agent should be configured to pull weekly market metrics from your local MLS data feed or from public sources and organize them into a standardized format.

Key metrics to monitor weekly include median sale price, average sale price, median days on market, active listing count, pending sales count, closed sales count, months of inventory, and list-to-sale price ratio. Configure your agent to compare current metrics to the same period one month ago, three months ago, and one year ago. These comparisons are what transform raw numbers into a compelling narrative about market direction.

Generating Weekly Market Reports

The weekly market report is a high-value output that serves multiple functions in your business. It provides data for your video content, your social media posts, your email newsletter, and your client conversations. Your research agent should be configured to automatically generate this report on a fixed schedule — every Monday morning, for example — so that your marketing week begins with fresh data in hand.

Structure your weekly market report template with consistent sections: Market Summary (two to three sentences about the overall market direction), Key Metrics Table (the numerical data in a clean format), Notable Trends (two to three observations about what the data suggests about market direction), and Buyer and Seller Implications (one paragraph each on what the current conditions mean for each group). Consistent structure makes the report easy to scan and easy for your content agents to process.

How Agents Use Research Data for Content

The connection between your research agent and your content agents is the most important data flow in your AI team. When your research agent produces a weekly report, that report should be automatically passed to your content strategy agent, which reads it and generates content ideas based on the most significant trends identified. The content strategy agent then passes topic briefs to your script writing agent, which produces complete video scripts using the data as supporting evidence.

This chain — from raw market data to published content — is what differentiates a truly AI-powered real estate marketing system from simply using AI to edit your own manually researched content. When the chain works correctly, you are no longer the bottleneck in your own content production. The system produces market-grounded, relevant content at scale, and your role shifts from creator to curator — reviewing and approving output rather than generating it from scratch.

Chapter 5 — Action Steps and Research Agent Prompts

Build your research agent first. Every other agent in your team depends on the intelligence it produces.

Step 1. Open OpenClaw and create a new agent named Market Research Agent. Paste the following system prompt, filling in the bracketed sections:

SYSTEM PROMPT — Market Research Agent:

```
You are a real estate market research analyst specializing in [your city] and the surrounding communities of [list your primary neighborhoods or suburbs]. Your role is to receive weekly market statistics and produce a structured market intelligence report for use by a real estate content and marketing team. Every report you produce must follow this exact structure: EXECUTIVE SUMMARY (3 sentences describing overall market direction in plain language), KEY METRICS TABLE (list each metric with its current value, its value from 4 weeks ago, and the percentage change), NOTABLE TRENDS (2 to 3 bullet points identifying the most significant patterns in the data), BUYER IMPLICATIONS (one paragraph explaining what current conditions mean for buyers in plain language), SELLER IMPLICATIONS (one paragraph explaining what current conditions mean for sellers in plain language), CONTENT OPPORTUNITY (one sentence identifying the single most compelling market story this week that would make an engaging video topic). Use simple language throughout. Never use jargon without explaining it. Format numbers consistently with dollar signs and commas.
```

Step 2. Enable the Web Browsing skill and the File Manager skill for this agent in the Skills panel.

Step 3. Test your research agent with this input prompt:

TEST INPUT PROMPT:

```
Here are this week's market statistics for [your city]: Median sale price: $[amount]. Change from last month: [+/- amount]. Average days on market: [number] days. Change from last month: [+/- days]. Active listings: [number]. Change from last month: [+/- number]. Pending
```

```
sales: [number]. List-to-sale price ratio: [percentage]%. Months of
inventory: [number]. Please produce the weekly market intelligence
report.
```

Step 4. Review the report output. Confirm it follows the required structure. If any section is missing or poorly formatted, add a more specific instruction for that section to the system prompt and re-test.

Step 5. Set this agent on a weekly scheduled trigger in OpenClaw's Workflow Builder. Configure it to run every Monday at 6:00 AM. Set its output to save to a file named weekly-market-report-[date].txt in your designated reports folder.

Step 6. To enable web-based research, give your agent this additional instruction capability by testing it with the following prompt:

WEB RESEARCH TEST PROMPT:

```
Search for the most recent publicly available real estate market
data for [your city]. Look for median home prices, days on market,
and inventory levels from any real estate data source published in
the last 30 days. Summarize what you find using the standard weekly
market report format.
```

Chapter 6 — The Content Strategy Agent

Purpose of the Content Strategy Agent

The content strategy agent translates market research and business objectives into an organized, actionable content plan. Its job is not to write content — that belongs to the script and copy agents — but to decide what content to create, when to create it, and why a specific topic will resonate with your target audience at a given moment. A strong content strategy agent prevents the most common failure in real estate marketing: posting random content with no coherent plan or audience intent.

Configure your content strategy agent to receive three inputs: your weekly market research report, your current lead generation goals, and your posting history. With these inputs, the agent can recommend topics that are data-driven, goal-aligned, and non-repetitive. Over time, the agent's recommendations become more refined as your posting history grows and patterns in content performance become visible.

Planning Real Estate Video Topics

Video is the highest-impact content format for real estate agents building an organic audience. It builds trust faster than text, is favored by every major social media algorithm, and allows potential clients to evaluate your personality and expertise before ever meeting you. Your content strategy agent should prioritize video topic planning as its primary output, with other content formats flowing from the video strategy.

Effective real estate video topics fall into three broad categories: market education (what is happening in the market and what does it mean), area guides (what it is like to live in specific neighborhoods, cities, or communities), and process education (how buying or selling a home actually works, step by step). A balanced content calendar draws from all three categories, ensuring that your content serves buyers at every stage of their decision journey — from early awareness through active search through transaction.

Generating Content Calendars

A content calendar is a structured schedule that maps specific content pieces to specific publication dates across all your active platforms. Your content strategy agent should generate a monthly content calendar as a standard output, organized by week and by platform. The calendar should include the topic, the format, the target audience, the key message, and the call to action for each content piece.

When building your content calendar agent, include in its system prompt a description of your content mix goals: for example, 40 percent market education videos, 30 percent neighborhood and area guide content, 20 percent buyer and seller process education, and 10 percent personal brand and community content. The agent will distribute its recommendations across these categories in the proportions you specify, ensuring that your content portfolio remains balanced and strategically aligned.

Building Weekly Posting Schedules

The posting schedule is more granular than the content calendar — it specifies not just what to post but exactly when to post it on each platform. Your content strategy agent can be configured to generate a weekly posting schedule that accounts for optimal posting times by platform, the sequencing of content to create narrative flow, and the cross-promotion of pieces across platforms.

For a typical real estate agent maintaining an active presence across TikTok, Instagram, YouTube Shorts, and Facebook, a sustainable weekly posting schedule includes one to two short-form videos per platform, one longer educational video on YouTube, two to three static social posts, and one email newsletter. Your content strategy agent should map specific pieces of content to each of these slots, creating a week where every post has a clear purpose and a clear audience.

Identifying High-Interest Topics

Not all content topics are equally interesting to your audience. High-interest topics are those that address urgent questions, surprise people with information they did not expect, or validate decisions that buyers and sellers are already considering. Your content strategy agent can be trained to identify these topics by analyzing search volume data, monitoring engagement on competitor content, and drawing on your market research reports to find the data points that are most likely to surprise and engage your audience.

Some of the most reliably high-interest real estate video topics include comparisons between your market and other markets buyers are leaving, surprising statistics about market direction, neighborhood transformation stories, cost-of-living breakdowns, school district quality comparisons, and step-by-step process explanations that demystify complex transactions. Your content strategy agent should maintain a running list of proven high-interest topic templates that it draws on when generating new recommendations.

Organizing Content Ideas by Category

As your content strategy agent generates ideas over weeks and months, you will accumulate more topic ideas than you can immediately produce. Organizing these ideas by category makes it easy to select topics when your calendar has an open slot. Configure your content strategy agent to tag every content idea it generates with a category, a target audience, an urgency level, and a connection to a specific lead generation goal.

Categories might include: Buyer Education, Seller Education, Area Guide, Market Update, Community Spotlight, Investment Insight, and Process Explainer. Within each category, sort ideas by their estimated relevance — topics tied to current market conditions at the top, evergreen topics that are always relevant below. This organized library of content ideas ensures that you are never without a strong topic when it is time to record.

Managing Long-Term Content Planning

Beyond the weekly calendar, your content strategy agent should support quarterly and annual content planning. Real estate markets follow predictable seasonal patterns — spring buying season, summer slowdown, fall pickup, winter quiet — and your content should anticipate and speak to each phase. Configure your agent to generate a quarterly content theme for each season, with the monthly and weekly content calendars nested within those themes.

Long-term content planning also involves building content series — multi-part video sequences on a single topic that keep viewers returning across multiple videos. Series on topics like The Complete Buyer's Journey, Neighborhood Deep Dives, or Dallas vs. Other Cities generate significantly more loyal viewership than one-off videos. Your content strategy agent can be configured to propose series concepts and map out the individual episodes within each series.

Chapter 6 — Action Steps and Content Strategy Agent Prompts

Step 1. Create a new agent in OpenClaw named Content Strategy Agent. Paste the following system prompt:

SYSTEM PROMPT — Content Strategy Agent:

```
You are a real estate content strategist with deep expertise in [your city] and its surrounding market areas. Your role is to review weekly market research reports and produce a structured weekly content calendar. For every piece of content you recommend, you must provide: TITLE (specific and compelling, not generic), TARGET AUDIENCE (buyer, seller, investor, or relocating buyer), KEY MESSAGE (the single most important thing the viewer should take away), EMOTIONAL HOOK (the curiosity gap, fear, or desire that will make them stop scrolling and watch), CALL TO ACTION (the specific action you want the viewer to take after watching), and LEAD MAGNET TIE-IN (which existing lead magnet this content should promote, if applicable). Every weekly calendar must include: one market update video, one buyer education video, one seller education video, one neighborhood or area guide video, and one community or lifestyle piece. Base all recommendations on the market research report provided. Identify the single most urgent or surprising data point from the report and build at least one content piece around it.
```

Step 2. Test your content strategy agent by feeding it your first market research report as input. Use this prompt:

INPUT PROMPT — Weekly Content Calendar Request:

```
Here is this week’s market research report: [paste your research agent’s output here]. Based on this data, generate the weekly content calendar for [your city] real estate content. My target audiences are [describe your primary client types]. My active lead magnets are [list the titles of any guides or resources you currently offer]. My content posting platforms are [list your active platforms].
```

Step 3. Review the calendar output. For any topic that feels generic or disconnected from your specific market, add more local detail to your research agent's output before feeding it to the content agent. The more specific the research input, the more specific the content output.

Step 4. Use this prompt to generate a 90-day content series plan:

PROMPT — Content Series Generator:

```
I want to build a long-form content series for my [your city] real estate YouTube channel. My primary audience is [describe]. Generate three different series concepts, each with a series title, a one-sentence description of the series premise, a list of 8 individual episode titles, and an explanation of why this series would attract and retain viewers who are considering buying or selling in [your city]. Make each series distinct from the others in topic and audience.
```

Chapter 7 — The Script Writing Agent

Purpose of the Script Writing Agent

The script writing agent converts content topic briefs into complete, ready-to-record video scripts. It is the production workhorse of your AI content team — the agent you interact with most frequently if video is your primary marketing channel. A well-trained script agent produces first-draft scripts that require only minor personalization before recording, dramatically reducing the time between deciding on a topic and having camera-ready content.

The script writing agent must be trained on your specific communication style, your market's vocabulary, your audience's knowledge level, and your preferred video structure. Generic AI scripts often sound like they were written by someone who has never sold real estate — they lack the specificity, the local flavor, and the authentic voice that makes real estate video content compelling. The investment in training a script agent with detailed, personalized prompts pays dividends in every script it produces.

Writing Short Video Scripts

Short video scripts — designed for TikTok, Instagram Reels, and YouTube Shorts — are typically 60 to 90 seconds long when read at a natural pace, corresponding to 150 to 225 words. The structure of an effective short video script is: a hook in the first three to five seconds that creates curiosity or promises value, a body of two to three quick points or one flowing insight, and a close that either delivers a satisfying conclusion or creates enough curiosity to drive the viewer to a longer video or a link in bio.

Train your short video script agent to treat the hook as the most important part of every script. A hook that fails means the video gets scrolled past before the content is even seen. Strong hook formulas include: the counter-intuitive statement (Most buyers think they need 20 percent down. Here is why that is wrong.), the local statistic surprise (The average home in [neighborhood] just sold for $40,000 over asking. Here is why.), and the direct question (Are you thinking of buying in [city] next year? Watch this first.).

Writing Educational Market Content

Educational market content scripts explain what is happening in the real estate market and what it means for buyers and sellers. These scripts position you as the trusted expert who translates complex market data into practical advice. Your market content script agent should be configured to always include specific data points, always explain what the data means in plain language, and always conclude with an actionable takeaway for the target audience.

Effective market update scripts follow a consistent structure: state the key statistic, explain what it means in context, compare it to a previous period, and explain what it means for someone watching right now. For example: The median home price in [city] just hit $480,000 — up 8 percent from last year. But here is what most people miss: days on

market has actually increased from 12 to 24 days. What does that mean for you as a buyer? More time, more negotiating power, more choice than you had 12 months ago.

Writing Listing Marketing Scripts

Listing marketing scripts promote specific properties to potential buyers in a way that generates genuine interest rather than just describing square footage. Great listing scripts tell a story — the story of the life that could be lived in that home, the neighborhood's character, the convenience of the location, and the unique features that make this property different from every other option in the market.

Configure your listing script agent to receive input about the property including key features, target buyer profile, price point, neighborhood highlights, and any unique selling points. The agent should produce a script that opens with the lifestyle appeal, moves through the key features with vivid description, touches on the neighborhood context, and closes with a clear next step for interested buyers. Avoid listing scripts that are just a recitation of MLS data — those produce generic, forgettable content that does nothing for your brand.

Writing Community Spotlight Scripts

Community spotlight scripts highlight specific neighborhoods, developments, restaurants, parks, schools, and local businesses that make your market an appealing place to live. These videos serve buyers in the research phase of their relocation decision and position you as the local expert who knows the community at a deeper level than any website or real estate portal.

Effective community spotlight scripts feel like a friend showing you around their city — enthusiastic, specific, and personal. Your spotlight script agent should be configured to create scripts that include specific named locations, personal observations about what makes each place special, insider tips that a newcomer would not find online, and a clear connection to why someone considering moving to the area would find this information valuable. Always end spotlight scripts with an invitation for viewers to ask questions about the area — this generates direct lead conversations.

Writing Buyer Education Scripts

Buyer education scripts address the questions, concerns, and misconceptions that buyers have at every stage of the purchase journey — from wondering if they can afford a home to understanding their closing statement. This category of content is evergreen, highly searchable, and consistently generates quality leads because people watching buyer education content are actively in the consideration process.

High-value buyer education script topics include: how much down payment is actually required, how the pre-approval process works, what happens between contract and closing, how to win in a multiple-offer situation, the true cost of homeownership beyond the mortgage payment, and how to evaluate a neighborhood before buying. Your buyer

education script agent should be configured to write each script at the level of a first-time buyer with no prior real estate experience — clear, non-technical, and reassuring.

Writing Seller Education Scripts

Seller education scripts help homeowners understand how to prepare their home for sale, what to expect during the selling process, and how to evaluate offers and negotiate effectively. This content attracts sellers in the early consideration phase — people thinking about selling in the next six to eighteen months who are beginning to research what the process involves.

Effective seller education topics include: what home improvements actually increase sale price, how to choose the right listing agent, what sellers should know about the current market before listing, how to price a home to attract the best offers, what happens at closing from the seller's perspective, and what taxes and fees sellers should expect. Your seller script agent should be configured to write from the seller's perspective, validating the concerns they commonly have and providing practical, actionable information that builds trust and positions you as the expert they want to call when they are ready to list.

Chapter 7 — Action Steps and Script Writing Agent Prompts

Step 1. Create a new agent in OpenClaw named Script Writing Agent. Paste the following system prompt:

SYSTEM PROMPT — Script Writing Agent:

```
You are an expert real estate video script writer specializing in educational content for buyers and sellers in [your city]. When given a content brief, you write a complete, ready-to-record video script. Follow these rules for every script: LENGTH: 450 to 600 words for YouTube videos, 150 to 200 words for short-form TikTok or Reels content. STRUCTURE: Open with a hook in the first 5 seconds that creates curiosity or makes a surprising statement. Deliver 3 clearly structured main points with smooth transitions. Close with one specific call to action. STYLE: Write conversationally as if speaking to a trusted friend. Use short sentences. Vary sentence length. Include at least one specific local reference per script. NEVER USE: the words stunning, charming, nestled, or cozy. Never use filler phrases like as I mentioned or as you can see. FORMAT YOUR OUTPUT AS: [HOOK], [MAIN POINT 1], [MAIN POINT 2], [MAIN POINT 3], [CALL TO ACTION], followed by ESTIMATED READING TIME.
```

Step 2. Test with this input to produce your first full script:

INPUT PROMPT — First Script Test:

```
Write a YouTube video script on the following topic: TOPIC: Is now a good time to buy a home in [your city]? TARGET AUDIENCE: Buyers who are on the fence about whether to buy now or wait. KEY MESSAGE: Waiting for the perfect market conditions usually costs more than acting in imperfect conditions. CALL TO ACTION: Download my free [your city] Buyer's Guide at the link below. DATA TO INCLUDE: [paste 2-3 stats from your most recent market report].
```

Step 3. Use this prompt any time you need a short-form video script:

PROMPT — Short-Form Script (TikTok / Reels):

```
Write a 60-second TikTok script on this topic: [topic]. The hook must be delivered in the first 3 seconds and must create immediate curiosity or surprise. The body must make one clear, memorable point. The close must include a direct instruction telling the viewer exactly what to do next. Write it in a natural, slightly informal speaking voice. Include one specific [your city] reference.
```

Step 4. Use this prompt for listing video scripts:

PROMPT — Listing Video Script:

```
Write a 90-second property video script for the following listing: ADDRESS: [address]. PRICE: [price]. KEY FEATURES: [list 4-5 features]. TARGET BUYER: [describe]. NEIGHBORHOOD HIGHLIGHTS: [2-3 local details]. CALL TO ACTION: [what you want viewers to do]. Open with the lifestyle this home enables, not the square footage. Make the viewer feel what it would be like to live there before mentioning any specs.
```

Chapter 8 — The Content Production Agent

Preparing Scripts for Recording

Once a script is written, the content production agent takes over to prepare it for the recording and publishing workflow. Preparation includes formatting the script for easy reading on a teleprompter or for reference while recording, adding speaker notes about delivery suggestions, marking emphasis points, and identifying any sections that may need supporting graphics or B-roll footage.

Configure your content production agent to receive scripts from your script writing agent and output a formatted recording package. This package should include the clean script in large, easy-to-read font for recording reference, a shot list suggesting what should be visible on camera during each section, prop and visual suggestions for any specific items that would enhance the video, and a brief pre-recording checklist reminding you of setup requirements like lighting and audio.

Generating Caption Text

Caption text for social media serves multiple functions: it provides context for viewers who watch videos without sound (a significant percentage on all platforms), it adds searchable text that improves content discovery, and it gives you another opportunity to include a call to action. Your content production agent should automatically generate caption text for every video script it processes.

Effective social media captions for real estate videos follow a consistent structure: an opening hook that mirrors the video's first line (drawing in scrollers who stop on the caption), a brief summary of the value the video provides, two to three relevant hashtags, and a call to action. Caption length varies by platform — Instagram and TikTok reward both short punchy captions and longer engagement-driving captions depending on the content type, while Facebook tends to favor slightly longer captions that provide more context.

Creating Video Descriptions

Video descriptions on YouTube are a significant factor in search discovery and audience retention. A well-written description tells the YouTube algorithm what your video is about, provides viewers with additional context and resources, and includes links to your lead magnets and website. Your content production agent should generate a complete YouTube description for every video produced.

An effective YouTube description for a real estate video includes: a keyword-rich opening paragraph that summarizes the video's content, timestamps for longer videos (allowing viewers to navigate to specific sections), a list of related resources with links, a brief about you section with your contact information and website, and a clear call to subscribe. Configure your production agent to generate each of these sections automatically from the script and the topic brief it receives.

Generating Thumbnail Ideas

Thumbnails are the most important factor in whether someone clicks your video on YouTube or stops to watch it in a social feed. Your content production agent should generate thumbnail concept ideas for every video, describing the visual composition, the text overlay, the facial expression and background if your face will be in it, and the color scheme. These concepts can then be executed by a graphic designer, a thumbnail creation tool, or yourself.

High-performing real estate video thumbnails typically feature your face with a clear, emotional expression relevant to the topic (concern for warning videos, excitement for opportunity videos, confidence for educational videos), a short text overlay that either teases the key insight or completes the thought the title started, and a clean, uncluttered background that does not compete with the text and face. Your thumbnail agent should have these formulas built into its prompt so that every thumbnail concept it generates follows proven patterns.

Preparing Cross-Platform Posts

Most content pieces should be adapted and distributed across multiple platforms for maximum reach. A YouTube video becomes a TikTok short, an Instagram Reel, a Facebook post, a LinkedIn update, and an email newsletter feature. Your content production agent should automatically generate platform-specific adaptations of every content piece, customizing the format, tone, and caption for each platform's unique audience and algorithmic preferences.

Cross-platform adaptation is not simply copying and pasting — each platform has distinct content culture and audience expectations. TikTok audiences expect authenticity and entertainment value. LinkedIn audiences expect professional insight. Facebook audiences respond to community connection and local relevance. Email subscribers expect more depth and personal connection than social platforms. Your production agent should be trained to modulate tone and format for each destination.

Organizing Content Publishing Schedules

The final output of your content production agent is a complete publishing schedule for the content pieces it has processed. This schedule includes the specific date and time for each post on each platform, the formatted content ready to copy-paste or upload, any required platform-specific metadata like hashtags or tags, and reminders for any manual steps required before publishing.

Connect your content production agent to your social media scheduling tool using the appropriate OpenClaw skill to enable automatic scheduling where platforms allow it. For platforms that require manual publishing — like TikTok, which benefits from direct uploads rather than third-party scheduling tools — your agent should produce a daily posting reminder with the content pre-prepared and ready to upload with a single action.

Chapter 9 — The Lead Generation Agent

Purpose of the Lead Generation Agent

The lead generation agent designs, writes, and optimizes the assets that convert your content audience into identifiable leads. While your content agents build audience awareness and trust, the lead generation agent builds the mechanisms that capture contact information and begin the conversion process. Without effective lead generation assets, even the best content strategy produces an audience but not a business.

The lead generation agent's primary outputs are lead magnet content (the valuable resources you offer in exchange for contact information), landing page copy (the pages that present these offers and capture leads), and ad copy (the paid promotion that drives traffic to your landing pages). Each of these outputs requires a clear understanding of your target client's needs, fears, and motivations — which is why your market research feeds directly into your lead generation agent's work.

Designing Lead Magnet Offers

A lead magnet is a specific, valuable piece of content or resource that a potential client receives in exchange for providing their contact information. The best real estate lead magnets solve a specific problem or answer a specific question for a clearly defined audience segment. Generic lead magnets like Free Home Evaluation produce poor results because they create no differentiation from every other agent making the same offer. Specific lead magnets like The 2024 Relocation Guide to [City]: What Families Moving from California Need to Know Before They Buy attract exactly the client you want, in a highly motivated frame of mind.

Configure your lead generation agent to design lead magnet concepts by combining your target audience definition, your market research data, and a library of proven lead magnet frameworks. Each concept the agent produces should include a working title, a description of the value it provides, the specific audience segment it targets, and an outline of the content to be included. The best lead magnets are neither too brief (a one-page checklist that provides minimal value) nor too long (a 50-page report that overwhelms rather than helps).

Generating Landing Page Copy

A landing page is a single-purpose web page designed to convert visitors into leads by presenting a compelling offer and capturing contact information. Unlike your main website, a landing page has no navigation menu, no distracting links, and no other purpose than persuading the visitor to submit their information. Great landing page copy is the difference between a 5 percent conversion rate and a 30 percent conversion rate on the same traffic.

Your lead generation agent should produce complete landing page copy for every lead magnet, including a headline that communicates the specific value of the offer, a subheadline that adds context or specificity, a bullet-point list of what the visitor will learn

or receive, social proof elements like testimonials or statistics, and a clear call-to-action button with specific action-oriented text. The structure should be scannable — most visitors will not read every word, so the headline, bullets, and call to action must communicate the offer's value even to someone who only glances at the page.

Creating Lead Capture Forms

The lead capture form is the mechanism that converts landing page visitors into database entries. Form design significantly affects conversion rates. Configure your lead generation agent to recommend the appropriate form fields for each lead magnet based on the information you need and the friction you are willing to create. As a general rule, the more fields in a form, the lower the conversion rate — but the higher the quality of the leads who complete it, because they have demonstrated greater commitment.

For most real estate lead magnets, the optimal form captures first name, last name, email address, and phone number — four fields that are sufficient to initiate follow-up and qualify the lead. Adding a field asking When are you planning to buy or sell? with dropdown options (0 to 3 months, 3 to 6 months, 6 to 12 months, 12 or more months) adds valuable qualification data with minimal additional friction. Your agent should include specific form field recommendations with every landing page copy package it produces.

Managing Lead Entry Systems

A lead entry system is the process by which contact information captured on your landing page flows into your CRM and triggers your follow-up sequence. Your lead generation agent should help design this system by specifying what data should be captured, how it should be tagged in your CRM, what automated actions should be triggered upon entry, and how the lead should be assigned for follow-up.

Tag every lead with their source (which landing page they came from), their interest category (buyer, seller, investor, renter), their timeline if captured, and the date of their first contact. These tags are essential for personalizing follow-up communication and for tracking which lead generation campaigns are producing the highest-quality leads. The more information your lead entry system captures at the point of contact, the more relevant and effective your follow-up can be.

Organizing Lead Data for CRM Systems

Your CRM is the central nervous system of your lead follow-up operation. How you organize lead data inside it directly affects your ability to follow up effectively and convert leads into clients. Configure your lead generation agent to produce CRM setup recommendations for each lead magnet and campaign you run, including the custom fields, tags, and pipeline stages that should be configured to manage leads from that source.

A clean CRM structure allows you to segment your database by readiness, interest type, and source — enabling targeted follow-up campaigns that speak to each segment's specific situation rather than sending the same message to every contact regardless of

who they are and where they are in the buying or selling process. Your AI follow-up agent in Chapter 14 works far more effectively when the CRM data it draws on is clean, consistent, and well-organized.

Chapter 9 — Action Steps and Lead Generation Agent Prompts

Step 1. Create a new agent named Lead Generation Agent. Paste this system prompt:

SYSTEM PROMPT — Lead Generation Agent:

```
You are a direct response copywriter and lead generation specialist for a real estate agent in [your city]. Your job is to design and write the assets that convert website visitors and social media followers into leads. When given a target audience and offer concept, you produce: a lead magnet title and outline, complete landing page copy, a lead capture form configuration recommendation, and a Facebook and Instagram ad copy set. All copy you write must be specific to [your city], speak directly to the fears and desires of the target audience, avoid generic real estate language, and include a clear and compelling reason to act now. Never use the words free consultation or click here. Always write calls to action that describe the specific value the person receives.
```

Step 2. Use this prompt to generate a new lead magnet concept:

PROMPT — Lead Magnet Concept Generator:

```
Generate 5 lead magnet concepts for a real estate agent in [your city] targeting [your target audience: e.g. families relocating from California]. For each concept provide: a specific title that would appeal to this audience, a one-sentence description of the value it provides, the format it should take (guide, checklist, report, list), the approximate length, and a confidence rating from 1-10 on how likely this audience is to exchange their contact information for it. Rank them from highest to lowest conversion potential.
```

Step 3. Use this prompt to generate complete landing page copy:

PROMPT — Landing Page Copy Generator:

```
Write complete landing page copy for the following lead magnet: TITLE: [lead magnet title]. TARGET AUDIENCE: [describe]. PRIMARY BENEFIT: [what they gain]. Format the copy with these sections: HEADLINE (specific, benefit-focused, 10 words max), SUBHEADLINE (adds context, addresses the target audience directly, 20 words max), BENEFIT BULLETS (5 bullets, each starting with an action verb, each describing a specific thing they will learn or receive), SOCIAL PROOF ELEMENT (write a placeholder testimonial in the style of what a satisfied user of this resource would say), CALL TO ACTION BUTTON TEXT (4-6 words, action-oriented, describes what they get). Also recommend the 4 form fields to include and write the privacy reassurance line below the button.
```

Step 4. After each new lead magnet is created, set up its CRM tagging structure by giving your lead generation agent this prompt:

PROMPT — CRM Tag and Sequence Planner:

I am launching a new lead magnet called [title] targeting [audience]. It will be hosted at [URL]. When someone submits the form, they should be entered into my CRM. Design the CRM setup for this campaign including: the lead source tag name, the interest category tag, the timeline tag options to offer in the form, the pipeline stage this lead should enter, and the name of the follow-up sequence they should be enrolled in. Also recommend the 3 most important pieces of information to capture in the form beyond name, email, and phone.

Chapter 10 — Lead Magnets for Real Estate Agents

Relocation Guides

Relocation guides are among the highest-converting lead magnets available to real estate agents in growth markets. A family planning to move from another city faces enormous uncertainty — about the neighborhoods, the schools, the cost of living, the commute times, the lifestyle differences, and the process of buying in an unfamiliar market. A well-produced relocation guide addresses all of these concerns in one resource, providing genuine value that earns trust and positions you as the guide they want for their relocation journey.

Your relocation guide should be city or region specific and should cover at minimum: an overview of the major neighborhoods and their character, school district quality and notable schools by area, cost of living comparison to the most common origin cities, commute and transportation options, local lifestyle, dining, and recreation highlights, and what buyers relocating from other states should know about buying in your specific state. The guide should be professionally designed — a beautifully formatted PDF that feels like a resource worth having, not a quickly assembled word processing document.

Use your AI lead generation agent to write the content for your relocation guide and your research agent to supply the supporting data. Plan for a guide of 20 to 35 pages with visuals, maps, and clean formatting. This level of production creates a resource that your target audience will share with friends and family also considering relocating — turning a single lead into a potential referral network.

Buyer Checklists

Buyer checklists are simple, practical lead magnets that appeal to first-time buyers who are overwhelmed by the complexity of the purchase process. A comprehensive checklist that walks through every step from getting pre-approved through moving day gives buyers a framework for their journey and positions you as the organized, thorough professional who has done this many times and knows every detail.

Your buyer checklist lead magnet should be formatted as an actual checkbox list organized by phase: Pre-Shopping Phase (credit check, pre-approval, savings calculation), Home Search Phase (defining criteria, setting up searches, attending showings), Offer Phase (researching comps, submitting offers, negotiating terms), Under Contract Phase (inspection, appraisal, loan processing, insurance), and Closing Phase (final walkthrough, review of closing disclosure, wire transfer, key handoff). Each item on the checklist should include a one-sentence explanation of why it matters.

Seller Preparation Guides

Sellers, particularly those who have not sold a home in many years, are often surprised by how much preparation is involved in a successful listing campaign. A seller preparation guide that walks through the pre-listing process — from deciding on timing to preparing

the home for photography — provides enormous value and establishes you as a thoughtful, detail-oriented agent before the first meeting.

Include in your seller preparation guide: a timeline for planning a listing (including the recommended lead time for each preparation step), a room-by-room decluttering and staging checklist, guidance on which repairs and improvements provide the best return, what to expect from professional photography, how the pricing strategy is determined, and what the selling process looks like from listing to closing. Frame each section with the seller's perspective in mind — addressing the emotional as well as practical aspects of the decision.

Neighborhood Guides

Neighborhood-specific guides are powerful lead magnets because they attract buyers who are actively researching specific areas, which signals strong purchase intent. A buyer who downloads a guide specifically about the Lakewood neighborhood of your city is telling you exactly where they want to live — making them an extremely high-quality lead for an agent who specializes in that area.

Each neighborhood guide should include: a character description of the neighborhood and what type of lifestyle it supports, current market data for that specific area, school options and ratings, local businesses, restaurants, parks, and community organizations, typical home types and price ranges, and transportation and commute information. Use your research agent to supply the data and your content creation agent to write the narrative sections. Produce guides for your top five to ten target neighborhoods and create a landing page for each one.

Investment Property Guides

Investment property guides attract a distinct and valuable audience segment: buyers who are approaching real estate as a financial decision rather than a lifestyle decision. These leads tend to be financially sophisticated, motivated by data, and capable of moving quickly when an opportunity aligns with their investment criteria. An investment guide that provides genuine financial analysis frameworks — cap rate calculations, cash-on-cash return examples, market growth projections — will attract serious investors and establish you as an agent who understands investment real estate at a professional level.

Home Value Reports

Home value reports are one of the most powerful lead magnets for attracting seller leads. Homeowners are almost universally curious about what their property is worth, and offering a detailed, market-data-supported value estimate in exchange for contact information is an exchange that many will accept. The key is offering genuine value — not a vague automated estimate, but a thoughtful analysis of their specific property in the context of recent comparable sales.

Configure your lead generation agent to create home value report landing pages and follow-up sequences that set appropriate expectations about the report delivery process.

Because a genuine value analysis requires some manual work, your landing page should be clear that a professional analysis (not an instant automated estimate) will be delivered within 24 to 48 hours. This expectation-setting also creates an opportunity for a phone call follow-up — you call to discuss the report you have prepared, turning a passive lead into an active conversation.

Off-Market Property Lists

Off-market property lists appeal to buyers who believe there are deals to be had outside the public MLS — which is a belief that many buyers in competitive markets hold strongly. Your off-market list lead magnet can be a curated collection of coming-soon listings, pocket listings, properties whose owners have expressed interest in selling, and estate sales in process. The scarcity and exclusivity of this type of resource creates high conversion rates.

To produce genuine value with this lead magnet, you need actual off-market or pre-market inventory to include. Build your off-market list through relationships with other agents, regular door-knocking in target neighborhoods, and outreach to FSBOs considering switching to agent representation. Update the list regularly and communicate updates to your subscribers — this creates an ongoing reason for your leads to remain engaged and builds a habit of opening your emails.

Creating Lead Magnets Using AI

Your OpenClaw AI team can produce the content for every lead magnet type described in this chapter. Use your research agent to gather the data, your content creation agent to write the narrative sections, and your lead generation agent to write the marketing copy around it. For formatting and design, tools like Canva, Adobe InDesign, or specialized ebook creation platforms can turn your AI-written content into professional, visually appealing PDF resources.

The workflow for creating a lead magnet with AI assistance: brief your research agent on the topic and target audience, review and approve its research output, pass that output to your content creation agent with instructions on the lead magnet structure and tone, review and lightly edit the draft content, and pass the finalized content to a design tool or professional designer for formatting. A complete, professional-quality lead magnet can be produced in this way in a single workday — a task that previously might have taken a week or more.

Chapter 10 — Action Steps and Lead Magnet Creation Prompts

Step 1. Choose the first lead magnet you will build from the options in this chapter. The relocation guide is recommended as your first because it tends to produce the highest-quality leads. Write down your choice and your target audience before opening any AI tool.

Step 2. Use this prompt to generate the complete outline and content for a relocation guide:

PROMPT — Relocation Guide Content Generator:

Write the complete content for a relocation guide titled: The [Year] Relocation Guide to [Your City]: What Families Moving from [Origin State/City] Need to Know Before They Buy. The guide should be written for families currently living in [origin location] who are seriously considering relocating to [your city]. Include these sections with full written content for each: (1) Why Families Are Choosing [Your City] Right Now — include 2-3 compelling data points about growth, affordability, or quality of life, (2) Neighborhood Guide — write 150 words on each of these 5 neighborhoods: [list your target neighborhoods], including character, home types, price range, and who tends to love it, (3) Cost of Living Comparison — compare housing costs, property taxes, and everyday expenses between [origin location] and [your city] using realistic numbers, (4) Schools Overview — summarize the school district landscape and name 3-4 notable schools, (5) The Out-of-State Buying Process — explain in plain language the 5 things that are different about buying in [your state] compared to [origin state], (6) Your Next Steps — write a warm closing invitation to contact the agent. Write all content in a warm, informative, friend-showing-you-around tone.

Step 3. Use this prompt for a buyer checklist:

PROMPT — Buyer Checklist Generator:

Create a complete home buyer checklist for first-time buyers in [your city]. Organize it into 5 phases: Pre-Shopping, Active Search, Making an Offer, Under Contract, and Closing. For each phase, write 6-8 specific checklist items. Each item should be one clear action sentence. After each item, add a one-sentence explanation of why it matters. Include a section at the end titled Questions to Ask Your Agent with 8 specific questions a first-time buyer should ask. Format the entire checklist so it reads as a practical action document, not a marketing piece.

Step 4. Use this prompt for a neighborhood guide:

PROMPT — Neighborhood Guide Generator:

Write a complete neighborhood guide for [neighborhood name] in [your city]. The guide is for buyers who are researching whether this neighborhood fits their lifestyle. Include: an opening description of the neighborhood’s character and who tends to love it (150 words), current real estate data including median price, typical home styles, and lot sizes, a list of 5 local businesses or restaurants with one sentence each describing what makes them worth visiting, school options serving the neighborhood with brief quality notes, commute time and routes to [major nearby employment centers], and a closing section called Is [Neighborhood] Right for You? that honestly describes the type of person who will thrive here and the type who might prefer a different area. Write it in a voice that feels like an honest local friend, not a sales brochure.

Chapter 11 — Landing Pages for Lead Capture

Purpose of Landing Pages

A landing page serves one purpose: to convert a visitor into a lead by presenting a compelling offer and capturing their contact information. Every element on a landing page — from the headline to the button text to the form fields — should serve this single objective. Unlike your website, which invites exploration and provides comprehensive information about your business, a landing page eliminates all distractions and creates a single decision point: submit your information or leave.

The quality of your landing pages directly determines the return on every dollar and hour you invest in driving traffic. A 5 percent conversion rate means that 95 out of every 100 people who visit leave without becoming a lead. A 30 percent conversion rate means nearly one in three visitors converts. Improving your landing page quality is often the highest-ROI activity in your entire marketing system — more efficient than increasing traffic, and much less expensive.

Structure of High-Converting Landing Pages

High-converting landing pages follow a proven structure that has been refined through decades of direct response marketing research. The structure includes: a headline that immediately communicates the specific value of the offer, a subheadline that adds supporting detail, a visual representation of the lead magnet, a brief description of what the visitor will receive, a bullet-point list of key benefits or outcomes, social proof elements like testimonials or statistics, and a lead capture form with a clear call-to-action button.

This structure works because it addresses the visitor's key questions in sequence: What is this? (headline), Why should I care? (subheadline), What exactly do I get? (description and bullets), Can I trust this? (social proof), and How do I get it? (form and CTA button). Each section must perform its function clearly and compellingly for the page to convert well.

Writing Effective Headlines

The headline is the single most important element of your landing page. Most visitors will decide whether to continue reading or leave based on the headline alone. An effective landing page headline is specific (naming the exact resource and who it is for), benefit-focused (communicating what the visitor gains, not just what they receive), and honest (setting an expectation that the lead magnet actually delivers). Vague headlines like Free Real Estate Guide perform poorly because they communicate nothing compelling. Specific headlines like The 2024 Guide to Buying Your First Home in [City]: Everything You Need to Know Before You Make an Offer perform far better.

Use your lead generation agent to generate five to ten headline variations for each landing page, then select the strongest option based on specificity, benefit clarity, and emotional resonance with your target audience. Test different headlines over time by comparing

conversion rates — even small improvements in headline performance compound into significant lead volume increases.

Writing Benefit-Focused Subheadlines

The subheadline supports the main headline by adding a secondary benefit, addressing a potential objection, or providing additional specificity about who the resource is for. Effective subheadlines often speak directly to the visitor's situation: If you're planning to buy in [City] in the next 6 months, this guide will save you from the mistakes most buyers make. This type of subheadline qualifies the audience (buyers planning to purchase within six months), delivers a benefit (saving them from mistakes), and creates just enough specificity to make the reader feel personally addressed.

Designing Lead Forms

Your lead capture form should be positioned prominently on the page — typically in the right column on desktop or below the bullet points on mobile. The form's visual design should be clean and uncluttered, with clearly labeled fields, a single obvious call-to-action button, and a brief privacy reassurance below the button (We respect your privacy and will never share your information.). The button text should be action-oriented and specific: Send Me the Free Guide, Get Instant Access, or Download the Relocation Guide Now. Generic button text like Submit or Click Here performs significantly worse.

Building Trust Elements

Trust elements are any page content that reassures the visitor that submitting their information is safe and that the resource is genuinely valuable. Effective trust elements for real estate landing pages include: brief testimonials from past clients who found your resources helpful, a professional photo of you with your name and credentials, your brokerage affiliation and license number, a simple explanation of what happens after they submit the form, and a clear statement that you will not spam them or sell their information.

For relocation or buyer guide landing pages, trust elements that demonstrate your market expertise are particularly effective — statistics about the number of buyers you have helped, your years in the market, or specific outcomes you have achieved for clients. Trust is the bridge between interest and action; without it, visitors who are genuinely interested in your offer will still fail to convert.

Creating Clear Calls to Action

Every landing page has one primary call to action and it must be unmissably clear. The CTA button should be visually prominent — a contrasting color that stands out from the page background, large enough to be easily tappable on mobile, and positioned where the eye naturally travels after reading the benefit bullet points. The button text should complete the thought I want to followed by a benefit: I want to Get the Free Relocation Guide.

Landing Page Template Examples

Template Example 1 — Relocation Guide Landing Page: Headline: The Complete [City] Relocation Guide for Families Moving from [Origin State]. Subheadline: Everything you need to know about neighborhoods, schools, cost of living, and the buying process — in one free, comprehensive guide. Bullet Points: Discover the five most family-friendly neighborhoods in [City] and what makes each unique; Understand how your dollar compares to [Origin State] and what you can actually afford; Get a clear timeline for the relocation buying process so nothing surprises you; Learn the five most common mistakes out-of-state buyers make and how to avoid them. CTA Button: Send Me the Free Relocation Guide.

Template Example 2 — Seller Guide Landing Page: Headline: Thinking of Selling Your [City] Home? Read This Before You List. Subheadline: The insider preparation guide that helps [City] homeowners sell faster and for more money. Bullet Points: The five improvements that consistently deliver the highest ROI before listing; How to price your home to attract the best offers in the current market; The photography and staging secrets that make buyers fall in love online; What your agent should be doing in the first 72 hours after listing. CTA Button: Download the Free Seller Guide.

Chapter 11 — Action Steps and Landing Page Build Checklist

Step 1. Before writing a single word of landing page copy, complete this pre-build checklist: (a) What is the exact lead magnet being offered? (b) Who is the specific audience this page is for? (c) What is the single most compelling benefit of this resource? (d) What is the one action you want visitors to take? (e) What would make someone who has never heard of you trust you enough to give you their contact information? Write answers to all five before proceeding.

Step 2. Use this prompt to generate and test multiple headline variations:

PROMPT — Landing Page Headline Generator:

```
Generate 10 different landing page headline options for the following lead magnet: [lead magnet title and description]. The target audience is [describe]. Each headline must: be 15 words or fewer, communicate a specific benefit (not just the name of the resource), and make the target audience feel it was written specifically for them. After the 10 headlines, rank the top 3 and explain in one sentence why each one is strong. Flag any that use vague language like free help or expert advice and suggest a specific replacement.
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Step 3. Use this prompt to write the complete page:

PROMPT — Complete Landing Page Writer:

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Write a complete, high-converting landing page for this real estate lead magnet: LEAD MAGNET: [title]. TARGET AUDIENCE: [describe in detail]. PRIMARY BENEFIT: [what they gain]. AGENT NAME AND CREDENTIALS: [your name, years in business, notable achievements]. SOCIAL PROOF: [any testimonials, number of clients helped, or relevant statistics]. Write the following sections: (1) Main headline, (2) Subheadline, (3) 5-bullet benefit list with each
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bullet starting with a specific action verb, (4) 2-sentence about the agent that builds trust without sounding like a resume, (5) A testimonial-style social proof quote in the voice of a satisfied user of this resource, (6) CTA button text, (7) Privacy reassurance line, (8) A post-submission thank you message that sets expectations for what happens next. Make every word earn its place. Cut anything that does not directly serve the goal of getting the visitor to submit the form.

Step 4. After publishing your landing page, run this performance check every two weeks:

PROMPT — Landing Page Performance Analyzer:

My landing page for [lead magnet name] has received [number] visitors and converted [number] into leads, a conversion rate of [percentage]%. The headline is: [your headline]. The main benefit bullet points are: [paste your bullets]. Based on this data, identify: the most likely reason visitors are leaving without converting, 3 specific changes to test that are most likely to improve the conversion rate, an alternative headline to A/B test against the current one, and whether the form fields I am asking for (name, email, phone, [any other fields]) are appropriate for this audience or creating too much friction.

Chapter 12 — The Social Media Content Agent

Planning Social Media Posts

Social media is the distribution engine for your content brand. The social media content agent plans, writes, and schedules posts across all active platforms in a coordinated way that builds audience consistently and drives traffic to your lead generation assets. Without a dedicated social media agent, most agents either post inconsistently, post the same content on every platform without adaptation, or burn out trying to manage multiple platforms manually.

Configure your social media agent with a clear understanding of your active platforms, your posting frequency goals for each platform, your content mix by category, and your brand voice guidelines. The agent should operate from the content calendar produced by your content strategy agent, pulling topic ideas from the calendar and producing fully formatted posts with captions, hashtags, and posting time recommendations for each platform.

Creating TikTok Video Ideas

TikTok is the highest-reach platform available to real estate agents right now, with the algorithm aggressively distributing content from new accounts to targeted audiences. Real estate content performs exceptionally well on TikTok because it combines high-interest topics (money, housing, life decisions) with the platform's preference for educational and surprising content. A single viral TikTok video can generate more leads than months of traditional advertising.

Your social media agent should generate TikTok video ideas that leverage the platform's strengths: short hooks, surprising statistics, counter-intuitive insights, local knowledge demonstrations, and personality-driven content. Effective TikTok real estate formats include before and after transformation reveals, market data reactions, day-in-the-life content, and rapid-fire tip sequences. Configure your agent to generate five to ten TikTok-specific video ideas weekly based on your current market research and content calendar.

Creating Instagram Reel Ideas

Instagram Reels reach a slightly different demographic than TikTok — typically skewing older and more professionally established — but the content formats that perform well are similar. Real estate content on Instagram benefits from higher production quality than TikTok, with cleaner visuals, more polished editing, and content that reflects aspirational lifestyle elements alongside market education. Your social media agent should generate Reel ideas that balance the educational content focus of TikTok with the lifestyle and aesthetic sensibility of the Instagram audience.

Creating YouTube Short Ideas

YouTube Shorts benefit from being indexed by the world's second-largest search engine, meaning that well-titled YouTube Shorts can be found by people searching for specific real estate questions months or years after you upload them. Your social media agent should prioritize YouTube Shorts topics that have high search volume — buyer and seller process questions, local area guides, market update summaries, and common real estate terminology explanations.

Creating Facebook Content

Facebook remains highly effective for real estate lead generation, particularly for audiences over 35 and for community-focused content that resonates with homeowners and long-term residents. Your social media agent should generate Facebook-specific content that leverages the platform's community features — longer posts that invite comments and discussion, market updates presented as questions to generate engagement, neighborhood spotlight content that connects with local community pride, and event announcements that serve both current clients and prospective leads.

Writing Social Media Captions

Social media captions are where your personality and voice come through most clearly. Your caption-writing agent should be trained extensively on your communication style — your humor level, your formality, your use of local references, and your relationship to your audience. Captions that feel written by a real person who genuinely loves their market generate far more engagement than captions that feel formulaic or AI-generated.

For each platform, your caption agent should know the optimal length, the appropriate hashtag strategy, and the engagement tactics that work for that platform's audience. Instagram captions can be longer and more narrative. TikTok captions should be shorter and punchy. Facebook captions often perform best as questions or stories. YouTube descriptions should be keyword-rich and comprehensive.

Scheduling Social Media Content

The social media content agent's final output is a weekly publishing schedule that specifies the exact date, time, platform, and content for each post. Connect your social media agent to your preferred scheduling tool through the appropriate OpenClaw skill. Most scheduling tools support API connections that allow your AI agent to directly queue posts for publication without requiring you to manually enter each one.

Review your agent's scheduled queue each Monday for the coming week. This weekly review takes 15 to 20 minutes and allows you to catch any posts that feel off-brand, reference outdated information, or should be adjusted based on something that happened in your market that week. The goal is not to approve every word but to ensure the queue reflects what you want your audience to see — and to make adjustments quickly when needed.

Chapter 12 — Action Steps and Social Media Agent Prompts

Step 1. Create a new agent named Social Media Content Agent. Paste this system prompt:

SYSTEM PROMPT — Social Media Content Agent:

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You are a social media content writer for a real estate agent in [your city]. Your tone is warm, knowledgeable, locally grounded, and slightly conversational. You know [your city] well and reference specific neighborhoods, landmarks, and local details in your content. When given a video topic or content piece, you write platform-specific posts for each of the following platforms: INSTAGRAM (150-200 words, conversational storytelling style, ends with a question to drive comments, 5 hashtags that mix broad and local terms), TIKTOK (50 words maximum, punchy opening line that hooks immediately, 3 hashtags), FACEBOOK (100-150 words, community-focused, references local context, ends with a question), YOUTUBE COMMUNITY POST (80 words, teases the video without giving away the key insight, includes a poll question). Never use the phrases make sure to, do not forget to, I am so excited, or game changer. Every post must have a call to action even if it is simply asking a question.
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Step 2. Use this prompt to generate a full week of social media content at once:

PROMPT — Weekly Social Media Content Batch:

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Generate a full week of social media content for a real estate agent in [your city]. This week's content theme is [theme from your content calendar]. The 5 content pieces for this week are: [list the 5 topics from your content strategy agent's output]. For each piece, write the Instagram caption, TikTok caption, and Facebook post. At the end, provide a recommended posting schedule showing which piece to post on which day and at what time for maximum engagement, based on best practices for real estate content on each platform.
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Step 3. Use this prompt for TikTok hooks specifically:

PROMPT — TikTok Hook Generator:

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Generate 10 TikTok video hook lines for a real estate agent in [your city]. Each hook must be deliverable in 3 seconds or fewer when spoken aloud. Use a mix of these hook types: the surprising statistic (include a real or realistic statistic about [your city] real estate), the direct audience call-out (speak directly to [your target audience]), the counter-intuitive statement (challenge a common belief about buying or selling in [your city]), and the curiosity gap (tease information without giving it away). After the 10 hooks, identify the 3 most likely to stop a scroll and explain why each one works psychologically.
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Step 4. Use this prompt monthly to plan your hashtag strategy:

PROMPT — Hashtag Strategy Builder:

```
Build a hashtag strategy for a real estate agent in [your city] posting on Instagram and TikTok. Create 3 groups of hashtags: GROUP 1 — Broad real estate hashtags with high search volume (10 hashtags), GROUP 2 — City and neighborhood specific hashtags for
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[your city] and your primary target neighborhoods (10 hashtags), GROUP 3 — Niche audience hashtags targeting [your specific audience, e.g. relocating families, first-time buyers] (10 hashtags). For each hashtag, estimate the audience size as high (1M+ posts), medium (100K-1M posts), or low (under 100K posts). Recommend the ideal mix of high, medium, and low hashtags to use on each post for maximum reach with minimum competition.

Chapter 8 — Action Steps and Content Production Agent Prompts

Step 1. Create a new agent named Content Production Agent. Paste this system prompt:

SYSTEM PROMPT — Content Production Agent:

You are a real estate content production specialist. When given a completed video script, you produce a full publishing package for that piece of content. Your output for every script must include these sections: RECORDING NOTES (3 bullet points with delivery tips specific to this script's tone and content), YOUTUBE DESCRIPTION (keyword-rich, 150 words, includes timestamps placeholder, a call to action, and contact information placeholder), INSTAGRAM CAPTION (150 words max, conversational, ends with a question to drive comments, 5 relevant hashtags), TIKTOK CAPTION (50 words max, punchy, 3 hashtags), FACEBOOK POST (120 words, community-focused, ends with a question), THUMBNAIL CONCEPT (describe the visual composition, text overlay, expression, and color scheme for a high-click thumbnail), EMAIL SUBJECT LINE (for promoting this video in a newsletter, creates curiosity without clickbait). Format each section with its label in capitals followed by a colon.

Step 2. Test with this prompt, pasting in a script from your script agent:

INPUT PROMPT — Production Package Request:

Here is the completed script for this week's video: [paste script]. The video will be published on [date]. My call to action links to [your lead magnet URL]. My contact information is [name, phone, website]. Generate the complete publishing package.

Step 3. Use this standalone prompt to generate thumbnail concepts for any video:

PROMPT — Thumbnail Concept Generator:

Generate 3 different thumbnail concepts for a real estate YouTube video titled: [video title]. For each concept provide: the facial expression and pose if I am in the thumbnail, the background setting, the text overlay (maximum 5 words), the dominant color scheme, and one sentence explaining why this concept would stop a scroll. My brand colors are [your colors]. My target viewer is [describe].

Step 4. Use this prompt to repurpose any long-form video into short-form content:

PROMPT — Content Repurposing Generator:

Here is the transcript from my [length] YouTube video: [paste transcript]. Identify the 3 strongest individual moments or insights from this video that could each stand alone as a 60-second TikTok or Reel. For each moment, write: the specific section of the

transcript to clip, a hook line to add at the beginning, any context needed to make it understandable without the full video, and a caption for the short-form post.

Chapter 13 — The Real Estate Video Marketing System

Video Topics Buyers Search For

Understanding what buyers are actively searching for on YouTube and Google is the foundation of an effective video marketing strategy. Buyers search for information that helps them make the biggest financial decision of their lives — they want to understand the process, evaluate the market, assess neighborhoods, and calculate costs before they ever call an agent. By creating content that answers these searches, you position yourself in front of buyers at the moment they are actively forming their preferences and agent relationships.

High-search-volume buyer topics include: how to buy a home in [city] step by step, the cost of living in [city], best neighborhoods in [city] for families, first-time home buyer programs in [state], how much home can I afford in [city], what is the housing market doing in [city], and is now a good time to buy in [city]. Build a video for each of these topics, optimized for the specific keyword phrase, and you create an inbound lead generation system that works around the clock.

Video Topics Sellers Search For

Sellers search for information that helps them evaluate their decision to sell, prepare their home effectively, choose the right agent, and understand what their property is worth. Seller-focused video topics that perform consistently well include: how to sell your home in [city], what is my home worth in [city], how to prepare your home for sale, the cost of selling a home, how long does it take to sell a home in [city], and should I sell my house now or wait. Videos on these topics attract sellers who are actively in the research phase — the ideal lead profile for a listing-focused agent.

Neighborhood Tour Videos

Neighborhood tour videos are among the most effective lead generation tools in real estate video marketing. A buyer considering relocating to your city will watch every neighborhood tour available before ever making contact with an agent. By producing high-quality neighborhood tours for your primary markets, you ensure that these buyers find your content and associate your name with local expertise before they begin their agent search.

An effective neighborhood tour video covers the neighborhood's character and lifestyle appeal, the housing stock (price ranges, home styles, lot sizes), the walk or drive to essential amenities, the schools serving the area, the commute to major employment centers, and your personal perspective on what makes the neighborhood special. A tour of 8 to 12 minutes performs well on YouTube; shorter clips edited from the same footage can be used for TikTok and Instagram Reels.

Cost of Living Videos

Cost of living videos are the single highest-performing content category for real estate agents targeting relocating buyers. When a family in San Francisco, New York, or Chicago is considering a move to a more affordable market, they search obsessively for cost of living comparisons — what will their dollar actually buy in the new city? A detailed, honest cost of living comparison video positions you as the authoritative guide for relocating families and generates leads from exactly the demographic most likely to need your help.

Structure your cost of living video to compare your market to the specific origin cities most common among your relocating buyers. Cover housing costs (with real price examples), property taxes, state income tax, everyday costs like groceries and dining, healthcare costs if relevant, and the lifestyle value gained (more space, better schools, shorter commutes, etc.) relative to the cost savings. Use real numbers from your market research rather than generalizations — specificity is what makes these videos trustworthy and shareable.

Market Update Videos

Regular market update videos build a consistent, loyal audience of local homeowners and active buyers and sellers who want to stay informed about market conditions. The key to a successful market update video series is consistency — weekly or bi-weekly updates posted on a fixed schedule that viewers can count on. Over time, your regular market updates become the default local real estate intelligence source for your audience, and when they or someone they know needs an agent, you are the obvious choice.

Buyer Education Videos

Buyer education videos attract high-intent leads by addressing the specific knowledge gaps that prevent buyers from moving forward. Every step of the buying process contains potential confusion and anxiety for inexperienced buyers — what happens at the pre-approval, what earnest money is and when it is at risk, how the appraisal affects the transaction, what to expect at closing. Videos that explain these steps clearly and reassuringly earn enormous trust and generate consistent leads from buyers who feel cared for before they have even met you.

Seller Education Videos

Seller education videos target the enormous population of homeowners who are thinking about selling but have not yet committed to the decision. These potential sellers research extensively before taking action — reading articles, watching videos, and evaluating agents — often for months before listing. A library of seller education content that addresses their specific concerns puts you in front of these pre-listing sellers consistently, so that when they are ready to move forward, they call you first.

Community Feature Videos

Community feature videos showcase the non-real-estate aspects of your market — the restaurants, the parks, the festivals, the schools, the businesses, the natural beauty, and the unique character of the community. These videos are essential for two reasons: they attract relocating buyers who are evaluating whether they want to live in your market, and they build goodwill with local businesses and community organizations who may refer clients and share your content.

Build relationships with local business owners and community leaders as you produce these videos. A restaurant owner who appreciates being featured in your neighborhood guide becomes a referral source. A school principal who welcomes your coverage of the school's programs becomes a community connection. Community feature content builds your local network while simultaneously producing marketing content — a rare double benefit.

Chapter 13 — Action Steps and Video Marketing Prompts

Step 1. Build your master video topic list before recording a single video. Use this prompt to generate 50 video ideas for your market:

PROMPT — Master Video Topic Generator:

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Generate 50 real estate video topic ideas for a [your city] real estate agent. Organize them into these 6 categories with the number of ideas specified: BUYER EDUCATION (10 topics covering the buying process, financing, and decision-making for buyers in [your city]), SELLER EDUCATION (8 topics covering preparation, pricing, and the selling process in [your city]), NEIGHBORHOOD GUIDES (8 topics, each focused on a specific neighborhood or community in [your market area]), MARKET UPDATES (6 topics covering current conditions, trends, and what they mean for buyers and sellers), COST OF LIVING AND RELOCATION (10 topics targeting buyers moving from other cities or states to [your city]), COMMUNITY AND LIFESTYLE (8 topics featuring local restaurants, events, schools, and things that make [your city] a great place to live). For each topic, write the exact video title as it should appear on YouTube, optimized for search. Mark with an asterisk any topics that are also strong TikTok or Reels candidates.
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Step 2. Use this prompt to write a full YouTube video description for any video:

PROMPT — YouTube Description Writer:

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Write a complete YouTube video description for a real estate video with the following details: VIDEO TITLE: [title]. VIDEO TOPIC SUMMARY: [2-3 sentences about what the video covers]. KEY POINTS COVERED: [list the main points]. CALL TO ACTION: [what you want viewers to do, e.g. download a guide, book a call]. AGENT CONTACT INFO: [name, phone, website, email]. The description must: open with a keyword-rich paragraph of 3 sentences that summarizes the video for the YouTube algorithm, include a timestamps section with placeholder times (00:00 Intro, etc.) that I can fill in after editing, list 3 related resources with placeholder links, include a
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short about me section of 2 sentences, end with a subscribe call to action. Keep total length under 400 words.

Step 3. Use this prompt to plan a cost of living video — your highest-potential lead generation video type:

PROMPT — Cost of Living Video Planner:

Help me plan a cost of living comparison video for YouTube titled: [Your City] vs [Origin City]: What Your Money Actually Gets You. The video is targeting families currently living in [origin city] who are considering relocating to [your city]. Give me: (1) a compelling script outline with 5 sections, (2) the specific cost categories to compare with realistic numbers for both cities (housing, property tax, state income tax, groceries, dining, and one surprising comparison most people overlook), (3) three surprising statistics I can use as hooks, (4) the call to action and lead magnet that best fits this audience, and (5) the ideal video length and format for maximum YouTube watch time.

Step 4. Use this prompt to script a neighborhood tour video:

PROMPT — Neighborhood Tour Script:

Write a script for an 8-minute neighborhood tour video for [neighborhood name] in [your city]. The video will be filmed on location as a walking or driving tour. Structure the script as a series of stops with: the location name, what to show on camera at this stop, what to say (scripted dialogue in a conversational first-person voice), and a transition line to the next stop. Include 6-8 stops covering: a welcome moment at an iconic or recognizable spot, 2-3 residential streets that show the typical home stock, a local coffee shop or restaurant with a brief description, a park or recreational area, a school or family amenity, and a closing moment with a call to action. Make the script feel like a friend showing a newcomer around, not a real estate commercial.

Chapter 14 — The Lead Follow-Up Agent

Purpose of Automated Lead Follow-Up

The majority of real estate leads do not convert immediately upon first contact. Research consistently shows that most buyers and sellers who provide their contact information in exchange for a real estate resource are three to eighteen months away from taking action. Agents who follow up consistently with these leads — providing value, building relationship, and staying top of mind — convert a dramatically higher percentage of their database than agents who only pursue leads who are immediately ready to move.

The lead follow-up agent exists to make consistent, quality follow-up possible at scale. Without automation, following up with a database of 200 or 500 leads while also managing active clients and listings is genuinely impossible to do well. The follow-up agent handles the systematic, scheduled communication while you focus on the personal, relationship-driven interactions that automation cannot replicate.

Capturing Lead Contact Information

Every lead that enters your system should be captured with maximum context about their situation. The more you know about a lead at the point of capture, the more relevant and personalized your follow-up can be. Standard contact information — name, email, phone — is the minimum. Ideal capture also includes their timeline, their primary interest (buying, selling, investing), the specific resource or offer that attracted them, and any qualifying information they provided in the form.

Configure your OpenClaw lead management system to tag every incoming lead with their source, interest category, timeline, and entry date. These tags drive the automated follow-up sequence selection — a buyer who indicates they are ready in 0 to 3 months should receive a different, more urgent follow-up sequence than a buyer who is 12 or more months away. Your follow-up agent uses these tags to select the appropriate sequence and customize the messaging.

Generating Initial Follow-Up Messages

The initial follow-up message is sent within minutes of a lead submitting their information. Speed matters enormously here — research shows that leads contacted within five minutes of submitting are exponentially more likely to convert than those contacted after an hour or a day. Your follow-up agent should automatically generate and queue an initial message for every new lead that is sent within minutes of capture.

The initial message should deliver exactly what was promised on the landing page (confirm that the lead magnet is on its way), establish a personal connection (mention your name, your market expertise, and your genuine interest in helping), invite a response (ask a simple, low-commitment question about their situation), and set expectations for future communication (mention that you will follow up with additional valuable information). It should be brief, warm, and personal — not a formal sales pitch.

Creating SMS Follow-Up Sequences

SMS messages have dramatically higher open rates than email — typically 95 percent or above compared to 20 to 30 percent for email. For time-sensitive follow-up and appointment setting, SMS is often more effective than email. Your follow-up agent should generate a multi-step SMS sequence for each lead category that is compliant with carrier regulations and text marketing best practices.

An effective SMS follow-up sequence for a buyer lead includes: an immediate confirmation message when the lead magnet is delivered, a follow-up within 24 hours asking if they received the resource and have questions, a check-in after three to five days offering to schedule a brief consultation, and periodic value-add messages every one to two weeks that share a market insight, a new listing that fits their profile, or an invitation to a local event. Keep SMS messages short, conversational, and always provide an easy way to opt out.

Creating Email Follow-Up Sequences

Email sequences provide more space for relationship building and value delivery than SMS. A well-designed email follow-up sequence for a real estate lead unfolds over weeks and months, progressively deepening the relationship by consistently providing relevant information, demonstrating market expertise, and making periodic invitations to connect.

Structure your email sequences in phases: the immediate delivery phase (delivering the lead magnet and confirming receipt), the orientation phase (introducing yourself and your market expertise over the first week), the value phase (delivering market insights, neighborhood updates, and useful information over the first month), and the nurture phase (ongoing monthly emails with market updates, content highlights, and check-ins). Each email should have a clear purpose, a relevant subject line, and a single call to action.

Scheduling Consultation Invitations

Throughout your follow-up sequence, your follow-up agent should insert periodic consultation invitations — clear, low-pressure offers to connect for a brief phone call or video chat to discuss the lead's specific situation. The timing and frequency of these invitations should vary based on the lead's indicated timeline: leads who said they are ready within three months should receive consultation invitations every one to two weeks; leads who are 12 or more months away should receive them quarterly.

Frame consultation invitations around value rather than obligation. Instead of Are you ready to start looking at homes?, try something like I have been watching the [specific neighborhood] market closely and there are some things happening right now that could significantly affect your options — a 15-minute call this week could help you prepare. This framing gives the lead a reason to say yes even if they are not yet in active search mode.

Managing Ongoing Lead Communication

Beyond the structured sequences, your follow-up agent should help you manage ad hoc and ongoing communication with leads who have responded or expressed specific

interest. When a lead replies to an email or SMS, your follow-up agent can draft a personalized response based on the content of their message and their profile data, which you review and send with any necessary modifications.

Ongoing lead communication management also includes monitoring for signals that a lead is becoming more active — increased email opens, clicking links to specific content, or responding to messages after a period of silence. Your follow-up agent should flag these signals and generate a triggered follow-up message designed to capitalize on the increased engagement. A lead who starts clicking your market update emails again after three months of inactivity may have just received a life change that is moving their timeline forward.

Chapter 14 — Action Steps and Follow-Up Agent Prompts

Step 1. Create a new agent named Lead Follow-Up Agent. Paste this system prompt:

SYSTEM PROMPT — Lead Follow-Up Agent:

```
You are a real estate follow-up communication specialist writing on behalf of [your name], a real estate agent in [your city]. Your job is to write warm, personal, non-salesy follow-up messages that build genuine relationships with leads over time. Every message you write must: sound like it comes from a real person who genuinely cares about helping, address the lead by their first name, reference their specific situation or interest where information is available, provide value before making any request, and end with one low-commitment call to action or question. Never use phrases like just checking in, touching base, circling back, or reaching out. Never use corporate or formal language. Write as if you are a knowledgeable friend sending a personal note, not a salesperson sending a marketing email.
```

Step 2. Use this prompt to generate a complete follow-up sequence for a new buyer lead:

PROMPT — Buyer Lead Follow-Up Sequence:

```
Generate a complete follow-up sequence for a new buyer lead with these details: LEAD NAME: [first name]. LEAD SOURCE: Downloaded my [lead magnet name]. INDICATED TIMELINE: [their timeline]. INDICATED INTEREST: Buying in [neighborhood or area they mentioned, if known]. Generate: (1) an immediate SMS confirmation (under 160 characters, confirms the resource is on its way, warm and personal), (2) a follow-up email for 24 hours after contact (150 words, delivers additional value related to their interest, ends with one easy question), (3) a 5-day check-in email (120 words, references something specific happening in the [your city] market right now, soft invitation to connect), (4) a 2-week market insight email (150 words, shares one piece of genuinely useful market intelligence, no hard sell), (5) a monthly nurture email template they will receive going forward (200 words, market update plus personal note plus one soft call to action).
```

Step 3. Use this prompt to generate follow-up for a seller lead:

PROMPT — Seller Lead Follow-Up Sequence:

Generate a follow-up sequence for a homeowner who downloaded my [seller guide name] and indicated they are thinking about selling in [their timeline]. LEAD NAME: [first name]. PROPERTY ADDRESS IF KNOWN: [address or neighborhood]. Create: (1) immediate SMS (under 160 characters), (2) 24-hour email that acknowledges the significant decision they are considering and provides one genuinely useful piece of market intelligence about their neighborhood or price range (150 words), (3) 1-week follow-up offering a no-obligation home value analysis with a specific reason why the current market makes this timing interesting (120 words), (4) 2-week email sharing a success story of a recent seller you helped in a similar situation — write it as a brief story without using the client's name (150 words), (5) monthly nurture template focused on market conditions affecting home values in [their neighborhood or area].

Step 4. Use this prompt to re-engage cold leads who have gone silent:

PROMPT — Cold Lead Re-Engagement:

Write a re-engagement email for a lead who entered my database [timeframe] ago, downloaded [lead magnet], and has not responded to any follow-up in the past [time period]. Their name is [first name]. Their original interest was [buying/selling] in [area or timeline]. The email must: acknowledge the time that has passed without being apologetic, offer something genuinely new and valuable that they did not have when they first reached out, ask one simple question to re-open the conversation, and be under 100 words. Do not mention that they have not responded. Do not apologize for reaching out again. Act as if this is simply the natural next message in an ongoing helpful relationship.

Chapter 15 — Connecting OpenClaw to Real Estate Tools

Connecting to CRM Systems

Your CRM is the central database for all lead and client information, and connecting it to OpenClaw is one of the highest-impact integrations you can make. With a live CRM connection, your OpenClaw agents can read lead data to personalize follow-up messages, write new lead records when contacts enter through your lead capture pages, update contact records based on conversation outcomes, and trigger CRM automation workflows based on AI agent decisions.

Most modern real estate CRM platforms offer API access that OpenClaw can connect to using the CRM Connector skill. Common CRM platforms with strong API capabilities include Follow Up Boss, HubSpot, LionDesk, and Zoho CRM. During the connection setup, you will configure which data fields OpenClaw can read and write, what authentication method the CRM uses, and which OpenClaw agents have permission to access the connection. Always apply the principle of minimum necessary access — each agent should only have permission to see and modify the data it needs for its specific function.

Connecting to Email Platforms

Connecting OpenClaw to your email platform enables your follow-up agent to send messages directly from your email account, using your domain, your signature, and your established sender reputation. Most email marketing platforms — Mailchimp, ActiveCampaign, ConvertKit, and others — provide API connections that allow external systems to trigger emails, manage list segments, and update subscriber data.

For transactional follow-up emails sent directly from your personal email address rather than a marketing platform, OpenClaw can connect to Gmail or Outlook through their respective API systems. This connection allows your follow-up agent to draft and queue emails for your review and approval before sending, or to send automatically based on rules you define. For high-value leads or sensitive situations, configuring the connection to queue drafts for human review before sending is the recommended approach during your initial setup period.

Connecting to SMS Messaging Systems

SMS follow-up requires a dedicated business SMS platform rather than sending from a personal mobile number, for both legal compliance and deliverability reasons. Platforms like Twilio, SimpleTexting, and Salesmsg provide API connections that OpenClaw can use to send outbound SMS messages, receive and process inbound replies, and manage opt-in and opt-out records.

Before connecting your SMS platform, ensure your messaging practices comply with the Telephone Consumer Protection Act and your SMS platform's terms of service. All

recipients must have explicitly opted in to receive SMS marketing messages, and all messages must include a clear opt-out instruction. Your OpenClaw follow-up agent should be configured to check opt-in status before sending any SMS message and to automatically honor opt-out requests.

Connecting to Marketing Automation Tools

Marketing automation platforms like Zapier, Make (formerly Integromat), and n8n can serve as middleware between OpenClaw and other tools that do not have direct OpenClaw integrations. These platforms allow you to create automation workflows that trigger when specific events occur — a new lead is added to your CRM, a specific email is opened, a form is submitted — and that pass data between systems according to rules you define.

Using a marketing automation platform as middleware gives you access to thousands of additional integrations beyond what OpenClaw supports natively. A workflow might look like: new lead submits form on landing page — form data is sent to Zapier — Zapier creates a new contact in your CRM, adds the contact to an email sequence in your email platform, sends you a Slack notification about the new lead, and triggers an OpenClaw agent to generate a personalized follow-up message. This kind of multi-step automation runs without any manual intervention once it is configured.

Managing Data Between Platforms

When multiple platforms are exchanging data, data consistency becomes critical. A lead's name misspelled in the CRM will appear misspelled in every follow-up message. A phone number formatted incorrectly will fail to send SMS messages. A duplicate lead record will result in the lead receiving twice the messages, which damages your reputation and annoys the lead. Invest time in setting up clean data standards when you first configure your platform connections, and periodically audit your CRM for data quality issues.

Configure your OpenClaw data management agent to perform weekly data quality checks — identifying duplicate records, missing contact information, inconsistent tagging, and leads who have been in sequences for unusual lengths of time without conversion. Addressing data quality proactively prevents the compounding errors that can undermine an otherwise well-designed automation system.

Chapter 25 — Your 30-Day Launch Checklist

Print or save this checklist. Check off each item as it is completed. Do not move to the next week until all items in the current week are done and tested.

WEEK 1 CHECKLIST:

```
[ ] Spaceship account created and VPS provisioned (or dedicated
local machine identified and set up) [ ] OpenClaw installed and
tested with a simple agent [ ] First AI model downloaded and
confirmed working [ ] Web Browsing skill and File Manager skill
installed [ ] Market Research Agent built, system prompt written,
and tested with 3 sample inputs [ ] Weekly market report format
```

confirmed — output quality meets your standard [ ] Research agent scheduled to run every Monday 6:00 AM [ ] Dedicated machine or VPS confirmed running without issues

WEEK 2 CHECKLIST:

[ ] Content Strategy Agent built and tested [ ] Content calendar output reviewed and quality confirmed [ ] Script Writing Agent built with your specific market, voice, and format instructions [ ] 5 test scripts produced and reviewed — at least 3 meet your standard without editing [ ] Script agent connected to content strategy agent in Workflow Builder [ ] Weekly Content Pipeline workflow running end-to-end from research to script [ ] First 3 real video scripts recorded or scheduled for recording

WEEK 3 CHECKLIST:

[ ] First lead magnet content written using AI and professionally formatted [ ] Landing page live and tested — form submission works correctly [ ] Landing page connected to CRM — test lead appears with correct tags [ ] Lead Generation Agent built and tested for landing page copy generation [ ] Facebook or TikTok ad campaign created for first lead magnet [ ] First ad live and receiving traffic [ ] Content Production Agent built — publishing packages generated for first 3 videos

WEEK 4 CHECKLIST:

[ ] Lead Follow-Up Agent built and all sequence emails and SMS messages written [ ] Follow-up sequence activated and tested with personal email address [ ] Automation confirmed: form submission triggers CRM entry triggers sequence enrollment [ ] First real leads flowing through the system [ ] Social media posting schedule running for the week from automation [ ] Daily 15-minute review routine established and running [ ] Weekly Friday review completed for week 1 of live operation

ONGOING — AFTER DAY 30:

[ ] Monthly performance review scheduled in calendar [ ] Monthly prompt improvement process scheduled [ ] Quarterly system review scheduled [ ] Second lead magnet planned for Week 6-8 [ ] First agent prompt update completed based on live performance data [ ] One new automation workflow added to the system

Maintaining Secure Automation

Every platform connection and automation introduces potential security vulnerabilities. API keys that grant access to your CRM or email platform are valuable credentials — if compromised, they could expose your entire lead database or allow someone to send emails from your account. Store all API keys in OpenClaw's secure credential vault, never in plain text documents or shared locations. Rotate API keys periodically according to each platform's recommendations. Enable two-factor authentication on every connected platform. Monitor access logs for unusual activity, and immediately revoke credentials if you suspect a compromise.

Chapter 16 — AI Agents for Facebook Advertising

Creating Facebook Ad Campaign Ideas

Facebook advertising remains one of the most cost-effective lead generation channels for real estate agents because of its unparalleled targeting capabilities. You can reach people by age, income, homeownership status, life events (recently married, recently moved), geographic location down to the zip code level, and behavioral signals like interest in home improvement or mortgage information. Your OpenClaw advertising agent can generate complete Facebook ad campaign concepts that leverage these targeting options to reach your most likely leads.

Configure your Facebook advertising agent to generate campaign concepts that align with your current lead generation objectives. For a buyer lead campaign, the agent should specify the target audience parameters, the ad objective, the lead magnet offer, the landing page approach, and a daily budget recommendation. For a seller lead campaign, it should identify the neighborhoods with the highest likely seller interest, the value proposition most compelling to current homeowners, and the messaging approach most likely to prompt action from someone who has been thinking about selling but has not yet made a decision.

Writing Facebook Ad Headlines

Facebook ad headlines appear beneath the image and must immediately communicate the value of the offer in six to ten words. The best real estate Facebook ad headlines are specific, benefit-focused, and targeted — they speak directly to a clearly defined audience in a way that makes that specific person feel the ad was written for them. Attention [City] homeowners: here is what your home is worth today. Planning to move to [City]? Download the free relocation guide. Headlines that feel personally relevant generate dramatically higher click-through rates than generic real estate promotional language.

Writing Facebook Ad Descriptions

The ad description appears below the headline and provides additional context and persuasion. It should expand on the headline's promise, address a key concern or desire of the target audience, and bridge to the call-to-action button. Effective real estate ad descriptions are concise — two to four sentences — and reinforce the urgency or value of taking action now. Incorporate social proof where relevant (Join the 500 families we've helped relocate to [City]) and be specific about what the click provides.

Designing Facebook Ad Creative

The visual element of your Facebook ad is what stops the scroll — it must immediately catch attention and communicate relevance before the viewer reads a word of text. Your advertising agent can generate creative briefs describing the image or video concept for each ad, which you or a designer can then execute. Effective real estate Facebook ad creative includes: your face paired with a bold text overlay, dramatic home exterior or

interior photography, before-and-after transformation images, and map-based graphics highlighting specific neighborhoods or price points. Video ads consistently outperform static image ads in engagement and conversion rates.

Planning Lead Generation Ads

Facebook Lead Ads are a specialized ad format that allows users to submit their contact information without ever leaving Facebook, significantly reducing the friction in the lead capture process. Your advertising agent should generate complete lead ad configurations including the headline, description, privacy policy link, and the specific questions to include in the native lead form. Keep lead forms to three to four fields maximum — any more and conversion rates drop significantly.

Analyzing Facebook Ad Performance

Chapter 16 — Action Steps and Facebook Ad Agent Prompts

Step 1. Create a new agent named Facebook Ad Copy Agent. Paste this system prompt:

SYSTEM PROMPT — Facebook Ad Copy Agent:

```
You are a direct response Facebook advertising specialist for a real estate agent in [your city]. When given an offer, audience, and objective, you write 3 complete ad variations. Each variation must include: HEADLINE (6-10 words, audience-specific, benefit-focused), PRIMARY TEXT (2-4 sentences, speaks to a specific desire or fear of the target audience, includes one specific local detail about [your city]), DESCRIPTION (1-2 sentences, adds urgency or specificity), CTA BUTTON TEXT (choose from: Learn More, Download Now, Get Quote, Book Now, Sign Up, or Send Message — select the most appropriate). After the 3 variations, write a brief TESTING RECOMMENDATION explaining which variation to run first and which audience segments to test it against. Never write ads that sound like traditional real estate marketing. Write for the scroll-stopping, thumb-pausing effect of a message that makes the target person feel personally seen and understood.
```

Step 2. Use this prompt to generate your first buyer lead ad campaign:

PROMPT — Buyer Lead Ad Campaign:

```
Write a complete Facebook lead generation ad campaign for the following offer: LEAD MAGNET: [your lead magnet title]. TARGET AUDIENCE: [describe in detail — age, location, life situation, what they are searching for]. CAMPAIGN OBJECTIVE: Generate leads who will download the guide and enter my follow-up sequence. Write 3 ad variations targeting these 3 different emotional angles: (1) the opportunity angle — they could be missing out on something, (2) the clarity angle — they are confused and this resource will help them understand, (3) the community angle — others like them have already made this move and it worked out well. For each variation, also write the audience targeting recommendation including age range, interests, behaviors, and any life events to target.
```

Step 3. Use this prompt to generate seller lead ads:

PROMPT — Seller Lead Ad Campaign:

```
Write a Facebook ad campaign targeting homeowners in [your city] who may be considering selling in the next 6-12 months. OFFER: [your seller lead magnet or home value analysis offer]. These homeowners have likely owned their home for 5+ years and are motivated by: (a) curiosity about current home values, (b) concern about whether now is the right time to sell, or (c) desire to downsize, upsize, or relocate. Write 3 ad variations, one for each motivation. For each ad include the headline, primary text, description, and CTA button. Also include a recommended targeting strategy for reaching homeowners specifically — not renters — within [your city] zip codes.
```

Step 4. Use this prompt weekly to analyze ad performance:

PROMPT — Facebook Ad Performance Analyzer:

```
Here is my Facebook ad performance data for the past 7 days: AD NAME: [name]. IMPRESSIONS: [number]. CLICKS: [number]. CTR: [percentage]. LEADS GENERATED: [number]. COST PER LEAD: $[amount]. LEAD QUALITY NOTES: [any observations about lead quality]. Compare this to my target metrics of [your target CPL] cost per lead and [your target CTR] CTR. Identify: the most likely reason performance is above or below target, one element of the ad creative or copy to test next, whether the audience targeting or the ad creative is more likely to be the limiting factor, and a recommended budget adjustment for next week.
```

Your advertising agent can be configured to receive weekly performance data from your Facebook Ads Manager and generate a plain-language analysis of what is working, what is not, and what changes to test. Key metrics to monitor include cost per lead, lead quality score based on conversion to consultation, click-through rate, cost per click, and video view rate if running video ads. Compare performance across different audience segments, ad creatives, and offer types to identify where your budget is generating the best return and reallocate toward your highest-performing combinations.

Chapter 17 — AI Agents for TikTok Marketing

Creating TikTok Video Hooks

On TikTok, the first one to three seconds of every video determine whether a viewer stays or scrolls. The algorithm closely monitors viewer retention — videos that hold attention earn more distribution, and videos that lose viewers immediately are shown to fewer people. The hook is therefore not just the opening line of your script; it is the make-or-break moment that determines whether your content reaches its potential audience.

Your TikTok hook agent should be configured to generate multiple hook options for every video topic, each using a different proven hook formula. Effective hook formulas for real estate TikTok include: the startling statistic (Homes in [neighborhood] are selling for 15 percent over asking price right now — here is why that actually matters for you), the direct audience call-out (If you are thinking about buying a home in [city] next year, this video is specifically for you), the counter-intuitive statement (Most real estate agents will tell you to wait until spring to sell. They are wrong.), and the curiosity gap (I am about to show you the neighborhood in [city] that nobody is talking about yet).

Generating TikTok Script Ideas

TikTok scripts for real estate should be energetic, confident, and local. The platform rewards authentic personality and genuine expertise over polished corporate production. Your TikTok script agent should generate ideas and scripts that showcase what you actually know about your specific market — the specific streets, the local businesses, the insider knowledge that someone who has sold hundreds of homes in a neighborhood has accumulated. This specificity is what differentiates real estate TikTok content that drives leads from content that generates views without business results.

Planning TikTok Content Series

Content series on TikTok build loyal followers who return for each new installment. When viewers know that every Tuesday you post a new market update or every Friday you tour a different neighborhood, they follow your account specifically to see that content. Series also improve algorithmic performance because returning viewers generate strong completion rate signals that tell TikTok's algorithm your content is valuable.

Plan TikTok series around topics with enough depth for multiple episodes: neighborhood tours (one neighborhood per episode), market numbers breakdown (weekly series on a specific metric), buyer mistakes (ten-part series on the ten most common first-time buyer mistakes), cost of living comparisons (comparing your city to different origin markets in each episode), or behind the scenes of transactions (documenting the process of a real transaction with client permission). Your content strategy agent can generate series concepts and episode outlines for each one.

Writing TikTok Video Descriptions

TikTok video descriptions are limited in visible length but play an important role in keyword searchability within the TikTok app, which has become a significant search platform particularly for younger users. Include your target keyword phrase naturally in the first sentence of the description, add two to three relevant hashtags, and include a clear call to action directing viewers to your link in bio if the video relates to a lead magnet.

Optimizing TikTok Posts

TikTok optimization involves several factors beyond the video content itself. Posting time matters — TikTok data shows peak engagement windows that vary by audience demographics, and posting during these windows increases initial view velocity which signals to the algorithm that your content is worth distributing further. Your social media agent should recommend optimal posting times based on your account's audience analytics. Caption keyword optimization, hashtag selection, and engaging with early comments within the first hour of posting also improve distribution performance.

Using TikTok Ads for Lead Generation

TikTok's advertising platform has matured significantly and now offers real estate agents a high-reach, relatively low-cost channel for lead generation. TikTok Lead Generation ads function similarly to Facebook Lead Ads, allowing users to submit contact information through a native form without leaving the app. Your advertising agent can generate TikTok ad concepts specifically designed for the platform's aesthetic — authentic, slightly informal, and native to the TikTok style rather than obviously produced as advertisements.

Chapter 17 — Action Steps and TikTok Agent Prompts

Step 1. Create a TikTok Content Agent with this system prompt:

SYSTEM PROMPT — TikTok Content Agent:

```
You are a TikTok content strategist and script writer for a real estate agent in [your city]. When given a topic, you produce: a hook line deliverable in 3 seconds, a 60-second script in a natural direct speaking voice, a caption of 50 words max with 3 hashtags, and a content series suggestion if the topic has multi-episode potential. All content must feel authentic and unscripted even though it is scripted. Include at least one specific [your city] reference per video. Never write content that sounds like an ad or a sales pitch. Every video must provide genuine value the viewer would feel was worth their 60 seconds.
```

Step 2. Use this prompt to generate a month of TikTok content ideas:

PROMPT — Monthly TikTok Content Plan:

```
Generate a 30-day TikTok content plan for a real estate agent in [your city]. Include 20 video ideas with: the exact caption title, the opening hook line, the core message in one sentence, whether it is standalone or part of a series, and the target viewer. Mix these formats: market update reactions, neighborhood spotlights, cost of
```

living comparisons, buyer or seller tip sequences, behind-the-scenes real estate process content, and at least 2 myth-busting videos. Mark the 5 most viral-potential ideas with an asterisk and explain why for each.

Step 3. Use this prompt to write a complete TikTok series:

PROMPT — TikTok Series Writer:

Write a 5-part TikTok video series titled: [your series title]. The series is for [target audience] in or moving to [your city]. For each of the 5 episodes write: the episode title, the hook line (3 seconds), the full 60-second script, a transition teaser at the end of each episode that sets up the next one, and the caption. Make each episode valuable as a standalone video but structured so that viewers who watch all 5 get a complete education on the topic.

Step 4. Use this prompt for TikTok ad scripts:

PROMPT — TikTok Ad Script:

Write a TikTok ad script for this campaign: OFFER: [your lead magnet]. TARGET AUDIENCE: [describe]. The ad must feel completely native to TikTok. Open with a hook that stops mid-scroll. Deliver the value proposition naturally within the first 15 seconds. Mention the offer casually around the 30-second mark. Close with a low-pressure call to action in the final 5 seconds. Total length: 45-60 seconds. Include stage directions in brackets for camera positioning and text overlays.

Chapter 18 — Managing Your AI Agent Team

Daily Management of AI Agents

Daily management of your AI agent team is less demanding than managing human employees but still requires consistent attention to maintain quality and performance. Each morning, spend 15 to 20 minutes reviewing the previous day's agent outputs — checking that your research agent produced its daily monitoring report, that your content agent's scheduled posts are queued correctly, that new leads have been properly entered into your CRM and assigned to follow-up sequences, and that no automation errors occurred overnight.

Establish a daily review checklist that you run through each morning. This checklist should include checking the agent output log for any errors or warnings, reviewing any content queued for same-day publication, checking new leads and their assigned sequences, reviewing any follow-up messages that were flagged for human review before sending, and noting any topics or tasks that need to be manually directed to an agent for the day. The 15-minute daily review is what keeps your AI team operating consistently and catches problems before they compound.

Monitoring Agent Performance

Beyond daily operations, you should track performance metrics for each agent over time. For content agents, track the engagement rates on the content they produce — views, comments, shares, and click-throughs. For lead generation agents, track cost per lead and lead quality. For follow-up agents, track open rates, response rates, and conversion from lead to consultation. These metrics tell you which agents are performing well and which need prompt refinement.

Create a simple monthly performance dashboard that shows key metrics for each agent alongside the previous month's numbers. Trends are more important than absolute numbers — an agent whose outputs are improving month over month is on the right trajectory even if they have not yet reached peak performance. An agent whose outputs are declining signals a prompt that needs updating, a data source that has changed, or a strategy that needs rethinking.

Updating Agent Prompts

Agent prompts require regular updating for several reasons: market conditions change, your brand voice evolves, you discover new best practices through testing, and the specific instructions that produce great output when your market is a seller's market may produce wrong-footed content when conditions shift. Schedule a monthly prompt review for each agent where you assess recent output quality and identify any updates that would improve performance.

When updating prompts, change one element at a time and document what you changed and why. This discipline allows you to attribute performance changes to specific prompt modifications, building a body of knowledge about what prompt instructions produce the

best results for your specific use case. Agents whose prompts have been iteratively refined over six to twelve months often produce dramatically better output than their initial versions.

Adding New Agents to the System

As your business grows, you will identify new tasks that would benefit from AI agent automation — a listing description writer, a transaction milestone communication agent, a testimonial request agent, or an open house follow-up agent. Adding new agents should follow the same disciplined process as building your initial team: define the mission, design the prompt carefully, test extensively before deploying in live workflows, and integrate with existing agents and data systems in a deliberate, documented way.

Organizing Agent Workflows

As your agent team grows, the workflows connecting them can become complex. Document every workflow clearly — which agent triggers which other agent, what data passes between them, what happens when an agent produces an error or unexpected output, and who (if anyone) reviews outputs before they are acted upon. Clear workflow documentation also makes it possible to troubleshoot problems quickly when something in the chain fails.

Maintaining System Efficiency

Over time, AI agent systems can accumulate inefficiencies — redundant processes, outdated workflows, agents that are no longer serving their intended purpose, and data flows that have grown unnecessarily complex. Conduct a quarterly system efficiency review where you map every active workflow, assess whether each step is still necessary and performing as intended, and eliminate or simplify anything that is adding complexity without adding value. A lean, well-organized agent team consistently outperforms a bloated one, because simpler systems are easier to maintain, faster to run, and easier to troubleshoot.

Chapter 18 — Action Steps: Daily and Weekly Management Routines

Copy these checklists and paste them into your preferred task management tool, calendar, or notes app. Run them on schedule every week without exception.

DAILY MORNING REVIEW (15 minutes — run every weekday):

```
1. Open OpenClaw and check the agent activity log. Note any errors or warnings. 2. Review content scheduled for today on all platforms. Approve, edit, or remove any pieces that need attention. 3. Check new leads in CRM from the last 24 hours. Confirm each is tagged correctly and enrolled in the right follow-up sequence. 4. Review any follow-up messages queued for today. Read them for quality and approve or edit before they send. 5. Check for any lead replies or CRM activity requiring a personal response. 6. Note anything your agents produced that surprised you — positive or negative — to inform your next prompt review.
```

WEEKLY REVIEW (Friday afternoon, 30 minutes):

```
1. Pull engagement metrics for all content published this week. Note the top performer and the bottom performer. 2. Review new lead volume by source. Is any source outperforming or underperforming expectations? 3. Check follow-up sequence performance: open rates, reply rates, unsubscribes. 4. Review any agent outputs from the week that required significant manual editing. Each one represents a prompt improvement opportunity. 5. Update next week's content queue based on this week's performance data. 6. Add one improvement to at least one agent prompt based on what you observed this week.
```

MONTHLY PROMPT IMPROVEMENT PROCESS:

```
For each active agent: (1) Review the last 30 days of outputs. Rate overall quality 1-10. (2) Identify the 2-3 most common quality issues in the outputs. (3) Write a new instruction addressing each issue and add it to the system prompt. (4) Save the updated prompt as a new version (v1.1, v1.2, etc.) with a note on what changed. (5) Run 3 test inputs to verify the improvement worked. (6) If the new version performs better, retire the old version. If it performs worse, roll back.
```

Step 1. Use this prompt any time an agent produces output that does not meet your standard:

PROMPT — Agent Output Debugger:

```
Here is a system prompt for one of my OpenClaw AI agents: [paste your current system prompt]. Here is an example of output it produced that did not meet my standard: [paste the output]. Here is what I expected instead: [describe what good output looks like]. Identify: the specific instruction in the system prompt that is missing or unclear and caused this output, the exact wording I should add or change in the prompt to prevent this issue, and whether this is a prompt problem or a model capability problem. Give me the revised system prompt section I should use.
```

Chapter 15 — Action Steps: Connecting OpenClaw to Your Tools

Step 1. List every tool you currently use in your real estate business that touches leads or client communication. Common examples: CRM (Follow Up Boss, HubSpot, LionDesk), email marketing (Mailchimp, ActiveCampaign, ConvertKit), SMS platform (Twilio, SimpleTexting, Salesmsg), calendar booking (Calendly, Acuity), and your website or landing page builder. Write them all down.

Step 2. For each tool, find its API documentation page and note whether it offers API access on your current plan. Many CRM platforms restrict API access to higher-tier plans. If any essential tool does not include API access on your current plan, investigate whether upgrading is cost-justified by the automation it enables.

Step 3. In OpenClaw, go to the Connections panel and search for each tool on your list. For any tool that has a native OpenClaw connector, install and configure it now. You will need your API key from each tool — find this in the tool's settings under API, Integrations, or Developer Access.

Step 4. For tools without a native OpenClaw connector, create a free account at make.com (formerly Integromat) or zapier.com. These middleware platforms connect thousands of apps and can act as a bridge between OpenClaw and tools it does not natively support.

Step 5. Use this prompt with Alf or any AI assistant to plan your integration architecture:

PROMPT — Integration Architecture Planner:

```
I am setting up an AI agent system for my real estate business using
OpenClaw. I need help designing the data flow between my tools. Here
are the tools I use: CRM: [your CRM]. Email platform: [your email
tool]. SMS platform: [your SMS tool]. Landing page builder: [your
page builder]. Calendar tool: [your booking tool]. For each
connection between these tools, tell me: what data should flow from
one tool to the other, what event should trigger that data flow,
whether OpenClaw can connect directly or needs a middleware tool
like Zapier or Make, and what the most important automation to set
up first is for a real estate lead generation and follow-up system.
Give me a step-by-step priority order for setting up these
connections.
```

Step 6. After each new connection is configured, test it with a dummy lead record before allowing live lead data to flow through it. Create a test contact in your CRM, trigger the automation manually, and verify that the contact appears correctly in every connected system with the right tags and sequence assignments.

Chapter 19 — Prompt Library for Real Estate AI Agents

Market Research Prompts

The following prompt framework can be used for your market research agent. Customize the bracketed sections with your specific market details.

System Prompt: You are a real estate market research analyst specializing in [your city and surrounding areas]. Your role is to gather, organize, and summarize local real estate market data for use by a real estate agent's marketing and content team. When given market statistics, produce a structured weekly market report with the following sections: Executive Summary (3 sentences on overall market direction), Key Metrics Table (median price, days on market, inventory level, list-to-sale ratio and their month-over-month changes), Notable Trends (2-3 significant patterns in the data), and Implications (one paragraph for buyers and one for sellers). Use plain language. Avoid jargon. Format numbers consistently.

User Prompt Template: Here are this week's market statistics for [city]: Median sale price: [data]. Average days on market: [data]. Active listings: [data]. Pending sales: [data]. Closed sales: [data]. Months of inventory: [data]. Compared to last week: [changes]. Compared to this time last year: [changes]. Please generate the weekly market report.

Content Planning Prompts

System Prompt for Content Strategy Agent: You are a real estate content strategist with deep knowledge of [city] and its surrounding neighborhoods. Your role is to review weekly market research reports and generate a content calendar for the following week. For each content piece you recommend, provide: a specific video title, the primary audience it targets, the key message it delivers, the emotional hook that will make viewers want to watch, and a call to action. Recommend one market update video, two buyer or seller education videos, one neighborhood feature, and one community or lifestyle video per week. Base your recommendations on the most significant trends in the market research report provided.

Video Script Prompts

System Prompt for Script Writing Agent: You are an expert real estate video script writer specializing in content for agents in [city]. When given a video topic and brief, write a complete script between 450 and 600 words for a YouTube educational video. Structure: open with a question or surprising statement that creates curiosity (3-5 seconds), deliver on the promise with 3 clearly structured main points, close with a specific call to action. Write conversationally, as if speaking to a close friend who is considering buying or selling. Use simple language. Vary sentence length. Avoid clichés. Always include at least one specific local reference — a neighborhood name, a local landmark, or a price statistic — to ground the content in the specific market.

Listing Marketing Prompts

System Prompt for Listing Marketing Agent: You are a real estate listing copywriter who specializes in writing compelling property descriptions that sell lifestyle, not just square footage. When given property details, write: (1) a 250-word MLS description that leads with the lifestyle experience, weaves in the key features, and closes with an invitation to view, (2) a 150-word social media version optimized for Instagram and Facebook, (3) five short hooks suitable for TikTok or Reels, and (4) an email subject line and email body for an open house invitation. Never use the word stunning, charming, or cozy — find more specific and evocative language.

Social Media Caption Prompts

System Prompt for Caption Writing Agent: You are a social media caption writer for a real estate agent who operates in [city]. Your captions are warm, knowledgeable, and locally grounded. When given a video topic or content piece, write a caption for each of the following platforms: Instagram (150-200 words, conversational, 5 relevant hashtags), TikTok (50 words maximum, punchy, 3 hashtags), Facebook (100-150 words, community-focused, question to drive comments), LinkedIn (professional but personal, 100 words). Always include a call to action in every caption. Never use the phrase make sure to or don't forget to.

Ad Copy Prompts

System Prompt for Ad Copy Agent: You are a direct response copywriter specializing in real estate lead generation advertising. When given an offer, a target audience, and a platform, write three complete ad variations. Each variation should have: a headline, a primary text section, a description, and a call-to-action button text. Headlines should be 6-10 words, specific, and audience-targeted. Primary text should be 2-3 sentences that speak to a specific desire or fear of the target audience. Use urgency and specificity. Avoid generic real estate language. Test different emotional angles — opportunity, fear of missing out, desire for clarity, community belonging.

Lead Follow-Up Prompts

System Prompt for Follow-Up Agent: You are a real estate follow-up communication specialist who writes personalized, warm follow-up messages for a [city] real estate agent. When given a lead's contact information, the source of their lead, their indicated timeline, and any additional context, write: (1) an immediate confirmation SMS (under 160 characters), (2) a follow-up email for 24 hours after contact, (3) a check-in email for 5 days after contact, and (4) a monthly market update email. All messages should sound like they come from a real person who genuinely cares about helping, not from a marketing system. Address the lead by first name. Reference their specific interest where information is provided.

Email Marketing Prompts

System Prompt for Email Marketing Agent: You are an email marketing specialist for a real estate agent in [city]. Your emails build relationship, demonstrate expertise, and generate replies and consultation requests. Write subject lines that are specific and create curiosity without being clickbait. Email bodies should be 150-250 words, conversational in tone, always provide value first, and end with a soft call to action. Write monthly newsletter emails that include: a market update summary, a recent success story or testimonial, a local community highlight, and an invitation to connect. Never use corporate language. Write as if the agent is sending a personal note to a friend.

Chapter 20 — Real Estate Ad Library

Buyer Lead Ads

Headline: First-Time Buyers: Everything You Need to Know Before You Make an Offer in [City]. Primary Text: The [City] housing market has changed dramatically in the past 12 months. Download our free First-Time Buyer Guide and make sure you are prepared before you start searching. Call to Action: Get the Free Guide.

Headline: Thinking About Buying in [City]? Here Is What $400K Actually Gets You. Primary Text: See real examples of what buyers are getting for their budget in [City]'s most popular neighborhoods right now. Download our current market guide and know exactly what to expect. Call to Action: Show Me the Market.

Seller Lead Ads

Headline: [City] Homeowners: Your Home May Be Worth More Than You Think. Primary Text: The median home price in [City] has changed significantly. Get a free professional home value analysis from a local expert who knows your neighborhood — not an algorithm. Call to Action: Get My Home Value.

Headline: Thinking About Selling? Here Is What [City] Sellers Need to Know in [Year]. Primary Text: Market conditions for sellers in [City] are [improving/strong/changing]. Download our free Seller Preparation Guide before you make any decisions. Call to Action: Download the Seller Guide.

Relocation Ads

Headline: Moving to [City] from [Origin State]? Download the Complete Relocation Guide. Primary Text: Neighborhoods, schools, cost of living, and what California buyers need to know before they make an offer — all in one free guide written by a local [City] real estate expert. Call to Action: Send Me the Guide.

Headline: [City] vs [Origin City]: What Families Are Discovering When They Make the Move. Primary Text: See exactly how your dollar compares, what neighborhoods families love, and what the buying process looks like. Free relocation guide for families moving from [Origin State]. Call to Action: Get the Relocation Guide.

First-Time Buyer Ads

Headline: You Do Not Need 20% Down to Buy a Home in [City]. Primary Text: Most first-time buyers overestimate how much they need to get started. Download our First-Time Buyer Checklist and find out what you actually need to buy your first home in [City] this year. Call to Action: Get the Checklist.

Investor Ads

Headline: [City] Investment Properties: Current Cap Rates and Cash Flow Analysis. Primary Text: Thinking about adding a [City] rental property to your portfolio? Download our [City] Investment Property Guide with current cap rates, neighborhood comparisons, and ROI analysis for today's market. Call to Action: Get the Investor Guide.

Luxury Property Ads

Headline: [City]'s Premier Luxury Homes: Private Access to Exclusive Listings. Primary Text: Access listings in [City]'s most desirable neighborhoods before they hit the public market. Request access to our private luxury property list. Call to Action: Request Access.

Open House Promotion Ads

Headline: Open House This Weekend: [Address] in [Neighborhood]. Primary Text: [Brief property highlight]. Join us [Day] from [Time] to [Time]. [Address], [City]. Register to get directions and additional property information. Call to Action: Register for Open House.

Market Update Ads

Headline: [City] Real Estate Market Update: What Changed This Month. Primary Text: Is now the right time to buy or sell in [City]? See the latest numbers, the trends you need to know about, and what they mean for your situation — in our free monthly market report. Call to Action: Get the Market Report.

Chapter 21 — Automation Systems Using OpenClaw

Designing Automated Workflows

An automated workflow is a sequence of actions that runs without manual intervention — triggered by a specific event, executing a defined series of steps, and producing an output or taking an action based on rules you have established. Well-designed automated workflows are the difference between an AI agent system that saves you an hour a day and one that transforms the entire operational model of your business.

Design workflows before you build them. Map out the trigger event, the sequence of steps, the data that needs to flow between steps, the decision points where different paths might be taken, and the final output or action. Document this map clearly before configuring anything in OpenClaw. Workflows built without a prior design often have gaps, inefficiencies, or unintended behaviors that are difficult to diagnose after the fact.

Connecting Multiple AI Agents

Chaining multiple AI agents together in a workflow is where the compounding power of an AI team becomes visible. A single chain might run as follows: the research agent produces its weekly market report — the content strategy agent reads the report and generates this week's content plan — the script agent takes each content topic from the plan and produces a complete script — the production agent formats each script as a recording package and schedules the social media posts. This entire chain can run on a scheduled trigger, producing a week's worth of content planning and scripting without any manual work.

When connecting agents, ensure that each agent's output format exactly matches the next agent's expected input format. Even minor formatting inconsistencies — an extra line break, a slightly different section label — can cause a downstream agent to misinterpret its input and produce poor output. Test every connection point in isolation before running the full chain.

Passing Data Between Agents

Data passing in OpenClaw workflows uses structured formats — typically JSON or formatted text with clear labels — that allow agents to reliably parse the information they receive. Configure each agent's output template to produce data in a consistent, labeled format, and configure each agent's input handler to know where to find the specific information it needs within that format. This structured approach prevents the data interpretation errors that commonly degrade multi-agent workflow quality.

Automating Content Creation

A fully automated content creation workflow runs from market data collection through content scheduling without requiring any human input on individual pieces. The workflow is: collect weekly market data (automated scrape or API pull) — research agent analyzes

and summarizes data — strategy agent generates content plan — script agent produces scripts — production agent formats and schedules posts. Your role in this workflow is to review the weekly queue on Monday morning and approve, modify, or reject individual pieces before they publish.

Start with a partially automated version — automate the research and strategy steps, but manually review and direct the script production step. Once you trust the quality of the research-to-strategy chain, add the script production step to the automation. Once script quality is reliable, add the production and scheduling steps. Building automation incrementally prevents the problem of a fully automated workflow producing poor content at scale before you have had a chance to catch and correct the quality issues.

Automating Lead Delivery

Lead delivery automation ensures that every new lead is immediately processed, entered into the appropriate CRM records, and triggered into the correct follow-up sequence without any manual handling required. The workflow is: form submission on landing page — data passed to OpenClaw lead processing agent — agent creates CRM record with appropriate tags and lead source information — agent selects and activates appropriate follow-up sequence — agent generates and queues initial follow-up messages — notification sent to you with lead summary.

The key to reliable lead delivery automation is robust error handling. What happens when a form submission is incomplete? What happens when the CRM API is temporarily unavailable? What happens when a lead submits the same form twice? Each of these edge cases should have a defined handling rule in your automation workflow. Incomplete submissions should generate a notification for manual review rather than failing silently. CRM unavailability should trigger a retry queue. Duplicate submissions should be identified and consolidated rather than creating duplicate records.

Automating Follow-Up Communication

Automated follow-up communication is your most powerful tool for converting a large lead database without hiring additional staff. Once configured, it runs continuously — delivering the right message to the right person at the right time based on rules you have defined. The follow-up automation workflow enrolls new leads in sequences based on their category, delivers messages at scheduled intervals, monitors engagement signals, adjusts sequence timing based on engagement, and escalates high-engagement leads for personal attention.

Review your automated follow-up performance monthly. Look for sequences with unusually low open rates or response rates and investigate whether the messaging needs updating, the timing needs adjustment, or the audience segmentation needs refinement. Automated follow-up that is not monitored and maintained will slowly decline in effectiveness as market conditions change and your audience's interests evolve. Regular review and refinement keep your follow-up system performing at its best.

Chapter 21 — Action Steps: Building Your First Automated Workflow

Your first automation should be simple: market research feeds content planning. Build this workflow before attempting anything more complex. Once it runs reliably for two weeks, add the next step in the chain.

Step 1. In OpenClaw's Workflow Builder, create a new workflow named Weekly Content Pipeline. Set the trigger to Schedule — every Monday at 6:00 AM.

Step 2. Add Step 1: Run Market Research Agent. Configure it to use this week's market data input. If you have connected a live data source, point it there. If you are manually inputting data, set this step to wait for manual input before proceeding.

Step 3. Add Step 2: Pass research output to Content Strategy Agent. Map the output file from Step 1 as the input for Step 2. The content strategy agent should receive the full market report and return a weekly content calendar.

Step 4. Add Step 3: Save content calendar to your Content Planning folder and send you an email notification with the calendar attached. Configure the email notification in the Connections panel using your email platform connector.

Step 5. Run the workflow manually for the first time. Verify that each step completes correctly and that you receive the email notification with the calendar. Fix any errors before setting it to run on schedule.

Step 6. Use this prompt to plan your next automation layer:

PROMPT — Automation Workflow Planner:

```
I have built a real estate AI agent team with the following agents:
[list your active agents and what each one does]. I want to connect
them into automated workflows so that outputs from one agent
automatically become inputs for the next. Help me design the
complete automation architecture for my system. For each workflow,
specify: the trigger event that starts it, the sequence of agents it
passes through, the data that flows between each step, any human
review checkpoints I should include, and what the final output or
action is. Prioritize the workflows in order of business impact —
which automation will save me the most time or generate the most
leads when running automatically?
```

Chapter 22 — Scaling Your AI Real Estate Team

Adding New AI Agents

Scaling your AI team means adding new agents as your business grows and new automation opportunities emerge. The signals that you need a new agent include: a repetitive task that takes more than 30 minutes per week, a function that requires consistent quality output but not human judgment or relationship skills, and a process that would benefit from being connected to your existing data systems. When you identify these signals, it is time to design and deploy a new specialized agent.

Prioritize new agents based on the business value they would generate. A listing description agent that saves you 20 minutes per listing may be lower priority than a transaction milestone communication agent that prevents the communication breakdowns that cost you referrals. Evaluate each potential agent by the problem it solves, the frequency with which it would operate, and the quality and consistency it would add compared to the current manual process.

Expanding Content Production

As your AI content team matures, you can expand production volume significantly without adding proportional management effort. The path to expanded production involves: adding more specialized script agents for content types you currently under-produce, extending your content calendar planning horizon from weekly to monthly, adding new distribution channels with corresponding content adaptation agents, and building a content repurposing system that automatically converts long-form content into multiple short-form pieces.

A content repurposing agent is particularly high-value because it multiplies the impact of every piece you create. A 10-minute YouTube video can be repurposed into a TikTok, an Instagram Reel, a LinkedIn article, a Twitter thread, an email newsletter feature, and a blog post — all from a single original piece of content. Configure a repurposing agent that receives your video transcript and generates all of these derivative formats automatically.

Running Multiple Lead Funnels

A mature lead generation system runs multiple simultaneous funnels targeting different audience segments with different offers. You might have a relocation funnel targeting California buyers, a first-time buyer funnel targeting local renters, a seller funnel targeting long-term homeowners in your farm area, and an investor funnel targeting small portfolio builders. Each funnel has its own lead magnet, landing page, ad campaign, and follow-up sequence.

Managing multiple funnels without an AI team is difficult — the content, copy, and follow-up messages for each segment need to be distinct and relevant, which means significant writing and management effort. With an AI team, each funnel's assets can be generated and maintained by your agents, with the research and strategy agents ensuring each funnel's messaging stays current and relevant to its target audience's specific concerns.

Automating Listing Marketing

Listing marketing is a significant time investment for most agents — creating property descriptions, preparing social media posts, designing flyers, and writing email announcements. A dedicated listing marketing agent can automate most of this work. When a new listing is entered into your system, the agent generates: an MLS description, a social media announcement post for each platform, a feature video script highlighting the property, an email announcement to your database, and a Facebook ad creative brief for paid promotion.

The listing marketing agent requires input data about each property — which can be pulled directly from your MLS if your OpenClaw system is connected to your MLS feed, or entered manually for a faster setup. Either way, the agent produces a complete listing marketing package in minutes, replacing what previously took two to three hours of manual writing and formatting.

Managing Increased Lead Volume

Scaling your marketing output means scaling your lead volume — which creates new operational demands on your follow-up and conversion systems. Configure your lead management agent to automatically sort and prioritize an increased flow of leads, flagging those with the highest conversion likelihood (short timeline, specific neighborhood interest, responsive to initial messages) for personal follow-up and enrolling the broader database in the appropriate automated sequences. The goal is ensuring that every lead receives consistent, quality communication regardless of volume, while your personal attention is concentrated on the leads most likely to convert quickly.

Chapter 22 — Action Steps: Scaling Checklist

Use these checkpoints to assess readiness before expanding each area of your AI team. Do not scale a system that is not yet working reliably at its current level.

BEFORE ADDING A NEW AGENT — confirm all of the following:

1. I have clearly defined this new agent's mission in one sentence. 2. I know exactly what input this agent will receive and what output it will produce. 3. I know which existing agent or human process will feed it input. 4. I know where its output will go. 5. I have time in my weekly review routine to monitor its output quality. 6. Adding this agent solves a real bottleneck in my current system, not a hypothetical future problem.

BEFORE LAUNCHING A NEW LEAD FUNNEL — confirm all of the following:

1. The lead magnet for this funnel is complete and professionally formatted. 2. The landing page is live and has been tested with a personal email submission. 3. The CRM tagging structure for this funnel is configured. 4. The follow-up sequence for leads from this funnel is written and activated. 5. The ad campaign or organic content strategy driving traffic to this page is planned and ready. 6. I have a clear definition of what makes a lead from this funnel high quality versus low quality.

Step 1. Use this prompt to plan your content repurposing system as you scale production:

PROMPT — Content Repurposing System Designer:

```
I currently produce [describe your content: e.g. one YouTube video per week]. I want to build a repurposing system that automatically creates derivative content from each piece. My active platforms are [list platforms]. For my content type and platforms, design a complete repurposing workflow that shows: every derivative piece that can be created from one original video, the agent or process responsible for creating each derivative, the correct format and specifications for each platform, and the order in which I should create and publish the derivatives for maximum algorithmic benefit. Also identify which repurposed pieces I should create first versus which can wait until I have more production capacity.
```

Chapter 23 — Monitoring Performance

Tracking Content Performance

Content performance tracking tells you which videos, posts, and content pieces are resonating with your audience and driving real business results. The metrics that matter most for real estate content are: view count and watch time (how many people are finding and watching your content), engagement rate (likes, comments, shares as a percentage of views), click-through rate (what percentage of viewers click through to your website or lead magnet), and lead conversion rate (what percentage of those visitors become leads).

Configure a content performance tracking workflow where your analytics agent pulls weekly data from each platform, calculates these key metrics, compares them to the previous period, and generates a brief performance summary that identifies your top-performing and bottom-performing content pieces. This report feeds directly into your content strategy agent's next planning cycle — doubling down on what is working and shifting away from what is not.

Tracking Lead Generation

Lead generation tracking answers the essential question: where are my leads coming from and what do they cost? Track the number of leads generated by source (each landing page, each ad campaign, each organic content channel), the cost per lead for paid channels, and the volume trends over time. This data tells you where to increase investment and where to stop spending.

Set up UTM tracking parameters on every link you use in ads and bio links to ensure your analytics accurately attribute leads to their sources. Without proper attribution tracking, you cannot know whether your TikTok audience is generating leads at a meaningful rate or whether all your organic leads are coming from Google Search. This data is essential for making intelligent decisions about where to focus your content and advertising effort.

Tracking Conversion Rates

Conversion rate tracking measures how effectively your system is converting leads into clients. Track the conversion rate at each stage of your funnel: landing page visit to lead (conversion rate of each landing page), lead to consultation (percentage of leads who schedule a call or meeting), consultation to signed agreement (percentage of consultations that result in a signed buyer or listing agreement), and signed agreement to closed transaction. Identifying weak conversion points in this chain tells you where focused improvement will have the most impact on your bottom line.

Improving Agent Prompts

Performance data should directly inform prompt improvements. If your TikTok content is generating high view counts but low lead conversions, the issue may be that the content is entertaining but not compelling enough action — which is a call-to-action instruction

problem in your script agent's prompt. If your follow-up email open rates are declining, your subject line generation instructions may need refreshing with new formulas. Always connect performance data to specific agent behaviors and make targeted prompt adjustments rather than wholesale rewrites.

Adjusting Marketing Strategies

Beyond individual agent improvements, performance data sometimes reveals that a broader strategy adjustment is needed. If relocation content is generating five times the leads of seller content, it makes sense to shift more of your content calendar toward relocation topics. If Facebook ads are generating leads at half the cost of TikTok ads, budget should shift toward Facebook. Your performance monitoring agent should generate monthly strategic recommendations based on the data — not just reporting what happened, but recommending what to do differently based on what the numbers suggest.

Chapter 23 — Action Steps and Performance Analysis Prompts

Step 1. Create a simple monthly performance tracking spreadsheet with columns for: Content piece title, Platform, Publish date, Views or reach, Engagement rate, Click-throughs, Leads generated, and Cost if paid. Update it every Monday with the previous week's numbers.

Step 2. Use this prompt at the end of each month to generate a performance analysis:

PROMPT — Monthly Performance Analyzer:

```
Here is my real estate content and lead generation performance data for [month]: CONTENT PERFORMANCE: [paste your top 5 and bottom 5 content pieces with their view counts and engagement rates]. LEAD GENERATION: [paste lead volume by source with cost per lead where applicable]. FOLLOW-UP PERFORMANCE: [paste email open rates, reply rates, and consultation bookings]. CONVERSION: [number of consultations, signed agreements, and closed transactions]. Analyze this data and provide: (1) the 3 clearest patterns in what is working, (2) the 3 biggest opportunities for improvement, (3) a specific recommendation for where to shift time or budget next month, (4) one agent prompt improvement to prioritize based on this data, and (5) a performance target for next month that is ambitious but achievable based on this month's results.
```

Step 3. Use this prompt to diagnose underperforming content:

PROMPT — Content Performance Debugger:

```
This piece of content underperformed: TITLE: [title]. PLATFORM: [platform]. VIEWS: [number]. ENGAGEMENT RATE: [percentage]. EXPECTED PERFORMANCE BASED ON SIMILAR CONTENT: [describe]. Here is the hook or opening: [paste the first 2 sentences or describe the thumbnail]. Here is the caption: [paste caption]. Diagnose why this content underperformed and provide: the most likely cause (hook, thumbnail, topic relevance, posting time, or platform mismatch), 3 specific changes that would improve performance if I recreate this content, whether this topic has potential on a different platform or in a different format, and whether this represents a one-time miss or a pattern I should change in my content strategy.
```

Chapter 24 — Security and Data Management

Protecting Client Data

Client data is among the most sensitive information in a real estate transaction — names, addresses, financial information, family details, and communication history. Protecting this data is both an ethical obligation and, in many jurisdictions, a legal requirement. Running AI agents locally in OpenClaw significantly reduces the exposure of client data compared to cloud-based systems, but local systems are not automatically secure — they require deliberate security practices to remain protected.

Follow these core practices for protecting client data in your AI agent system: never include full client names, Social Security numbers, or detailed financial information in AI agent prompts or inputs unless the specific agent requires it and is running in an isolated, secure environment. Store all client data in encrypted databases rather than plain text files. Use strong, unique passwords for every connected service. Enable automatic screen lock on your computer. Back up your data regularly to an encrypted external drive or secure cloud backup service.

Managing API Keys

API keys are authentication credentials that grant your OpenClaw system access to connected services. A compromised API key can give an attacker access to your CRM, your email platform, your SMS service, or other sensitive systems. Treat API keys like passwords — never share them, never store them in plain text documents, and rotate them regularly. Store all API keys in OpenClaw's encrypted credential vault rather than in any text file, spreadsheet, or note-taking application.

Most modern API platforms allow you to create API keys with limited scopes — permissions that restrict what the key can do. Always use the minimum necessary scope when creating an API key for OpenClaw integration. If a key is needed only for reading CRM data, do not grant it write permissions. If a key is needed only for sending emails, do not grant it the ability to delete contacts. Minimum-scope keys limit the potential damage if a key is ever compromised.

Maintaining Secure Server Connections

All connections between OpenClaw and external services should use encrypted connections — HTTPS for web APIs, TLS-encrypted connections for database connections, and verified SSL certificates for all connection endpoints. When configuring connections in OpenClaw, verify that the connection is encrypted before proceeding. Never configure connections to external services over unencrypted protocols.

Preventing Automation Errors

Automation errors can cause real damage — sending follow-up messages to leads who have explicitly asked to be removed, duplicating lead records, or posting content that was

not approved for publication. Prevent automation errors through several practices: always configure automation flows with error handling that fails gracefully rather than silently continuing with bad data; implement human review checkpoints for high-stakes actions like sending first contact messages to new leads; test every new automation workflow extensively in a sandbox environment before running it on live data; and monitor automation logs daily to catch errors before they compound.

Best Practices for Local AI Systems

Local AI systems require the same basic security hygiene as any computer that stores sensitive business data. Keep your operating system and OpenClaw software updated to receive security patches. Use a dedicated machine for your AI agent system rather than sharing the machine used for general web browsing and personal email, which is more exposed to malware. Install reputable antivirus software and enable your operating system's firewall. Create regular system backups that include your OpenClaw agent configurations, prompt library, and any local data files your agents generate. Test your backup restoration process periodically to ensure backups are actually recoverable.

Chapter 25 — The 30-Day OpenClaw Implementation Plan

Week 1 — Installing OpenClaw and Building Core Agents

Day 1-2: Install OpenClaw on your machine, download your first AI model, and complete the initial setup process. Spend time exploring the interface and running the sample agents to understand how the system works. Day 3-4: Design and build your market research agent. Write a detailed system prompt, test it with sample market data, and refine the prompt until the output meets your standard for a market report you would actually use. Day 5-7: Connect your research agent to at least one external data source using the web browsing skill. Test the full research workflow and produce your first automated market report. Document any issues and resolve them before moving to Week 2.

Week 2 — Building Content and Research Agents

Day 8-10: Build your content strategy agent and connect it to receive output from your research agent. Test the chain — research agent produces market report, strategy agent receives the report and generates a content calendar. Refine both agents based on the quality of the chained output. Day 11-14: Build your script writing agent with detailed prompt instructions specific to your market, your voice, and your preferred video structure. Test with topics from your content strategy agent's output. Produce at least five complete video scripts and evaluate their quality. Refine the script agent prompt until you are producing scripts you are excited to record.

Week 3 — Building Lead Generation and Marketing Agents

Day 15-17: Build your lead generation agent and use it to produce your first lead magnet — a relocation guide, buyer checklist, or neighborhood guide for your primary market. Simultaneously, have the agent generate the landing page copy for this lead magnet. Day 18-21: Set up your landing page using your preferred page builder platform, using the AI-generated copy as your foundation. Install the landing page, configure the lead capture form, and test the form submission process. Connect the form to your CRM using OpenClaw's CRM connector skill. Verify that test lead submissions are appearing correctly in your CRM.

Week 4 — Automating Lead Capture and Follow-Up

Day 22-24: Build your lead follow-up agent and configure the initial follow-up sequence for your primary lead magnet. Write the confirmation message, the 24-hour follow-up, the 5-day check-in, and the first monthly nurture email. Test the sequence with a personal email address. Day 25-28: Connect your lead follow-up agent to your CRM and email platform. Configure the automation trigger so that new leads automatically enter the follow-up sequence upon CRM entry. Test the full chain from form submission to follow-up email

delivery. Day 29-30: Review all systems, fix any issues identified during testing, and plan the first month of live operation.

Ongoing System Maintenance

After the initial 30-day implementation, establish a maintenance routine. Daily: 15-minute review of agent outputs, new leads, and queued content. Weekly: review and approve the upcoming week's content schedule, check follow-up sequence performance. Monthly: performance review across all agents and campaigns, prompt updates based on performance data, CRM data quality audit, strategic assessment of lead generation results. Quarterly: comprehensive system review, new agent evaluation, competitive landscape assessment, strategy adjustments based on quarterly performance data.

Appendix A — Example AI Agent Configurations

Research Agent Configuration

Name: Market Research Agent. Mission: Monitor and summarize local real estate market trends for use in content creation and client communication. Model: Mid-size instruction-following model (7B-13B parameters recommended). Skills enabled: Web Browsing, File Manager. System Prompt: [See Chapter 19 market research prompt]. Input Format: Weekly data brief with labeled statistics. Output Format: Structured market report with Executive Summary, Key Metrics, Notable Trends, and Implications sections. Trigger: Scheduled weekly, Monday 6:00 AM. Output Destination: Content strategy agent input folder and agent email notification.

Content Planning Agent Configuration

Name: Weekly Content Strategy Agent. Mission: Generate a weekly content calendar based on market research and current lead generation goals. Model: Mid-size instruction-following model. Skills enabled: File Manager. System Prompt: [See Chapter 19 content planning prompt]. Input Format: Weekly market report from research agent. Output Format: Weekly content calendar with five content pieces, each with title, audience, key message, hook, and call to action. Trigger: Activated upon receipt of weekly market report. Output Destination: Script writing agent input queue.

Script Writing Agent Configuration

Name: Video Script Writing Agent. Mission: Convert content topic briefs into complete, ready-to-record video scripts. Model: Large instruction-following model (13B+ parameters recommended for higher quality creative output). Skills enabled: None required. System Prompt: [See Chapter 19 video script prompt]. Input Format: Content brief with topic, audience, key message, and call to action. Output Format: Complete script 450-600 words with hook, three main points, and call to action. Trigger: Manual or upon receipt of content brief from strategy agent. Output Destination: Recording preparation folder.

Lead Generation Agent Configuration

Name: Lead Generation and Landing Page Agent. Mission: Design and produce lead magnet content and landing page copy for targeted audience segments. Model: Mid-size instruction-following model. Skills enabled: File Manager. System Prompt: [See Chapter 19 listing marketing prompt adapted for lead magnets]. Input Format: Target audience brief, offer concept, key benefits. Output Format: Lead magnet outline, complete landing page copy package, form configuration recommendation. Trigger: Manual when launching new lead generation campaign. Output Destination: Marketing files folder.

Follow-Up Agent Configuration

Name: Lead Follow-Up Communication Agent. Mission: Draft personalized follow-up messages for new leads based on source, interest, and timeline. Model: Mid-size instruction-following model. Skills enabled: Email Composer, CRM Connector, SMS Platform Connector. System Prompt: [See Chapter 19 lead follow-up prompt]. Input Format: Lead contact record from CRM with source, category, timeline, and initial context. Output Format: Complete follow-up sequence — immediate SMS, 24-hour email, 5-day check-in email, monthly nurture email. Trigger: Automatically upon new CRM lead record creation. Output Destination: Email and SMS platforms via scheduled send queue.

Appendix B — Landing Page Templates

Relocation Guide Landing Page

Page Title: The Complete [City] Relocation Guide. Headline: Everything Families Moving to [City] Need to Know Before They Buy. Subheadline: Get the free, expert-written guide covering neighborhoods, schools, cost of living, and the local buying process — written by a [City] real estate expert who has helped [number] families make the move. Bullet Points: Discover the five most family-friendly neighborhoods and what makes each one unique. See how your current housing budget translates to [City] real estate with real price examples. Understand the step-by-step buying process for out-of-state buyers. Learn the four questions every relocating buyer should ask before making an offer. Get insider tips on schools, commutes, and local life that you will not find on any real estate website. Form Fields: First Name, Last Name, Email Address, Phone Number, When are you planning to move? (dropdown). CTA Button: Send Me the Free Relocation Guide. Privacy Statement: We respect your privacy and will never share your contact information.

Buyer Checklist Landing Page

Headline: The Complete First-Time Buyer Checklist for [City]. Subheadline: Every step from pre-approval to moving day — so nothing surprises you along the way. Bullet Points: Know exactly what to do before you start looking at homes. Understand the pre-approval process and what lenders actually look at. Navigate the offer and negotiation process with confidence. Know what happens between contract and closing (and what could go wrong). Close your first home on time and without surprises. CTA Button: Download My Free Checklist.

Seller Guide Landing Page

Headline: Thinking About Selling Your [City] Home? Read This First. Subheadline: The free guide that helps [City] homeowners sell faster and for more money in today's market. Bullet Points: Discover which home improvements actually increase your sale price. Learn how to price your home to attract the best offers. Understand what your agent should be doing every day after listing. Know what to expect at the closing table. Avoid the five most costly mistakes [City] sellers make. CTA Button: Get the Free Seller Guide.

Home Value Landing Page

Headline: What Is Your [City] Home Worth in Today's Market? Subheadline: Get a professional home value analysis from a local expert — not an algorithm. Bullet Points: Receive a detailed analysis of recent comparable sales in your neighborhood. Understand how current market conditions affect your home's value. Get an honest assessment of what you could net after costs. Receive your analysis within 24-48 hours, delivered personally by [Agent Name]. Form Fields: First Name, Last Name, Email, Phone, Property Address, When are you thinking of selling? (dropdown). CTA Button: Get My Home Value Analysis.

Investment Guide Landing Page

Headline: The [City] Real Estate Investment Guide: Cap Rates, Cash Flow, and Market Analysis. Subheadline: Everything you need to evaluate investment opportunities in [City]'s rental market. Bullet Points: Current cap rates by neighborhood for single-family and multi-family properties. Cash flow analysis examples at today's prices and interest rates. Which neighborhoods show the strongest rental demand and appreciation potential. How to evaluate a potential investment property before making an offer. The tax advantages of real estate investment you should know about. CTA Button: Download the Free Investment Guide.

Appendix C — Lead Magnet Templates

Relocation Guide Template

Section 1 — Welcome to [City]: A brief, warm introduction to the city, its character, and what makes it a compelling place to live. Include one or two compelling statistics about growth, quality of life, or affordability relative to major metros. Section 2 — Neighborhoods at a Glance: A two-page summary of five to eight primary neighborhoods, each with a brief character description, typical home types and price ranges, notable amenities, and a school district reference. Section 3 — Cost of Living Comparison: A detailed comparison between [City] and the top two or three origin cities for your relocating buyers. Cover housing, taxes, groceries, utilities, and transportation. Section 4 — The Buying Process for Out-of-State Buyers: A step-by-step walkthrough of the buying process in your state, with special attention to the details that differ from states your typical buyers are coming from. Section 5 — Schools and Education: An overview of the school districts serving the areas where most relocating families buy, including public school ratings, notable high schools, and private school options. Section 6 — Your Next Steps: A clear invitation to reach out, schedule a consultation, and begin the search process, with your contact information prominently displayed.

Buyer Checklist Template

Phase 1 — Before You Start Looking: Check and understand your credit score. Calculate your total monthly budget (including mortgage, taxes, insurance, and maintenance). Get pre-approved with a local lender. Define your non-negotiable criteria and your nice-to-haves. Research neighborhoods that fit your lifestyle and budget. Phase 2 — Active Home Search: Set up automated search alerts for new listings. Attend open houses even for homes that are not perfect to calibrate your sense of value. Take notes and photos at every showing. Ask your agent about days on market and price history for every home you consider seriously. Phase 3 — Making an Offer: Review comparable sales with your agent before deciding on offer price. Understand all contingencies and what each one protects. Submit your offer with your pre-approval letter. Phase 4 — Under Contract: Schedule a professional home inspection within the contract deadline. Review the inspection report with your agent and decide on requests. Allow the appraisal process to proceed and understand its implications. Stay in regular contact with your lender and respond promptly to documentation requests. Phase 5 — Closing Day: Complete your final walkthrough. Review your closing disclosure carefully at least three days before closing. Confirm wire transfer instructions directly with the title company by phone. Bring government-issued ID to the closing. Get your keys.

Neighborhood Guide Template

Introduction: What makes this neighborhood distinct and who tends to love it. Housing Stock: Typical home styles, lot sizes, price ranges, and recent market trends specific to this neighborhood. Schools: Public school options serving the neighborhood with brief quality indicators. Local Amenities: Key restaurants, coffee shops, grocery options, parks,

and recreational facilities, with brief descriptions of standouts. Community Character: What the neighborhood feels like — the events, the community organizations, the local culture. Commute and Transportation: Key commute routes and times to major employment centers, public transit options if available. Recent Development: Any notable development, improvement, or change happening in or near the neighborhood. Agent's Personal Take: A brief, authentic personal perspective from you on why you love showing homes in this neighborhood and who you typically see falling in love with it.

Seller Preparation Guide Template

Section 1 — Is Now the Right Time to Sell?: A honest, data-based assessment of current market conditions and what they mean for sellers timing their listing decision. Section 2 — Pre-Listing Preparation Timeline: A month-by-month countdown from decision to list day, with specific tasks for each phase. Section 3 — The Improvement Decision: A framework for evaluating which repairs and improvements are worth making before listing, with general ROI guidance by improvement type. Section 4 — Staging and Presentation: Room-by-room guidance on decluttering, staging, and preparing the home for professional photography. Section 5 — Pricing Strategy: How comparable sales, condition, location, and current inventory levels interact to determine the right list price. Section 6 — The Listing Marketing Plan: What a professional agent should be doing to market your home in the first 14 days. Section 7 — Evaluating Offers: How to analyze offers beyond the headline price — contingencies, financing type, closing timeline, and earnest money. Section 8 — From Accepted Offer to Closing: What to expect during the inspection, appraisal, and loan processing phases. Section 9 — Your Net Proceeds: How to calculate what you will actually receive after agent commissions, closing costs, and any credits.

Investment Property Guide Template

Section 1 — Why [City] for Investment?: A data-driven argument for [City] as an investment market, covering population growth, employment trends, rental demand, and appreciation history. Section 2 — Investment Property Types: A comparison of single-family rentals, small multi-family properties, and short-term rental strategies, with the pros and cons of each in your specific market. Section 3 — Key Financial Metrics: Clear explanations of cap rate, cash-on-cash return, gross rent multiplier, and net operating income, with worked examples using current [City] market data. Section 4 — Neighborhood Investment Analysis: A comparison of your primary target neighborhoods for investment, ranked by current cap rate, rental demand, and appreciation potential. Section 5 — Finding Investment Properties: How to identify investment opportunities in your market, including on-market, off-market, and distressed property strategies. Section 6 — The Purchase Process for Investors: How the buying process differs for investment properties, including financing options, due diligence requirements, and title considerations. Section 7 — Property Management Considerations: An honest assessment of self-management versus professional property management, with cost and time estimates. Section 8 — Your Investment Strategy Next Steps: An invitation to schedule a consultation to discuss your specific investment goals and how you can help identify and acquire suitable properties.

Appendix D — Daily Operations Checklist

Daily Agent Tasks

Morning Review (15 minutes): Open OpenClaw and review the agent activity log from the previous 24 hours. Check for any automation errors or warnings that need attention. Review content queued for today's publication across all platforms — approve, modify, or flag any pieces that need adjustment. Check new leads entered into CRM overnight and verify they have been assigned to the correct follow-up sequences. Review any follow-up messages queued for same-day delivery. Check for any lead replies or CRM activity that requires personal follow-up.

Afternoon Check (5 minutes): Verify that today's scheduled content published correctly. Check for any new lead replies or engagement that warrants a personal response. Review any automation alerts or error notifications. Note any market news or local developments that should be incorporated into upcoming content.

Weekly Marketing Tasks

Monday: Review weekly market research report from research agent. Review weekly content calendar from strategy agent. Approve, modify, or direct the week's content production. Set priorities for the agent team for the coming week. Tuesday-Friday: Review and approve content as it is produced. Monitor any active ad campaigns and note performance trends. Respond personally to any high-priority lead inquiries. Friday Review: Assess the week's content publication and engagement. Review new lead volume and source breakdown. Identify any workflow issues or agent performance concerns to address the following week.

Monthly System Reviews

Content Performance Review: Pull engagement metrics for all content published in the month. Identify top five performing pieces and bottom five performing pieces. Brief content strategy agent on what to replicate and what to move away from. Update script and content agents with any style or format improvements. Lead Generation Review: Calculate cost per lead by source. Review landing page conversion rates. Identify any lead magnets that should be refreshed or replaced. Agent Performance Review: Assess each active agent's output quality based on the month's production. Identify any agents whose prompts need updating. Note any new agent needs that have emerged. CRM Data Quality Review: Check for duplicate records, missing contact information, and stalled leads.

Quarterly Strategy Reviews

Business Performance Assessment: Review lead volume, consultation rate, signed agreement rate, and closed transaction count against quarterly goals. Marketing Strategy Review: Assess which content channels are driving the most leads and revenue. Consider whether budget and effort allocation should shift. Competitive Landscape

Review: Assess what competing agents are doing in your market and identify any opportunities they are leaving uncaptured. AI Team Expansion Planning: Identify any new agent roles that would add significant value based on the quarter's experience. Agent System Audit: Review all active workflows and agents for efficiency, accuracy, and continued relevance. Remove or update any agents or workflows that are no longer performing as intended.