

— YOUR — **AI** PLAYBOOK

Brought to you by **Michael Sheargold**



The “HBU” Logic: From Scribe to Architect

Your Highest Best Use (HBU) is no longer just “doing” the work; it is architecting the system that does the work.

- **Generative AI (The Scribe):** You prompt it, it gives you a draft. You are still the bottleneck.
- **Agentic AI (The Associate):** You give it a goal (e.g., “Nurture this lead until they book an appraisal”), and it chooses which tools to use, when to send a text, and when to alert you.

This playbook is designed to keep you at your Highest Best Use (HBU): building relationships, negotiating deals, and winning listings, while your “Digital Twin” handles the 80% of repetitive, low-value tasks.

The Golden Rule: The HBU Filter

Before performing any task, ask:

“Does this require my face, my voice, or my local intuition?”

YES

Do it yourself (High-value).

NO

Move it to the AI Playbook
(Low-value/Admin).

Group 1: The Productivity Powerhouse

Objective: Eliminate the “Post-Appraisal Admin” and buy back 10+ hours a week.

1. The “Chief of Staff” (Gemini / ChatGPT)

To make these super effective, you must move beyond simple questions.

Use **Role-Based Prompting**.

The Strategy: Use Gemini to synthesise your day.

ROLE-BASED PROMPT:

“Act as my Chief of Staff. I am an agent in [Suburb, State]. I’ve just finished 3 appraisals. Here are my raw voice-to-text notes from the appointments: [Paste Notes].

- 1. Create a comparison table of these three properties (Price guide, Motivation, Key Objections).*
- 2. Draft a bespoke follow-up email for the ‘Smith’ family that mentions their specific concern about [e.g., the school catchment].*
- 3. List 5 local market stats from the last 30 days I can use to justify an ‘Auction’ strategy for the ‘Jones’ property.”*

2. The Productivity Stack

Wispr Flow

A dictation tool that fixes grammar and “Aussie-isms” in real-time. Speak naturally; it outputs a perfect, formatted note.

➤ WHY USE IT?

Zero-Typing Admin: *The fastest way to get thoughts into the CRM while driving.*

Plaud.io

A wearable device that records and transcribes. It uses AI to extract “Action Items” so you never forget a seller’s request.

➤ WHY USE IT?

The “Stealth” Scribe: *Captures the nuance of listing appointments without a phone on the table.*

Zapier

Example: *When a lead comes from REA/Domain → Send to Gemini for a summary → Create a task in Agentbox → Send a ManyChat SMS.*

➤ WHY USE IT?

The “Glue.”: *Connects everything so you don’t have to manually move data.*

Group 2: The Lead & Marketing Engine

Objective: 24/7 responsiveness and dominating the local digital landscape.

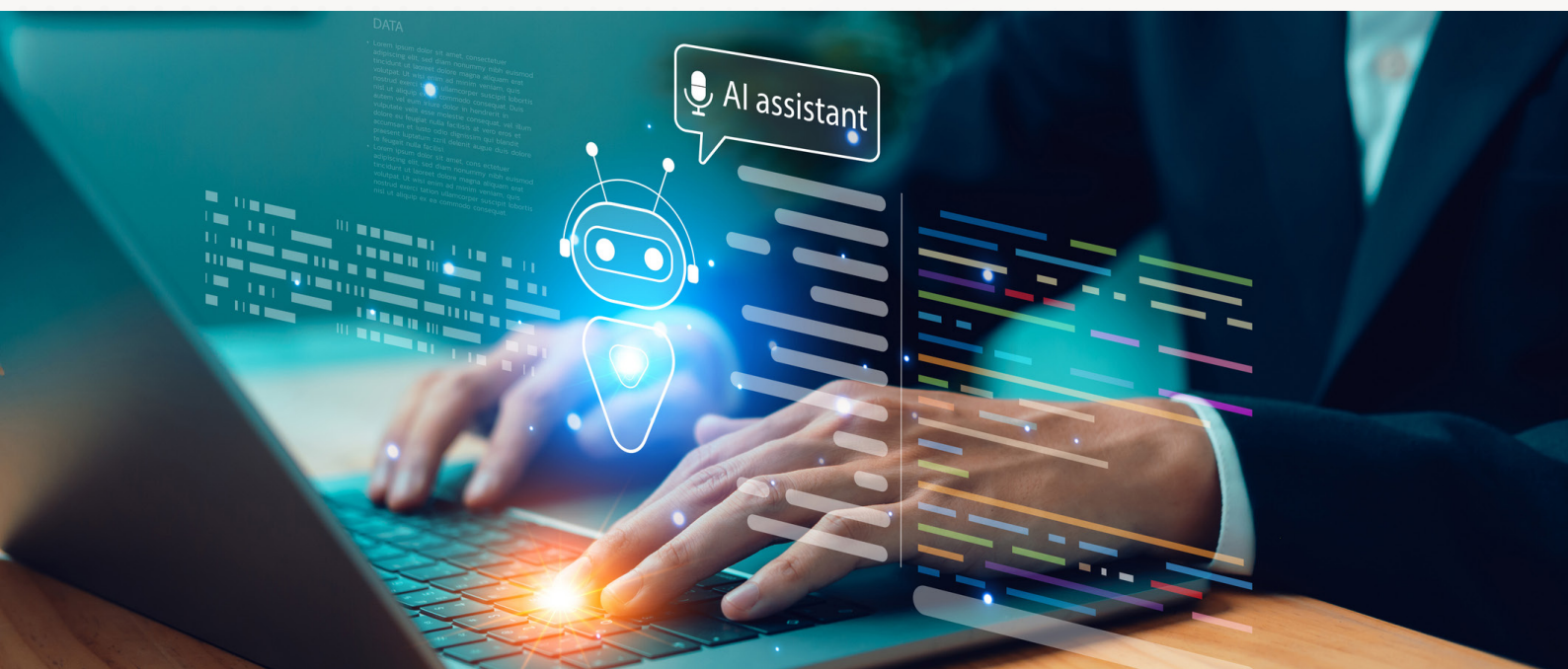
1. The “Digital Sales Associates” (Australian Native)

VOQO AI (INBOUND)

A 24/7 voice agent that knows your Domain.com.au listings. It answers buyer calls, provides price guides, and books callbacks. You wake up to qualified leads in your CRM.

VOXWORKS AI (OUTBOUND)

The “Speed-to-Lead” king. It can call back every enquiry within 60 seconds or call all 50 attendees after a Saturday open home to grab their feedback while you’re at the next one.



2. The Marketing Stack

AnswerThePublic: Set to “Australia.” It shows questions like “Is [Suburb] a good place for families?” Use these as your video “Hooks.”



WHY USE IT?

Content Goldmine: Know exactly what your suburb is googling.

HeyGen: Record 2 mins of yourself once. Then, just type your “Market Update” script, and your AI Twin says it with your face and voice.



WHY USE IT?

The Digital Twin: Scale your presence without being in a studio.

OpusClip: Drop in your “Suburb Wrap” video; it auto-cuts the best “hooks” and adds high-energy captions for TikTok/IG.



WHY USE IT?

Social Dominance: Turn one long video into 10 viral Reels.

ManyChat: When someone comments on your post, it instantly DMs them the contract/brochure and captures their email.



WHY USE IT?

DM Automation: Stop manually replying to “How much?”

Amplifiles AI: Upload listing photos; it uses AI to create a moving, voiced-over video walkthrough for under \$15.



WHY USE IT?

Cinematic Listing: Turn photos into video in 5 minutes.

Nano Banana: (Inside Gemini) “Change the grey sky to a Blue Mountains sunset” or “Remove the car from the driveway.” Done in seconds.



WHY USE IT?

Image Magic: Edit property photos via conversation.

The Next Gen: Agentic Workflows

An agentic workflow is *Repeatable* (happens the same way every time) and *Teachable* (you can “train” the AI on your specific local IP).

1. The “Logic-First” Framework

Before you build a “Zap,” you must define the System Instructions.

- **Repeatable:** The AI follows a “Standard Operating Procedure” (SOP) just like a human assistant.
- **Teachable:** You feed the AI your past successful emails, your “tone of voice,” and your local suburb knowledge. It doesn’t just act like an agent; it acts like you.

The Agentic Role	The Multi-Step Workflow	Tools Involved
The "Listing Launch" Agent	Triggers when a contract is signed. It orders photography, drafts the REA/Domain copy, creates the social assets, and alerts the database—all without a single manual prompt.	Zapier + Gemini + Amplifiles + Agentbox
The “Saturday Feedback” Agent	10 mins after an open, it calls every attendee, asks for their feedback, scores their “buyer heat,” and updates the Seller Report in real-time.	Voxworks AI + CRM + Gemini
The “Silent Nurturer”	It monitors your CRM for “old” leads. If a lead clicks a link in your newsletter, the AI triggers a personalised SMS sequence based on that lead’s specific history.	ManyChat + Zapier + Homebot

The “Glue”: Zapier 2026 Edition

Zapier is no longer just “moving data.” In 2026, it is the Orchestrator.

Three “Power Zaps” for Your Playbook:

1. The “Instant Response” Zap:

- **Trigger:** New Enquiry on REA/Domain.
- **Action:** Send lead details to Gemini to analyse (e.g., “Is this a first-home buyer or an investor?”).
- **Action:** Voxworks AI calls the lead instantly with a tailored script based on the Gemini analysis.

2. The “Social-to-CRM” Zap:

- **Trigger:** Lead comments “REPORT” on your Instagram Reel.
- **Action:** ManyChat captures the email and sends the Suburb Report.
- **Action:** Zapier adds the lead to a “Hot Prospect” tag in your CRM and tasks you to call them in 48 hours.

3. The “Post-Appraisal” Zap:

- **Trigger:** Appraisal status changed to “Completed” in CRM.
- **Action:** Plaud.io transcript is sent to Gemini.
- **Action:** Gemini drafts a bespoke “Proposal” and emails it to you for a final “Human” 1-minute review before sending.

How to Make it “Teachable”:

The biggest mistake is keeping the “brains” in your head. To make your AI Agentic, you must document your “Agent Skills”:

1. **Record your frameworks:** Use Wispr Flow to explain why you recommend Auction over Private Treaty.
2. **Create a “Style Guide”:** Feed Gemini 10 of your best-written property blurbs. Tell it: “This is my voice. Use this tone forever.”
3. **Audit the “Loops”:** Once a week, review the Voqo and Voxworks transcripts. If the AI missed a nuance, update the “System Instructions.” This is how the system gets smarter while you sleep.

About Michael Sheargold

With over 20 years of experience coaching and consulting top-performing real estate leaders and teams, Michael Sheargold has been a driving force for positive change in the industry—helping elevate both the reputation and results of professionals across Australasia.

As CEO of The Network, Australasia's leading community of independent real estate agencies, Michael is widely regarded as one of the most respected and influential thought leaders in the real estate space. His work continues to shape the future of the industry through leadership, innovation, and a commitment to excellence.

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