



A GUIDE TO FULL DEAL AUTOMATION

# The 3 Pillars of **AI Execution**





# Why **speed** matters in 2026

In the current real estate market, time is money. Many brokers lose hours every week just typing the same information over and over again. When this happens, you're not using your talent to its full potential.

In the past, people used AI just to write emails. Today, AI can do much more. It can finish entire tasks from start to finish. This guide explains the three main ways you can use technology to help your business run better and faster.



PILLAR 1

# Keeping information connected **automatically**

**THE PROBLEM:** SILOED INFORMATION

Right now, property information is scattered in many places. It is in emails, on paper, and in different spreadsheets. Most teams have to hire someone to read these documents and type the numbers into a computer. This takes too long and often leads to mistakes.

**THE SOLUTION:** AI THAT STRUCTURES REALITY

New technology can now look at a tax record or a list of tenants and understand the numbers instantly.

- ▶ **Fast Extraction:** The AI can scan a document and find the important facts like dates and prices. Leaving the broker to free up their time to focus on relationship building, and instead just proofing the AI's work.
- ▶ **Cleaning Data:** The system takes that information and puts it into your database. It fixes mistakes so everything looks the same.
- ▶ **Test your business:** Does it take your team more than 10 minutes to put a new property into your computer system? If it does, look into the tools that can take some of the data entry off your plate.

PILLAR 2

# Creating marketing materials **faster**

**THE PROBLEM:** TOO MUCH DESIGN WORK

Brokers are at their best when building relationships. They are usually not professional writers or artists. When a broker spends all day making a brochure, they are taking time away from other money-making activities.

**THE SOLUTION:** INSTANT MARKETING

Because your marketing solution should already have your data from the first step, it can build your materials for you.

- ▶ **Quick Presentations:** Buildout can create a high-quality proposal in seconds. Instead of re-entering data, the system can use the data from your CRM and instantly pop into your materials.
- ▶ **Smart Writing:** Instead of writing one basic description, Buildout can write different versions; all within your tone of voice.
- ▶ **Test your business:** What percentage of your day is being spent on manually creating flyers and brochures? Can it be alleviated by removing the manual data entry?



**PILLAR 3**

# Closing **velocity**

**THE PROBLEM: LOSING INFORMATION**

Even after a listing is live, most brokerages hit a roadblock. Deals move into a black box where brokers, marketing, and finance managers are chasing each other for updates. This operational drag doesn't just feel slow, it is a silent killer of your profit margins.

**THE SOLUTION: ONE FLOW OF INFORMATION**

An AI Deal Engine doesn't just store your data; it owns the movement of the deal from the first pitch to the final commission check. Gone are the days of tracking down signatures and chains of email threads.

- ▶ **Financial transparency:** Your CFO all the way down to transaction coordinators are able to work with clean, connected deal data in real-time.
- ▶ **Automatic Closing:** When a deal is finished, all of the data from the original agreement can be used to calculate commission payments, closing dates, all without missing a beat. It handles the paperwork so you can move on to the next deal.
- ▶ **Test your business:** Do you have to type the same property name or phone number into more than two different computer programs?





# The plan for **success**

The real estate industry is changing. Some companies will use technology to work faster, while others will stay stuck doing everything by hand. The gap between these two groups is growing.

To stay successful, you must stop doing manual work that a computer can do for you. Buildout helps you connect your data, create your marketing faster, and keep your information in one safe place.

This lets you spend your time on what matters most: closing deals. [Learn more](#) about how to leverage our end-to-end AI deal engine.