

Connor T. MacIvor



AI + HI: THE MODERN REALTOR

REALTOR since 1998 · 20 years LAPD · CalDRE #01238257 ·
Sync Brokerage, Inc. DRE #02031490

"who are the best real estate agents in santa clarita"

Last Tuesday. 11:04 PM. The machine answered. You were not in the room.



Sync Brokerage, Inc.

PRESENTED TO
SRAR Association Members

PRESENTED BY
Connor T. MacIvor

What Is This AI Thing Anyway?



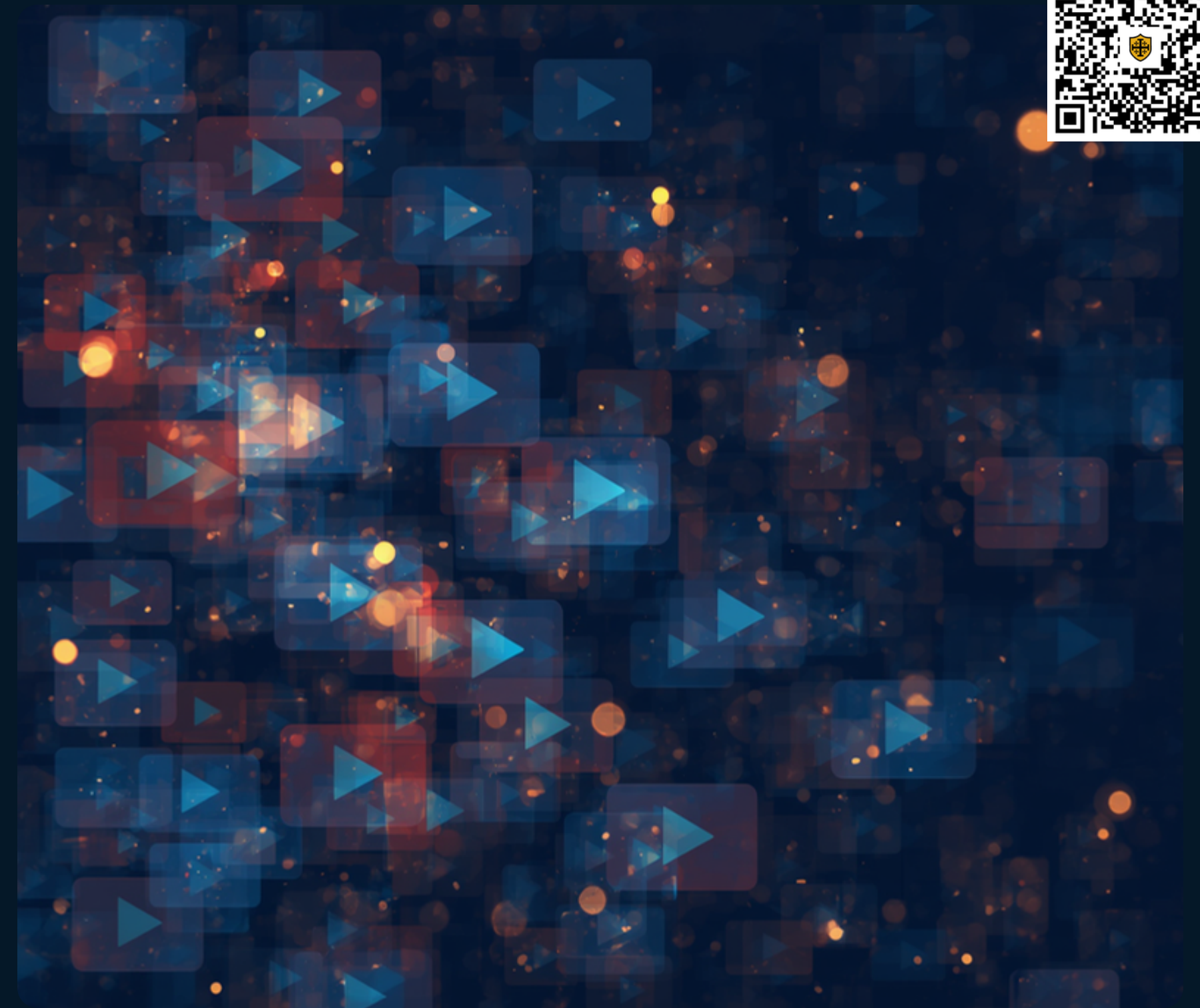
Not software. Software follows rules a programmer wrote, the same way every time. AI reads what you give it and writes back. It drafts, it sorts, it summarizes, it follows up. Fast, and it never gets tired.

It was never AI versus HI. Change one character: it is a plus sign. The machine brings speed and memory. You bring the license, the judgment, and the handshakes.

**You Are Not
Behind. You
Are Invisible.**



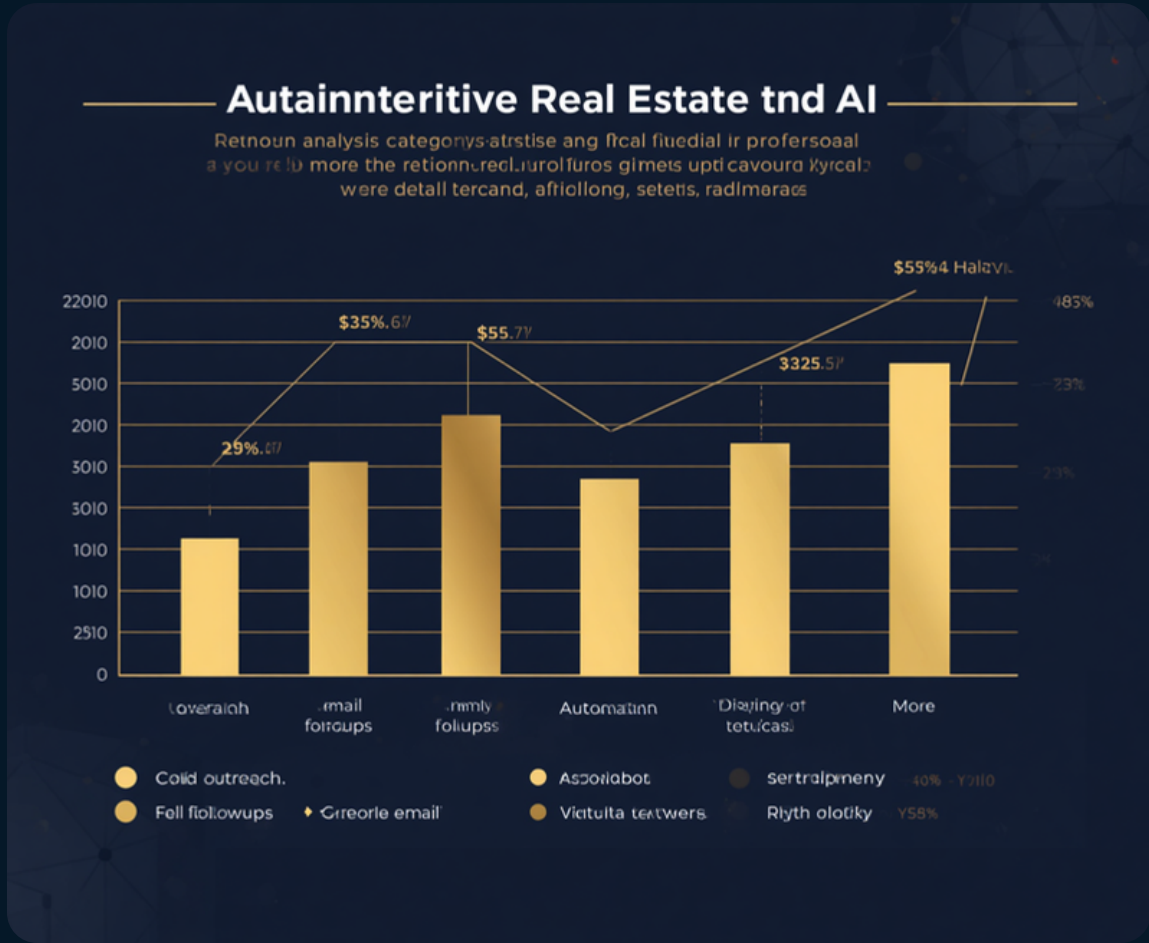
I Watched Them So You Do Not Have To



THE RESEARCH

59 of the most-watched YouTube videos teaching agents
AI. 1.46 million combined views. 21.5 hours of teaching.
253,576 words analyzed.

Insights from the Top AI Videos



COLD OUTREACH

46 of 59 videos cover this topic.



EMAIL FOLLOW-UP

45 of 59 videos discuss this approach.



SOCIAL MEDIA

31 of 59 videos highlight this area.

What 1.5 Million Views Never Told You

Fair housing: 2 of 59. Where
your client data goes: 1 of 59.
Verify before you send: 8 of 59.
Your license: 4 of 59. Fifty-one
of fifty-nine never tell you to
check anything before it
reaches a client.



The Machine Will Break the Law For You

*"Charming starter home in a
safe, exclusive neighborhood,
perfect for young families,
walking distance to St. Mary's."
Three fair housing violations.
One sentence. Two seconds.
Your name.*



The Hammer Never Swings Itself



A trained professional under stress: 30% at seven feet. A master framer: a four-inch nail into redwood, one or two hits, never a miss, never a bend. Same hammer. The difference is reps. AI is the hammer. You are the swing.

The Framer's Path to Mastery



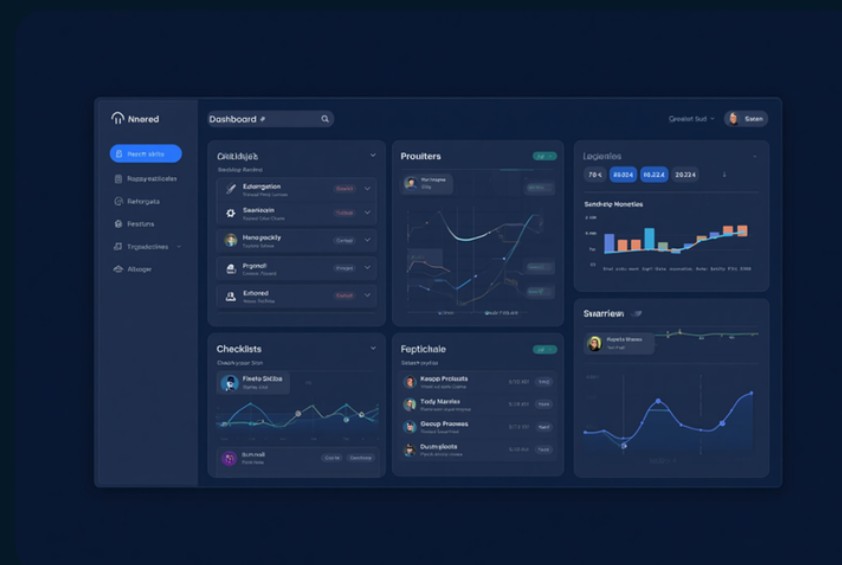
THE VENDING MACHINE

Basic prompts yield generic, cliché results.



THE CONTEXT FILE

It understands your unique voice and needs.



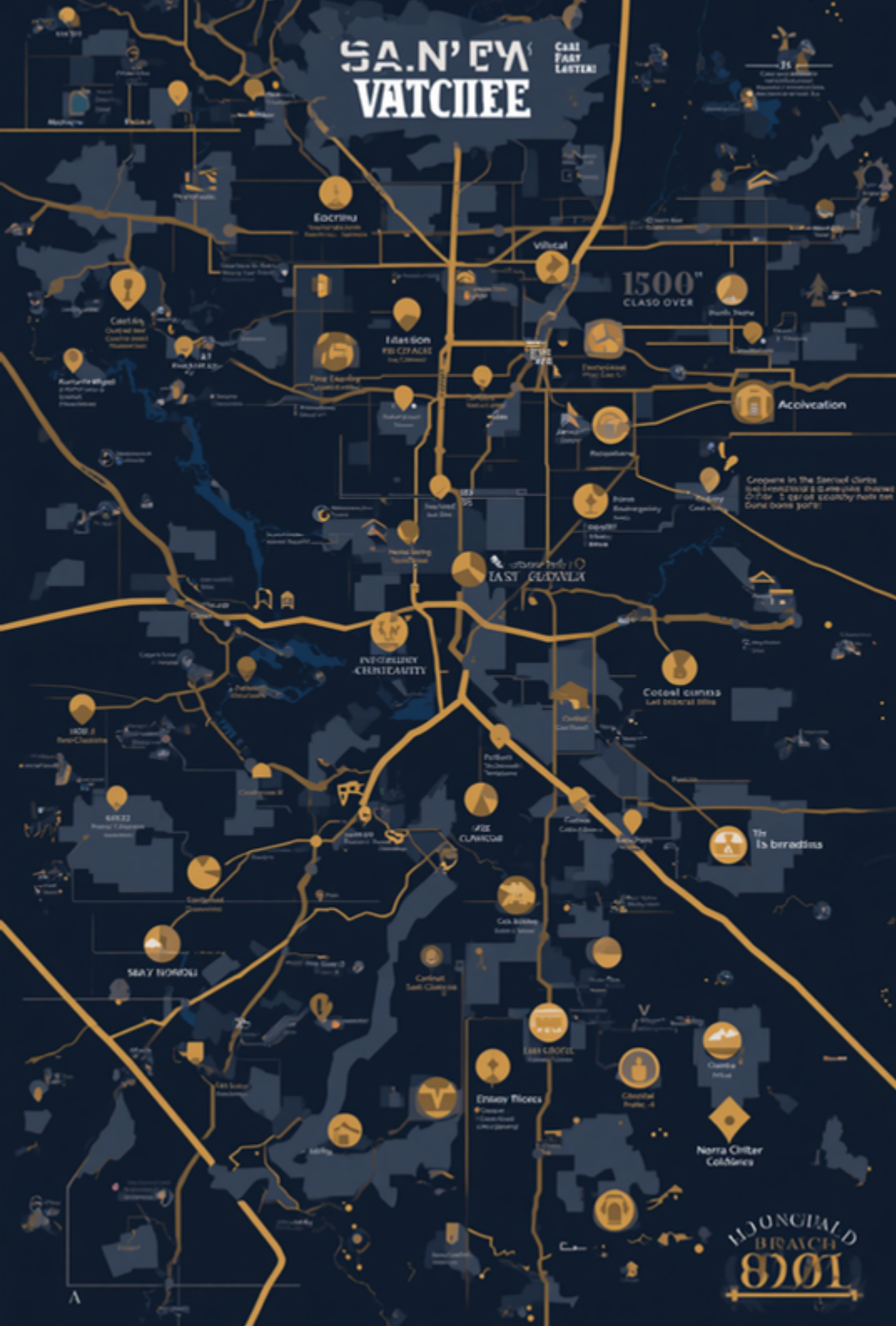
NAMED SKILLS

Procedures defined for consistent, repeatable success.



THE BOARDROOM

One orchestrator leads specialized agents beneath.



The Santa Clarita Playbook

THE JUNK DRAWER

Your dead database is your most valuable list.

CLUSTER

Segment by tract code and owner tenure.

COMPARE TO LIVE MARKET

Arrive as the data authority, not a salesperson.

AI Drafts. You Verify. You Sign.



Your First Week



01 MONDAY

Start with one paid account,
nothing else required.

02 TUESDAY

Spend ten minutes on voice
notes, transcribed for context.

03 WEDNESDAY

Document one skill, focusing
on open house follow-up.

04 THURSDAY & FRIDAY

Connect one tool, run it, and fix
any issues.

Same Seller. Same 11 PM.



"i am scared we are going to lose the house" No machine answers this one.
You do. The machine got you into the conversation. It cannot finish it.

Let's Build Your Systems Together

EVERY ASSET FROM TODAY, FREE, NO
EMAIL WALL

**[SantaClaritaArtificialIntelligence.com](https://SantaClaritaArtificialIntelligence.com/SRAR0820)
/SRAR0820**

LICENSE

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