

MERCANTILE

AI Playbook for

Real Estate.

You're spending thousands on leads your agents don't follow up on.
AI won't replace your team. It'll make them act like your best agent.

78%

Of buyers work with
the first agent to respond

15 hrs

Average agent response
time to a new lead

37%

Of brokerage tasks
AI can automate today

Start here.

Three things to try right now.

No MLS access required. Just open Claude and type.

1

Turn photos into a listing.

60 seconds

Upload 3-4 property photos to claude.ai. Type: "Write a listing description, MLS copy, and 3 social captions.

Tone: luxury but approachable. Highlight natural light, space, and lifestyle. Keep MLS copy under 250 words."

2

Grade your lead follow-up.

90 seconds

Type: "I receive 80 leads/month. Average response time is 15 hours, follow-up rate is 40%. Calculate lost deals at a 3% conversion rate and \$12K avg commission. Show me annual revenue I am leaving on the table."

3

Build a 90-day agent plan.

2 minutes

Type: "Create a 90-day onboarding plan for a new agent. Include week-by-week milestones, scripts for first 5 buyer calls, and a checklist for their first listing appointment. Assume no prior real estate experience."

Now imagine this running across your entire office.
That's where Mercantile comes in.

A typical Monday.

Before and after.

BEFORE AI

7:30 AM

Weekend leads sit unanswered. Agents check in Monday, but three buyers already signed with someone who responded Saturday afternoon.

9:00 AM

Monday meeting. Broker asks about pipeline. Agents give vague answers. No visibility into who is working what or how close deals are.

11:00 AM

Listing photos arrive. Agent needs MLS copy, social captions, and an email blast. Spends two hours writing. Half never gets used.

1:00 PM

Last month's leads sitting cold. No follow-up. Ops person is overwhelmed. Nurture sequences do not exist.

4:00 PM

Broker builds production report manually. Spreadsheets, texts, and guesswork. Two hours. Numbers are already outdated by the time it's done.

6:00 PM

New agent calls about their first listing appt. Broker spends 45 minutes on the phone. Same conversation. Third new hire this year.

AFTER AI

7:30 AM

AI sent instant responses to every weekend lead. Buyers got a text and a booking link. Two already scheduled before 8 AM.

9:00 AM

Meeting opens with an AI-generated report. Every agent, every lead, every status. Broker asks sharp questions. Done in 20 minutes.

11:00 AM

Agent uploads photos to Claude. MLS copy, three captions, and email copy in 90 seconds. Listing goes live before lunch.

1:00 PM

Automated sequences kept every lead warm for 90 days. Three buyers replied this week. No manual follow-up required.

4:00 PM

Report auto-generated from CRM this morning. Broker reviews in 10 minutes, flags two agents for coaching, sends feedback same day.

6:00 PM

New agent has a 90-day plan, a call script, and a listing checklist. Questions answered before they need to ask.

Your brokerage loses 30+ hours a week doing work AI can do in minutes.

1

Lead Response & Follow-Up

AI sends instant personalized responses to every inbound lead, day or night. Automated sequences nurture buyers and sellers for 90 days without any agent involvement.

10 hrs/wk >> 2 hrs/wk

\$28K/yr saved

2

Listing Content & Marketing

MLS descriptions, social captions, email campaigns, and property landing page copy written in minutes. Agents spend time selling, not writing.

8 hrs/wk >> 1 hr/wk

\$19K/yr saved

3

Agent Training & Onboarding

AI-built onboarding plans, call scripts, and objection handling guides replace ad-hoc coaching. New agents ramp faster. Broker time stays focused on growth.

6 hrs/wk >> 1 hr/wk

\$16K/yr saved

4

CRM Management & Reporting

Auto-generated production reports, pipeline summaries, and lead status updates eliminate manual data entry. Broker visibility without the administrative work.

4 hrs/wk >> 30 min/wk

\$11K/yr saved

5

Transaction Coordination & Admin

Document checklists, deadline tracking, and client update messages drafted automatically. Ops person focuses on closings, not chasing signatures.

5 hrs/wk >> 1 hr/wk

\$13K/yr saved

Your AI tools.

Built and managed for you.

Mercantile evaluates your brokerage, recommends the right stack, and handles setup and management. Your agents just sell.

Claude AI

The engine behind everything. Listing copy, agent training materials, lead responses, buyer nurture scripts, and production reporting.

Chiirp

AI-powered text-back for new leads, showing confirmations, and long-term buyer nurture campaigns. Leads get a response in seconds, not hours.

n8n

Workflow automation connecting your CRM, lead sources, email, and text messaging. Runs in the background so nothing falls through the cracks.

Fireflies.ai

AI notetaker for team meetings, agent coaching calls, and strategy sessions. Transcribes, summarizes, and tracks action items automatically.

ChatGPT

A second AI option for specific workflows where it performs better. Mercantile helps you know which tool to use for which task.

How Mercantile works.

Operations expertise meets AI.

Mercantile was built for brokerages that want their agents selling, not drowning in content, paperwork, and tasks that should run themselves. Whether you have 10 agents or 50, scattered systems and an overwhelmed ops person are a growth ceiling. We bring 10+ years of operations experience and AI that actually works so your team performs like a brokerage twice your size.

1

Discovery & Strategy

Mercantile looks at how your brokerage runs today. Where leads die, where agents get stuck, and where AI fits without disrupting how your team works.

2

Build & Implement

Mercantile handles setup, configuration, and rollout. Your agents don't learn new software. They just start getting more done with less effort.

3

Stay Current & Scale

AI moves fast. Mercantile keeps your operation on the latest tools and workflows so you're always ahead, not catching up.

MERCANTILE

Ready to see what your brokerage is leaving on the table?

This is a lot to take on alone. That's where Mercantile comes in.
Book a call and I'll look at how your brokerage actually runs,
show you where AI fits, and what it's worth to fix.

<https://workwithmerc.as.me>

tap to book your call

[**justin@workwithmerc.com**](mailto:justin@workwithmerc.com)

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