

ProspectShield AI - AI Prospecting Course for Realtors

Wealth Horizons Academy | \$497

TRANSFORM YOUR PROSPECTING WITH AI-POWERED SYSTEMS

Cold calling and door knocking still work. But AI-enhanced prospecting works better, faster and with higher conversion rates. ProspectShield AI teaches you the complete AI-powered prospecting system.

MODULE 1: AI-POWERED TARGET IDENTIFICATION

Finding Your Best Prospects with Data

Traditional prospecting: Call everyone in the neighborhood
AI-powered prospecting: Call the 20% most likely to list in the next 90 days

Predictive Seller Identification: Data sources that predict listing likelihood: - Time in home (7+ years significantly increases likelihood) - Life events (divorce filings, estate filings, job changes) - Financial stress signals - Neighborhood turnover patterns - Equity position (high equity = more likely to sell)

Tools for Seller Prediction: - PropStream: Data aggregation and skip tracing - Revaluate: AI likelihood scores for your database - Offrs: Predictive analytics for geographic areas - BatchLeads: High-equity and distressed property identification

MODULE 2: EXPIRED LISTING MASTERY

Why Expireds Are Your Best Prospect

- They already WANT to sell (motivation confirmed)

- They already know the process (no education needed)
- They are disappointed (you can be the solution)
- They are available NOW (urgency is built in)

The Expired Listing System

Day 1 (morning, immediately after list expires): Call: "Hi [Name], this is [Your Name] with [Brokerage]. I noticed your home just came off the market and I wanted to reach out. I have some thoughts on why it may not have sold and what I would do differently. Would you have 15 minutes to speak?"

Day 1 (afternoon if no answer): Text: "Hi [Name], I left you a voicemail about your home on [address]. I have a different marketing approach that I believe would get it sold. Can we talk today?"

Day 2: Handwritten note delivered: "I know your home just expired. I work specifically with sellers in your neighborhood and I have a proven system that gets homes sold. I'd love the opportunity to show you what I'd do differently.
— [Name, Phone]"

Day 3-7: Follow up every other day. Most listing appointments are booked on the 4th-6th contact.

MODULE 3: FSBO CONVERSION SYSTEM

The FSBO Psychology

FSBOs try to sell on their own because: - They want to save the commission - They think it is easy - They have had a bad experience with an agent

Address all three in every FSBO conversation.

The FSBO Conversion Conversation:

"Hi [Name], I am [Your Name] with [Brokerage]. I saw your for-sale sign and I want to be upfront — I am a Realtor, not a buyer. But I wanted to reach out for a different reason: I work with buyers who are looking in this area, and I need to know the details of your home. Would it be okay if I stopped by to preview it?"

[Get in the door first. Build rapport. Present your value later.]

FSBO Statistics to Share

- Only 8% of FSBOs successfully sell without an agent
- FSBO homes sell for an average of 6% less than agent-listed homes
- The average FSBO seller nets LESS after paying the buyer's agent than they would have with full representation

MODULE 4: AI TOOLS FOR PROSPECTING

AI-Powered Phone Scripts

Use AI to prepare for every objection before you call. Input the prospect's situation and ask AI to generate likely objections and responses.

AI for Follow-Up Personalization

Instead of generic follow-up, AI can help you: - Reference specific details from your last conversation - Connect the home's history to current market conditions - Personalize messaging based on their stated motivations

Voice AI for Call Analysis

Tools like Gong.io or Otter.ai can transcribe and analyze your calls to identify: - How often you are asking questions vs. talking - Your most effective opening lines - Where conversations typically break down

MODULE 5: THE PROSPECTING SYSTEM

Daily Non-Negotiables (40-minute minimum): - 10 new contacts attempted - 5 follow-up calls on leads - 2 personal notes written or texts sent

Weekly Minimum: - 50 total contacts attempted - 2 listing appointments set

30-Day Goal: - 200+ contacts - 8 listing appointments - 1-2 listings signed

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