



AI stands for **Artificial** for a reason in home building



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**Everyone talks about it.
No one actually does it.**

Raise your hand: where are you with AI?

0

Never used it

Haven't opened it, or
tried once and
bounced.

101

**Use it all the
time**

Chat, summaries, first
drafts. Daily habit.

201

Advanced user

Projects, connected
data, skills, browser.

301

God-mode

Agents that run your
system for you.

10x

**"It doesn't
actually work"**

...just quietly lets AI do
their job.

The "A" is really Agency

High agency is what makes this work.

Just do stuff — and do it quick.

The three excuses that stop everyone else:

1

**Your data is always
garbage**

It will never be clean. Start anyway.

2

**You never have enough
time**

You won't find time. You take it — 30 minutes, today.

3

**There's always some
infinite new thing**

New model, new tool, new hype. Ignore it. Ship.

A system of success

Marketers in home building wear a thousand hats.
Stop doing the work alone. Build a system that does it with you.

Build agents that review your work every week

COACH

The experience coach

Coaches you on agency. Did you ship? What did you avoid? What do you do next week?

CRITIC

The a-hole friend

Brutally honest. Tears apart the campaign, the copy, the plan — before your customer does.

PEERS

Your peers

No one knows what they're doing. Please, please make group chats and share wins.

Each one is a Claude project with instructions + your work attached. Run them every Friday.

101 · Connect the data. Hand over the browser.

Highly suggested: data integrations

- **Your CRM**
 - › Leads, pipeline, lot status — let Claude read what your team already tracks.
- **Your workspace and documents**
 - › Google Drive / Microsoft 365: brand guides, price sheets, community pages, past campaigns.
- **Your calendar and email**
 - › So it knows what's actually happening this week.

Must do: Claude in your browser

- **Install Claude in Chrome (or your browser)**
 - › Allow it to use your browser.
 - › It can now open your CRM, your ad accounts, your website, your listing sites — and do the clicking.
- **First job to give it**
 - › "Go check every community page on our site and list what's out of date."

201 · A system for you or your team

Pick a harness — the place your system lives

Claude Code

Terminal. Builds and runs the system.

Cowork

Desktop. Works your files and apps.

Claude Chat + Claude Design

Chat, projects, and visuals.

Then build the three things that make it yours

1 Skills

Repeatable playbooks written once: the weekly email, the community launch checklist, the ad-copy review.

2 Design

Your brand system as a file. Every flyer, page, and post starts on-brand.

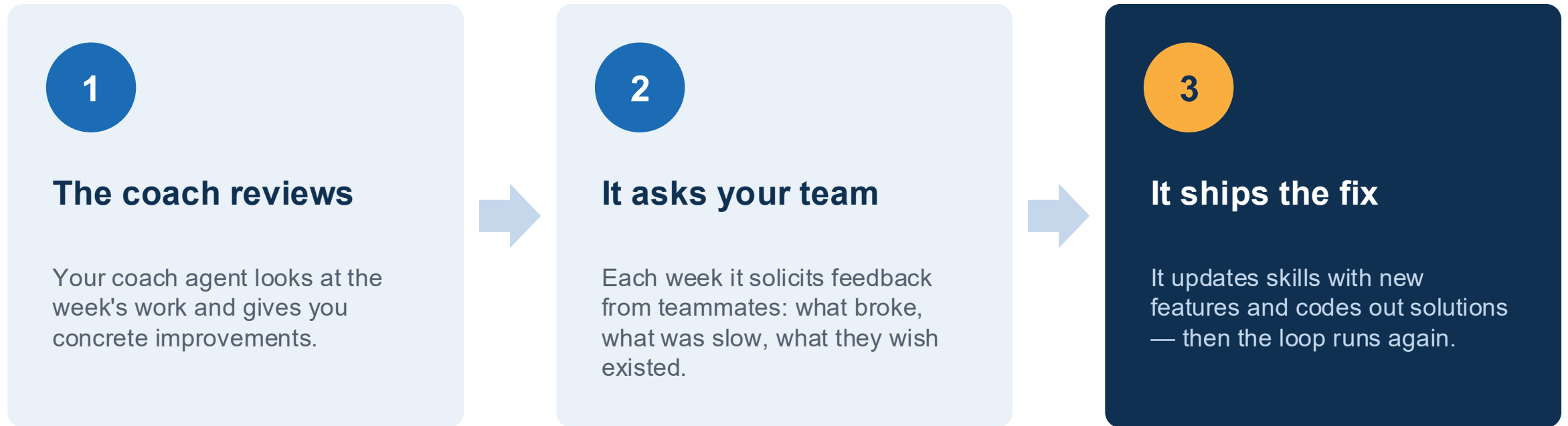
3 Agents

Your coach, your critic, your peers — scheduled, connected to your data, reporting back.

Skills, instructions, and .md files move between all three harnesses — write once, use everywhere.

301 · Can a machine improve your system?

Yes. Here is the weekly loop.



You stop being the person who maintains the system. You become the person who decides what it should do next.

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Self-tour and access technology for new-construction homebuilders. Spent the last year building homescribe.ai — and now giving back to the industry by helping people get productive with AI.

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QUESTIONS?

