



MODERN PROSPECTING FOR  
**REAL ESTATE  
AGENTS**



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# TABLE OF CONTENTS

Introduction: Why Trust is Your New Currency	3
What's Broken in Real Estate Prospecting (And How to Fix It)	4
AI Assistants: Don't Clone Yourself—Scale Yourself	6
Video: The Most Underrated Trust Tool in Real Estate	7
Follow-Up on Autopilot: Smart Automation that Converts	9
The Authenticity Advantage: What Can't Be Automated	11
Build Your System: The Modern Agent Framework	12
Closing Thoughts: Real Estate is Still About People	14

# INTRODUCTION: WHY TRUST IS YOUR NEW CURRENCY

The real estate industry has undergone a **seismic shift**. Today's buyers and sellers aren't passively waiting for agents to deliver listings—they're already *searching, browsing, and researching* on their own using tools like **Zillow, Redfin, and AI-powered platforms**. With a few clicks, they can access more information than ever before.

But **information isn't the same as wisdom**. And it certainly isn't the same as **trust**.

In this new *digital-first marketplace*, **trust** has become the *ultimate differentiator*. The agent who *earns the most trust* is the one who wins the listing, builds the relationship, and closes the deal. And that trust isn't built through *cold calls* or *bus bench ads* anymore. It's built by showing up—**consistently, authentically, and with real value**.



This eBook is your guide to doing exactly that. You'll learn how to use modern tools—like **AI, video, and automation**—*not* to replace your personal touch, but to **amplify** it. These technologies can't replace your **humanity**. But they can help you *scale it*, so you can build trust at every step of the journey, with every potential client.

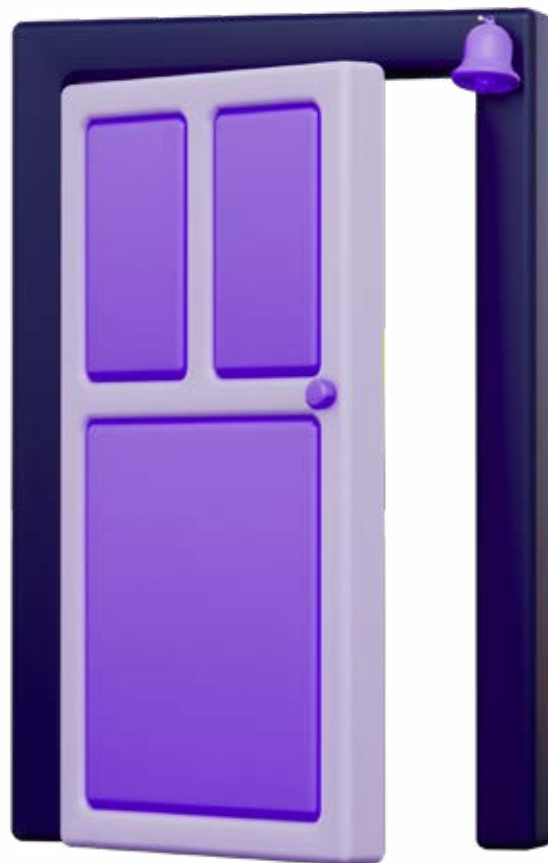
# WHAT'S BROKEN IN REAL ESTATE PROSPECTING (AND HOW TO FIX IT)

Most real estate prospecting strategies today are **outdated** and **ineffective**. Buyers and sellers are *bombarded* with messages from every direction—*emails, text campaigns, Instagram DMs, flyers, postcards, and generic drip sequences.*

The result? **Consumers tune everything out.**

The traditional tools of real estate marketing—photo-heavy mailers, templated newsletters, and slogan-filled ads—may have worked in the past, but now they're missing the mark. Why? Because they lack *personalization, warmth, and clarity*. In a world where attention is the most valuable currency, **blending in means being ignored.**

Modern prospecting isn't about adding more noise. It's about creating *connection*. It's about **building relationships**, not just generating awareness.

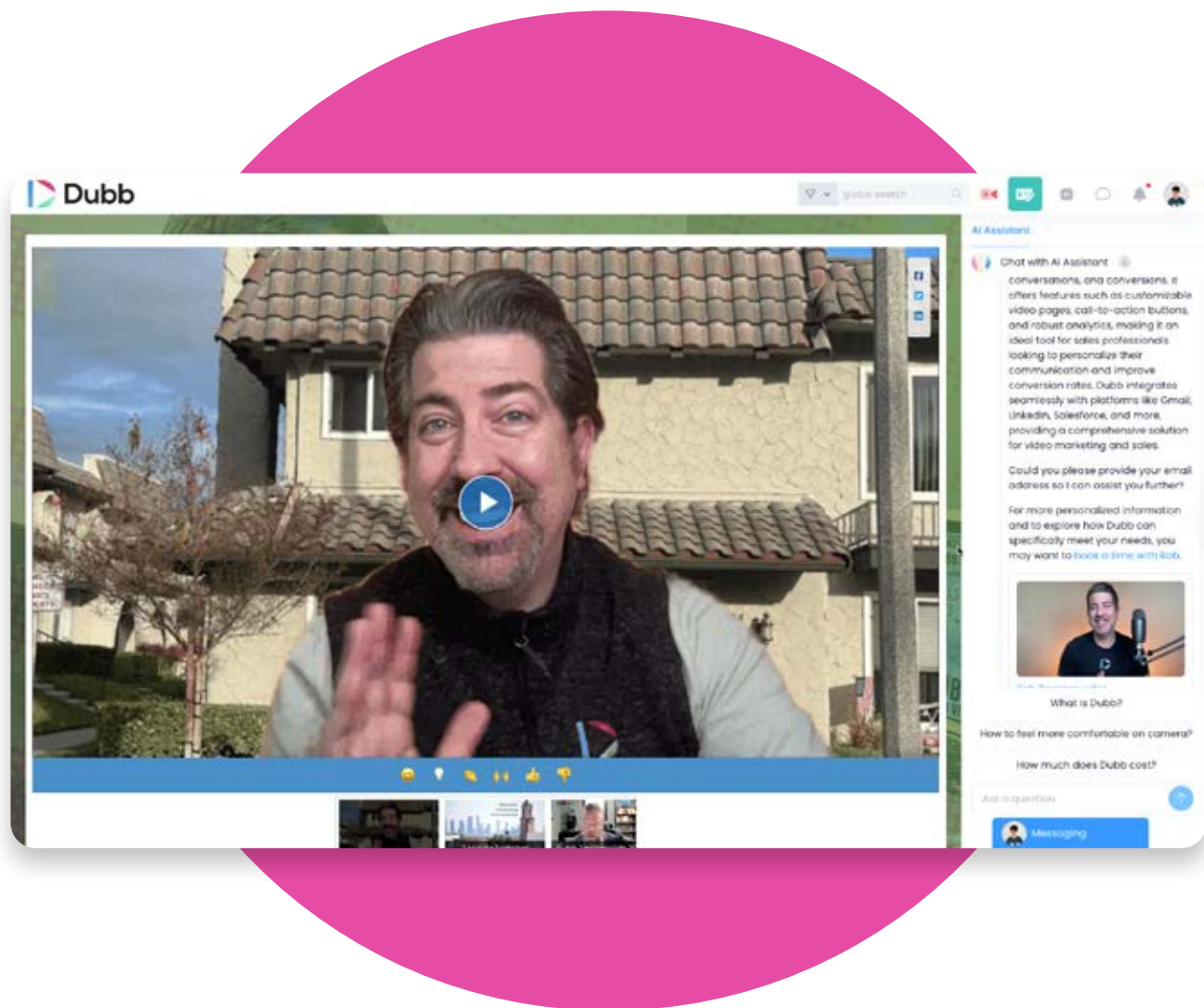


The solution is simple, but powerful:

Send **personalized video messages** that are *emotionally resonant, value-packed, and action-oriented*. Pair those videos with a **custom landing page** that includes a *clear call to action*. Add a **QR code** to your print materials to seamlessly bridge the gap between *offline* and *online*.

When a prospect can **see your face, hear your voice, and get answers to their unique questions**, something shifts. They feel *seen*. They feel *heard*. They feel **understood**.

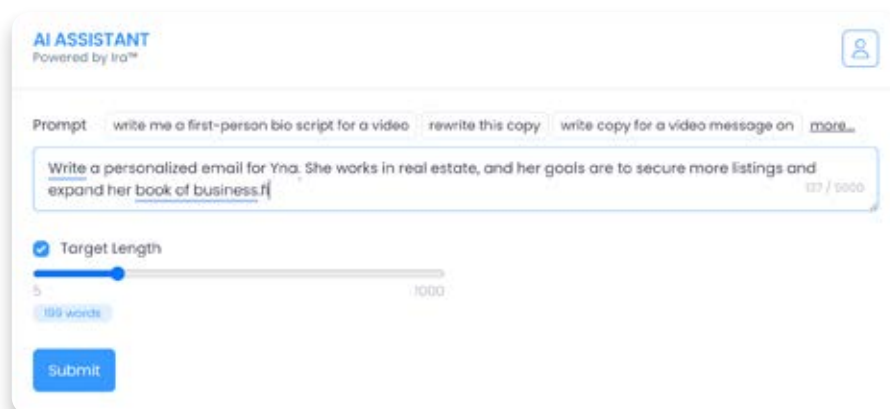
That's when trust begins to form. And in real estate, **trust is everything**.



# AI ASSISTANTS: DON'T CLONE YOUR- SELF—SCALE YOURSELF

If you've ever felt like you need to be in multiple places at once, you're not alone. Every real estate professional faces the same challenge: time. Too many leads, too many listings, and too many conversations.

Enter the AI assistant.

A screenshot of the 'AI ASSISTANT' interface, powered by 'tra'. The interface has a clean, modern design with a light blue and white color scheme. At the top, it says 'AI ASSISTANT Powered by tra™'. Below this is a 'Prompt' section with three buttons: 'write me a first-person bio script for a video', 'rewrite this copy', and 'write copy for a video message on', followed by a 'more...' link. A text input field contains the prompt: 'Write a personalized email for Yna. She works in real estate, and her goals are to secure more listings and expand her book of business.f'. To the right of the input field is a character count '127 / 5000'. Below the input field is a 'Target Length' section with a blue checkmark, a slider bar, and the numbers '5' and '1000'. A '155 words' label is positioned below the slider. At the bottom is a blue 'Submit' button.

Modern AI can handle many of the tasks that consume your day, like:

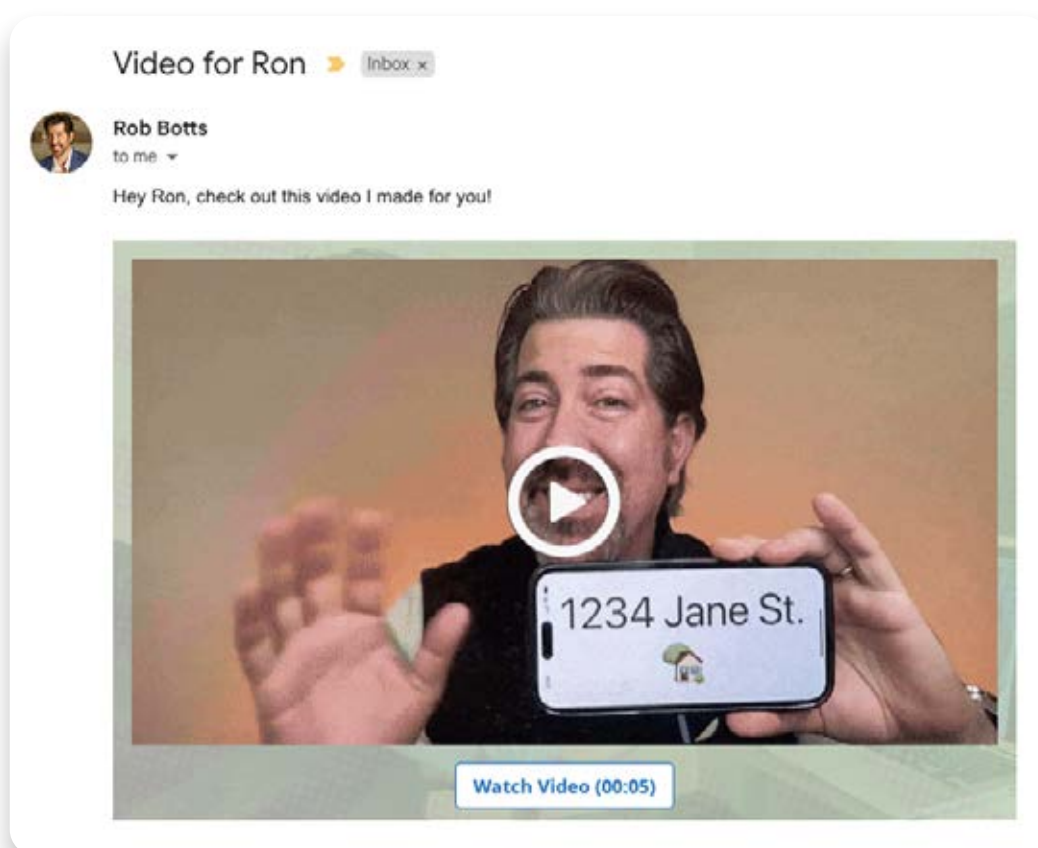
- Answering property-specific questions
- Guiding leads through your process
- Qualifying buyers
- Booking appointments

It works instantly, never sleeps, and never forgets. By training it with your listings, expertise, and brand voice, you create a tireless teammate that provides accurate answers—even when you're busy.

This isn't about replacing you—it's about reinforcing you, making you more available, responsive, and present when it matters most.

# VIDEO: THE MOST UNDERRATED TRUST TOOL IN REAL ESTATE

There's a reason why **top-performing agents** consistently prioritize video: It builds **trust** faster than any other medium.





When a client sees you on camera, you're no longer just a headshot or a name in their inbox. You become a *real person*—someone they can *connect with, listen to, and trust* with one of the **biggest financial decisions of their life**.

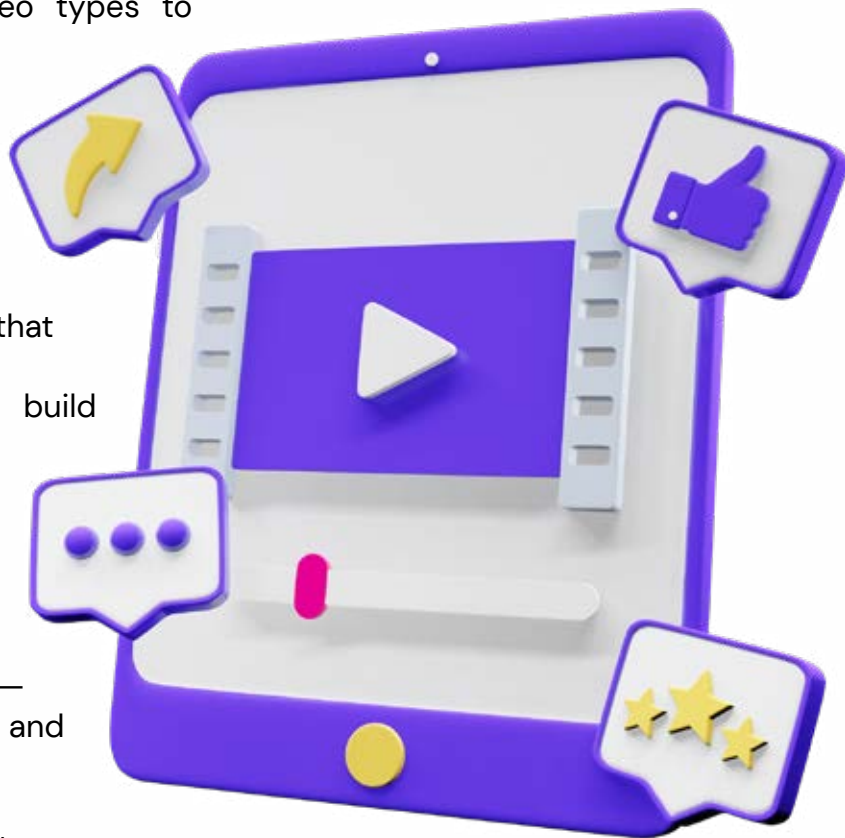
Unlike static images or blocks of text, **video is dynamic and emotionally engaging**. It gives you the power to:

- Showcase your personality
- Explain complex topics simply
- Demonstrate expertise and empathy
- Tell stories that resonate

It's not just about being seen—it's about being *remembered*.

Here are a few high-impact video types to consider recording:

- **Personalized prospecting videos** for new leads
- **Property walk-throughs** that highlight key selling points
- **Neighborhood overviews** that provide local insights
- **Client testimonials** that build social proof and credibility
- **Educational videos** on topics like financing, escrow, staging, or closing timelines



Most of your competitors are still clinging to outdated methods—templated emails, static flyers, and impersonal drip campaigns.

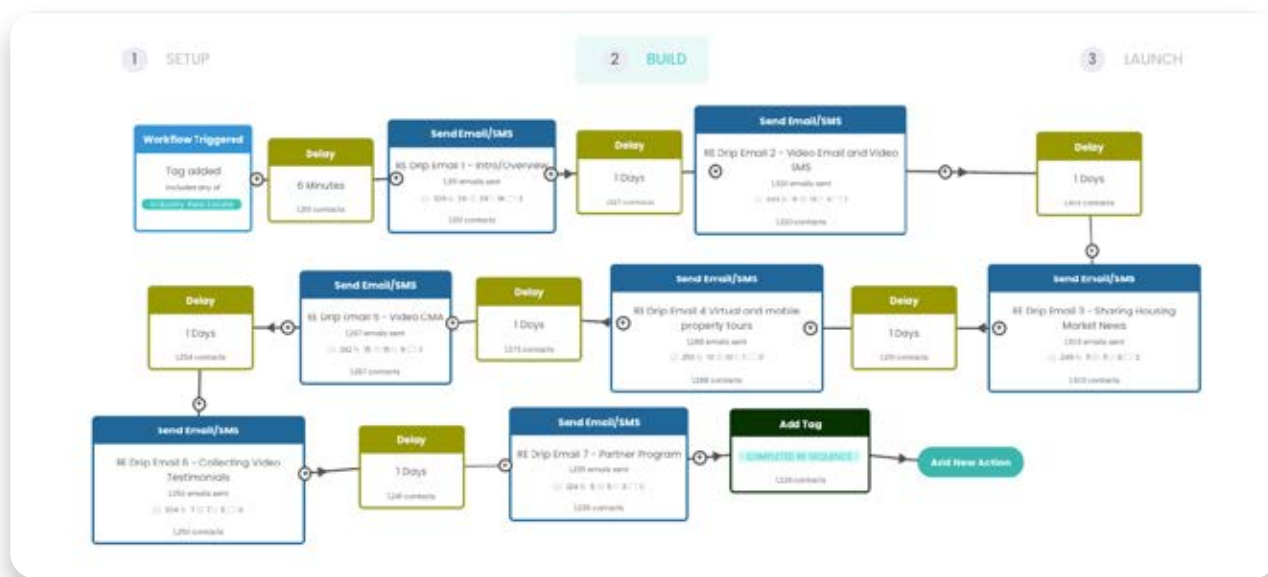
By embracing video *early and often*, you instantly stand out as **modern, approachable, and professional**.

You don't just sell homes—you **build relationships**.



# FOLLOW-UP ON AUTOPILOT: SMART AUTOMATION THAT CONVERTS

Agents don't lose leads because they don't *care*.  
They lose them because they're **busy**.



Between showings, paperwork, and prospecting, it's easy for follow-ups to fall through the cracks. But in today's fast-paced market, *speed and consistency* are everything.

The key to sustainable success isn't working harder—it's working **smarter**. And that's where **automation** comes in.

With a few simple, well-placed systems, you can stay in touch with every lead—at every *stage*—without burning out or sounding robotic.

## What Smart Automation Can Do

- Send welcome sequences to new inquiries
- Follow up after showings, open houses, or listing appointments
- Share helpful resources based on where a client is in their journey
- Celebrate birthdays, move-in anniversaries, and key milestones
- Keep past clients engaged with monthly check-ins or market updates

## How to Make It Work

- Tag contacts by stage or interest (e.g. FSBO, first-time buyer, investor)
- Write in your natural voice—skip the robotic scripts and speak like you
- Focus on quality over frequency—relevance beats repetition
- Add video for a human touch that builds trust at scale

Think of automation as a *thoughtful nudge*, not a firehose of templates. Used the right way, it doesn't feel like marketing—it feels like **care**.

And that's what makes clients stick around.



# THE AUTHENTICITY ADVANTAGE: WHAT CAN'T BE AUTOMATED

As powerful as **automation** and **AI** have become, they can never replace what makes you *truly* valuable: your **humanity**.

In a world of endless noise and automation, **authenticity** is **your superpower**.

Today's clients are increasingly skeptical of *polished scripts*, *AI-generated emails*, and *mass-produced content*. What they *crave* is something real—*honesty*, *vulnerability*, and *genuine connection*.

Your role is no longer just to inform—it's to *relate*, *resonate*, and *reassure*. It's to show up in a way that feels *human*.

People don't build relationships with **brands**.

They build relationships with **people**.

And the more *genuine*, *relatable*, and *human* you are, the more **referable** you become.

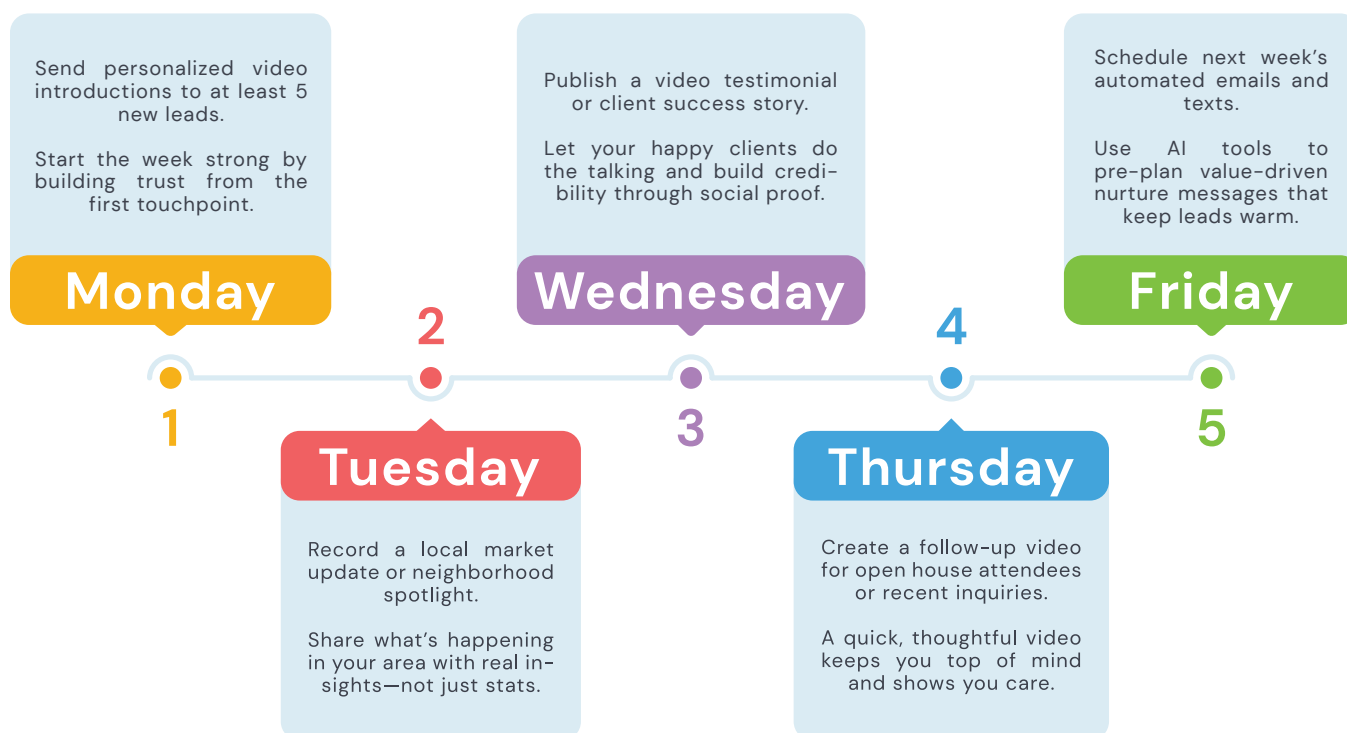


Dubb Co-founder Darius Santos (left) and  
Dubb Founder & CEO Ruben Dua (right)

# BUILD YOUR SYSTEM: THE MODERN AGENT FRAMEWORK

## WEEKLY PROSPECTING

### FRAMEWORK



Here's a simple, **repeatable weekly framework** that helps you combine **AI**, **video**, and **automation** into a powerful, **scalable prospecting engine**.

The key is *consistency*. With just a few intentional actions each day, you'll create a steady stream of engagement, trust, and opportunities.

Over time, this system will help you build a library of reusable, high-value content, including:

- Evergreen property tours
- Buyer and seller video guides
- Answers to frequently asked questions
- Explainer videos that demystify your process
- Short stories that showcase your impact and client care

This approach doesn't just streamline your workflow—it **elevates your brand**.

You're no longer just "in sales." You become a **trusted advisor**, a **community resource**, and a **go-to expert** in your market.

# CLOSING THOUGHTS: REAL ESTATE IS STILL ABOUT PEOPLE

Technology has changed *how* we communicate—but not *why* we connect.

Real estate is still a **human-to-human business**.

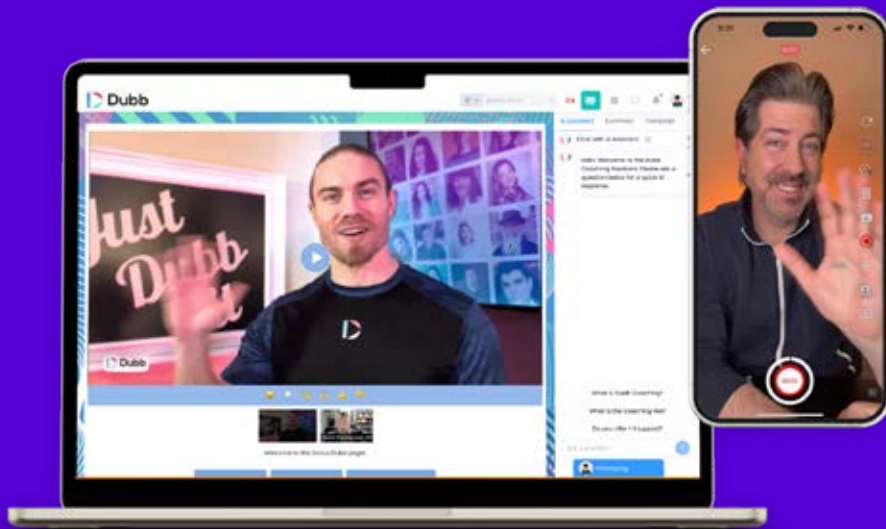
Buyers and sellers aren't just seeking information—they want someone they can **trust**. Someone who *listens, communicates clearly, and makes them feel confident, informed, and cared for* throughout one of life's biggest decisions.

The tools in this book—**video, automation, and AI**—don't replace your *humanity*; they **amplify** it. They help you be more *responsive, visible, and consistent*—without burning out. These tools scale your *authenticity*, ensuring you deliver your best even when you're not present.

Thousands of real estate professionals are already using platforms like **Dubb** to:

- Build trust with personalized video
- Nurture leads with smart automation
- Streamline follow-ups with AI insights
- Show up consistently without overworking

They're not just closing more deals—they're doing so with *less stress and more impact*. Not by doing *more*, but by **working smarter**.



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At Dubb, we practice what we preach—delivering value, building human connection, and offering real support.

Here's what we're offering:

1. A **free 7-day trial** of Dubb.com—no credit card required.
2. A **free expert strategy session** with a member of our team to help you craft a personalized video strategy. This is a **\$200 value**, with no commitment.

Just scan the QR code or click the link to sign up. Once you do, a team member will reach out to activate your trial and schedule your strategy session—so you can make the most of the platform.

