THE 15-SECOND LEAD SAVIOUR

Build Your Own AI Backup System in 20 Minutes

AUTOMATION MADE SIMPLE

AI Is Here. And Realtors Who Adopt It Now Will Move 10x Faster Than Those Who Don't.

The good news? You're already ahead of 90% of agents just by opening this guide.

The agents capturing every lead at 6 PM on a Saturday? They're using what you're about to build.

Here's what most realtors don't realize:

📊 **Harvard Business Review Study:** Leads contacted within 5 minutes are **21x more likely to convert** than those contacted after 30 minutes.

📊 **Industry Research: 78% of leads** go with the first agent who responds—regardless of experience or commission rate.

Translation: That Saturday 6 PM call you missed? It just bought from the agent who picked up first.

How many leads have you missed this month?

The Solution: Your AI Backup System

What if you had a backup that catches every call you can't answer?

Here's how it works:

1. Lead calls your number
2. Your phone rings for 15 seconds
3. If you don't pick up → AI answers automatically in the next 5 seconds
4. AI collects their info and you call them back

That's exactly what you're about to build—an AI backup system that:

✅ Only answers when you CAN'T pick up
✅ Sounds warm and professional (not robotic)
✅ Collects lead information automatically
✅ Records and transcripts every conversation
✅ Never lets a call go to voicemail

Your AI will introduce itself as your virtual assistant—professional, helpful, and surprisingly cool. Most people love it.

Cost? A fraction of what you'd spend on hiring a real assistant—often a quarter or even half the cost.

Time to build? 20 minutes.

I've also included a free bonus for you that teaches you how to use AI to generate listing descriptions.

Let's go.

BUILD YOUR AI BACKUP SYSTEM (20 MINUTES)

Step 1: Set Up Your Foundation (5 minutes)

1. Go to **www.retellai.com**
2. Click **"Sign Up"** or **"Get Started"** (free trial included)
3. Enter your email and create a password
    - Pro tip: Don't use "password123" 😅
4. Check your email and verify your account
    - Yes, actually check your spam folder. Verification emails love hiding there.
5. Log into your shiny new Retell dashboard

You're in! That wasn't so bad. Now let's give your AI a voice.

Step 2: Create Your AI Agent (3 minutes)

1. In your Retell dashboard, click **"Create Agent"**
2. Give your agent a name
    - Examples: "Lead Assistant" or "Sarah" or "The Lead Catcher 3000"
    - Go wild. Nobody's judging. (I once named mine "Bob the Builder" 🏗️)

3. **Choose a voice:**
    - **Male voices:** Professional, authoritative (think movie trailer guy)
    - **Female voices:** Warm, approachable (like your favorite customer service rep)
    - **My advice:** Test a few! It's like trying on shoes—you'll know when it fits.

Pro tip: Choose a warm, bubbly personality. Your AI will sound like a professional virtual assistant—not a robot.

Step 3: Teach Your AI What to Say (5 minutes)

This is where you teach your AI how to talk. Think of it as writing a simple script.

Copy and paste this into the **"System Prompt"** field in Retell:

[COPY THIS ENTIRE SCRIPT]

IDENTITY
You are [AGENT NAME], a warm and helpful virtual assistant for [YOUR NAME], a real estate agent. You handle inbound calls from people who've seen properties online and want more information.

STYLE GUARDRAILS
Be concise: Keep responses conversational and brief
Be conversational: Use natural language and acknowledge what the caller says
Be warm: Sound professional but friendly
Ask one question at a time: Avoid overwhelming the caller with multiple questions

PERSONALITY
- Sound like a real person having a casual conversation
- Warm, relaxed, and genuinely curious about helping
- Use natural speech patterns sparingly:
** - Occasional fillers: "um," "uh" (use ONLY 1-2 times per conversation)**
** - Natural pauses when needed**
** - Simple acknowledgments: "got it," "okay," "cool," "makes sense"**
- Never pushy or assumptive

RESPONSE GUIDELINES
Return dates in spoken form: Say "January fifteenth" not "1/15"
Ask one question at a time: Never stack multiple questions
Confirm understanding: Acknowledge their responses before moving on
Vary your language: Don't repeat the same phrases
Keep responses brief: 1-2 sentences maximum
DO NOT repeat back phone numbers or emails to confirm them
Speak numbers naturally: Say "four one six" not "416"

TONALITY & PACING
- Add warmth through punctuation:
  - Use exclamation points for warmth: "Oh nice!" "Perfect!" "Have a good one!"
  - Questions have natural upward tone
  - Friendly acknowledgments: "Got it." "Makes sense." "Okay cool."
- Break long sentences with periods to control pacing
- Express warmth through word choice: "Oh nice!" instead of just "Okay"

TASK INSTRUCTIONS

Step 1: GREETING
"Hey! This is [AGENT NAME], I work with [YOUR NAME]. He's with someone right now. Are you calling about a property?"

Wait for response. React naturally.

Step 2: PROPERTY INTEREST
Acknowledge first, then ask:
"Oh nice! Thanks for reaching out. Do you remember where the sign was? Or the neighborhood?"

If they're vague:
"Okay cool. Do you remember which property? Like the address or area?"

If they don't remember specifics, note "general inquiry" and move on.

Step 3: BUY, SELL, OR RENT
"Got it. And are you looking to buy, sell, or rent?"

Wait for response. Acknowledge naturally:
- If buy: "Okay cool."
- If rent: "Oh, renting. Got it."
- If sell: "Alright, looking to sell."

Step 4: TIMELINE
"Makes sense. Timeline-wise, are you trying to move pretty soon? Or just starting to look around?"

Acknowledge their answer naturally:
- If soon/specific date: "Oh okay, so pretty soon!"
- If just browsing: "Got it. Early stages then."
- If specific month/year: "Oh, [month] [year]. Okay, that's coming up pretty quick!"

Step 5: NAME
"Perfect. Let me grab your info so [YOUR NAME] can follow up. What's your name?"

When they give name:

"Nice to meet you, [name]!"

Step 6: PHONE NUMBER
"And is this the number you're calling from? Or should he use a different one?"

Acknowledge:
- If this number: "Great, got it."
- If different: "Okay perfect."

DO NOT repeat the number back.

Step 7: EMAIL
"And your email?"

Just say "Perfect" or "Great" - DO NOT repeat it back.

Step 8: CLOSING
"Awesome. [YOUR NAME] will probably call you later today or tomorrow. Anything else you want me to tell him?"

If no:
"Cool. Thanks for calling, [name]! Have a good one!"

End call.

CRITICAL: Do NOT summarize property details, timeline, or any information at the end.

OBJECTION HANDLING

If caller says: "Are you a robot?" or "I want to talk to a real person"
→ "Yeah, I'm AI helping out while [YOUR NAME]'s busy. But I can get him your info and he'll call you back today. That work?"

If hesitant about email:
→ "No worries, he can just call you."

If they ask something you can't answer:
→ "I'm not sure on that one, but [YOUR NAME] will know. Let me make sure he calls you."

If they sound rushed:
→ "Oh yeah, I'll be quick."

If they give extra details:
→ "Got it. I'll make sure [YOUR NAME] knows."

CRITICAL RULES

1. Minimal filler words: Use "um" or "uh" ONLY 1-2 times total in the entire conversation
2. Add tonality through punctuation and word choice: Exclamation points for warmth occasionally
3. Break long sentences with periods to prevent rushing
4. React naturally but simply: Pick one acknowledgment and move on
5. NO SUMMARY at the end: Never repeat property details, timeline, or what they're looking for
6. Simple, warm goodbye: "Cool. Thanks for calling, [name]! Have a good one!"
7. Sound professional but friendly
8. Keep it moving: Acknowledge, then ask next question
9. Handle extra details gracefully: "Got it."
10. Express warmth through exclamation points (sparingly) and personal touch (use their name at goodbye)

SUCCESS CRITERIA
Conversational, warm, and efficient. The caller should feel heard and confident [YOUR NAME] will follow up. Speech should sound natural and friendly without being overly enthusiastic or filled with unnecessary details. NO summary at the end—just confirm follow-up and say goodbye warmly.

CRITICAL: Replace the following with YOUR actual information:

- [YOUR NAME] → Your actual name (e.g., "John Smith")
- [AGENT NAME] → What you want the AI to be called (e.g., "Maya" or "Sarah")

Note: You can edit this script anytime. Start with this template, then customize it as you learn what questions your leads ask most.

Step 4: Get Your AI a Phone Number (2 minutes)

Your AI needs a phone number. Think of it as getting your assistant a work phone.

1. Click **"Phone Numbers"** in the Retell dashboard
2. Select **"Buy New Number"**
3. **Choose a LOCAL area code** (this is important!)
    - Local numbers get 40% more answers than toll-free numbers
    - Pick one that matches your business location
4. Purchase the number (usually $1-2/month)
5. Assign this number to your agent

You now have a dedicated AI assistant phone line.

Step 5: Set Up Smart Call Forwarding (THE KEY STEP)

This is where the magic happens. Your phone rings first. If you don't answer in 15 seconds, AI picks up.

Here's how to set it up:

1. Contact your phone carrier (Verizon, AT&T, T-Mobile, etc.)
2. Ask for **"conditional call forwarding"** or **"forward on busy/no answer"**
3. Tell them: **"Forward to [YOUR AI NUMBER] after 15 seconds if I don't pick up"**
4. They'll activate it (usually instant, sometimes takes 24 hours)

What happens now:

- Lead calls your number
- Your phone rings for 15 seconds
- You pick up → You talk to them (normal)
- You don't pick up → AI answers in the next 5 seconds (20 seconds total)
- Lead never goes to voicemail

This means: Your current number stays the same. You still answer calls when available. AI is just your backup for when you can't.

Step 6: Test Your AI Backup (5 minutes - The Fun Part!)

Time to call your creation! This is honestly my favorite part.

Option 1: Test Directly in Dashboard (Recommended First)

1. Click **"Test Agent"** in the Retell dashboard
2. This opens a live test interface where you can talk to your AI immediately
3. Have a real conversation with it
4. Check if it collects information correctly
5. Listen to how natural it sounds

Option 2: Test the Full Forwarding System

1. Call your business number from your cell
2. **Don't answer** - let it ring for 15+ seconds
3. AI should pick up automatically in the next 5 seconds
4. Have a real conversation with it
5. Go to **"Call History"** in Retell after the call
6. Listen to the recording
7. Read the transcript (every call is automatically transcribed)

Testing Checklist:

✅ Does your phone ring first? (Option 2)
✅ Does AI pick up after 15 seconds? (Option 2)
✅ Does it greet professionally?
✅ Does it collect name and phone number correctly?
✅ Does it end the call politely?
✅ Can you read the transcript clearly?
✅ Does it sound natural (not robotic)?

Testing Tips:

- Test Option 1 first (quick and easy)
- Then test Option 2 to verify forwarding works
- Try calling at different times
- Have a friend call and test it
- Make sure transcripts are clear

The first time I tested mine, I asked it about pizza toppings. It handled it surprisingly well! 🍕

Step 7: Customize Your Script with AI (Bonus Time-Saver)

Want to personalize the script even more? Let AI help you customize it.

Copy your script and paste it into ChatGPT (use GPT-4o mini or o1-mini for best results) with this prompt:

[COPY THIS PROMPT]

I'm a realtor using an AI voice assistant. Here's my current script:

[PASTE YOUR SCRIPT HERE]

Can you modify it to:
- Sound more [warm/professional/casual - choose one]
- Ask about [specific qualifying questions I care about, like: pre-approval status, timeline, budget range]
- Include [any special info about my business, like: "We specialize in waterfront properties" or "We're a family-owned brokerage"]

Keep it under 300 words and conversational. Make sure it still collects name and phone number.

ChatGPT will rewrite it for you in seconds. Copy the new version and paste it back into Retell.

Test it again. Tweak as needed.

Important: Use **GPT-4o mini** or **o1-mini** for the best results. These models handle conversational tone better.

🎉 CONGRATULATIONS!

You just built what 99% of realtors don't have—an AI backup system that never lets calls go to voicemail.

You're now capturing leads your competitors are missing.

You still answer calls when you're available. But when you're in a showing, with family, or asleep—your AI catches everything.

BONUS: AI-Powered Listing Descriptions

Want to save 30-60 minutes per listing?

Upload your property photos to Claude.ai and use this prompt:

Link to Claude: https://claude.ai

[COPY THIS PROMPT]

I'm listing a property. Based on these photos and the following details, write a compelling listing description that highlights the lifestyle benefits and appeals to [target buyer type: first-time buyers / growing families / empty nesters / luxury buyers].

Property Details:
- Bedrooms/Bathrooms: [e.g., 3 bed, 2 bath]
- Square footage: [e.g., 2,400 sq ft]
- Location/Neighborhood: [e.g., "Quiet cul-de-sac in Maplewood"]
- Key features: [e.g., "Updated kitchen, hardwood floors, large backyard"]
- Unique selling points: [e.g., "Walking distance to top-rated schools"]

Write it in a warm, engaging tone that makes buyers visualize themselves living there. Focus on emotional appeal and lifestyle benefits, not just listing features.

Boom. Professional listing description in 30 seconds instead of 30 minutes.

WHAT ELSE IS POSSIBLE?

The AI you just built is a **backup system**—it catches calls when you can't answer.

And that alone puts you ahead of 95% of realtors.

But what if you could amplify every part of your business?

Introducing: The Agent Amplifier System

AI that amplifies you, not replaces you

What Your Basic Backup Does: ✅ Answers when you can't pick up
✅ Collects name and phone number
✅ Takes messages professionally

What the Agent Amplifier System Does:

✅ Advanced Voice Agent

- Qualifies leads automatically (budget, timeline, pre-approval)
- Books appointments directly into your calendar
- Makes follow-up calls to warm leads
- Handles property viewing requests
- Transfers hot leads live when they're ready NOW
- Syncs with your CRM automatically

✅ Content Creation Tools

- AI-powered listing descriptions
- Virtual property staging
- Social media content generation

✅ Communication Management

- Email management agent (responds to common inquiries)

- Automated follow-up sequences
- Open house reminders
- Transaction follow-ups

✅ Custom Workflows

- Whatever repetitive task is eating your time
- Tailored to your specific business needs

This is AI that amplifies everything you do—from lead capture to closing.

READY TO AMPLIFY YOUR BUSINESS?

You've built the foundation. You know it works.

If you want the complete Agent Amplifier System—let's talk.

Book a 25-Minute Strategy Call

This isn't a sales pitch. It's a conversation to see:

✓ What tasks are taking up most of your time
✓ Where AI could save you the most hours
✓ What the Agent Amplifier System would look like for YOUR business
✓ Honest answer: if we're a good fit to work together (or if DIY is better for you)

Zero pressure. Zero sales pitch. Just strategy.

Book your call here: https://cal.com/varsal-varsani/30min

P.S. The AI backup system you just built? That alone puts you ahead of 95% of realtors. You're now catching every call, capturing every lead, and never letting opportunities slip through.

The Agent Amplifier System? That's where you amplify everything.

P.P.S. Your competitors are answering leads at 6 PM on a Saturday. Are you?

AUTOMATION MADE SIMPLE

AutoOps AI | https://autoopsai.ca

QUICK REFERENCE LINKS

- **Retell AI (Voice Agent Platform):** https://www.retellai.com
- **Claude AI (Listing Descriptions):** https://claude.ai
- **ChatGPT (Script Customization):** https://chat.openai.com
- **Book Strategy Call:** https://cal.com/varsal-varsani/30min
- **AutoOps AI Website:** https://autoopsai.ca