Bogen.AI

EDMUND'S MASTERMIND · AUGUST 26, 2026

MY CLIENT ASKED CHATGPT

COMPLETE IMPLEMENTATION WORKBOOK

Winning the Deal When AI Sits at the Kitchen Table — the Audit, the Play, and the Scripts

---

"Because Losing to a Chatbot is NOT an Option!"

YOUR MONEY-MAKING MISSION

THE NEW NORMAL	THE WAVE	THE HOLDOUTS	THE OBJECTIONS
82%	**527%**	**1.9%**	**5**
of consumers now consult AI for real-estate guidance before or during a deal	year-over-year growth in AI-referred traffic — and it converts at multiples of search	of agents still avoid AI entirely — your clients are not among them	AI-fueled objections cover nearly every kitchen-table ambush — and all five get scripts today

The 3 Systems Built Today

1 The AI Mirror Audit

Know what the chatbot told them before they say it: the ten questions your clients actually ask AI, run against your own market monthly — so no appointment ever ambushes you again.

2 The "Let's Ask It Together" Play

The kitchen-table choreography: never argue with the client's chatbot — pull your chair around, upgrade the prompt in front of them, and let the corrected answer make your case for you.

3 The Rebuttal Library + Advisor Position

Word-for-word scripts for the five AI-fueled objections — plus the proactive "here's what AI gets wrong about our market" content that wins the argument before it happens.

Arguing vs. Advising

THE MOMENT	ARGUING	ADVISING
"ChatGPT says $1.4M"	"That's wrong"	**"Let's ask it together"**
"AI says FSBO works"	Defensiveness	**The full-picture math**
"It said 1% commission"	Panic discount	**The value stack**
The client's feeling	Corrected, dumb	**Smart, and allied**
Who's the expert	The bot	**You**

The Rule: never make the client feel dumb for asking AI — they did research, and that's a buying signal. Correct the data, never the person. The enemy is the hallucination, not the chatbot.

What You'll Leave With Today

- ☐ **The 10-Question AI Mirror Audit** — run monthly on your market
- ☐ **All 18 advisor prompts** — audit, kitchen table, rebuttals
- ☐ **The 5-step kitchen-table choreography** — word for word
- ☐ **The Big-Five rebuttal scripts** — in your voice, ready Thursday
- ☐ **The "What AI Got Wrong" content series** — authority on autopilot
- ☐ **The 30-day plan** — audit week 1, live fire week 3

How to use this workbook: page 3 is the core idea and the map of the five moments AI now sits in. Pages 4–15 are the three systems (overview → prompts → reference). Page 16 is the rules of the game. Pages 17–21 are the build order, the plan, the math, the contract, and the manifesto.

Session: August 26, 2026 · 9:00 AM ET · Register: reignation.com/client-asked-chatgpt · bogen.ai/masterminds/client-asked-chatgpt

THERE'S A NEW VOICE AT THE KITCHEN TABLE

For twenty years, clients arrived with a Zestimate and a cousin who "knows real estate." Now they arrive with something more convincing: a confident, articulate, tireless AI that answered every question they asked at 11 PM — some answers brilliant, some subtly outdated, some flatly invented. Four out of five of your clients consult AI before or during a transaction. You can't stop it, and you shouldn't want to: a client who asks ChatGPT about selling is a client getting ready to sell. The agents who lose in this era are the ones who argue with the chatbot. The agents who win are the ones who **out-prompt it, in front of the client** — turning AI's confident half-answers into the best authority demonstration the industry has ever handed you.

The Five Moments AI Now Sits In

MOMENT	WHAT AI TYPICALLY SAYS	WHAT IT MISSES	YOUR MOVE
💰 **The price** "What's my home worth?"	A wide, confident range from generalized data — sometimes with invented "comps"	Your MLS, condition, the street-by-street story, what closed *this month*	Let's-Ask-It-Together + the upgraded valuation prompt (S2)
🏷️ **The FSBO temptation** "Do I even need an agent?"	"Many owners sell themselves and save the commission"	Net-proceeds reality, buyer-pool math, negotiation asymmetry, legal exposure	The FSBO rebuttal — full-picture math, no defensiveness (S3)
💸 **The commission** "What should I pay?"	"Everything is negotiable; some agents charge 1%"	What service tiers actually deliver; what your marketing measurably produces	The value stack + your campaign receipts (S3)
📉 **The timing doom** "Is now a terrible time?"	National headlines applied to your street — often a year stale	Hyper-local absorption, your price band's reality, rate-buydown options	The Local Truth Layer — real data, corrected analysis (S2)
🏠 **The offer strategy** "What should we offer?"	Generic lowball/escalation formulas from other markets' folklore	This listing's DOM, competing-buyer signals, seller psychology you actually know	The buyer version of the play — ask together, layer the truth (S2)

Why the Bot Sounds So Right

AI's confidence is uniform — it delivers its best answer and its worst answer in the same authoritative tone. Your clients can't tell which is which. That's not their failing; it's your opening. The agent who can show *where the seams are* — live, kindly, with real data — becomes the most credible voice in the room precisely because the bot can't do that.

The Ally Frame

Every script in this workbook runs on one frame: **you + client + AI on the same side of the table**, interrogating the data together. "Great question to ask it — now watch what happens when we give it the real numbers." The client keeps their pride, you keep the deal, and the bot becomes your demo assistant.

The one-sentence thesis: AI at the kitchen table is not a threat to manage — it's a stage. Every hallucinated price is an invitation to demonstrate, in sixty seconds, why a professional with real data beats a chatbot with vibes.

The whole session on one page. Everything that follows builds it into working tools.

1 The AI Mirror Audit

Know what the chatbot told them — before they say it

Why This Works

You can't answer an objection you've never heard. The Mirror Audit fixes that permanently: once a month, you ask the major AI tools the **exact questions your clients ask them** — about pricing in your zips, about FSBO, about commissions, about timing, about which agent to hire — and you write down what comes back. Twenty minutes later you hold something almost no agent in your market has: a current map of the misinformation (and the good information) your next ten appointments are walking in with.

The audit does three jobs at once. It **ends the ambush** — nothing a client quotes will surprise you, because you read it last Tuesday. It **arms your scripts** — System 3's rebuttals get rebuilt from what AI is actually saying this month, not what it said last year. And it **feeds your content** — every wrong answer you find is a "What AI Got Wrong" post that positions you as the advisor who checks.

The Ten Questions Your Clients Are Asking AI

#	THE QUESTION (AS CLIENTS PHRASE IT)	WHAT YOU'RE LISTENING FOR
1	"What's my home worth in [NEIGHBORHOOD]?"	The range it invents, and whether it fabricates comps
2	"Is now a good time to sell in [CITY]?"	Which headlines it's echoing — and how stale they are
3	"Can I sell my house without a realtor?"	The FSBO pitch it makes and the costs it omits
4	"What commission should I pay my agent?"	The numbers it quotes and the settlement-era framing
5	"Who are the best real-estate agents in [CITY]?"	Whether YOU come up — and who does instead
6	"How much should I offer on a house listed at $X?"	The generic formulas it hands buyers
7	"What should I fix before selling?"	The generic reno list vs. what your market actually pays for
8	"Are home prices going to drop in [AREA]?"	The national-to-local leap it makes without blinking
9	"How do I negotiate with a seller/buyer?"	The tactics your counterparty was told to use on you
10	"What are closing costs in [STATE]?"	The estimates it gives — often another state's numbers

The audit discipline: same ten questions, first Monday of every month, across ChatGPT and at least one other tool. AI's answers drift constantly — last month's audit is a museum piece. The prompt does the heavy lifting; you supply twenty minutes and your MLS reality.

Next: the six audit prompts — simulation, sweep, name check, hallucination hunt, client brief, forecast

SYSTEM 1 — MIRROR AUDIT PROMPTS I

Run these in a fresh chat with no memory of who you are — you want what your CLIENT sees, not what AI says to an agent.

PROMPT 1 — THE CLIENT SIMULATION

I want you to answer exactly as you would for a regular consumer — not a real-estate professional. I'm a homeowner in [NEIGHBORHOOD, CITY] with a [BEDS]-bed [TYPE] I bought in [YEAR]. I'm thinking about selling. What's my home probably worth, is now a good time, and do I really need an agent? Answer the way you'd answer any homeowner asking.

Expected output: the exact pitch your next seller heard before they called you — range, timing take, FSBO framing and all.

Pro move: run it in a logged-out or fresh session. Your own AI accounts know you're an agent and will answer differently.

PROMPT 2 — THE TEN-QUESTION SWEEP

Answer each of these as you would for a consumer in [CITY, STATE], one at a time, concisely: 1) What's a home worth in [NEIGHBORHOOD]? 2) Is now a good time to sell in [CITY]? 3) Can I sell without a realtor? 4) What commission should I pay? 5) Who are the best agents in [CITY]? 6) How much should I offer below asking? 7) What should I fix before selling? 8) Will prices drop in [AREA]? 9) How do I negotiate? 10) What are closing costs in [STATE]? Number your answers — I'm going to fact-check every one.

Expected output: your complete monthly audit sheet in one run — the raw material for the Hallucination Hunter.

Pro move: paste the ten answers into a doc dated by month. Watching the answers drift month to month is its own market education.

PROMPT 3 — THE NAME CHECK

A homeowner in [CITY / NEIGHBORHOOD] asks: "Who should I hire to sell my house? Who are the top real-estate agents here, and how should I choose?" Answer as you would for them. Then, separately: what do you know about [YOUR NAME], the agent at [BROKERAGE]? What would make an AI assistant more likely to mention an agent by name in answers like this?

Expected output: whether you exist in the answer your prospects see — plus AI's own checklist for getting named.

Pro move: whoever IS named is your competitive intel: their reviews, citations, and content are what the models learned from.

Prompts 4–6 — the hallucination hunt, the client brief, the forecast — next page

SYSTEM 1 — MIRROR AUDIT PROMPTS II

Prompt 4 is where the audit earns its keep — the gap between AI's answers and your MLS is your entire authority play.

PROMPT 4 — THE HALLUCINATION HUNTER

Here are AI's answers to my market audit [PASTE THE TEN ANSWERS]. And here is the real data from my MLS for the same period: [PASTE — closed sales, medians, DOM, absorption, actual commission/concession norms, actual closing-cost figures]. Compare them line by line. Build me a table: AI's claim | the reality | how far off | how a consumer would be misled. Rank the gaps from most expensive misunderstanding to least. These gaps are what my next ten clients believe walking in.

Expected output: your gap table — every row is both a rebuttal you'll need and a content post waiting to happen.

Pro move: the "most expensive misunderstanding" at the top of the table is next week's first social post. Every time.

PROMPT 5 — THE MONTHLY CLIENT BRIEF

From my gap table [PASTE]: write my one-page "What AI Is Telling Your Neighbors This Month" brief for [AREA]. Format: three things AI gets roughly right about our market right now, three things it gets meaningfully wrong (with the real numbers), and one bottom line about why a local professional plus real data beats a general AI plus vibes. Warm, factual, zero AI-bashing — the tone of an advisor who checks so their clients don't have to. Keep it under 300 words.

Expected output: a leave-behind for listing appointments and a monthly email your sphere actually forwards.

Pro move: hand it to sellers BEFORE they mention AI: "you'll probably ask ChatGPT about all this — here's what it'll tell you, and what's actually true."

PROMPT 6 — THE OBJECTION FORECAST

Based on my gap table [PASTE] and what AI is currently telling consumers in [CITY]: predict the five AI-fueled objections I'm most likely to hear at appointments this month, phrased the way a client would actually say them ("ChatGPT said..."). For each: the emotion underneath it, the one data point that answers it, and the one sentence I should say first — before any data — to keep the client feeling smart rather than corrected.

Expected output: this month's objection forecast — System 3's script builder consumes it directly.

Pro move: read the forecast before every listing appointment the way a pilot reads weather. Thirty seconds; total composure.

The pattern: simulate what clients see → sweep the ten questions → check your name → hunt the gaps → turn gaps into the brief → forecast the objections. Twenty minutes, once a month, and the ambush is over forever.

Next: the audit worksheet — run it on YOUR market before Wednesday

YOUR FIRST MIRROR AUDIT — WORKSHEET

Run Prompts 1–4 on your own market, then capture the highlights here. This page is your baseline — date it.

AUDIT DATE & TOOLS USED

WHAT AI SAID MY TYPICAL LISTING IS WORTH

WHAT IT SAID ABOUT FSBO IN MY MARKET

WHAT IT SAID ABOUT COMMISSIONS

WAS I NAMED IN "BEST AGENTS IN [CITY]"? WHO WAS?

THE 3 BIGGEST HALLUCINATIONS I CAUGHT

THE SINGLE MOST EXPENSIVE MISUNDERSTANDING

The Gap Table — My Top Four

AI'S CLAIM	THE REALITY (MY MLS)	HOW A CLIENT IS MISLED	MY ONE-LINE ANSWER

Before I Leave This Page

- [ ] Monthly audit scheduled: first Monday, 20 minutes, calendar blocked
- [ ] Audit doc created — one page per month, dated, gaps highlighted
- [ ] This month's "most expensive misunderstanding" chosen as my first content post

The audit is the foundation — Systems 2 and 3 both read from this page.

2 The "Let's Ask It Together" Play

Don't fight the chatbot — out-prompt it, in front of the client

Why This Works

When a client quotes AI at you, they're not attacking you — they're showing you their homework and asking you to grade it. Argue and you fail the moment: you make them feel foolish, you look threatened, and the bot's number stays lodged in their head as "the thing my agent wouldn't engage with." The play does the opposite. You **welcome the question, pull your chair around, and re-ask the AI together** — this time with a professional's prompt and real data. The client watches the answer transform in real time. Nobody is wrong; the inputs just got better. And the person who knew how to get the better answer — that's their agent.

This is the single most persuasive sixty seconds available to an agent in 2026: a live, side-by-side demonstration that **the value was never the answer — it was knowing what to feed the question.** The bot becomes your demo assistant. The hallucinated price becomes your CMA's warm-up act.

The Five-Step Choreography

STEP	WHAT YOU DO	WHAT YOU SAY	WHY
1 · Validate	Welcome the research, warmly	"Smart — 82% of my clients check AI first now. Let's look at what it told you."	Pride preserved; you're allies now
2 · Ask together	Re-run their exact question on YOUR device, visible	"Here's the same question, word for word. Now watch this..."	Transparency builds trust before the pivot
3 · Upgrade the prompt	Add role, constraints, and the ask for its own limits	"Now let's tell it what a professional would tell it."	The answer visibly improves — your skill did that
4 · Layer the truth	Paste real comps / MLS data into the same chat	"And now the real numbers — from data AI can't see."	The gap between vibes and data appears on screen
5 · Advisor close	Frame the moment	"That's the difference between an answer and an assessment. My job is the inputs."	The lesson generalizes to everything you do

The posture rule: same side of the table, screen visible to everyone, zero smugness when the bot corrects itself. You're not defeating their chatbot — you're showing them what it looks like when a professional drives it.

Next: the six kitchen-table prompts — run live, in front of the client

SYSTEM 2 — KITCHEN-TABLE PROMPTS I

These run LIVE with the client watching. Practice them until the choreography is muscle memory — the calm is the product.

PROMPT 1 — THE UPGRADED VALUATION (RUN AT STEP 3)

Act as a senior residential appraiser in [CITY]. A homeowner wants to know what [ADDRESS-LEVEL DESCRIPTION — beds/baths/sf/condition/lot] is worth. Before answering: list what information you'd need for a defensible opinion, state what you do NOT have access to (current MLS, off-market activity, interior condition), and give your honest confidence level in any range you produce. Then give the range with those caveats attached.

Expected output: AI itself explains why its first number was soft — the client hears the caveats from the bot, not from you.

Pro move: this is the moment to be quiet. Let the client read AI's own list of what it doesn't know. Then: "...and that's the part I do."

PROMPT 2 — THE LOCAL TRUTH LAYER (RUN AT STEP 4)

Now here is the actual data for this property's market, from my MLS as of [DATE]: [PASTE — the 4–6 real comps with sold prices and dates, current actives, median DOM, absorption for the price band]. Revise your valuation using ONLY this data. Show: the revised range, which of the real comps drove it and why, how it differs from your first estimate, and what that difference means for a seller who priced off the first answer.

Expected output: the on-screen moment the range moves — and AI narrating exactly why real data changed its mind.

Pro move: the sentence "what that difference means for a seller who priced off the first answer" is your pricing conversation, delivered by the bot.

PROMPT 3 — THE PROMPT-GAP DEMO (THE PARTY TRICK)

I'm going to show a homeowner the difference prompting makes. First, answer this as you would for anyone: "What's a [BEDS]-bed home in [NEIGHBORHOOD] worth?" Then answer the same question as a licensed local expert would ask it: with role, market context [PASTE ONE PARAGRAPH], and instructions to flag uncertainty. Present both answers side by side, then explain in two sentences — to the homeowner, not to me — why the answers differ and what that means about relying on the first kind.

Expected output: the naive answer and the professional answer, side by side, with AI's own explanation of the gap.

Pro move: save the output as a PDF — it's a listing-presentation exhibit that works on every seller who "already checked online."

Prompts 4–6 — the recap, the buyer version, the practice partner — next page

SYSTEM 2 — KITCHEN-TABLE PROMPTS II

The play doesn't end when the meeting ends — Prompt 4 makes the corrected answer the one they remember.

PROMPT 4 — THE TOGETHER RECAP (SEND WITHIN 2 HOURS)

Write my follow-up email to [CLIENT NAMES] after today's meeting where we explored their AI research together. Recap warmly: the question they'd asked AI, what we discovered together when we gave it better inputs and real data [PASTE THE KEY NUMBERS], and what we agreed the data actually supports. Frame them as smart for checking and smarter for verifying. Close with the agreed next step: [NEXT STEP]. Under 150 words, my voice: [PASTE A SAMPLE OF MY WRITING].

Expected output: the recap that beats the chatbot's number in their memory — because it arrived in writing, with their name on the discovery.

Pro move: "what WE discovered" — first-person plural, every time. Shared discovery doesn't get re-litigated at the next family dinner.

PROMPT 5 — THE BUYER VERSION

My buyers were told by AI to [WHAT IT SAID — e.g., "offer 12% under asking, waive nothing, cite national price drops"]. Here's this listing's reality: [PASTE — DOM, list-to-sale ratios for the area, competing-interest signals, seller situation as known]. As a buyer's-side strategist: assess AI's advice against this data, explain where generic strategy meets this specific market, and outline the offer approach the data supports — including what following the generic advice would likely cost them in this scenario.

Expected output: the data-grounded offer strategy — and the cost of the generic one, spelled out.

Pro move: run it WITH the buyers on speaker or screen-share. Losing a house to a chatbot's lowball formula is a lesson; seeing it beforehand is a save.

PROMPT 6 — THE PRACTICE PARTNER

Role-play with me. You are a smart, skeptical homeowner in [CITY] who has done extensive ChatGPT research before this listing appointment. You quote AI confidently: the price it gave you, the FSBO option, the 1% commission agents. Push back on everything I say using AI-sourced claims — realistically, not cartoonishly. I'll respond using my "Let's Ask It Together" technique. After each exchange, break character briefly: score my response on warmth, authority, and whether you (as the client) felt corrected or empowered. Then resume. Start now.

Expected output: unlimited reps of the hardest conversation in modern real estate — with instant coaching between rounds.

Pro move: ten minutes of this before a big listing appointment. The client you practiced against is harder than the one you'll meet.

The pattern: upgrade the prompt in front of them, layer the real data, let AI narrate its own correction, recap the shared discovery in writing — and rehearse until the calm is automatic.

Next: the kitchen-table reference card — print it, keep it in the listing folder

THE KITCHEN-TABLE REFERENCE CARD

The five steps with their exact lines — plus the recoveries when the moment gets spicy. Print this page; it lives in the listing folder.

❌ NEVER SAY

- "That's just wrong" / "AI makes things up"
- "You can't trust that stuff"
- "I've been doing this 20 years" (as an argument)
- Any sentence that makes their research feel dumb

⚠️ RECOVERIES

- **AI agrees with them, not you:** "Good — now let's see if the real comps agree with both of you." Data decides, not egos.
- **Client won't let go of the number:** anchor forward — "let's test that number against what buyers actually paid last month."
- **You don't know an answer live:** "Great question — let's ask it, and then let me verify against MLS before we rely on it."

✅ ALWAYS

- Same side of the table, screen visible
- Their exact question first — verbatim, no edits
- Real data pasted while they watch
- The recap email within two hours

The Card

STEP	THE LINE	THE MOVE
1 · Validate	"Smart. Most of my clients check AI first now — let's look at what it told you."	Lean in, ask to see the exact chat if they'll share it
2 · Together	"Here's your same question, word for word, on my screen."	Your device, visible; their words, unedited
3 · Upgrade	"Now let's tell it what a professional would tell it."	Run the Upgraded Valuation prompt (S2-P1)
4 · Truth	"And now the real numbers — data AI doesn't have."	Paste the comps; run the Local Truth Layer (S2-P2)
5 · Close	"That's the difference between an answer and an assessment. My job is the inputs."	Bridge straight into your CMA / strategy

Why the recap email matters more than the meeting: the chatbot is still on their phone tonight. Your recap — with their name on the shared discovery and the real numbers in writing — is what they'll re-read instead of re-asking. Win the follow-up, win the frame.

Next: System 3 — the scripts for the five objections you'll hear this month

3 The Rebuttal Library + Advisor Position

Scripts for the Big Five — and the content that answers before they ask

Why This Works

The kitchen-table play handles the live moment. The library handles everything around it: the objection on the phone before you've even met, the text at 9 PM quoting a screenshot, the follow-up where the cousin re-ran the question. Nearly every AI-fueled objection you'll hear is a variation of five — **the price, the FSBO, the commission, the timing, and the "AI says your strategy is wrong"** — and a script you've rehearsed beats an answer you improvise, every time, because composure is half the message.

The second half of the system is **positioning**: instead of waiting to rebut, you publish. The monthly "What AI Got Wrong About [Your Market]" series — built directly from your Mirror Audit gaps — does something subtle and powerful: it tells every future client that you're not threatened by AI, you're *fluent* in it. The agent who checks the bot's homework doesn't have to argue with it at the table. Their reputation already did.

The Big Five

THE OBJECTION	WHAT'S REALLY BEING SAID	THE SCRIPT'S JOB
1 · "ChatGPT says it's worth more"	"I want the higher number to be true — give me a reason to trust yours"	Honor the hope, show the inputs, let real comps set the anchor
2 · "AI says we can FSBO"	"The commission feels big and the bot made selling sound easy"	Full-picture math: net proceeds, buyer pool, liability — no defensiveness
3 · "AI says 1% agents exist"	"Prove there's a difference between agents"	The value stack with receipts — what your marketing measurably does
4 · "AI says wait — prices will drop"	"I'm scared of mistiming this"	National headline vs. their street's actual data; cost of waiting, quantified
5 · "AI disagrees with your strategy"	"Reassure me you know something the free tool doesn't"	Welcome the check, explain the local variable AI can't see, re-anchor the plan

The tone bar for every script: never defensive, never dismissive, always curious. "Let's look at that together" outperforms "that's wrong" in every measurable way — including commission defense.

Next: the six library prompts — the scripts, the series, the slide, the trainer

SYSTEM 3 — LIBRARY PROMPTS I

Feed these your Mirror Audit output — scripts built from what AI is saying THIS month, in your voice, not generic objection-handling.

PROMPT 1 — THE BIG-FIVE SCRIPT BUILDER

Here is my objection forecast from this month's AI audit [PASTE Prompt-6 OUTPUT] and a sample of how I actually talk [PASTE 2–3 PARAGRAPHS OF MY WRITING]. Write my five rebuttal scripts — one per objection. Structure each: the validating first sentence (never corrective), the one local data point that reframes it, the "let's look together" bridge, and the advisor close. Each script under 90 seconds spoken. My voice throughout — warm, direct, zero jargon, zero defensiveness.

Expected output: your complete Big-Five script set, current to this month's actual AI answers.

Pro move: rebuild these monthly from the fresh audit. Scripts tied to what AI said in March sound strange by August — drift is real.

PROMPT 2 — THE FSBO FULL PICTURE

A seller in [CITY] says AI told them FSBO could save them the commission. Build my response kit: 1) the validating open ("it's a fair question — let's run the real math"); 2) the full-picture worksheet comparing FSBO vs. represented sale on THEIR numbers — realistic sale-price differential [USE MY MARKET'S DATA: paste], marketing reach, negotiation outcomes, legal/disclosure exposure, days on market, and their hours at their hourly value; 3) the three questions they should ask ANY option, including me. End with the net-proceeds line, not the commission line — that's the number that decides.

Expected output: a math-first FSBO conversation that respects the client's intelligence — and reliably wins on net proceeds.

Pro move: print the worksheet blank and fill it in WITH them. A conclusion they co-computed is a conclusion they keep.

PROMPT 3 — THE COMMISSION CONVERSATION

A client says AI told them agents now negotiate to [X]% and asks why I charge what I charge. Using my actual deliverables [PASTE — your marketing system, launch process, negotiation record, the coming-soon machine, whatever you truly do]: build my value-stack response. Structure: agree that everything is negotiable and service levels differ wildly; then the receipts — what my process measurably produces vs. a minimal service; then the reframe question ("which service level do you want representing your largest asset?"). No defensiveness, no bashing discount models — let the deliverables do the arguing. Under 2 minutes spoken.

Expected output: the commission conversation as a service-level choice — with your real receipts, not adjectives.

Pro move: your Mastermind builds ARE the receipts — the coming-soon campaigns, the follow-up systems. "Here's what launching with me looks like" ends most 1% conversations.

Prompts 4–6 — the content series, the presentation slide, the objection gym — next page

SYSTEM 3 — LIBRARY PROMPTS II

Positioning beats rebutting: publish the gaps before the objections walk in.

PROMPT 4 — THE "WHAT AI GOT WRONG" SERIES

From this month's gap table [PASTE]: write my 4-post "I Asked AI About [MY MARKET] — Here's What It Got Wrong (and Right)" series. Post 1: the price-estimate gap, with the real numbers. Post 2: the FSBO/commission claim vs. our market's reality. Post 3: the timing headline vs. our actual absorption data. Post 4: what AI got RIGHT — and why I check anyway (credibility through fairness). Each: a hook line, under 120 words, ends with "I run this check monthly — want next month's? DM me AUDIT." My voice [PASTE SAMPLE]. Fair-housing-safe, no fear-mongering, no AI-bashing.

Expected output: a month of authority content that markets the exact skill this session taught you.

Pro move: the "DM me AUDIT" keyword turns a content series into a lead magnet — every DM is a homeowner thinking about a move.

PROMPT 5 — THE LISTING-PRESENTATION SLIDE

Create the content for one listing-presentation slide titled "You've Probably Already Asked AI About This." Contents: what AI likely told them about their home's value and selling today [FROM MY AUDIT — paste the current answers], which parts are useful, which parts miss (with one real example from my market), and my one-line promise: "I don't compete with your chatbot — I bring the data it doesn't have." Layout notes for a clean navy/white slide. Tone: confident, amused, completely unthreatened.

Expected output: the slide that defuses the entire topic in ninety seconds — before the seller has to bring it up.

Pro move: naming it FIRST is the power move. The seller who was saving their ChatGPT screenshot for later just watched you make it your opening act.

PROMPT 6 — THE OBJECTION GYM

Build my weekly practice circuit. You are three different AI-armed clients in [CITY], in sequence: 1) a warm past client who "just wants to check" the FSBO idea AI suggested; 2) a skeptical high-end seller with a screenshot claiming their home is worth 15% more; 3) a nervous buyer whose chatbot told them to wait for a crash. Run each as a 3-exchange role-play against my scripts [PASTE THE BIG FIVE]. After each character: score me 1–10 on validation, data use, and advisor close — and give the one line I should steal for next time. Total: 15 minutes.

Expected output: a weekly 15-minute rep circuit across the three hardest client types — with coaching notes.

Pro move: Friday morning, before the weekend's appointments. The reps compound exactly like prospecting does.

The pattern: scripts from this month's audit, content from this month's gaps, one slide that owns the topic, and weekly reps. Rebuttal is the floor — position is the ceiling.

Next: the Big-Five quick reference card

THE BIG-FIVE QUICK REFERENCE

One card, five objections. The first sentence is the whole game — memorize the validating opens even if you memorize nothing else.

THEY SAY	VALIDATING OPEN (SAY THIS FIRST)	THE REFRAME	NEVER
"ChatGPT says it's worth $1.4M"	"I love that you checked — let's see how it got there."	Inputs, not answers: run the play, let real comps set the anchor	Lead with "that's too high" — the number hardens instantly
"AI says we could sell it ourselves"	"It's a fair question — the commission is real money. Let's run the whole math."	Net proceeds vs. sticker savings; buyer pool; liability; their hours	List everything that could go wrong — fear reads as self-interest
"AI says agents charge 1% now"	"Some do — and service levels differ wildly. Worth comparing what you get."	The value stack with receipts; "which level should represent your largest asset?"	Discount reflexively — a panic cut confirms the bot's framing
"AI says prices are about to drop"	"There's a lot of that headline around — let's see what your street is actually doing."	National vs. hyper-local; absorption + DOM; the quantified cost of waiting	Predict the market back — you're the data person, not the rival oracle
"AI disagrees with your strategy"	"Good — let's see what it would do with what I know that it doesn't."	Name the local variable AI can't see; re-anchor the plan on it	Pull rank ("trust me") — demonstrate instead, that's the whole method

My Personalization Pass

THE OBJECTION I HEAR MOST (MY VERSION OF IT)

MY VALIDATING OPEN, IN MY WORDS

MY MARKET'S ONE KILLER DATA POINT FOR IT

MY ADVISOR CLOSE, IN MY WORDS

The meta-rule behind all five: the client quoting AI is asking to be convinced, not conceded to. They brought the bot's homework because they want to see the professional grade it — kindly, with better data, in under two minutes.

Next: the rules of the game — accuracy, privacy, and fair housing when AI enters your client work

THE RULES OF THE GAME

Using AI in front of clients raises the stakes on accuracy and ethics — the same moment that showcases your professionalism can undermine it if the guardrails are loose. Six rules, non-negotiable:

RULE	WHAT IT MEANS AT THE KITCHEN TABLE
1 · Verify before you rely	Anything AI produces that a client might act on — numbers, rules, tax or legal claims — gets verified against MLS, your broker, or the professional source before it's presented as fact. In the live play, say the verification out loud: "let me confirm that against MLS." The checking IS the show.
2 · Client data stays out of public AI	No names, addresses tied to situations, financials, health/family circumstances, or anything from a confidential relationship goes into a consumer AI chat. Use anonymized descriptions ("a 3-bed waterfront in [AREA]"). If your brokerage provides an approved enterprise tool, know the difference — and when in doubt, leave it out.
3 · Fair housing applies to every script	Rebuttals, content posts, and live prompts describe property, price, and lifestyle — never who "should" live somewhere, and never steering by any protected characteristic, even by implication. Add "keep all language fair-housing-compliant" to your standing prompts; scan every output anyway.
4 · Stay in your lane	When the client's AI question crosses into legal, tax, lending, or appraisal territory, the advisor move is the referral: "great question for [the attorney/lender] — let's get you the real answer." Never let a chatbot's fluency tempt you into practicing someone else's profession.
5 · Be straight about your AI use	Follow your brokerage's and state's rules on disclosure. The good news: this session's whole method is AI use in the open — on your screen, in front of the client, as a demonstration. Transparency isn't a burden here; it's the technique.
6 · Correct the data, respect the person	Never mock a client's AI research — to their face or in your content. "My client asked ChatGPT and it was WRONG lol" posts cost you every future client who also asked ChatGPT. Which is all of them.

The professional's edge, stated plainly: AI is confident; you are accountable. Licenses, fiduciary duty, E&O, MLS access, fair-housing training — the entire apparatus of accountability is exactly what the chatbot lacks, and exactly what these rules keep visible.

Before Your First Live Play

- ☐ My brokerage's AI policy — read, and questions asked
- ☐ My state's rules on AI/advertising disclosure — confirmed
- ☐ "Fair-housing-compliant" added to my standing prompt language
- ☐ My anonymization habit set: no client identifiers in public tools

Rules confirmed once; every script and play after inherits them.

THE BUILD ORDER

Everything connects: the audit feeds the scripts, the scripts feed the practice, the gaps feed the content. Build in this order and nothing is wasted.

#	BUILD	TIME	FEEDS	DONE WHEN
1	First Mirror Audit (S1-P1, P2, P3)	20 min	Everything — scripts, content, composure	Gap table exists, dated
2	Hallucination hunt + gap table (S1-P4)	15 min	The Big-Five scripts + content series	Top 4 gaps ranked by cost
3	Big-Five scripts in my voice (S3-P1)	20 min	Every appointment and phone call	Each script under 90 sec spoken
4	Kitchen-table choreography practice (S2-P6)	15 min	The live play — calm under fire	One full role-play scored 8+
5	Upgraded valuation + truth layer saved (S2-P1, P2)	10 min	The live play's steps 3 and 4	Both in my prompt library, CAC- prefix
6	Monthly client brief (S1-P5)	10 min	Listing-appointment leave-behind + sphere email	One page, printed, in the folder
7	"What AI Got Wrong" series (S3-P4)	15 min	Positioning — the objection answered pre-emptively	4 posts scheduled, AUDIT keyword live
8	Listing-presentation slide (S3-P5)	10 min	Every future listing appointment	Slide in the deck, rehearsed once

File It Like a Pro

- → **CAC- prefix** in your prompt library (Client-Asked-ChatGPT) — all 18 prompts from this workbook
- → **Audit doc:** one page per month, newest on top — the drift is the intel
- → **Scripts doc:** the Big Five + your personalization pass from page 15

The Maintenance Loop

- → **Monthly (20 min):** re-run the audit, refresh the gap table, rebuild any stale script
- → **Weekly (15 min):** the Objection Gym circuit — Friday, before the weekend
- → **Per appointment (30 sec):** glance at this month's objection forecast

Total build: about two hours. Spread across the 30-day plan it's twenty minutes a day for a week — for a skill set that touches every appointment you'll run for the rest of your career.

Next: the 30-day plan — the build order on a calendar

THE 30-DAY ADVISOR PLAN

From "ambushed by screenshots" to the most AI-literate advisor in your market — four weeks, twenty minutes at a time.

WEEK 1 — THE MIRROR

- → First full Mirror Audit run (Prompts 1–3)
- → Hallucination hunt vs. real MLS data; gap table built
- → Brokerage AI policy + disclosure rules confirmed
- → Monthly audit recurring: first Monday, calendar blocked
- → All 18 prompts filed under CAC- in my library

WEEK 2 — THE SCRIPTS

- → Big-Five scripts built from MY audit, MY voice (S3-P1)
- → FSBO worksheet + commission value stack customized
- → Personalization pass done (page 15 worksheet)
- → First Objection Gym session — baseline scores recorded
- → Kitchen-table card printed, in the listing folder

WEEK 3 — LIVE FIRE

- → The play run at a real appointment (or with a warm client)
- → Recap email sent within 2 hours — the frame held in writing
- → Client brief handed out at every appointment this week
- → Listing-presentation slide added and rehearsed
- → What worked / what wobbled — noted for the gym

WEEK 4 — THE POSITION

- → "What AI Got Wrong" series: 4 posts scheduled
- → AUDIT keyword live; DMs tagged in CRM as seller-curious
- → Month-2 audit run; one stale script rebuilt from drift
- → Gym circuit now weekly habit — Friday AM
- → The play is my default; arguing with chatbots: retired

The Scorecard

METRIC	BASELINE (TODAY)	DAY 30 TARGET	ACTUAL
AI-fueled objections I have a rehearsed script for	0 / 5	5 / 5	
Appointments where AI research surprised me	Most	Zero	
Live "ask it together" plays run	0	2+	
"What AI Got Wrong" posts published	0	4	
AUDIT-keyword leads captured	—	First 5	

Twenty minutes a day, four weeks — then it's maintenance: 20 min/month + 15 min/week.

THE ADVISOR ROI

This skill doesn't create a new revenue line — it protects every existing one at its most fragile moments. Run your numbers.

The Defense Math

THE MOMENT	MY NUMBERS	ANNUAL VALUE
The saved listing — one seller per year who would have FSBO'd or hired the agent who "agreed with ChatGPT's price"	My average commission:	
The defended fee — commission conversations won on value stack instead of conceded on panic (points × deals)	Points saved × volume:	
The corrected price — listings that launch at data-supported price instead of the hallucinated anchor (fewer stale listings, cleaner sales)	Listings/year affected:	
The rescued buyer — offers that win because generic AI strategy got overridden by local data	Deals/year:	

The Position Math

THE CONTENT FLYWHEEL

4 posts/month × 12 months = 48 pieces of authority content, generated from an audit you were doing anyway. Leads from the AUDIT keyword: ____________/month — every one a homeowner curious enough about their home's value to DM about it.

THE REFERABLE DIFFERENCE

"My agent showed us what ChatGPT missed about our house" is a dinner-party story. Referrals run on stories. Estimated story-driven referrals/year: ____________

The Cost Side

INVESTMENT	AMOUNT
Build (one-time, from the build order)	~2 hours
Maintenance (audit + gym)	~1.5 hours/month
New tools required	$0 — runs on the AI subscriptions you already have

The honest frame: if this skill saves ONE listing-side relationship per year, it outearns almost anything else you can do with two hours. Everything past that — the defended points, the content leads, the referral stories — is compounding on top.

Fill the yellow boxes with your real numbers during the session debrief.

MY ADVISOR COMMITMENT CONTRACT

Signed today. Audit this week; scripts next week; the play goes live within thirty days.

I commit to:

- [ ] **Run my first Mirror Audit within 7 days** — ten questions, two tools, gap table built. Date: ______
- [ ] **Build my Big-Five scripts in my own voice** — from MY audit, not generic objection-handling. Date: ______
- [ ] **Practice the kitchen-table play until scored 8+** in the Objection Gym — before running it live. Date: ______
- [ ] **Run the play at a real appointment within 30 days** — validate, ask together, upgrade, layer truth, advisor close. Recap email within 2 hours.
- [ ] **Publish the first "What AI Got Wrong" post** — with the AUDIT keyword capture. Date: ______
- [ ] **Never make a client feel dumb for asking AI** — correct the data, respect the person, every single time.

The One I'm Building First

🪞 The Mirror Audit | 🗣 The Big-Five Scripts | 🤝 The Kitchen-Table Play | 📱 The Content Series | 📊 The Presentation Slide

My Biggest Risk — and My Pre-Decision

(Skipping the monthly audit? Getting defensive live? Never practicing? Write the failure mode and the counter-move now.)

______

______

Accountability

MY ACCOUNTABILITY PARTNER

______

CHECK-IN CADENCE

______

______
Signature

______
Date

A commitment with a date is a plan; one without is a mood. Date every box.

THE ADVISOR MANIFESTO

I don't argue with the chatbot.
I out-prompt it — in front of my client.

There's a new voice at the kitchen table, and it isn't going away. It answered my client's questions at eleven o'clock last night — fluently, confidently, and sometimes wrongly — and it will answer more of them tomorrow. I could resent that. Most agents will, quietly, and their clients will feel it.

I choose the other road. I read what the bot tells my market before my clients quote it to me. I welcome the screenshot instead of flinching at it. I pull my chair around to their side of the table, re-ask their exact question, and show them — live, kindly, in sixty seconds — what happens when a professional drives the same machine: better inputs, real data, honest uncertainty, and a number that can stand up at the closing table.

My value was never that I knew things a computer couldn't say. My value is that I know which things are true — because I check, because I'm accountable, because I'm licensed and local and I was in three of those houses the week they sold. The chatbot is confident. **I am accountable.** That's not a slogan; it's the entire difference, and now I can demonstrate it on demand.

Validated. Asked together. Upgraded. Grounded. Closed.
Every screenshot is a stage now.

"Because Losing to a Chatbot is NOT an Option!"

— Edmund Bogen · Edmund's Mastermind · Bogen.ai

MY PERSONAL SUCCESS STATEMENT

THE FIRST CLIENT I'LL RUN THE PLAY WITH