



## YOUR MONEY-MAKING MISSION

### COST TO START

**\$0**

a Google account is the whole price — every core feature included

### SOURCES / NOTEBOOK

**50**

contracts, reports, spreadsheets, links, audio — a deal's whole paper trail

### ANSWERS CITED

**100%**

every answer links to the exact passage — click to verify

### BRIEFING LENGTH

**~15m**

an Audio Overview turns any packet into a commute podcast

### The 3 Systems Built Today

#### 1 The Research HQ

One notebook per transaction. Ask "what are my deadlines?" and get the answer with the contract page attached.

#### 2 The Insight Engine

A standing notebook of your MLS stats and reports — talking points, objection answers, and appointment briefs, grounded in your local data.

#### 3 The Audio Briefing Lab

Turn listing packets and market reports into podcast briefings — for your commute, and for clients who never read the attachments.

### Skimming vs. Knowing

| MOMENT                | SKIMMING           | KNOWING                    |
|-----------------------|--------------------|----------------------------|
| "Can we rent it out?" | "I'll check"       | Bylaw, on screen           |
| Inspection report     | Skimmed at 10 PM   | Triaged + heard in the car |
| Listing appointment   | National headlines | Local data, sourced        |
| Contract deadline     | From memory        | Swept + verified           |
| Cost of the system    | —                  | \$0                        |

**The Rule:** the AI assembles; the licensee verifies. Every answer carries a citation — anything you act on gets its citation clicked and read.

### What You'll Leave With Today

- ☐ **Your first deal notebook** — built live, on a real transaction
- ☐ **The source-pack checklist** — what to feed it, per deal type
- ☐ **18 copy-paste questions & recipes** — six per system
- ☐ **The audio playbook** — briefings for you, wow-moments for clients
- ☐ **The cautions card** — verification, privacy, and limits
- ☐ **The 30-day plan** — first notebook tonight, full system by day 30

**How to use this workbook:** page 3 is your NotebookLM 101 primer. Pages 4–14 are the three systems (overview → questions → reference). Pages 15–17 are the notebook library, the cautions, and the build order. Pages 18–21 are the plan, the math, and the contract.

## FIRST THINGS FIRST — WHAT IS NOTEBOOKLM?

**NotebookLM is Google's research assistant that works only from the sources you give it.** Create a notebook, drop in documents — PDFs, Google Docs, spreadsheets, website links, YouTube videos, audio — and ask questions in plain English. Every answer carries numbered citations that link to the exact passage it came from. Click the number, see the page, verify it yourself.

The key difference from ChatGPT or Claude: **a general chatbot knows the internet; NotebookLM knows your deal.** If the answer isn't in your sources, it says so instead of inventing one. For a business that runs on documents, deadlines, and "where does it say that?", that design is exactly right. Browser + phone app, Google account, \$0.

**The building blocks:** a **Notebook** holds one project · a **Source** is any document you add (50 per notebook) · **Chat** answers with citations · **Audio/Video Overviews** turn sources into podcast-style briefings · **Deep Research** fetches new sources from the web · **Sharing** lets a client explore with citations.

### The Capability Tour

| CAPABILITY                                                                                                 | WHAT IT DOES                                  | FOR AN AGENT                                             |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------|----------------------------------------------------------|
|  <b>Sources</b>           | PDFs, Docs, Sheets, sites, YouTube, audio     | One deal's whole paper trail, questionable in seconds    |
|  <b>Cited chat</b>        | Plain-English Q&A, every answer sourced       | "What are my deadlines?" with the contract page attached |
|  <b>Briefing doc</b>      | One-click structured summary                  | The deal-at-a-glance page before any client call         |
|  <b>FAQ / study guide</b> | Auto-generates Q&A from sources               | Open-house prep: buyer questions, pre-answered           |
|  <b>Timeline</b>          | Chronology across all sources                 | The transaction's schedule, assembled from documents     |
|  <b>Audio Overview</b>    | Two AI hosts discuss your sources — steerable | The inspection report, listened to en route              |
|  <b>Video Overview</b>  | Narrated visual summary                       | A neighborhood explainer from your own materials         |
|  <b>Deep Research</b>   | Researches the web, reports back with sources | "What's being built near this listing?" — cited          |

### What It Costs — The Honest Version (verified July 2026)

| TIER                           | PRICE      | LIMITS                                                                 | VERDICT                            |
|--------------------------------|------------|------------------------------------------------------------------------|------------------------------------|
| <b>NotebookLM</b>              | <b>\$0</b> | 100 notebooks · 50 sources each · 50 chats/day · 3 audio + 3 video/day | ✅ Everything this workbook teaches |
| <b>Plus</b> (Google AI Plus)   | \$4.99/mo  | More sources, higher daily caps                                        | Only if you hit the caps regularly |
| <b>Pro</b> (Google AI Pro)     | \$19.99/mo | 300 sources · 500 notebooks · 500 chats/day                            | Teams, heavy daily use             |
| <b>Ultra</b> (Google AI Ultra) | \$99.99/mo | Highest limits + cinematic video                                       | Not needed for this system         |

**No billing trap this week:** the \$0 tier includes every feature we use today — paid tiers only raise the daily limits. Run the system for a month before even thinking about upgrading.

1

## The Research HQ

Upload. Organize. Understand. · One notebook per transaction · Every answer with its source

### Why This Works

A closed transaction easily runs to hundreds of pages — contract and addenda, disclosures, a 40-page inspection report, HOA bylaws and budgets, title commitment, appraisal. Nobody reads it all twice. So answers live in memory ("I think the inspection period is 15 days?") — and memory is where deals get hurt.

The habit: **the day a deal goes under contract, create a notebook and drop in every document.** From that moment the deal can be interrogated — deadlines, obligations, repair items, HOA rules, what the appraiser flagged. Every answer arrives with a citation; you click it, read the passage, and answer your client from the document, not from memory.

### The New-Contract Ritual (5 Minutes)

- 1. New notebook, named by address: "🏠 412 Palm Way"
- 2. Drag in every document you have so far
- 3. Run the Deadline Sweep (Question 1) — verify each date against the contract
- 4. Generate the Briefing Doc — your deal-at-a-glance page
- 5. As new documents arrive (inspection, appraisal, title), they go in the same day

### What the Brain Answers (That Memory Can't)

| THE MOMENT         | THE QUESTION                                          | WHAT YOU GET                                        |
|--------------------|-------------------------------------------------------|-----------------------------------------------------|
| Monday morning     | "What's due this week on this deal?"                  | Dated list, each item cited to its document         |
| Client panic call  | "Can they really back out over this?"                 | The relevant clause, quoted, with page number       |
| Repair negotiation | "What did the inspector actually say about the roof?" | Exact language, severity, specialist recommendation |
| Pre-closing        | "What's still unchecked on our obligations?"          | Open items across every document, one list          |

### The Source Pack

| LAYER                                                                                             | DOCUMENTS                                                                |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
|  <b>Contract</b> | Executed contract · addenda · disclosures · escrow letter                |
|  <b>Findings</b> | Inspection · appraisal · survey · title commitment · HOA docs + estoppel |
|  <b>Context</b>  | Comps used · listing sheet · neighborhood data                           |

**The verification habit:** any date, dollar amount, or obligation you're about to act on gets its citation clicked and its passage read. The AI assembles; the licensee verifies. Non-negotiable.

## SYSTEM 1 — QUESTIONS I

Run inside the deal notebook, against your actual documents. Every answer returns citations — click and verify anything you'll act on.

### QUESTION 1 — THE DEADLINE SWEEP

*List every date, deadline, and time-bound obligation mentioned anywhere in these sources, in chronological order. For each: what is due, who is responsible, the consequence of missing it stated in the documents, and the source it comes from. Flag any deadlines that appear to conflict between documents.*

**Expected output:** the deal's whole schedule, assembled and sourced in seconds.

**Pro move:** run it the day the contract executes AND after every addendum — then verify each date by clicking its citation.

### QUESTION 2 — THE INSPECTION TRIAGE

*From the inspection report only: group every finding into three buckets — safety issues, major systems (roof, HVAC, electrical, plumbing, structure), and cosmetic items. For each safety and major item, quote the inspector's exact language and note any recommended specialist evaluation. Then tell me which findings a typical buyer would care most about, and which are routine for a home of this age.*

**Expected output:** a 40-page report reduced to a negotiation-ready triage in one question.

**Pro move:** follow with Recipe 1 (page 13) and listen to the full briefing on the drive to the repair conversation.

### QUESTION 3 — THE CONTRACT EXPLAINER

*Explain this contract to my [BUYER / SELLER] in plain English, section by section: what they're committing to, the money involved and when it moves, every deadline that applies to them specifically, what happens if either side doesn't perform, and anything unusual compared to a standard residential transaction. Write it so a first-timer understands — I'll review before sharing, and their attorney handles legal questions.*

**Expected output:** the client walkthrough that used to take an evening to prepare.

**Pro move:** it's an understanding aid, not legal advice — say so when you share it, every time.

## SYSTEM 1 — QUESTIONS II

The HOA decoder alone has saved deals. The gauntlet tells you what's coming before the phone rings.

### QUESTION 4 — THE HOA DECODER

*From the HOA documents: summarize everything a buyer would actually care about — pet rules, rental and lease restrictions, parking, approval process and timeline, regular fees and what they cover, special assessments (current or discussed), and reserve-fund health. Quote the exact rule for anything restrictive. What questions should we ask the association that these documents don't answer?*

**Expected output:** the 200-page packet, decoded into what actually matters — with the rules quoted.

**Pro move:** the "what's NOT answered" list becomes your call to the association — before the buyer finds the gap.

### QUESTION 5 — THE REPAIR-REQUEST BUILDER

*Using the inspection report, draft a focused repair request covering only safety items and major systems — not cosmetics. For each item: the inspector's finding (quoted), the specific ask (repair, replace, or credit), and the report page it comes from. Keep the tone factual and reasonable — this should read like a document the other side can say yes to.*

**Expected output:** a repair request grounded in quoted findings — hard to argue with, easy to accept.

**Pro move:** asking for less, precisely, beats asking for everything vaguely. The citations do the persuading.

### QUESTION 6 — THE CLIENT Q&A GAUNTLET

*Based on everything in this notebook, what are the 15 questions my [BUYER / SELLER] is most likely to ask about this deal? Answer each one from the sources with citations. Then — separately and clearly — list the important questions these documents do NOT answer, so I know what to chase down before they ask.*

**Expected output:** tomorrow's client call, rehearsed today — plus your chase-down list.

**Pro move:** run it before every milestone call. "Let me check and get back to you" becomes a phrase you retire.

**The pattern:** the notebook doesn't replace reading the documents — it makes sure nothing in them stays hidden. You still read; now you read the right pages, pointed there by a citation.

## SYSTEM 1 — SETUP REFERENCE

| STEP             | WHERE                 | WHAT YOU DO                                       | TIME    |
|------------------|-----------------------|---------------------------------------------------|---------|
| 1 • Sign in      | notebooklm.google.com | Google account — install the phone app too        | 2 min   |
| 2 • New notebook | + New                 | Name by address: "🏠 412 Palm Way"                 | 10 sec  |
| 3 • Add sources  | Sources panel         | Drag in PDFs • link Google Docs • paste URLs      | 3 min   |
| 4 • First sweep  | Chat                  | Question 1 (Deadline Sweep) → verify vs. contract | 5 min   |
| 5 • Briefing doc | Studio panel          | Generate — your deal-at-a-glance page             | 1 min   |
| 6 • The habit    | Every new document    | Into the notebook the day it arrives              | ongoing |

### Document Care Rules

- ☐ **Upload what's needed** — skip pages with SSNs and bank details when you can
- ☐ **Archive at closing** — the notebook becomes the deal's memory
- ☐ **Same discretion as any cloud tool** — client documents deserve care
- ☐ **Legal questions → attorney** — the explainer is an understanding aid

## WORKSHEET — MY FIRST DEAL NOTEBOOK

### THE DEAL (ADDRESS + STAGE)

### DOCUMENTS STILL MISSING (MY CHASE LIST)

### DOCUMENTS I ALREADY HAVE FOR IT

### WHERE THEY LIVE TODAY (EMAIL? DROPBOX? TC?)

### THE FIRST THREE QUESTIONS I'LL ASK IT

**Reality check:** the five minutes of setup pays back the first time a client calls with a question. You'll answer with the document open — and they'll remember that you did.

## 2

## The Insight Engine

Turn information into action · One standing notebook · Refreshed monthly

### Why This Works

Clients don't hire the agent with access to data — everyone has access to data. They hire the agent who can **explain it**: what this market is doing, what it means for their sale or search, and why. The Insight Engine is one standing notebook — "**My Market Brain**" — holding your monthly MLS stats, market reports, neighborhood guides, and your own past newsletters.

Because NotebookLM answers only from your sources, everything it gives you is grounded in *your market's* numbers — not a national headline from eight months ago. And because your newsletters are in there, its suggested phrasing already sounds like you.

### The Monthly Ritual (15 Minutes, 1st Business Day)

- 1. Drop in the new monthly MLS stats for your areas
- 2. Remove anything more than ~6 months stale
- 3. Run the Market Story (Question 1) — your talking points for the month
- 4. Generate the Market Minute audio (Recipe 4, page 14)
- 5. Quarterly: one Deep Research run per core neighborhood

### What Lives in the Brain

| LAYER                                                                                            | SOURCES                                                                 |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
|  <b>Numbers</b> | Monthly MLS stats · quarterly reports · rate snapshots · inventory data |
|  <b>Local</b>   | Neighborhood guides · school info · development news (Deep Research)    |
|  <b>Voice</b>   | 6–12 of your past newsletters or market posts                           |

**Stale in = stale out.** The Brain is only as current as its newest source. The monthly refresh is the whole system — calendar it.

### Where the Brain Shows Up

| MOMENT                | WHAT YOU ASK                        | WHAT YOU WALK IN WITH                                                 |
|-----------------------|-------------------------------------|-----------------------------------------------------------------------|
| Listing appointment   | The Appointment Brief (Question 3)  | A 5-minute market story with sources, and a pricing conversation plan |
| "We should wait" call | The Objection Answerer (Question 2) | Local numbers, honest trade-offs, one clarifying question             |
| Monthly newsletter    | The Newsletter Miner (Question 5)   | A draft in your voice, from this month's actual stats                 |
| Sphere conversations  | The Market Story (Question 1)       | The one number to lead with, and its "so what"                        |

## SYSTEM 2 — MARKET QUESTIONS I

Run in the Market Brain notebook. If an answer feels off, check the sources — stale data gives stale answers.

### QUESTION 1 — THE PLAIN-ENGLISH MARKET STORY

*Using the most recent stats in this notebook: tell the story of the [AREA] market right now in plain English — what's happening with prices, inventory, and days on market, and what changed since the previous period. Then give me: one insight for sellers, one for buyers, and the single number I should lead with this month. Cite the source for each figure.*

**Expected output:** your talking points for the month, each number sourced.

**Pro move:** the "one number to lead with" becomes your opener everywhere — appointments, posts, coffee conversations.

### QUESTION 2 — THE OBJECTION ANSWERER

*A client just said: "[OBJECTION — e.g. we should wait for prices to drop / rates are too high / it's a bad time to sell]." Using only the data in this notebook, build my response: what our local numbers actually show, the honest trade-offs of waiting, and one clarifying question I should ask them. No hype — if the data partly supports their concern, say so and show me how to frame it honestly.*

**Expected output:** a grounded, honest response — not a script that sounds like a script.

**Pro move:** the honesty clause is the whole prompt. Clients can smell one-sided answers; sourced candor closes.

### QUESTION 3 — THE LISTING-APPOINTMENT BRIEF

*I have a listing appointment in [NEIGHBORHOOD] for a [PROPERTY TYPE] the sellers believe is worth [THEIR NUMBER]. From this notebook's data: how does that number sit against current stats for that area? Build my 5-minute market briefing for the appointment — the three charts or numbers I should walk them through, what realistic pricing looks like, and how to open the price conversation without starting a fight.*

**Expected output:** the market portion of your listing presentation, prepped in two minutes.

**Pro move:** pair with a deal-notebook CMA layer (drop your comps in) and the whole appointment runs from one place.

Questions 4–6 — research, voice, and the honest gaps — continue on the next page

## SYSTEM 2 — MARKET QUESTIONS II

Question 4 uses Deep Research — NotebookLM goes out to the web and brings sources back into your notebook.

### QUESTION 4 — THE NEIGHBORHOOD EXPERT BUILDER (DEEP RESEARCH)

*[RUN AS DEEP RESEARCH:] Research what's changing in and around [NEIGHBORHOOD]: new developments, road and infrastructure projects, school changes, commercial openings and closings, and anything else a buyer or seller would want to know. Compile with sources — then save the report into this notebook so my market answers include it from now on.*

**Expected output:** the "what's happening in the neighborhood" expertise that used to take a Saturday, sourced.

**Pro move:** quarterly, per core area. "They're breaking ground on X next spring" wins listings.

### QUESTION 5 — THE NEWSLETTER MINER

*From my past newsletters in this notebook: describe my writing voice in five bullets (sentence length, tone, how I open, how I close, phrases I repeat). Then draft this month's market update in that voice, using the newest stats in the notebook — 150 words for email, plus a 3-line version for social. I'll edit before sending.*

**Expected output:** this month's update, in your voice, from your data — draft-ready.

**Pro move:** your edit teaches you what to add to the voice layer. Two cycles in, the drafts need almost nothing.

### QUESTION 6 — THE HONEST GAPS

*Audit this notebook: what's the oldest data in here, and which of my sources contradict each other? What market questions am I likely to be asked this month that these sources can't answer well? Give me the shopping list of what to add or refresh, most important first.*

**Expected output:** your refresh shopping list — the Brain maintains itself.

**Pro move:** run it as step zero of the monthly ritual. The system tells you what it needs.

**The pattern:** the Market Brain turns "data access" into "data fluency." Same stats every agent has — but you walk in with the story, the sources, and the honest trade-offs.

## SYSTEM 2 — SETUP REFERENCE

| STEP              | WHAT YOU DO                                                            | TIME   |
|-------------------|------------------------------------------------------------------------|--------|
| 1 • Create        | New notebook: "🇺🇸 My Market Brain"                                     | 10 sec |
| 2 • Numbers layer | This month's MLS stats for your 2–3 areas + latest quarterly report    | 5 min  |
| 3 • Voice layer   | 6–12 past newsletters or market posts (export as PDF or paste as Docs) | 10 min |
| 4 • Local layer   | One Deep Research run on your main neighborhood → save to notebook     | 10 min |
| 5 • First story   | Run Question 1 — this month's talking points                           | 2 min  |
| 6 • The ritual    | Calendar: 1st business day monthly, 15 minutes                         | 1 min  |

## WORKSHEET — MY MARKET BRAIN

### THE 2–3 AREAS IT COVERS

### WHERE MY MONTHLY STATS COME FROM

### MY NEWSLETTERS LIVE AT (FOR THE VOICE LAYER)

### THE OBJECTION I HEAR MOST (QUESTION 2'S FIRST RUN)

### FIRST DEEP RESEARCH TARGET NEIGHBORHOOD

### MONTHLY REFRESH DAY + TIME

### The Compounding Effect

| MONTH    | WHAT THE BRAIN CAN DO                                                          |
|----------|--------------------------------------------------------------------------------|
| Month 1  | Answer from this month's stats — already better than headlines                 |
| Month 3  | Trend answers: "how has inventory moved since spring?" — with sources          |
| Month 6  | Neighborhood layer built out · newsletter drafts need almost no editing        |
| Month 12 | A year of your market, questionable in seconds — expertise nobody can shortcut |

**Reality check:** the Brain's value is 20% setup, 80% ritual. Fifteen minutes on the first business day of the month — that's the entire maintenance cost of being the best-briefed agent in your market.

## 3

## The Audio Briefing Lab

Listen, learn, and stay ahead · 3 audio + 3 video per day, included at \$0

### Why This Works

An **Audio Overview** takes whatever is in a notebook and turns it into a two-host podcast conversation — natural, surprisingly good, 10–20 minutes. You can steer it before it generates ("focus on what a first-time buyer needs to know"). A **Video Overview** does the same as a narrated visual summary.

Two audiences make this valuable. **You:** the 40-page inspection report becomes a briefing you absorb on the drive — you arrive knowing the property better than anyone in the room. **Your clients:** almost nobody reads the HOA packet you email; nearly everyone listens to a 12-minute podcast about it. The agent who sends one is, right now, the only agent in their market doing it.

### The Three Audio Plays

- 🚗 **The Commute Briefing (you)** — inspection, HOA, appraisal → audio → absorbed en route. Prep time becomes drive time.
- 🏠 **The Listing Podcast (buyers)** — listing sheet + neighborhood guide → a "walkthrough" episode serious buyers hear before the showing.
- 📊 **The Market Minute (your sphere)** — monthly stats → a short market episode. A differentiator you can say out loud at listing appointments.

### The Etiquette Rules

- **Listen first, always** — you're the editor; nothing ships unheard
- **Frame it honestly** — "my AI research assistant produced this from the actual documents"
- **Attach the documents** — the audio is a companion, the documents are the authority
- **Budget generations** — 3 audio + 3 video per day on the \$0 tier; plan, don't test-burn

**The differentiator script:** "Every buyer I work with gets an audio briefing of the HOA documents before they sign anything." Say it at the listing appointment. Watch the reaction.

### Which Format, When

| SITUATION                                    | FORMAT              | WHY                                                 |
|----------------------------------------------|---------------------|-----------------------------------------------------|
| Your own prep (inspection, HOA, appraisal)   | 🔊 Audio             | Consumed while driving — zero desk time             |
| Buyer pre-showing package                    | 🔊 Audio             | Feels personal; they arrive informed and invested   |
| Neighborhood or listing explainer for social | 📺 Video             | Visual, shareable, produced from your own materials |
| Open-house prep                              | 📖 Study guide + FAQ | Quiz yourself; walk in knowing the property cold    |

## SYSTEM 3 — AUDIO RECIPES I

Paste into the "customize" box before generating an Audio Overview. The steering instruction is what separates a usable briefing from a generic summary.

### RECIPE 1 — THE INSPECTION BRIEFING (FOR YOU)

*Focus on the inspection report. Prioritize safety issues and major systems — roof, HVAC, electrical, plumbing, structure. For each significant finding, mention severity and whether a specialist was recommended. Skip cosmetic items unless costly. End with the five findings most likely to come up in negotiation. Audience: the listing agent preparing for the repair conversation.*

**Expected output:** a 12–18 minute negotiation prep session for your drive.

**Pro move:** generate it the evening the report lands; listen on the way to the client conversation.

### RECIPE 2 — THE BUYER'S HOA EXPLAINER (TO SEND)

*Audience: a buyer considering a home in this association, hearing these documents for the first time. Cover in plain language: monthly fees and what they include, pet and rental rules, parking, the approval process, and reserve health. Flag anything restrictive clearly but without alarm. Remind listeners the full documents are the authority and to direct legal questions to their attorney.*

**Expected output:** the HOA packet your buyer will actually consume — with the disclaimer built in.

**Pro move:** send with Recipe 5's framing message and the documents attached. Listen first — always.

### RECIPE 3 — THE LISTING WALKTHROUGH EPISODE

*Audience: serious buyers who booked a showing at [ADDRESS]. Walk through the property's story from the listing materials: the standout features, the neighborhood and lifestyle, schools and commute facts from the sources, and what makes this home different from others at this price point. Warm and factual — describe the property and area, never who "should" live there. Keep it under 15 minutes.*

**Expected output:** a pre-showing episode that turns lookers into prepared, invested visitors.

**Pro move:** the fair-housing line is in the recipe on purpose — property and lifestyle, never the buyer. Keep it there.

## SYSTEM 3 — AUDIO RECIPES II

Recipe 4 runs monthly from the Market Brain. Recipes 5 and 6 are the send-and-prep layer around every episode.

### RECIPE 4 — THE MARKET MINUTE (MONTHLY)

*Audience: homeowners and buyers in [AREA] with no real estate background. Using the newest monthly stats: what happened with prices, inventory, and days on market, what it means for sellers and for buyers, and one thing to watch next month. Conversational, honest about trade-offs, no hype. Target 8–10 minutes.*

**Expected output:** your monthly market podcast — from data you already collected.

**Pro move:** "my clients get a monthly market podcast" is a sentence no competitor in your market can say yet.

### RECIPE 5 — THE SEND MESSAGE (PAIRS WITH ANY EPISODE)

*[ASK IN CHAT, THEN COPY INTO YOUR TEXT/EMAIL:] Write a short message to my client [NAME] introducing the audio briefing I'm sending: what it covers in one line, that my AI research assistant produced it from the actual documents, that the full documents are attached and are the authority, and that I'm happy to walk through anything on a call. Warm, under 80 words, my usual sign-off.*

**Expected output:** the honest framing that makes the audio a service, not a shortcut.

**Pro move:** the "happy to walk through it on a call" line is the point — the audio opens conversations, it doesn't replace them.

### RECIPE 6 — THE OPEN-HOUSE STUDY GUIDE

*[USE THE STUDY GUIDE / FAQ BUTTONS, THEN ASK:] Generate the FAQ for this listing from all sources, then quiz me: ask me the ten questions a visitor is most likely to ask at the open house, one at a time, and correct my answers from the documents. I want to walk in knowing this property cold.*

**Expected output:** a rehearsed you — the agent at the open house who knows every answer.

**Pro move:** do it in the car outside, on the phone app, 15 minutes before doors open.

**The pattern:** generate deliberately (3/day at \$0), listen before sending, frame honestly, attach the documents. Done that way, the Audio Briefing Lab is the most memorable client experience you can produce for nothing.

Next: your notebook library — the four notebooks that run the whole system

## YOUR NOTEBOOK LIBRARY

Four kinds of notebooks run the whole system. The \$0 tier allows 100 — you'll use a fraction of that.

| NOTEBOOK                                                                                                                         | WHAT GOES IN                                                               | WHAT COMES OUT                                                                  | LIFESPAN                         |
|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------|
|  <b>Deal Notebooks</b><br>(one per transaction) | Contract, addenda, inspection, appraisal, HOA, title                       | Deadline sweeps · explainers · repair requests · client Q&A · commute briefings | Contract → closing, then archive |
|  <b>My Market Brain</b><br>(one, standing)      | Monthly MLS stats · reports · neighborhood research · your newsletters     | Talking points · objection answers · appointment briefs · Market Minute audio   | Forever — refreshed monthly      |
|  <b>Listing Notebooks</b><br>(one per listing)  | Listing sheet · features · neighborhood guide · school info                | Walkthrough podcast · open-house FAQ · buyer study guide                        | Launch → closing                 |
|  <b>The Knowledge Base</b><br>(one, standing)   | Contract-form explainers · brokerage playbooks · past mastermind workbooks | "How does this form work?" answers — for you and new team members               | Forever — grows slowly           |

### The Build Order Rule

**One deal notebook tonight — that's the whole assignment.** The Market Brain follows this week. Listing notebooks start with your next listing. The Knowledge Base grows whenever you think "I keep looking this up." A system built one notebook at a time gets used; a system built in one weekend gets abandoned.

MY FIRST DEAL NOTEBOOK (ADDRESS + DATE)

FIRST LISTING NOTEBOOK (WHICH LISTING)

MARKET BRAIN LOADED BY

FIRST KNOWLEDGE BASE SOURCE

**Naming convention:**  address for deals ·  My Market Brain ·  address for listings ·  Knowledge Base. Emojis in the names make the library scannable at 7 AM.

## THE CAUTIONS CARD

NotebookLM is unusually safe for an AI tool — grounded answers, visible sources. These five habits keep it that way.

| CAUTION                                   | WHY IT MATTERS                                                              | THE HABIT                                                                                      |
|-------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>1 • It only knows what you gave it</b> | An empty or stale notebook gives thin or dated answers with full confidence | Deal docs in the day they arrive · Market Brain refreshed monthly · Question 6 audits the gaps |
| <b>2 • Citations exist to be clicked</b>  | Summaries can compress nuance; the passage is the truth                     | Any date, dollar, or obligation you act on: click the citation, read the passage               |
| <b>3 • Client documents deserve care</b>  | Same discretion as any cloud tool — trust is the asset                      | Upload what's needed; skip pages with SSNs and bank details when you can                       |
| <b>4 • It's not your lawyer</b>           | Contract explainers aid understanding; they don't advise                    | Legal questions go to the attorney — and say so when you share explainers                      |
| <b>5 • Daily limits at \$0</b>            | 50 chats, 3 audio + 3 video per day                                         | Generate deliberately · if you never hit the caps (most won't), stay at \$0                    |

### The Honest Disclosure Line (Use It Verbatim)

"My AI research assistant put this together **from the actual documents** — they're attached, and they're the authority. I've reviewed it, and I'm happy to walk through anything on a call."

### When NOT to Use It

- **Legal interpretation** — what a clause means in a dispute: attorney
- **Anything unverified going out under your name** — you're the editor, always
- **Final compliance checks** — your broker's checklist is the checklist
- **Data you're not licensed to share** — MLS display rules still apply

### MY CAUTION COMMITMENT (THE ONE I'M MOST LIKELY TO SKIP, PRE-DECIDED)

Next: the 30-day plan — first notebook to full system

## BUILD ORDER & THE SYSTEM KILLERS

### The Build Order

| WHEN             | BUILD                                                      |
|------------------|------------------------------------------------------------|
| <b>Tonight</b>   | One deal notebook · Deadline Sweep · first audio (for you) |
| <b>This week</b> | Market Brain: numbers + voice layers                       |
| <b>Week 3</b>    | First client send · Market Minute · open-house prep        |
| <b>Week 4</b>    | Every active deal covered · Knowledge Base started         |

### The Phone App Habit

Install the mobile app on day one. The system becomes real the first time you ask a deal question from your car — or run the open-house quiz in the driveway.

### The Compounding Effect

| MILESTONE       | WHAT IT FEELS LIKE                                                       |
|-----------------|--------------------------------------------------------------------------|
| <b>Deal 1</b>   | "That was easier than reading everything twice"                          |
| <b>Deal 5</b>   | Clients notice you always answer with the source — and start saying so   |
| <b>Month 6</b>  | The Market Brain answers trend questions nobody else can source          |
| <b>Month 12</b> | "The best-briefed agent in the market" is your reputation, not your goal |

**Remember:** the tool is \$0 and the setup is minutes. The entire moat is the habit — which is exactly why most agents won't build it, and exactly why you should.

### The 5 System Killers

| KILLER                            | ANTIDOTE                                                       |
|-----------------------------------|----------------------------------------------------------------|
| Documents scattered in email      | The 5-minute new-contract ritual — docs in the day they arrive |
| Building 10 notebooks, using none | One deal notebook tonight; the rest follow real work           |
| Trusting without clicking         | The citation habit — verify what you act on                    |
| Audio generated, never sent       | Recipe 5's framing message makes sending a 60-second act       |
| Stale Market Brain by October     | The monthly ritual on the calendar, 1st business day           |

## THE 30-DAY NOTEBOOKLM PLAN

From "never heard of it" to the best-briefed agent in the room. Five checkboxes a week — finished beats fancy.

### WEEK 1 — FIRST NOTEBOOK

- Signed in at notebooklm.google.com + phone app installed
- Deal notebook built for one live transaction, all docs in
- Deadline Sweep run — dates verified against the contract
- Inspection Triage or HOA Decoder run on real documents
- First Audio Overview generated and listened to (for you)

### WEEK 2 — THE MARKET BRAIN

- "My Market Brain" created, this month's stats in
- 6+ past newsletters added (the voice layer)
- Market Story + Objection Answerer run on real questions
- One Deep Research run on my main neighborhood, saved in
- Monthly refresh ritual on the calendar (1st business day)

### WEEK 3 — THE AUDIO BRIEFING LAB

- Commute Briefing used before a real showing or inspection
- First client send: HOA explainer or listing episode + framing message
- Market Minute generated from the Market Brain
- Open-house FAQ + study-guide quiz before a weekend open
- Client reaction noted — this becomes your differentiator story

### WEEK 4 — THE SYSTEM

- Every active deal has a notebook — new-contract habit locked
- Knowledge Base notebook started (forms, playbooks)
- Citation-check habit reviewed — am I verifying what I act on?
- Daily-limit check: never hit the caps? Stay at \$0
- One colleague or TC shown the system — teaching locks it in

## Day-30 Scorecard

| QUESTION                                                  | YES / NO | IF NO — THE FIX                                                      |
|-----------------------------------------------------------|----------|----------------------------------------------------------------------|
| Does every active deal have a notebook?                   |          | The new-contract ritual slipped — re-anchor it to contract execution |
| Did I answer a client question with a citation this week? |          | You're still answering from memory — open the notebook first         |
| Has a client received an audio briefing?                  |          | Recipe 5's message makes it a 60-second send — do one tomorrow       |
| Is the Market Brain current?                              |          | Run Question 6 (Honest Gaps) — it writes your refresh list           |
| Am I still at \$0?                                        |          | Probably yes — upgrade only if you hit the daily caps repeatedly     |

Next: the ROI calculator — what a \$0 tool is actually worth

## YOUR NOTEBOOKLM ROI

### Time Math

| LINE                                                           | YOUR NUMBER          | EXAMPLE                                   |
|----------------------------------------------------------------|----------------------|-------------------------------------------|
| Hours per deal reading, re-reading & hunting through documents | <input type="text"/> | 6 hrs                                     |
| Hours with the Document Brain (ask → verify → done)            | <input type="text"/> | 2 hrs                                     |
| My hourly value (GCI ÷ working hours)                          | <input type="text"/> | \$150/hr                                  |
| Deals per year × hours saved × rate                            | <input type="text"/> | 18 × 4 × \$150 = <b>\$10,800/yr</b>       |
| The system's annual cost                                       | <input type="text"/> | <b>\$0</b> — write it down, it feels good |

### Risk Math

| LINE                                                                           | YOUR NUMBER                          | EXAMPLE                |
|--------------------------------------------------------------------------------|--------------------------------------|------------------------|
| What one missed deadline or overlooked clause costs                            | <input type="text"/>                 | a commission: \$12,000 |
| Close calls in the last 12 months                                              | <input type="text"/>                 | 2                      |
| What "I'll check and get back to you" costs vs. answering with the source open | Trust · referrals · the next listing |                        |

### Differentiation Math

What is it worth to be the only agent in your market whose buyers get a podcast briefing of the HOA documents — and to say so at every listing appointment?

**Read the spread:** the tool costs nothing, the habit costs minutes, and the alternative — memory, skimming, and "let me get back to you" — has been quietly expensive for your entire career. This is the rare system where the entire investment is attention.

## MY COMMITMENT CONTRACT

### I commit to:

- ☐ Build my first deal notebook — every document from one live transaction — by: \_\_\_\_\_ (tonight counts)
- ☐ Run the Deadline Sweep and verify every date against the contract by: \_\_\_\_\_
- ☐ Load My Market Brain (this month's stats + my newsletters) by: \_\_\_\_\_
- ☐ Send my first client audio briefing (after listening myself, documents attached) by: \_\_\_\_\_
- ☐ Click the citation on anything I act on — every time, starting: \_\_\_\_\_

### THE NOTEBOOK I'M BUILDING FIRST

-  A live deal
-  Market Brain
-  A listing
-  Knowledge Base

### MY BIGGEST OBSTACLE — AND MY PRE-DECIDED RESPONSE

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### MY MONTHLY MARKET BRAIN REFRESH DAY

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### MY ACCOUNTABILITY PARTNER + CHECK-IN CADENCE

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### The Stakes

This contract has no penalty clause, because it doesn't need one — it's a promise to your future self: every deadline swept, every answer sourced, every client briefed better than they've ever been briefed. Sign it while the momentum is real.

---

Signature

---

Printed Name

---

Date

**Accountability move:** screenshot this signed page and post it in the REIGNation community thread for this session. Public commitments get built; private ones get postponed.

## THE BEST-BRIEFED AGENT MANIFESTO

**I don't skim.  
I know.**

Every transaction generates hundreds of pages, and for years the industry has run on a quiet compromise: nobody actually reads them all. Answers came from memory, from skimming, from "let me check and get back to you" — and deals were lost in the gap between what the documents said and what anyone remembered they said.

That compromise just expired. The agent with a deal notebook answers the HOA question with the bylaw open on screen. Walks into the listing appointment with the market story and its sources. Sends the buyer a briefing they actually listen to — with the documents attached and every claim checkable.

Not because they read faster. Because they built a five-minute habit the day the contract was signed. The tool is \$0. The habit is everything. And a year from now, when clients expect their agent to know the file cold, the ones who built the habit in August won't be catching up — they'll be the standard everyone else is measured against.

**Every document read. Every answer sourced. Every client briefed.**

Spend less time reading. More time leading.

**"Because Guessing What's in the Contract is NOT an Option!"**

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

Workbook & resources: [bogen.ai/masterminds/notebooklm-for-realtors](https://bogen.ai/masterminds/notebooklm-for-realtors)

Community: [reignation.com](https://reignation.com) · Edmund's Mastermind & Group Coaching