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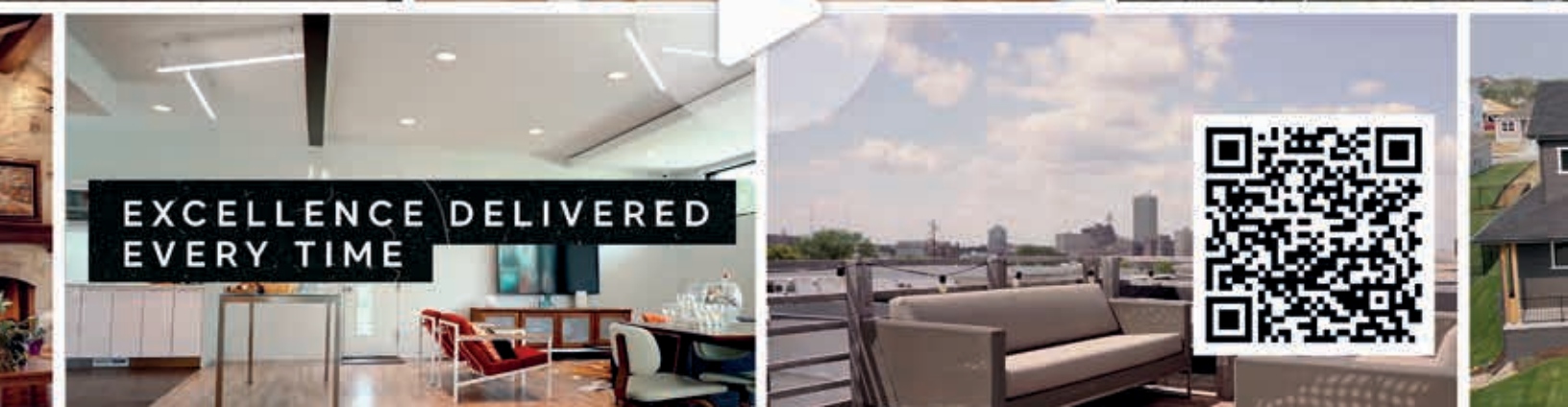


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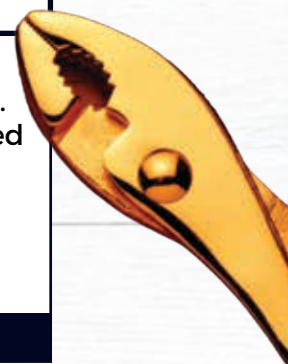
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Cover photo courtesy of Matt Bills.



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MEET THE OMAHA REAL PRODUCERS TEAM



STACEY PENROD
 Publisher
 Stacey.Penrod@n2co.com
 402-677-7744



ELLEN BUCHANAN
 Editor



ILONA POREBSKI
 Ad Strategist
 OmahaNE.ads@n2co.com



DAVE DANIELSON
 Writer



JESS WELLAR
 Writer



NATALIE JENSEN
 Photographer
 NatalieJensenPhotography.com



MARGARET WOLF
 Photographer
 mwolfphotography.com



MATT BILLS
 Photographer
 GetItSoldListingServices.com



AUSTIN HALL
 Videographer
 GloryVisuals.com
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DARREN CLAUSEN
 Videographer
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 Brandon.Martin@ccm.com



Neil Galas
 Branch Manager
 NMLS# 2023721
 402.319.6629
 Neil.Galas@ccm.com



Mike Dein
 Branch Manager
 NMLS# 543333
 402.210.9575
 Michael.Dein@ccm.com



Bradley Flanagan
 Branch Manager
 NMLS# 202074
 402.541.7023
 BradTeam@CCM.com



Nathan Wymer
 Loan Officer
 NMLS# 1560649
 402.981.8071
 Nathan.Wymer@ccm.com



Chris Nellis
 Loan Officer
 NMLS# 1481074
 402.210.1538
 Chris.Nellis@ccm.com



Cory Beckius
 Loan Officer
 NMLS# 623800
 402.968.0042
 Cory.Beckius@ccm.com



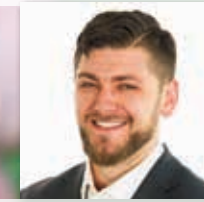
Brian Stephens
 Loan Officer
 NMLS# #943746
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 Brian.Stephens@ccm.com



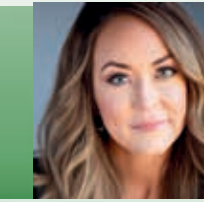
Morgan Walters
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 NMLS# 1281387
 402.682.2626
 Morgan.Walters@ccm.com



Angela Chappell
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 402.968.4334
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David Mango
 Loan Officer
 NMLS# 2144427
 402.599.3326
 David.Mango@ccm.com



Chloe Hamel
 Loan Officer/Team Lead
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▶ publisher's note

SLOW DOWN TO SPEED UP

"Slowing down is sometimes the best way to speed up."
—Mike Vance

Dear Real Producers of Omaha,

As we enter into the summer months, a time when many of us take much-needed vacations, I want to share an important concept that can transform the way you approach your business: slowing down as a powerful and effective approach to subsequently speeding up your efforts. This may seem counterintuitive, especially for entrepreneurs in an industry where speed is often equated with success. However, taking advantage of the opportunity to reflect on and assess your business can yield tremendous benefits.

To be clear, slowing down isn't just about catching your breath — it's a strategic pause that allows you to delve deep into your business, identifying crucial drivers and issues for more informed decision-making. Taking the time to reflect on and assess the allocation of your resources — be it time, money, or energy; to establish or reinforce clear accountability structures for yourself and your team, if you have one; and to focus on root issues fosters

continuous learning and fuels strategic growth. Ultimately, this methodical pace enhances profitability by prioritizing efficiency, laying the groundwork for sustained success, and priming you for more effective acceleration as you emerge from it.

I want to emphasize that slowing down does not mean procrastination or a lack of urgency. Rather, it's about moving forward with clarity and confidence, ensuring that every action you take aligns with your overarching goals. I encourage you to embrace the wisdom of "slowing down to speed up." Taking the time to reflect, assess, and strategize positions you for success going forward.

Be sure to check out the fabulous photos from our Ladies' Night Out in May in this issue. We look forward to seeing you all again soon!

With warm regards,



Stacey Penrod
Owner/Publisher
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OMAHA Real Producers' LADIES' NIGHT OUT

**The Winery & Deli
May 9, 2024**

Thank you to **Stacey Thorne** and **The Thorne Team**, of **CMG Home Loans**, for generously sponsoring our unforgettable Real Producers' Ladies' Night Out on May 9th, where we had the pleasure of celebrating all the incredible women in our community! Heartfelt appreciation goes out to our gracious hosts at **The Winery & Deli**, **Studio by JH**, and **JH Interior Design & Bouquet**.

The turnout for the event was remarkable, and the energy was wonderful! Guests were serenaded by live music from **Charlie Alley**, while The Winery delighted everyone with a selection of fine wines and delectable appetizers. Our event also featured four delightful "pop-up" shopping experiences, showcasing exquisite jewelry, accessories, and gifts from **Beau Joyau**, stylish clothing from **Coco Rosine**, bespoke hats from **Brim & Branded**, and designer accessories from **NickiChicki VIP Shop**. However, what truly made the evening unforgettable was the sense of camaraderie, the contagious laughter, valuable networking opportunities, and the bonds of friendship. It was a rare chance for everyone to hit pause and just enjoy each other's company for a few hours!

A big thank-you to the many businesses that provided door prizes, such as **Elevate Med Spa**, **Hilton Hotels**, **Hearts & Fire**, **Harmony Med Spa**, **Studio by JH**, **Arbonne**, **Torva Fit Club**, **Chef Around the Block**, and **Graze Craze!** We value you and truly appreciate your support!

Thank you to each and every one of you who joined us for this unforgettable evening of camaraderie and celebration. Stay tuned for updates on our upcoming events — we can't wait to create more memorable moments together!

Cheers!

For information on all Omaha Real Producers' events, email Stacey.Penrod@n2co.com.

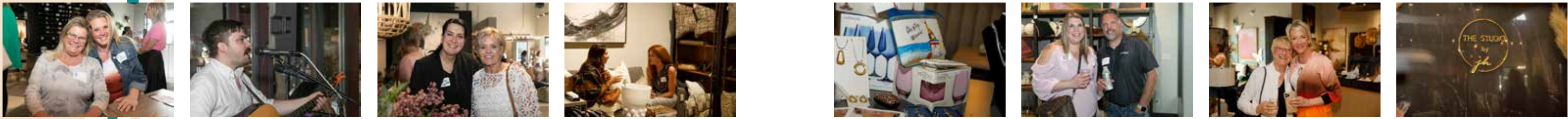


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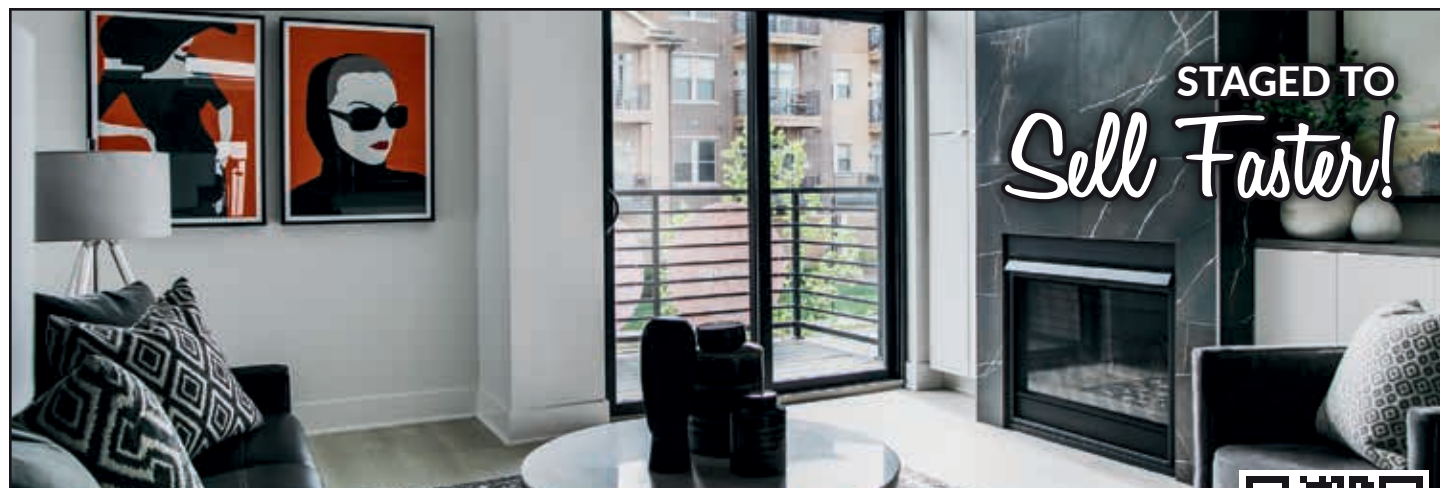
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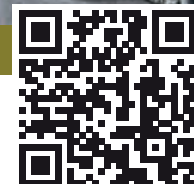
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DAWN GRIMSHAW



BUILDING SUCCESS FROM SCRATCH

“
*You get out of
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what you put
into it.*
”

At what point does one become a legend? Surely Dawn Grimshaw is well on her way to this label, given her success as a REALTOR® and proud team owner of the Omaha Home Pros Team at Better Homes and Gardens Real Estate The Good Life Group.

Starting over from zero in a new city is daunting for anyone, but for Dawn, it was just a chapter in her remarkable 24-year career when she returned home.

A NEW START

An Omaha local, Dawn graduated from the University of Nebraska Omaha with a degree in criminal justice. After working as a family support worker and in a juvenile diversion program, Dawn relocated to Iowa with her husband's job transfer.

“I was pregnant and didn't know anyone when we moved to Cedar Rapids. So I decided to just switch gears and try real estate for a change, with the flexible hours. Once my baby got old enough, I was ready to try daycare part-time,” Dawn recalls.

▶▶ cover story

By Jess Wellar
Photos by Matt Bills





The Omaha Home Pros Team at Better Homes and Gardens Real Estate The Good Life Group

Dawn quickly made her mark in Cedar Rapids, where, despite being new to the area, she earned the title of Rookie of the Year from her brokerage for her production in 2000. This early triumph was just a prelude to her sustained success after moving back to Omaha several years later, where she had to reestablish herself as a Realtor once more.

“I had to start all over, get my Nebraska license, and build my business again,” she recalls. “When we first moved back, I was pregnant again, so I took a short time off, then got my license in Nebraska. I joined a lot of mom groups and had playdates to meet new people. My kids were involved in a lot of activities, so I started building my network through those people and people I’d meet at their schools, or just in our neighborhood, and grew my business organically through referrals.”

BETTER TOGETHER

Upon returning to Omaha, Dawn not only continued her real estate momentum but also took the innovative step of forming one of the first non-spousal partner teams in the area, which was quite a challenge at the time.

“I started a team in 2008 since I had young kids and there was another agent that I worked closely with who also had small children, and we had a similar business. It seemed like a good idea to cover each other and be able to afford an assistant with our combined incomes,” Dawn explains.

“But at that time, there were really no partnerships or teams that existed other than married couples at our then brokerage, and not much for teams at all, at least not in Omaha. We actually had to change brokerages to do it,” she chuckles. “How times have changed though!”

After her original team member eventually moved away, Dawn decided the timing was right to grow her team, The Omaha Home Pros, in 2013 with a vision of collaborative success and an emphasis on relationships. Since then, Dawn has not only excelled personally, but has also led her team to remarkable achievements. Individually, Dawn closed \$16 million last year, and the Omaha Home Pros team achieved a staggering \$54 million in volume for their small team. Moreover, Dawn’s career has been decorated with prestigious accolades such as the Emerald Elite, Founders Club Award, highlighting her as a top 1 percent Realtor nationwide within her brokerage network, while her approach to leadership remains the same as when she was a solo agent.



Dawn Grimshaw (center right) with her husband, Joe, and their daughters, Sasha and Jillian

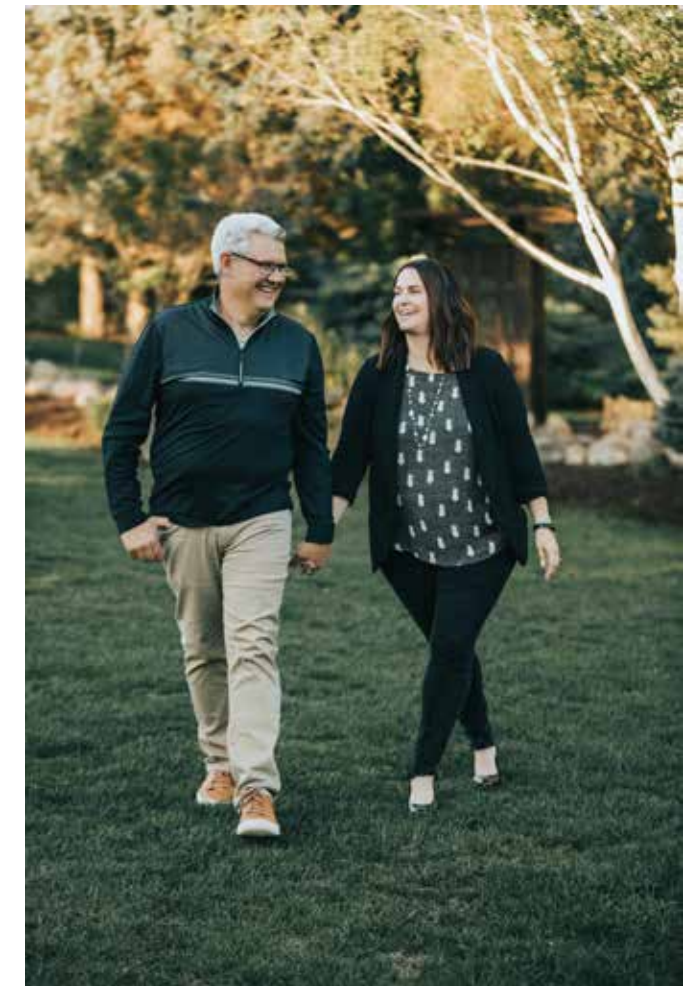
“Our team is unique because I don’t give leads to my team members; I provide them with the support staff, systems, marketing, and tools to build their own business and generate referrals,” she notes.

OUTSIDE THE OFFICE

Beyond work, Dawn places a strong emphasis on family. Married for 27 years to Joe, an IT professional at Kiewit, the couple have two adult children, Sasha and Jillian, as well as three beloved miniature poodles: Gizmo, Lucy, and Sophie.

“I may be a crazy dog person now,” Dawn laughs. “We often travel with our dogs, they are quite spoiled. In addition to traveling, I love gardening and hiking, but honestly, most of my life revolves around real estate — and not just my clients and home sales. We also have just under 50 rental units and many are furnished, short-term or mid-term rentals.

“I love buying real estate, fixing it up, decorating, and furnishing,” she adds. “I self-manage all of our properties, so it keeps me pretty busy!”





Top producer Dawn Grimshaw with her miniature poodles, Gizmo, Lucy, and Sophie

ON THE HORIZON

Looking ahead, Dawn remains enthusiastic about providing her clients with the top-notch service they've come to expect while managing her team. She is also quite eager to keep traversing the globe to check off her extensive list of travel destinations, spend quality time with her family and friends, and further expand her real estate portfolio.

"We all have plans, but then life happens," she laughs. "I do love to travel, though; we just recently returned from Vietnam, and I am already looking forward to the next trip to who knows where. Traveling makes you appreciate different cultures, cuisines, and

Dawn also makes an effort to give back to her community through her support of charities like Project Pink'd, and 100 Women that Care.

perspectives while also making you appreciate what you have when you return home."

"Project Pink'd was actually started by a friend of my husband's, who has sadly since passed. Cynthia, the founder, meant a lot to the community and was a wonderful woman. Joe has been very actively involved from the very start, and as a family, we have felt strongly in supporting that cause for many years. It supports breast cancer survivors and their families and keeps all the money local," she shares.

Reflecting on her career and life experiences thus far, Dawn emphasizes the importance of adaptation and resilience while maintaining a positive mindset in what can often be a tough industry.

"You get out of this business what you put into it," she concludes. "It takes years of planting seeds before you see the harvest, and your relationships and care for others will be the most important factor in long-term success. So don't be afraid of change, welcome it. The only constant in real estate is that it is always changing."

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on their side is invaluable and greatly improves the process of achieving clients' real estate and home financing goals.

TOTAL COMMITMENT

Those who work with Stacy and her team see the way she totally commits to their goals in a very active way.

"It makes me feel very good to know that people who work with us trust us," Stacy says.



Senior Loan Officer Stacy Thorne leads the Thorne Team at CMG Home Loans.



Loan Officer & Production Manager Shannon Jones



Stacy's daughter, Brittany Westover, is a loan officer on her mother's team.

"There's a lot of volatility out there right now, so we have a responsibility to do what we say we will do, when we say we will do it."

CREATING HER LIFE'S PATH

At the age of 19, a friend suggested that Stacy try a temp agency to help balance the demands of the full-time schedule of college and work. This is when she was introduced to the world of real estate and mortgage.

"My very first job was typing applications, pre-computers. I had a very modest upbringing, so I was immediately attracted to the lifestyle that real estate provides," Stacy says. "I was instantly passionate about learning every aspect of our business."

WILL-DO SPIRIT

As Stacy says, she takes pride in being an advocate for her clients. "No," and "We can't do that," are not in her team's vocabulary.

"I tell all of my clients that if you want to buy a home, I will get you into a home," Stacy says. "There is always a solution."

Last year, when many in the business experienced significant losses, Stacy and her team grew their business by over 15 percent. She attributes that success to providing affordability solutions during this current housing cycle.

"It is our responsibility to provide education, stability, and reassurance during this challenging time. That has been our only focus as we navigate through this cycle," she says.

FAMILY TREASURES

Family is at the heart of life for Stacy.

"I was a single mother of my three for over 20 years. I attribute my career in mortgage for allowing me to not only have a successful career but allowing me to also be a full-time mom. I am grateful for that every day and never take that unique gift for granted," Stacy shares.

"Real estate is a lifestyle. There are no set hours in a day. Yes, this can be challenging at times, but it is also what allowed me the opportunity to be fully present as I raised my family. For that, I am truly grateful."

In her free time, Stacy has big passions in life, including scuba diving, her motorcycles, and photography.

"Once my daughter started a family and my boys both joined the Army, I had more time to pursue my own passions," she notes.

Stacy travels often to Cozumel to scuba dive or ride motorcycles through the mountains of Montana. "Every trip is with my camera in hand," she smiles. "I try to capture a story wherever I go."

SHARING HER JOURNEY

When asked what brings her the most fulfillment to her role in mortgage, Stacy explains, "I have had many successes over the last 34 years here, but I have also made a lot of mistakes, as well — both personal and professional. I use my story to truly relate better to each of my clients. I am very transparent, and I believe because of that, there is a more solid foundation of trust with those that I work with. I have been a single mom, I have filed for bankruptcy, I have been divorced, and so on. I feel sharing these experiences helps me relate better with my clients."



As you seek trusted partners to help make good things happen for your clients, be sure to look to Stacy Thorne and her dedicated team at CMG Home Loans. With their commitment to excellence and personalized service, they're ready to assist you in achieving remarkable results throughout the mortgage journey.

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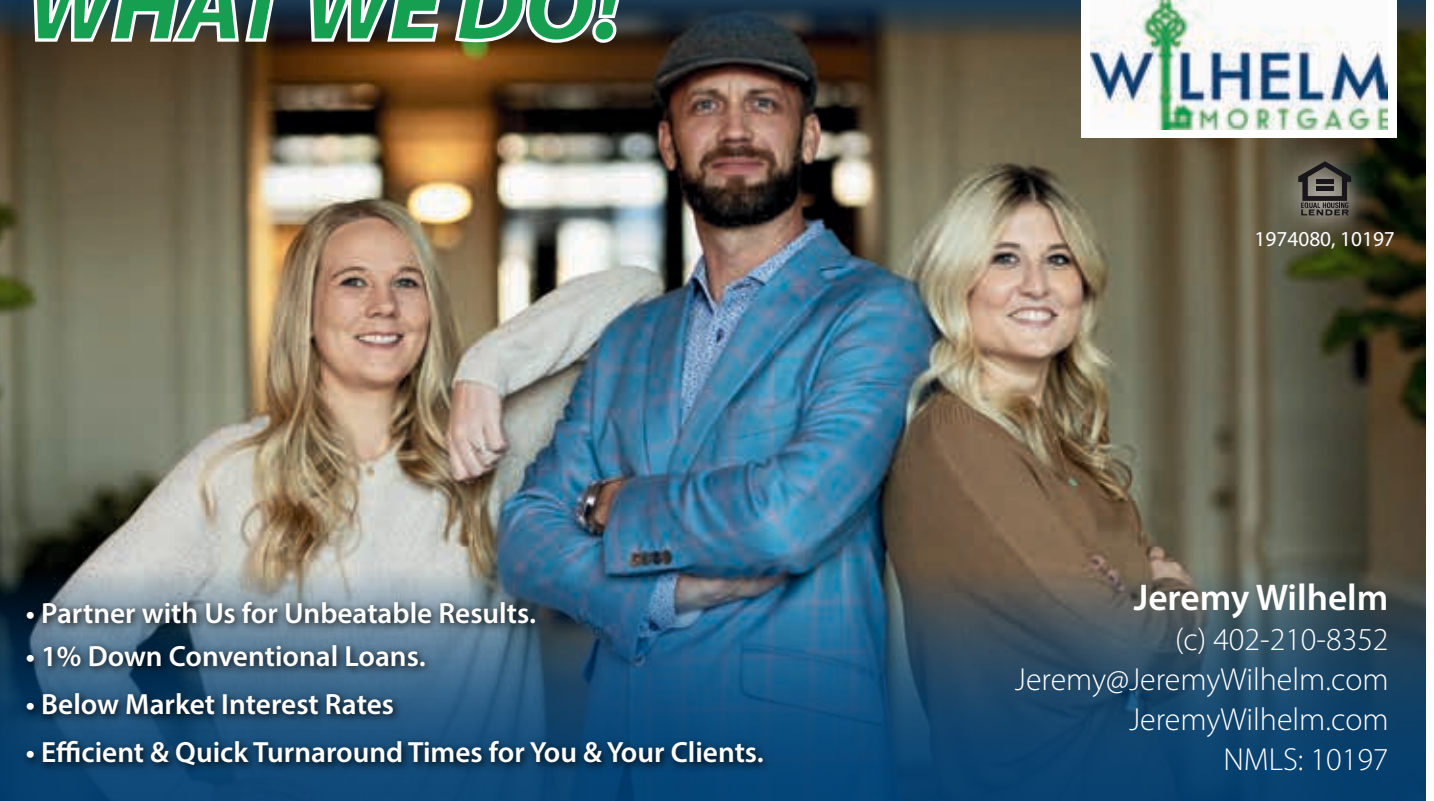
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▶ young gun

By Jess Wellar
Photos by Natalie Jensen



ALWAYS EYEING THE TOP

From her early days in the Marines to navigating various careers, Libby Long has always been driven by a fierce determination to excel. Now a promising REALTOR® with Berkshire Hathaway HomeServices in Omaha, Libby's fledgling career has been marked by her signature tenacity and a passion for pushing herself further.

“

IF THERE IS A TOP,
I WANT TO REACH
IT AND SEE HOW
FAR I CAN GO.

“If there is a top, I want to reach it and see how far I can go. That's just my goal-oriented personality,” Libby explains. “I'm always in competition with myself, though, never others.”

EARLY LIFE

Born and raised in Blair, Nebraska, Libby learned the value of a dollar early on and credits her rural upbringing for her fierce work ethic and grit.

“I come from a small, tight-knit community... There was a Drive-Your-Tractor-to-School Day and county road cruising was what you did on the weekends,” Libby says with a chuckle. “From detasseling corn at age 14, if I wanted something, I had to go out and work for it.”

Post-high school, Libby enlisted with the Marine Corps. Although her time in the military was brief, it was during this service stint that she met her husband, a fellow Marine. Switching gears, Libby practiced her license in aesthetics for a short while and then the finance sector before real estate called her name after watching “Selling Sunset.”

“I watched that show and thought, ‘Why not me?’” Libby recalls. Her transition to real estate was further sparked by a heart-to-heart with a family member.

“The decision to become a real estate agent stemmed from my reluctance to return to college so I could climb the corporate ladder,” Libby shares.



“I knew I wanted to work for myself, so I sought advice from the most successful person in business I knew, Laura Burford, my mom’s cousin, who is now the senior vice president of West Gate Bank.

“Over brunch, she advised me to consider real estate due to its low startup costs and flexible nature, emphasizing that if it didn’t suit me, I could easily switch directions without significant consequences.”

A QUICK STUDY

Motivated by this conversation, Libby took the plunge in 2021 and never looked back. It didn’t take long to make her mark, either; last year alone, Libby managed to close 45 transactions and post \$13.7 million in volume and aims to hit \$20 million by the end of 2024.

Libby has already stacked up significant accolades, as well, including the BHHS Young Gun award for outstanding agents under 35 who achieve over \$10 million in volume. Her relentless drive has also snagged her the prestigious BHHS Chairman’s Circle Gold award.

“I make it a point to step into my clients’ shoes, which helps me tailor my approach to meet their specific needs effectively,” she notes.

Embracing her rural roots, Libby specializes in the acreage niche under the team name “Selling the Midwest” to capture the essence of her regional focus and spirited approach. She also holds designations as an MRP and ABR.

“I have a passion for the statistical side of real estate and see marketing a property as an art form,” she adds. “From strategic pricing to the meticulous organization of MLS photos, I’m hands-on in every aspect of the process.”

While Libby operates as a solo agent with Libby Long Realty, LLC, she is quick to credit Sam Childers, her phenomenal director of operations, for being a critical component of her business’s rapid success.

“Sam is my lifeline. She’s always keeping me on track for deadlines and smoothing out all the details,” Libby acknowledges. “With a degree in communications, she manages our social media presence and coordinates closing gifts. Her organizational skills ensure that our operations run smoothly, while her talent for planning events adds a special touch to our client interactions.”

A BALANCED LIFE

Outside of the office, Libby treasures her family life. Married to Rory, the couple will celebrate their 10th anniversary this September and share the joys of parenting two energetic young children — Raylan (4) and Remington Rose (2). The Long family is completed by Dozer, a gentle rescue pitbull-lab mix with a notably large head.

Libby and her brood relish any time spent together outdoors, from simple activities like blowing bubbles to dining in the fresh air. They’re also committed to weekly swim lessons and are looking forward to more travel soon.

“My favorite way to unwind involves just watching my kids play. During the summer, we frequently visit the splash park at the zoo, which is always a highlight,” she offers. “I also have a deep fascination with the ocean and sharks... I’m completely



captivated. I’ve had the pleasure of swimming with sharks in Florida, and it’s an exhilarating experience I wish I could indulge in every month — or weekend!” she laughs.

Through BHHS, Libby is a proud supporter of the Sunshine Kids and the Children’s Hospital — a cause that became particularly significant during her son’s hospitalization last Christmas.

“We are so lucky to live in Omaha, where we have a great Children’s Hospital,” she emphasizes. “The compassion and support we received during that time, especially from ‘Santa Claus,’ who delivered presents to the children, were profoundly impactful.”



Libby credits Sam Childers (right), her director of operations, as an integral part of her success.

“**SAM IS MY LIFELINE. SHE’S ALWAYS KEEPING ME ON TRACK FOR DEADLINES AND SMOOTHING OUT ALL THE DETAILS.**”



Libby Long with her husband Rory and their children, Raylan and Remington Rose.

Looking ahead, Libby has ambitious plans on all fronts. She dreams of owning property in Hawaii to enjoy winters with her family and create a lasting legacy for her children.

“I’m currently in the ‘growing my business while being a mom’ phase, but maybe someday I’ll build a small team,” she muses. “For now, though, every step I take is aimed at ensuring I’m making the right decisions to set up a successful and fulfilling future.”



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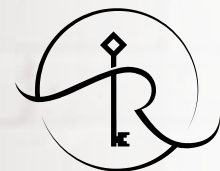
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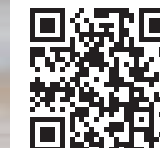
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Rarely does a property of this caliber become available, offering not only unparalleled craftsmanship but also a lifestyle of unparalleled opulence. From the moment you step through the grand entrance, you are greeted by an awe-inspiring, two-story great room adorned with floor-to-ceiling windows that frame stunning views of the serene lake beyond. The seamless fusion of midcentury and transitional modern design elements creates an ambiance of timeless elegance that is both inviting and inspiring.

This sprawling estate boasts an impressive 18,320 square feet of living space, featuring five bedrooms and 10 baths, providing ample room for family and guests alike. Every inch of this home has been thoughtfully designed to cater to a variety of interests and hobbies, making it the ultimate sanctuary for those who appreciate the finer things in life.

For the avid collector, the 12-plus car garage with a built-in sport court and guest studio offers the perfect space to showcase prized possessions,



From the moment you step through the grand entrance, you are greeted by an awe-inspiring, two-story great room adorned with floor-to-ceiling windows that frame stunning views of the serene lake beyond.



whether it be classic cars, fine art, or memorabilia. Meanwhile, the wood-paneled home library provides a cozy retreat for quiet contemplation and reflection, surrounded by shelves filled with literary treasures.

The primary suite is a haven of relaxation, featuring a spacious sitting room and a dream closet that would impress even the most discerning fashionista. A pocket office adjacent to the gourmet kitchen offers a convenient workspace for those who require a home office, while an exercise room and golf simulator cater to those with active lifestyles.

But perhaps the crowning jewel of this extraordinary estate is the custom pool and spa area, complete with an indoor/outdoor pool bar and ¾ bath, creating an oasis of luxury where you can unwind and entertain in style. Step outside to discover the on-the-water boat house, deluxe stationary dock, and zero-entry pool, providing endless opportunities for waterfront recreation and relaxation.





No detail has been overlooked in the creation of this unparalleled masterpiece, where every step through the home is a journey in inspired living. Whether you're hosting lavish soirées or simply enjoying quiet moments of solitude, 17506 Island Circle offers a lifestyle of unparalleled luxury and sophistication.

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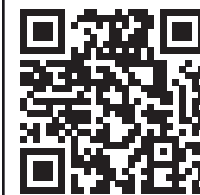
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UNLOCKING POTENTIAL REAL ESTATE IN THE AGE OF AI – PART 2: TAILORING AI TO YOUR STYLE

By Scott Bergmann

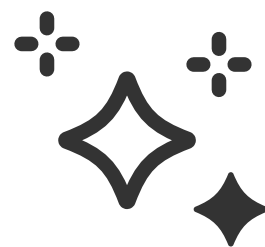
Last month, we uncovered how AI is shaking things up in the real estate world. Now, let's make this technology work for us, not just by adopting it, but by personalizing it to amplify our unique styles and strengths. The real trick is to harness AI, not as a mere tool, but as a partner that speaks in your voice, representing your brand in every automated interaction.

DEVELOPING YOUR AI VOICE

Your voice is your brand in real estate, and it's crucial that AI doesn't strip away that personality. Instead, let's teach it to speak your language.

- **Pinpoint Your Style:** Start by identifying yourself with three adjectives that capture your professional vibe, and another three that your clients might use to describe you. Whether you're "driven, knowledgeable, and friendly" or "detailed, patient, and proactive," these words lay the groundwork. This exercise is not just about understanding how you see yourself, but also how your clients perceive you and how they speak about you to others.

- **Teach Your AI:** Armed with this insight, you can now program your AI. If you're all about being "approachable" and "insightful," your AI should craft communications that feel warm yet packed with expert insights. Consider this programming a bit of your personality into every digital message, ensuring that each piece of content feels uniquely yours.



KICKSTARTING AI-DRIVEN CONTENT CREATION

Here's how to get AI crafting content that sounds just like you:

- **Step 1: Choose Your Platform**
Open up your favorite AI platform, like ChatGPT or Google Gemini. Each platform has its strengths, so select one that aligns best with your communication needs.
- **Step 2: Define Your Style**
Type in the adjectives that best describe your professional vibe. This isn't just about inserting keywords; it's about laying the foundation for personalized interactions that resonate with your audience.
- **Step 3: Train Your AI**
Show it examples of your successful emails or popular social media posts. This step is crucial as it teaches the AI what makes your style click with your audience. By analyzing these examples, the AI can start to replicate your tone and manner effectively.
- **Step 4: Generate and Review**
Have the AI whip up a draft based on what you've shown it. This is where you

see your efforts come to life. Verify that the draft matches your style and make any necessary tweaks to perfect it.

- **Step 5: Implement and Adjust**
Put the AI-crafted content to work in your campaigns. Sprinkle the content in your campaigns and track the open rate and response rates.

Teaching AI to mimic your personal tone isn't just about embracing new tech — it's about ensuring that every piece of content you push out continues to resonate with your authentic self. As we've tackled emails today, look forward to making AI an even bigger part of your toolkit in Part 3, where we'll explore more ways to keep your communications sharp and engaging.

By tuning AI to our personal brand, we stay at the forefront of the real estate industry, ready to connect more effectively and efficiently than ever before. This isn't just about staying current; it's about setting the pace in a digitally driven market.

Scott Bergmann is a licensed REALTOR® with Realty ONE Group Sterling, here in



Omaha Nebraska. He is looked at in the real estate industry as an early adopter of AI and travels the nation doing in-person workshops for real estate agents and brokerages and rooms of anywhere between 50 to 600, speaking specifically about AI tools and resources that real estate agents should be using.

Scott specializes in marketing and technology, as well as coaching on AI. Whether he is found on an AI real estate podcast or an in-person workshop, his love for AI can be heard and felt. He's passionate about coaching agents to the reach their maximum potential and firmly believes AI should be an important tool in their tool belt.

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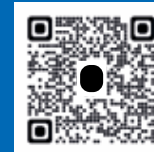


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