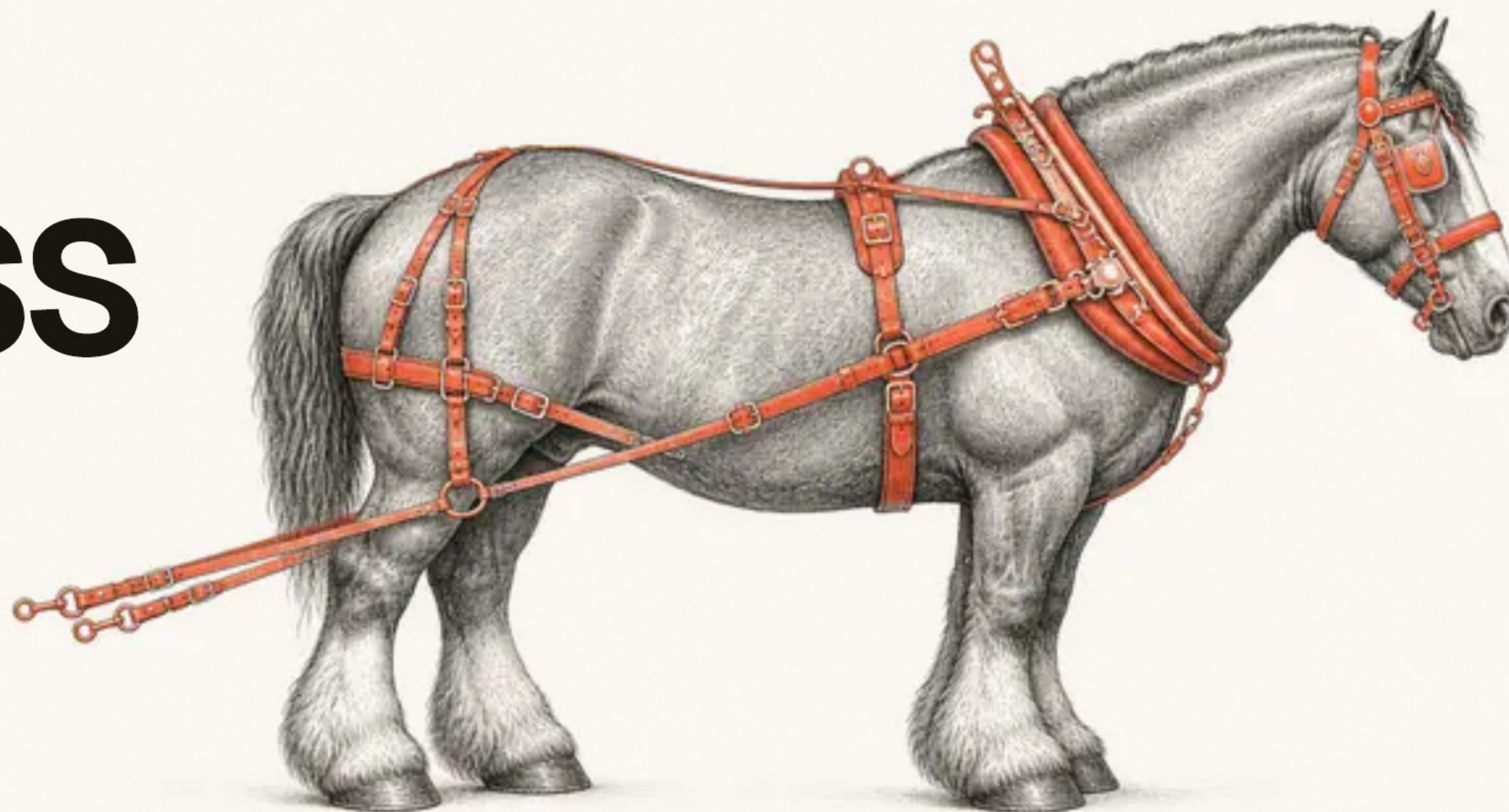


DANIEL FOCH · HOMIES

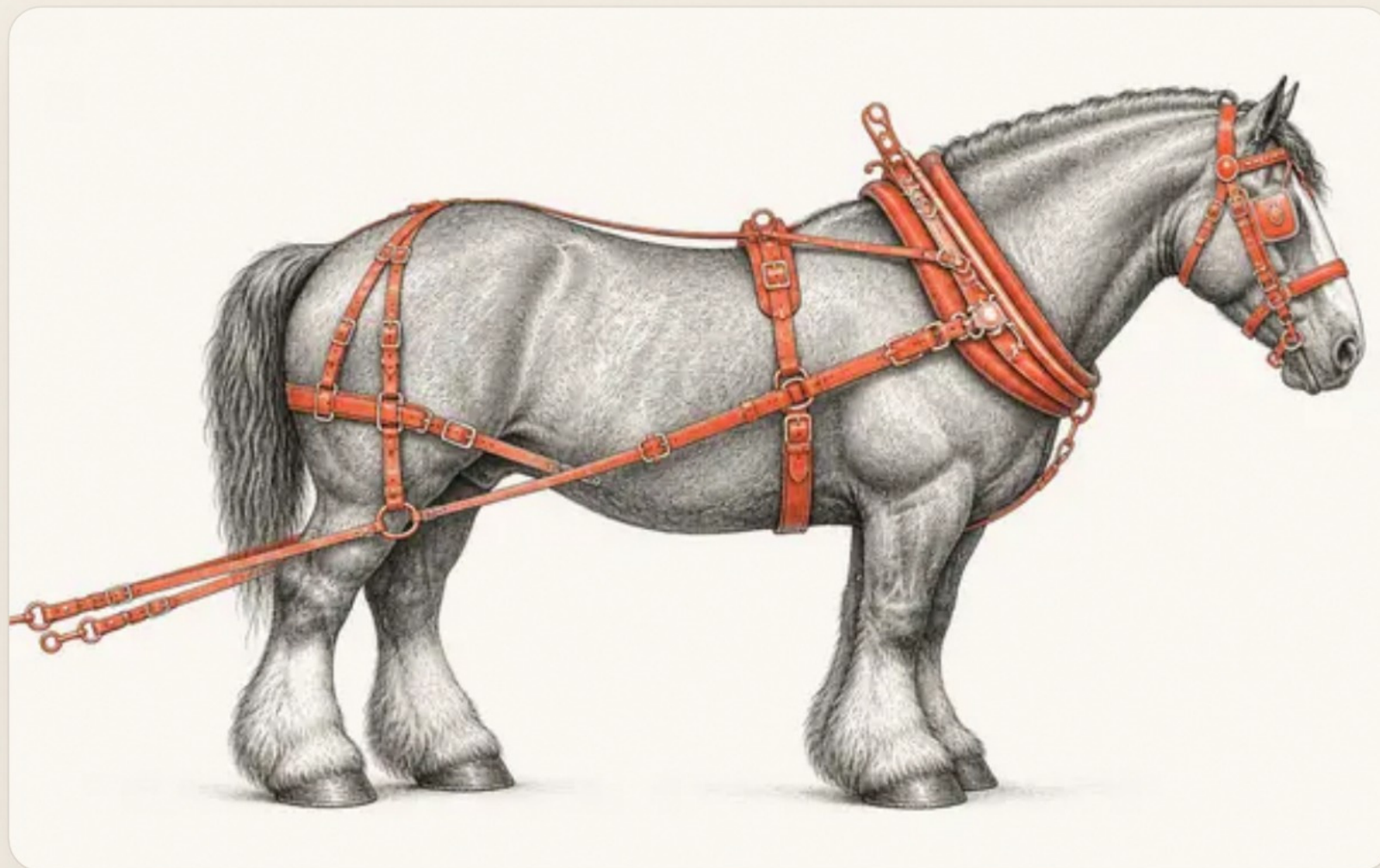
HARNESS IT

How to turn raw AI into a real estate business that compounds.



SIX THOUSAND YEARS OF LEVERAGE

Raw power was never enough.



THE CENTRAL IDEA

AI ISN'T MAGIC.

IT'S PLUMBING.



BEFORE WE BEGIN

Both are valid.



WHO'S TALKING?

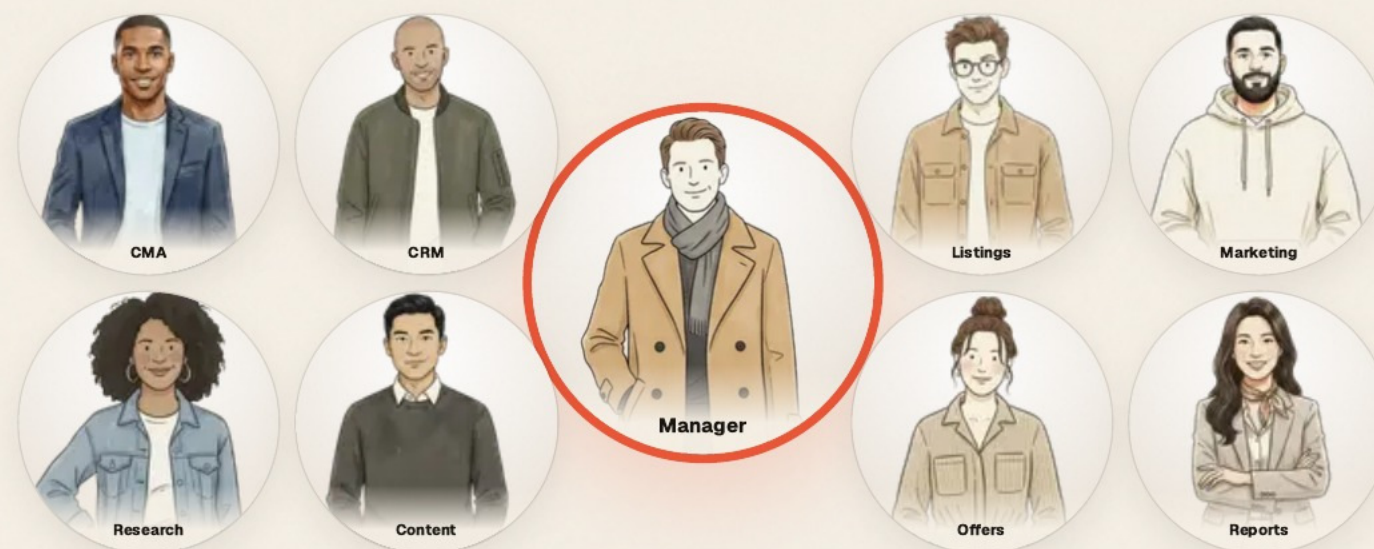
DANIEL FOCH



THE QUESTION WE KEPT HEARING

“Can we use your tools?”

*“Yes — without joining
our brokerage.”*



THE FALSE CHOICE

TWO WAYS TO LOSE



SIX MONTHS OF FRONTIER
TURNOVER

THE #1 MODEL KEEPS CHANGING.

YOUR REALTOR STACK SHOULDN'T.



BENCHMARK THE WORK, NOT THE HYPE

THE BEST MODEL IS TEMPORARY.

*THE HARNESS
IS DURABLE.*

Current benchmark winner:
UPDATE MORNING OF EVENT

SWAP THE MODEL.
KEEP THE SYSTEM.



THE ENTIRE BUILD

SEVEN STEPS.

One working harness.



CHOOSE THE HORSE

1. MODEL

START HERE · FIVE MINUTES

 ChatGPT / Codex

 Claude



ADVANCED · NARROW PERMISSIONS

 OpenClaw-class agents

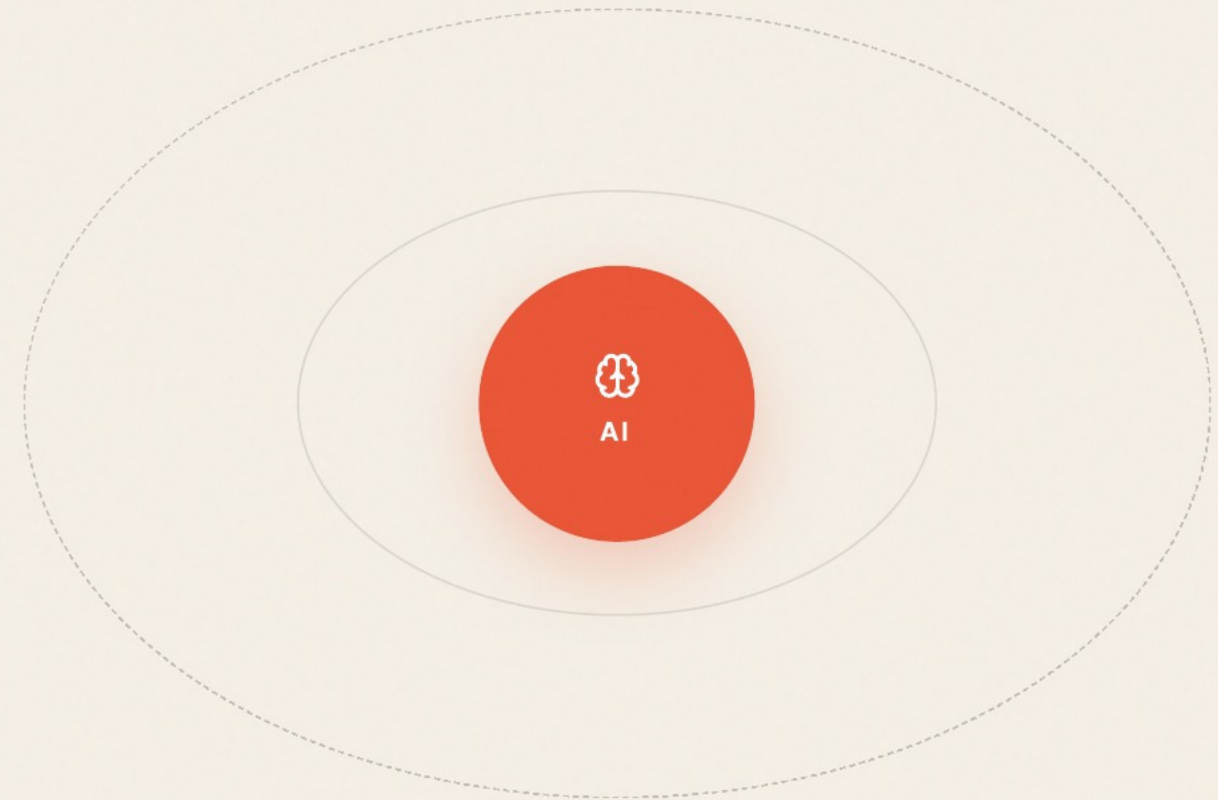
 Hermes-class agents



CONNECT THE BUSINESS

2. ACCESS

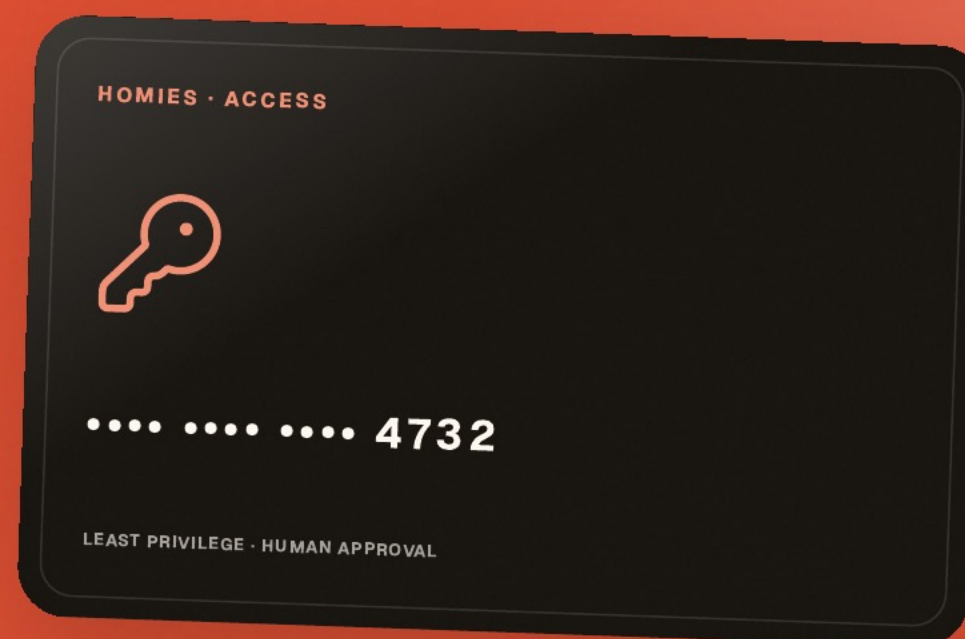
Connect where the business lives.



A SECURE CONNECTION

API KEY

*A digital keycard
between tools.*



AUTHORITATIVE, NOT APPROXIMATE

3. MARKET



CONGRATULATIONS

5% finished.

A very intelligent intern with access to the building.

5%



TEACH THE BUSINESS

4. METHODS

SELF-EMPLOYED

*The process
lives in my
head.*



BUSINESS OWNER

*The process
lives in the
business.*



THE LOOM HABIT

**DO → RECORD
→ TEACH
→ IMPROVE**



PUT IT TO WORK

5. MANAGEMENT



OPTIONAL · MEET THE WORK WHERE IT HAPPENS

6. CHANNELS



KEEP THE WORKER ALIVE—AND CONTAINED

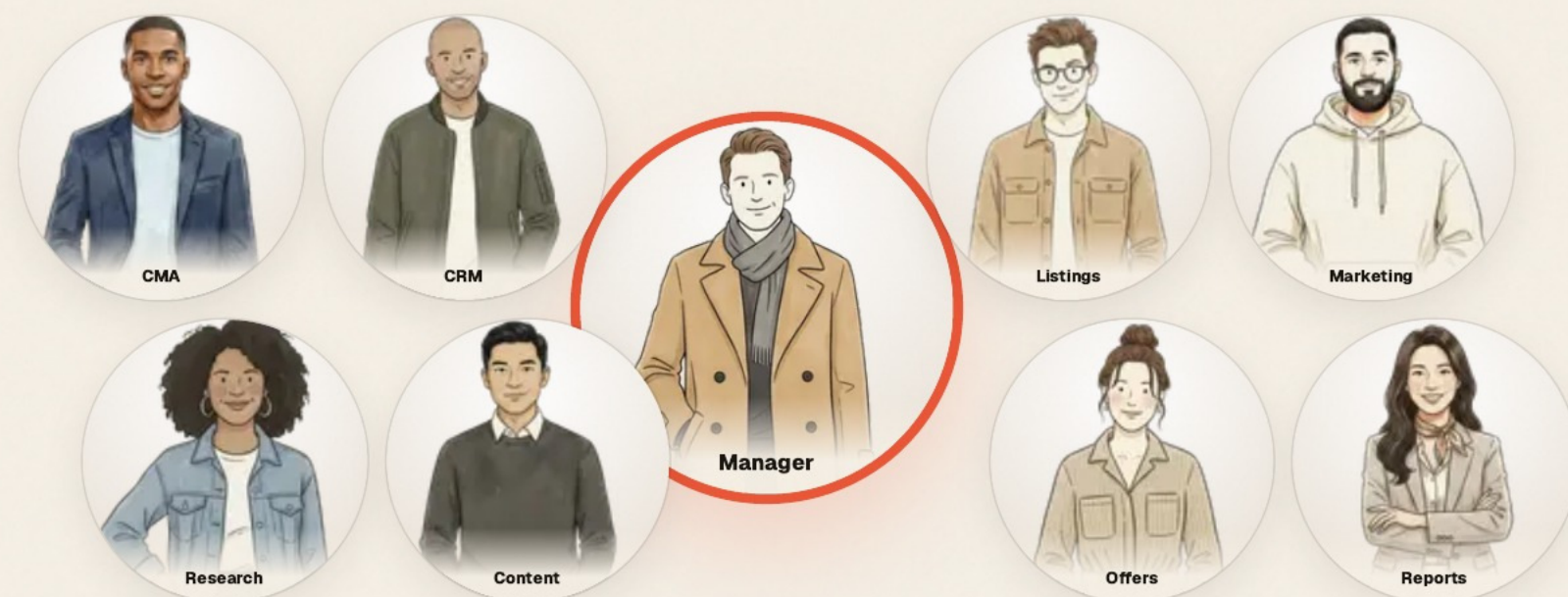
7. SERVER

A secured field for an always-on horse.



ONE MANAGER • EIGHT SPECIALISTS

The Homies team



ONE GOAL · MULTIPLE AGENTS

**“Prepare me to
win the listing at 18
Maple tomorrow.”**



DO NOT TAKE NOTES · THE QR HAS EVERYTHING

WHAT THE FINISHED HARNESS DOES



THE FILL-IN WORK

Seven clear steps.

Thousands of decisions.



BUILD VERSUS BUY

COULD YOU BUILD THIS?

YES.

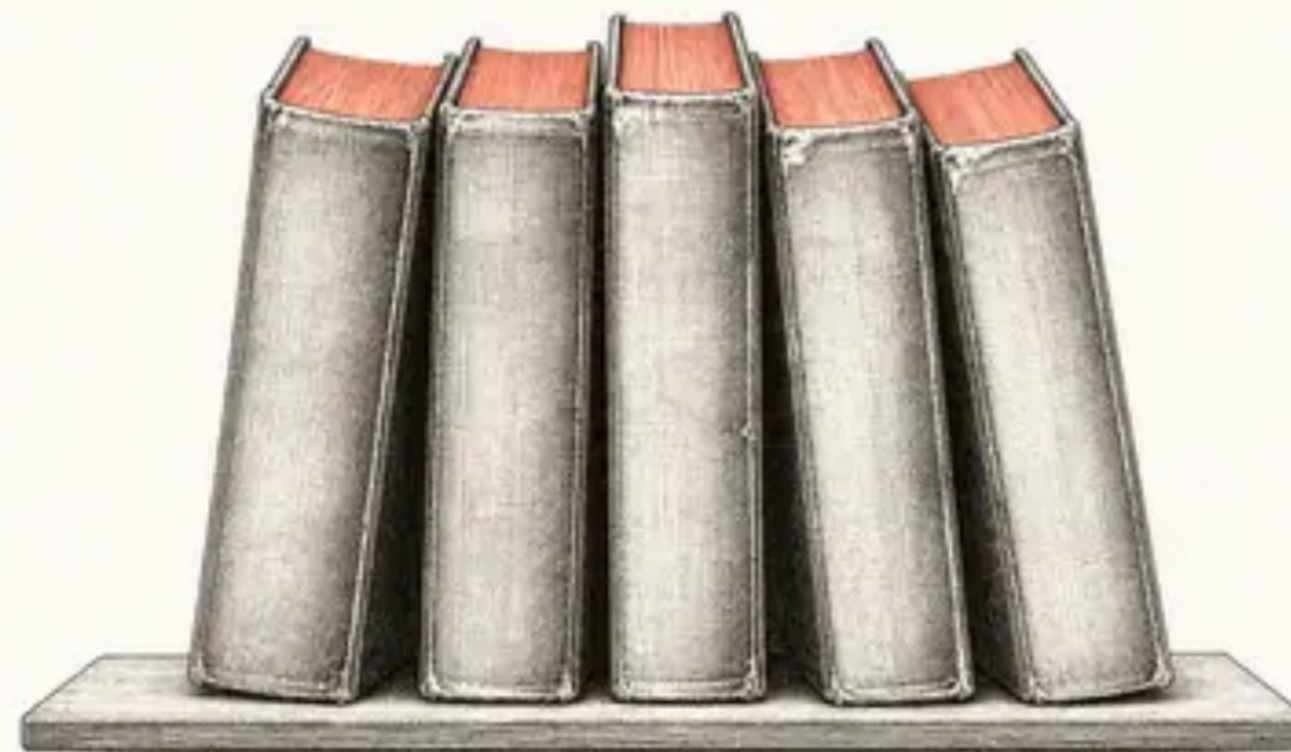
SHOULD YOU?



THE PRINCIPLE IS OLD

**Systemize.
Leverage.
Delegate.**

The economics are new.



THE BIGGEST IDEA

EVERYTHING VALUABLE COMPOUNDS



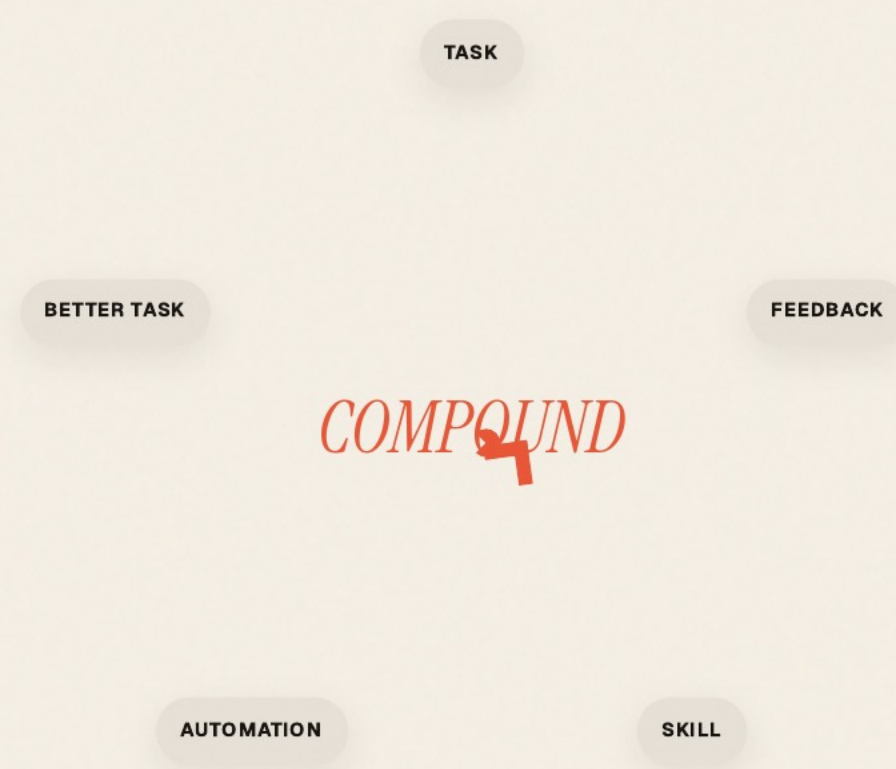
THREE FAMILIAR CURVES

Capacity. Equity. Context.



THE LEARNING IS STORED IN THE HARNESS

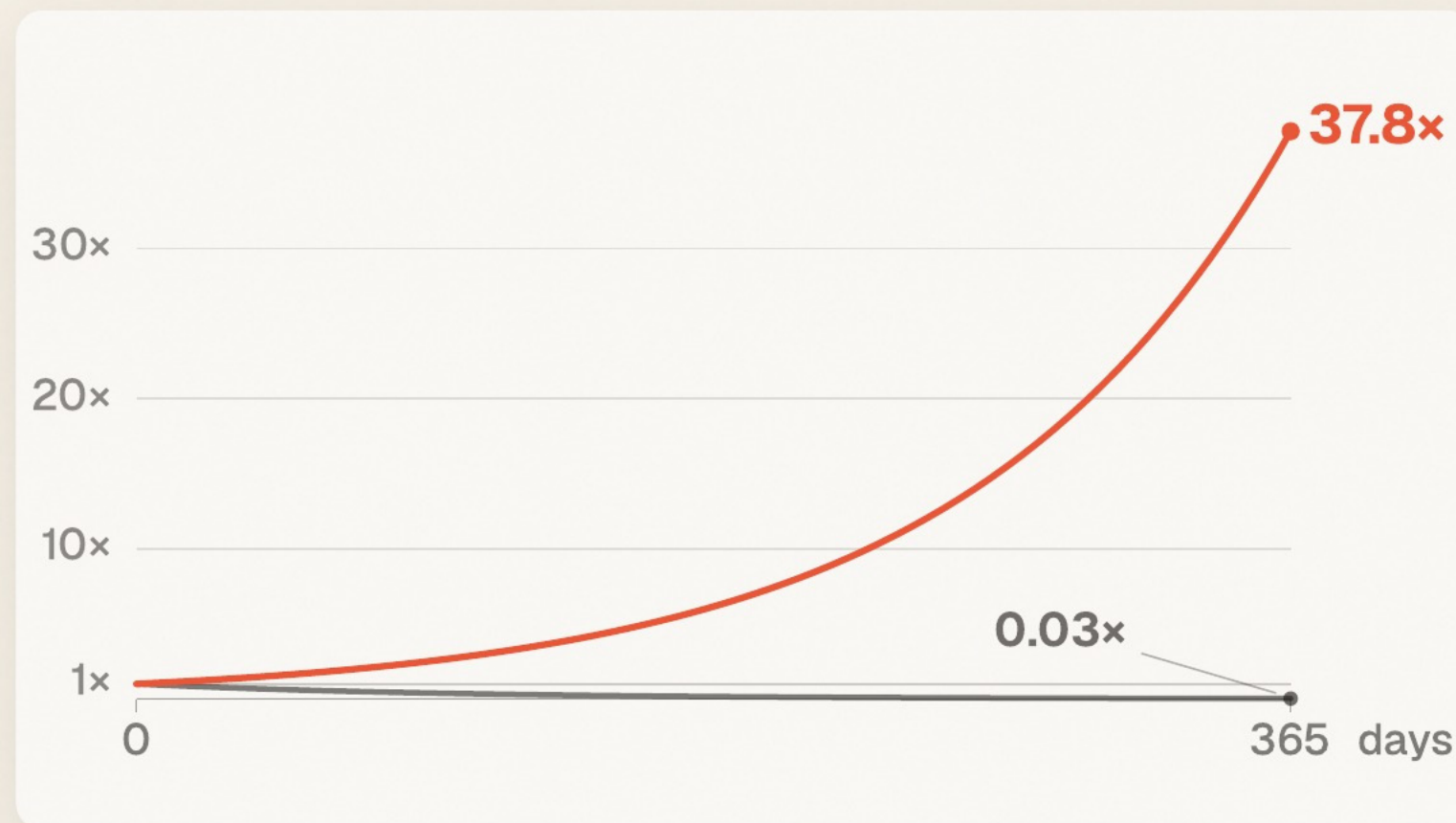
**Task → Feedback
→ Skill →
Automation
→ Better task**



TINY IMPROVEMENTS, PRESERVED

1% BETTER

*One workflow per week
= 52 systems in a year.*



Today · 1.00x Day 30 · 1.35x Day 90 · 2.45x Day 180 · 6.00x Day 365 · 37.8x



YOUR FIRST ONE PERCENT

**“Every time I have
to _____,
I roll my eyes.”**

✓ *Dull*

✓ *Digital*

✓ *Defined*

✓ *Done often*



THE CLOSE

OVERWHELMED?

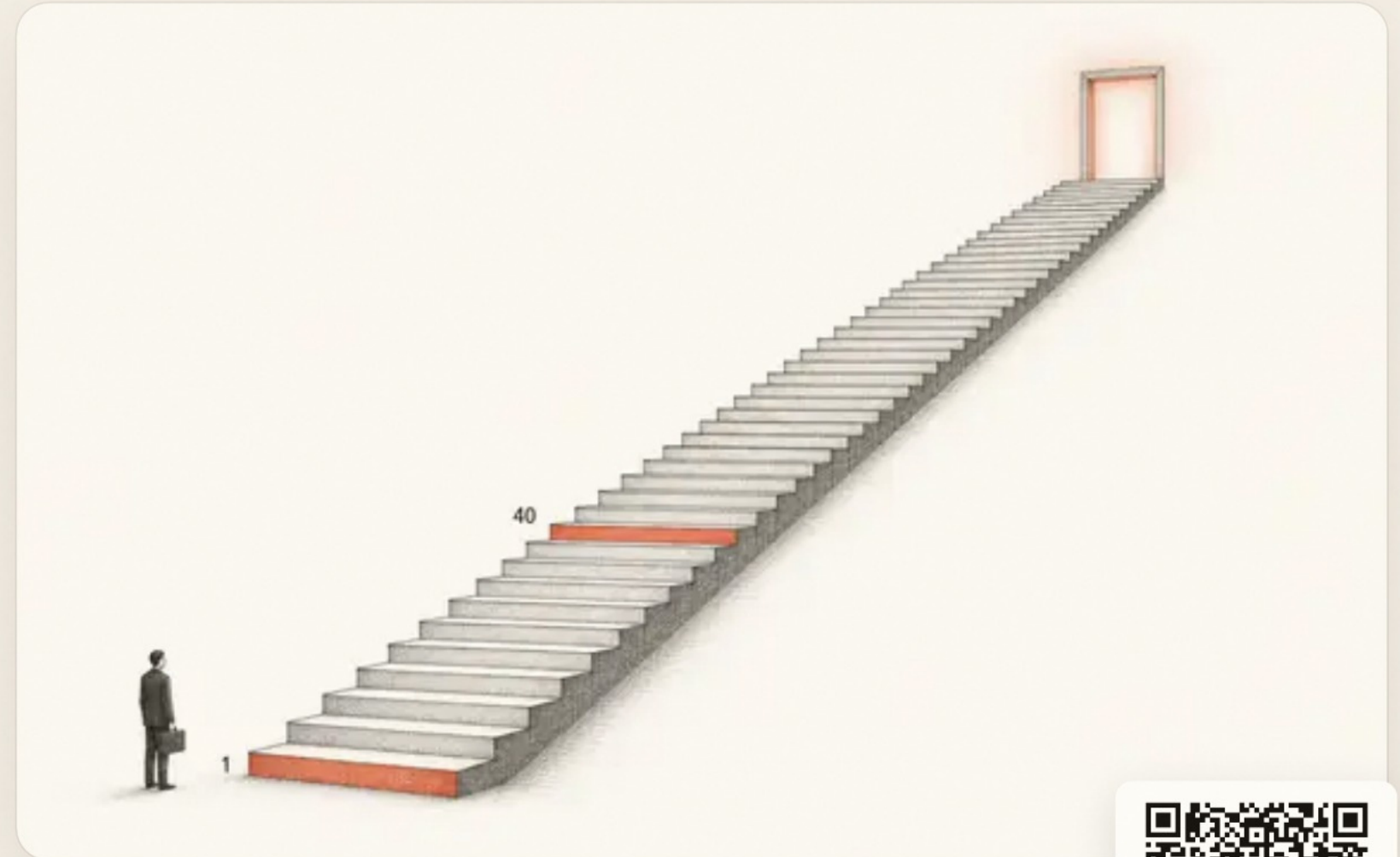
Good.



TWO PATHS UP THE SAME STAIRCASE

BUILD IT

or start on step forty.



SCAN FOR THE DECK + WORKSHEET

**RAW POWER
CHANGES NOTHING.
HARNESSED POWER
CHANGES HISTORY.
HARNESS IT.**

