

LET'S GET THIS OVER WITH

Another presentation about AI?

I know. You're already rolling your eyes.





MCKINSEY · MARCH 2026

AI can replace the weakest version of our job.

Across U.S. construction and real-estate work hours, 54% is technically automatable today.

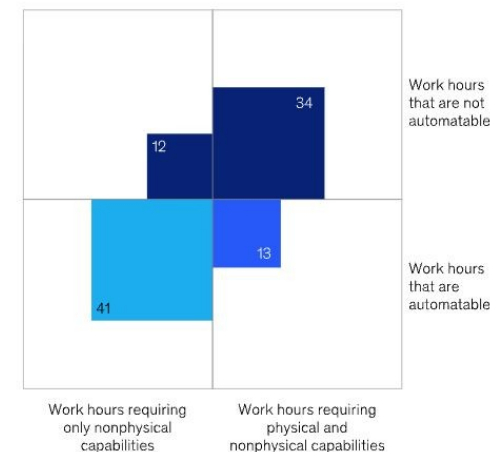
46% human-only · 41% agents · 13% robots

Source scope: construction + real-estate workforce—not a realtor-role study.

People, agents, and robots will all play significant roles in the real estate workforce of the future.

Technical automation potential of US construction and real estate workforce, 2024 work hours,¹ %

■ People
■ Agents
■ Robots



¹Automation potential is based on the current capabilities of technology to perform human work. The automation potential shown is the late scenario of expert estimates. The early scenario of global technical automation potential ranges from 60 to 70% of current work hours.
Source: Current Population Survey, US Census Bureau; O*NET; US Bureau of Labor Statistics; McKinsey Global Institute analysis

McKinsey & Company



I'M GOING TO MOVE FAST

Don't photograph every slide.

Scan once.

[HOMIESAI.COM/SLIDES](https://homiesai.com/slides)

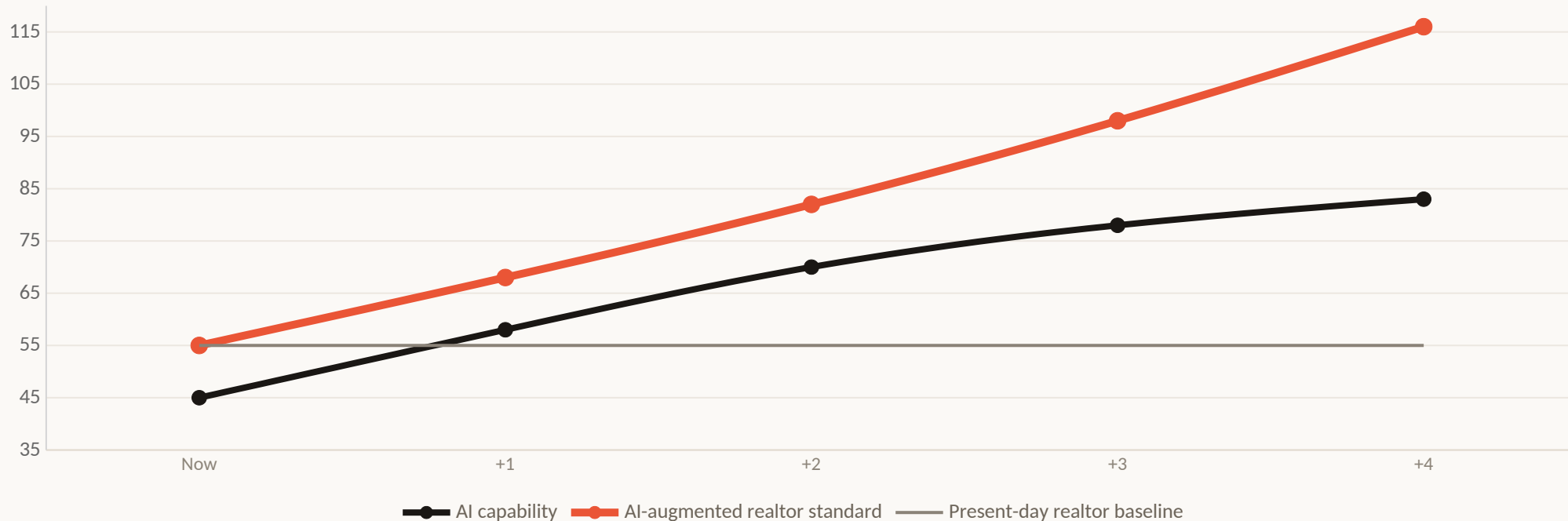


Slides · sources · downloads



A CONCEPTUAL RACE

Raise the standard faster than AI can copy it.



The hedge is continuous improvement.



DANIEL FOCH

Canada's #1 real estate podcast.

Events across Canada with CMHC. Thousands learning how to build multiplex housing.



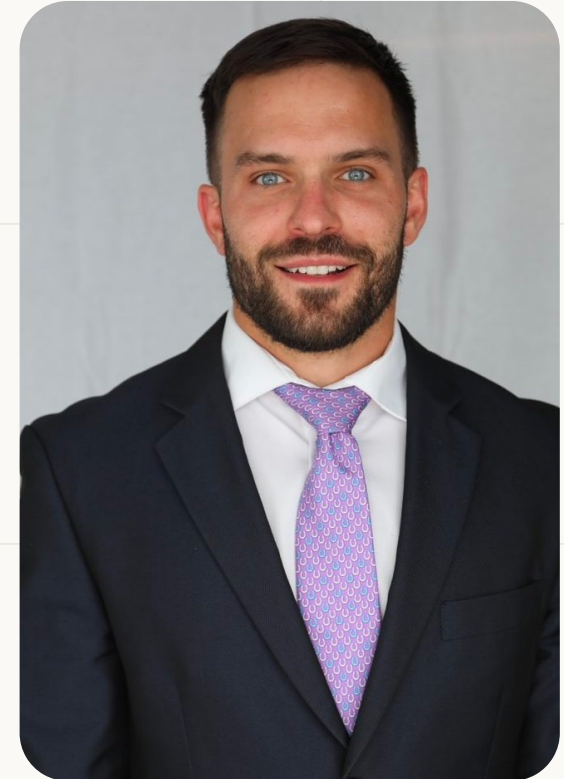


STILL IN THE WORK

17 active listings. Every seller updated weekly.

2025

The most published realtor in Canada—appearing in WSJ, Bloomberg, Newsweek, Globe and Mail, Toronto Star, National Post, Financial Post, and HGTV.





BUILT FOR AGENTS

The Habistat

licensed by the Toronto real estate board

The world's most-used real-estate-board market analysis platform for realtors.



MARKET INTELLIGENCE



FIVE YEARS OF BROKERAGE AI

We built AI inside Valery first.

A brokerage where the operating system improves the work behind every agent.

The logo for Valery, featuring the word "Valery" in a large, dark blue, serif font. The letter 'V' is particularly stylized with a sharp, angular design.

FOUNDING TEAM



THE QUESTION KEPT COMING

“Can we use your tools without switching brokerages?”

Yes.

That became Homies AI—the title sponsor of today’s event.





NEXT STOP

Ontario Home Builders' Association

AI real-estate sales systems—presenting in a couple of days.





OCTOBER 8

Invited to speak at the Government of Canada's housing data conference.

Housing · Infrastructure · Data · Research

GOVERNMENT OF CANADA

Three kids. And time to be there.

The point of leverage isn't more work. It's more life





SHOW OF HANDS

How many made this much gross last year?

\$250K+

\$500K+



SHOW OF HANDS

Now the harder question: net?

\$250K+

\$500K+



SHOW OF HANDS

Who made more in 2025 than in 2021?

Less

More



SHOW OF HANDS

How many have read this one?

Buy Back Your Time

Dan Martell



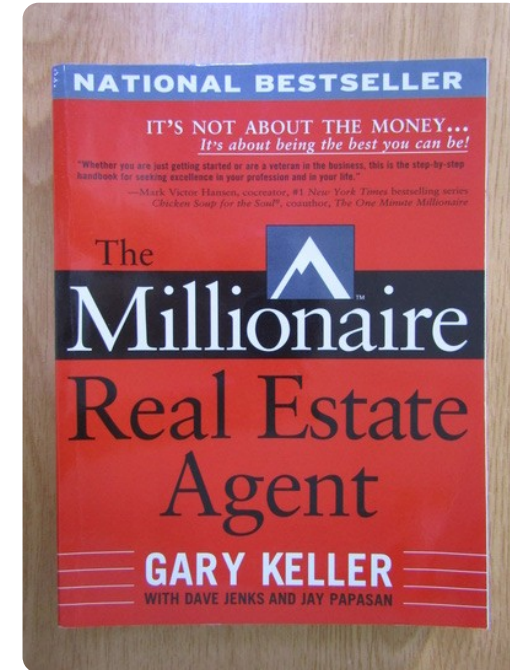


SHOW OF HANDS

What about this one?

The Millionaire Real Estate Agent

Gary Keller, Dave Jenks & Jay Papasan



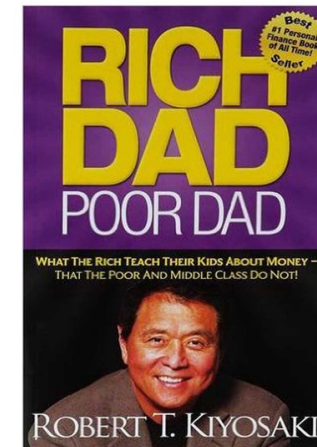


SHOW OF HANDS

Or this one?

Rich Dad Poor Dad

Robert T. Kiyosaki



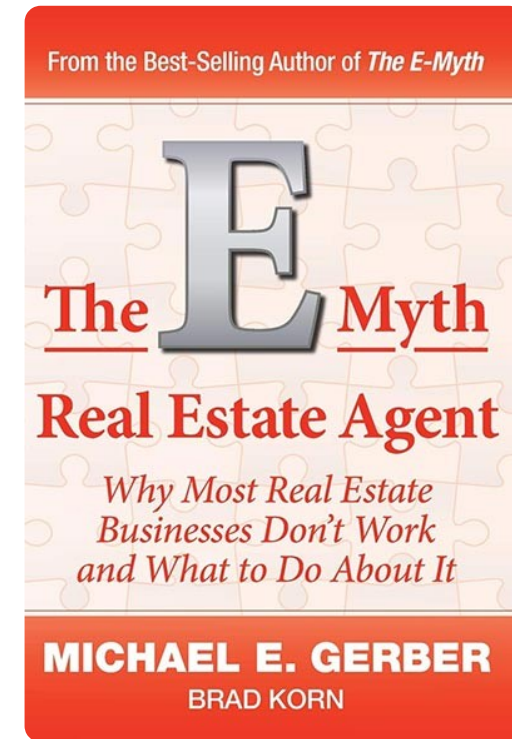


SHOW OF HANDS

Harder one. Who's read this?

The E-Myth Real Estate Agent

Michael E. Gerber & Brad Korn





SHOW OF HANDS

Who personally wrote an offer this week?

I did

Delegated



SHOW OF HANDS

Who personally put in a listing this week?

I did

Admin / VA



SHOW OF HANDS

Who personally booked showings this week?

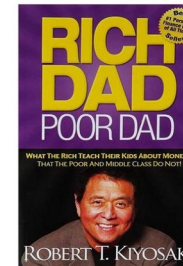
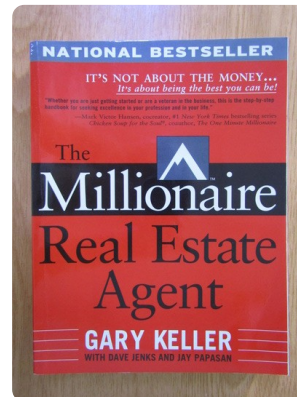
I did

System / team



FOUR BOOKS • ONE ROOM

You read the leverage books... then did the \$20/hour work.





ZOOM IN

What do all four books have in common?

They teach leverage.



THE MATH IS BRUTAL

**Your time will never be worth \$1,000, \$2,000,
or \$10,000 per hour...**

...if you keep doing \$20/hour work.



BUY BACK YOUR TIME

If someone can do it below your target hourly value, buy it back.

Time is the scarce asset.



RICH DAD POOR DAD · CASHFLOW QUADRANT

Escape trading time for money.

E Employee

S Self-employed

B Business owner

I Investor



THE MILLIONAIRE REAL ESTATE AGENT

Hire an admin. Delegate the work away.

Your highest-value work needs room.



THE E-MYTH

Work on the business—not inside every task.

Own the system, not the job.



THE UPDATED MATH

**\$20/hour work is now
20¢/hour work.**

So why are you still doing it?





IF I DO ONE THING TODAY

I want to give you tomorrow back.

Automate the work you hate—immediately.

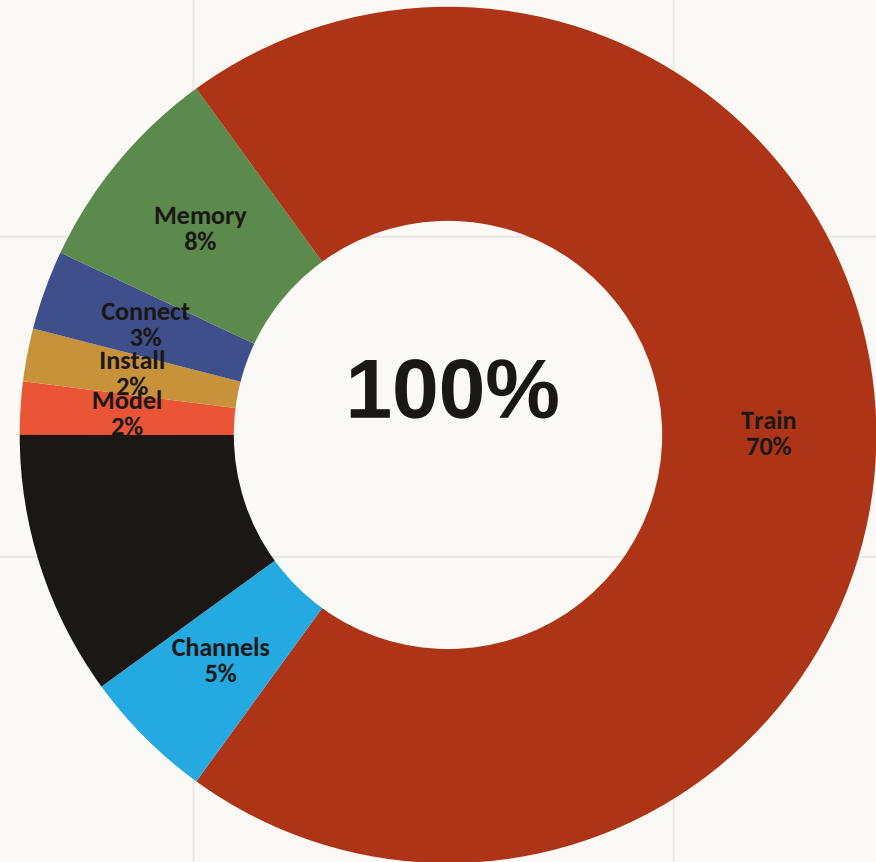
Walk your AI through the process once. Let the system execute it next time.



THIS IS AN AI HARNESS

The model is 2%. The system is everything else.

Pick the horse. Then build the harness around it.



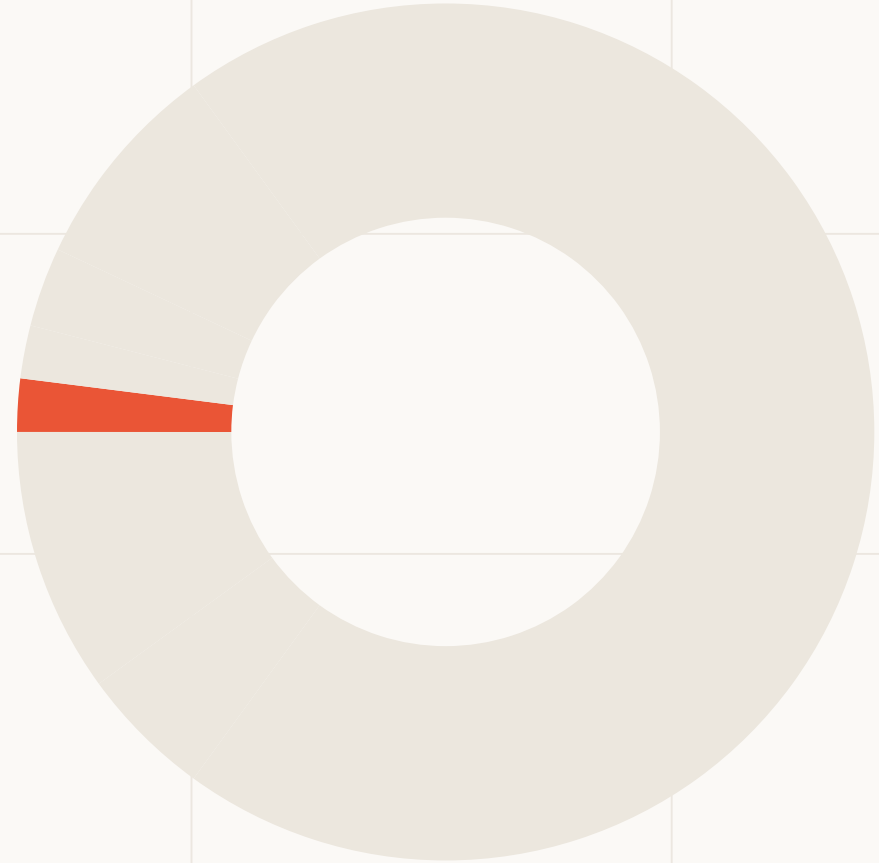


HARNESS 1 OF 7

Stop chasing models.

2%

They're all good enough for this work. Pick one and stick to it.



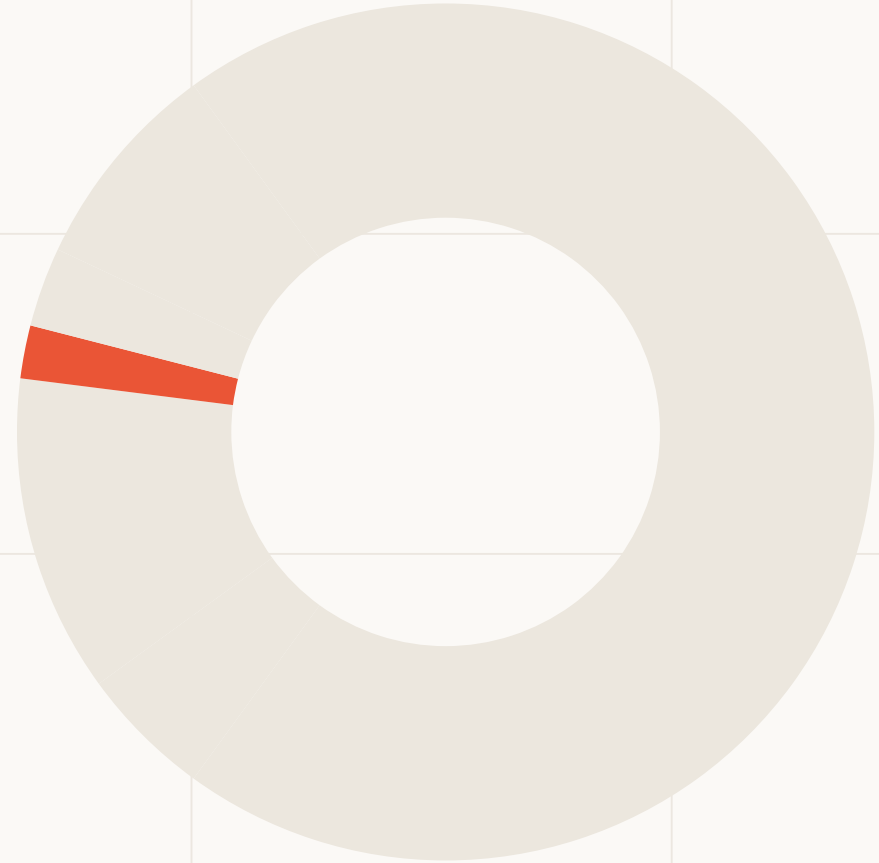


HARNESS 2 OF 7

Install the harness app.

2%

Put it on your actual computer: ChatGPT, Claude, Grok, OpenClaw, Hermes—or Homies.

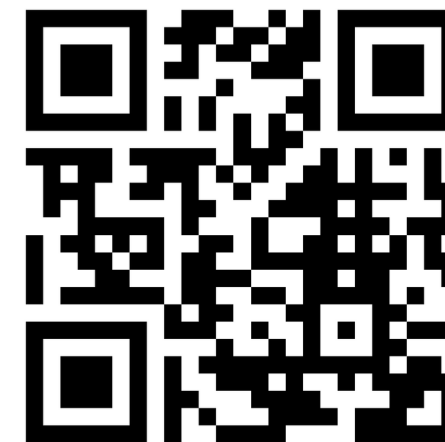




YOLO

10 free spots. One year of Homies.

First 10 to sign up.



[HOMIESAI.COM/START](https://homiesai.com/start)

CHATGPT SUBSCRIPTIONS CAN PLUG IN

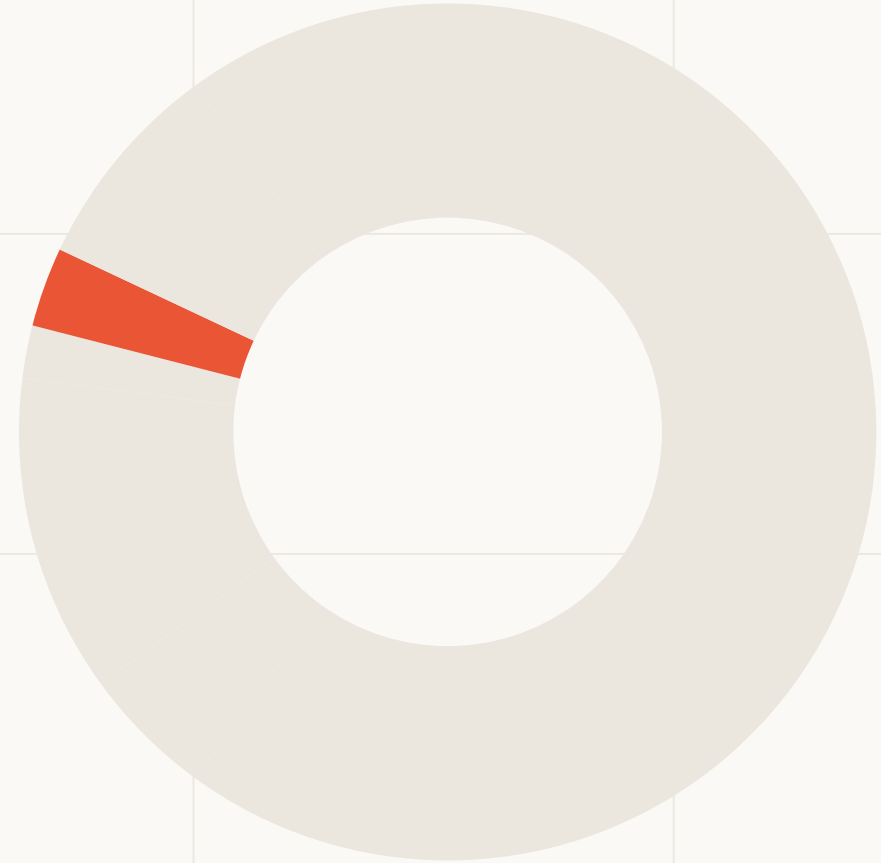


HARNESS 3 OF 7

Connect it to your business.

3%

Email · CRM · contacts · files · social · authorized
MLS / IDX.





THE SIMPLEST INTEGRATION TUTORIAL

Google: [your product] + API

Then ask your AI to connect it.

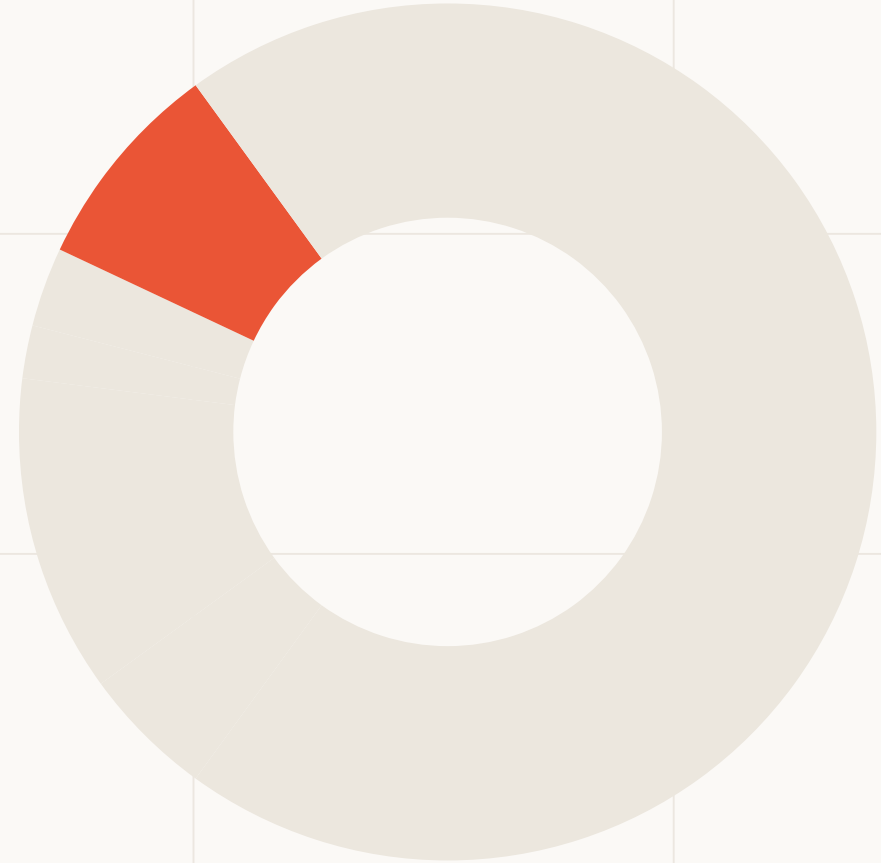


HARNESS 4 OF 7

Give it memory.

8%

Past email · CRM history · call notes · transcripts ·
Notion · client context.





HARNESS 5 OF 7

Train it how you work.

70%

This is the hard part: examples, SOPs, exceptions, review standards, and feedback.



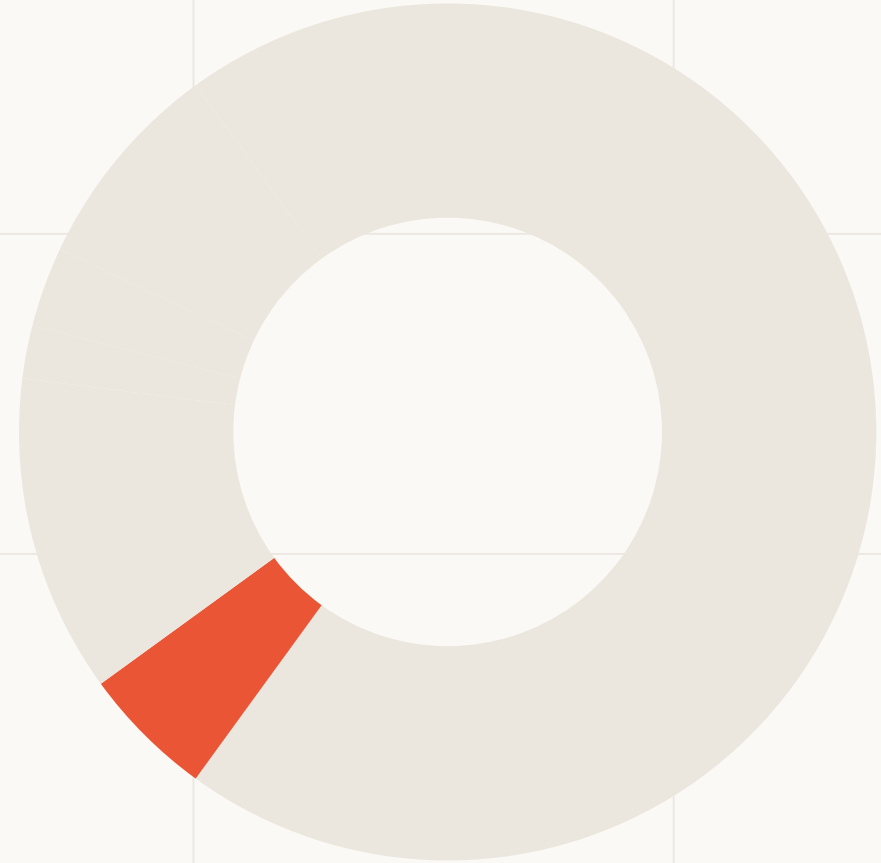


HARNESS 6 OF 7

Add channels.

5%

Remote dispatch · phone · CRM number · webhook ·
mobile app.



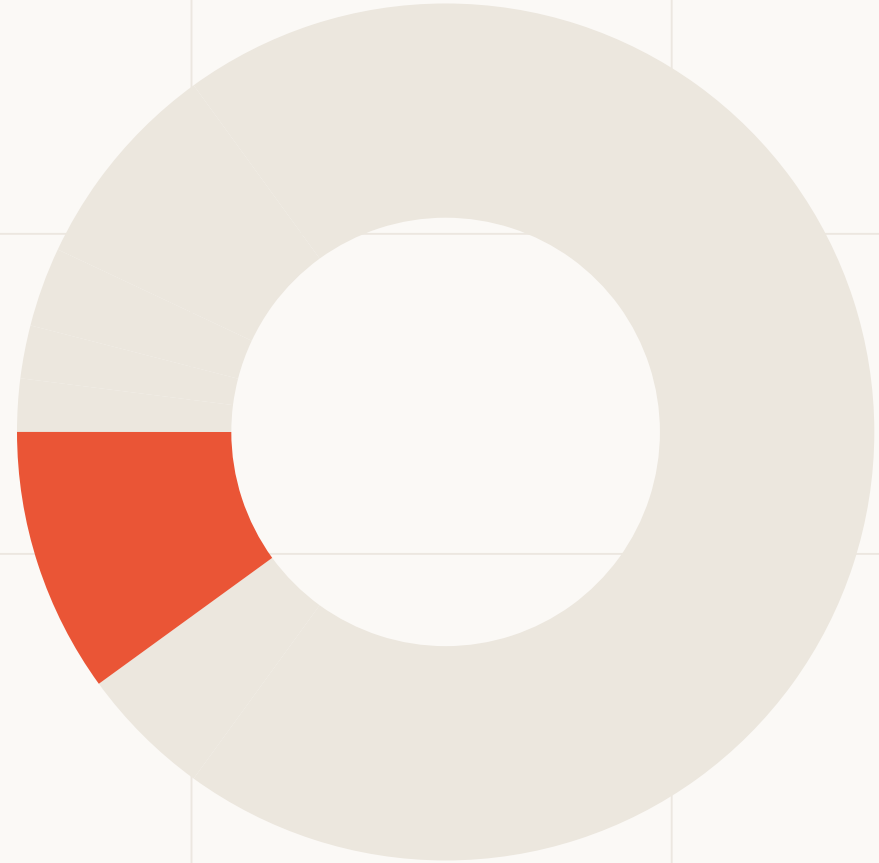


HARNESS 7 OF 7

Keep it always on.

10%

Mac mini at home—or a secure cloud service that stays alive when your laptop closes.





IF THIS SOUNDS HARD

That's because it is.

But every person in this room can do it.

DIY teaches you something. It just may not be the highest-value use of your time.

JUST BECAUSE YOU CAN...

Don't become a hobby software developer.

The market is slow. Your CRM still needs follow-up.

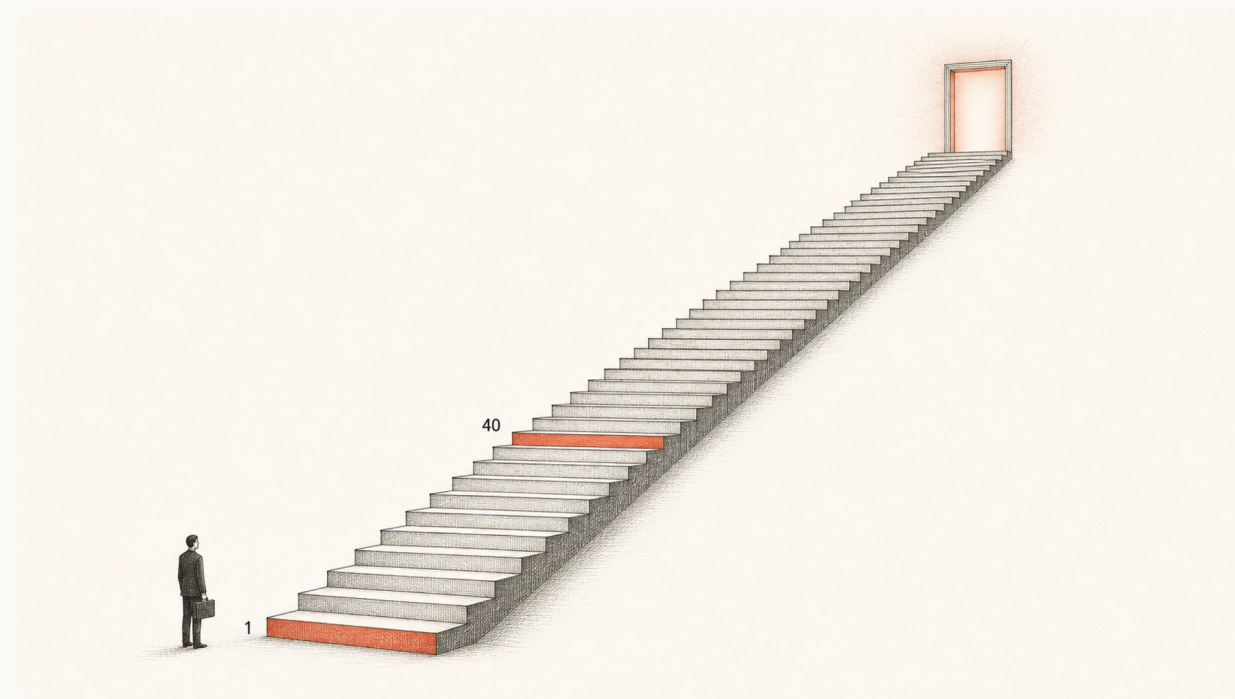




THE PRINCIPLE OF COMPOUNDING

Your relationship with AI compounds.

- 01 Investments
- 02 Knowledge
- 03 Trust
- 04 Going to the gym





YOU CAN BUILD IT YOURSELF

The question is whether it's worth your time.

I spent ~80 hours. I wouldn't do it again.



BUILT FOR REALTORS

Hit fast-forward.

A customized AI harness for real estate.

Five years of brokerage AI—packaged, connected, trained, and always on.



JANUARY'S FIRST VERSION

Admittedly... too powerful.

A little “monkey with a machine gun.”





MAY → TODAY

Beta testing is complete.

200+

paying agents

\$50 / month

daily product testing

**BETA
COMPLETE**



REAL WORK COMPLETED

The harness has been busy.

500+

offers written

2,200

showings booked

27,051

CRM contacts made

374

social posts

7,895

emails sent

186

home evaluations

345

seller reports

73

ad funnels

5,700

leads generated

47,943

follow-ups diarized

200+

paying agents

11 hrs

saved weekly



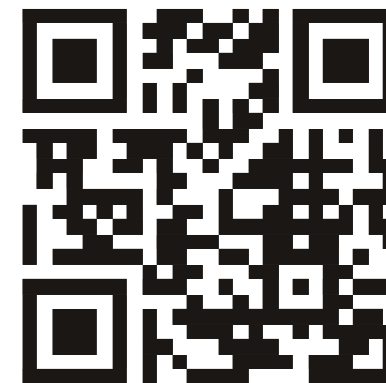
THANK-YOU PRICING

\$50/month. Locked in for life.

The same founder price we offered our beta testers.

We lose money at this price.

FOUNDER PRICING



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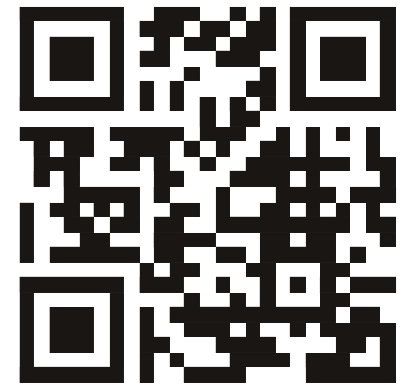


WHAT BETA USERS TOLD US

11
hours saved every week

Without the ~80-hour DIY build and training process.

SAVE THE HOURS



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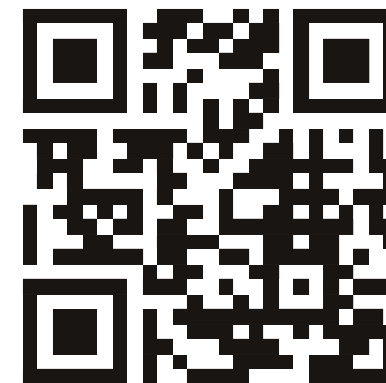


11 HOURS PER WEEK

What would you do with it?

Time is the product.

GET YOUR WEEK BACK

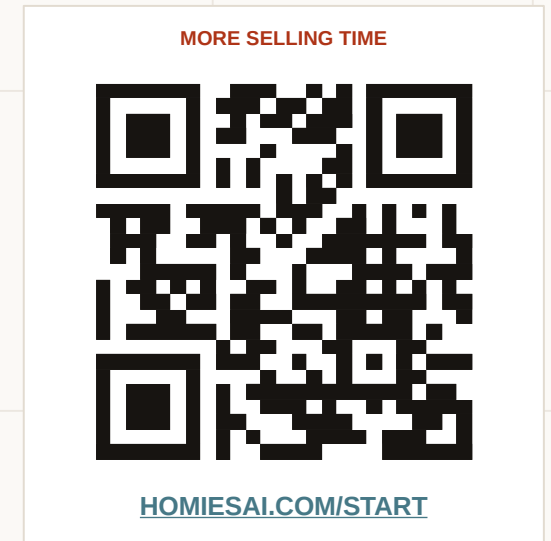


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11 HOURS →

Prospecting that actually grows the business.

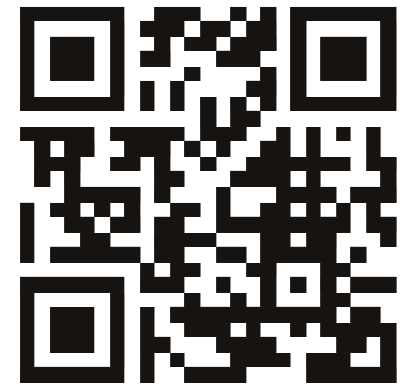


Go for the jet-ski ride.

Your life doesn't need to wait for retirement.



GET YOUR WEEK BACK

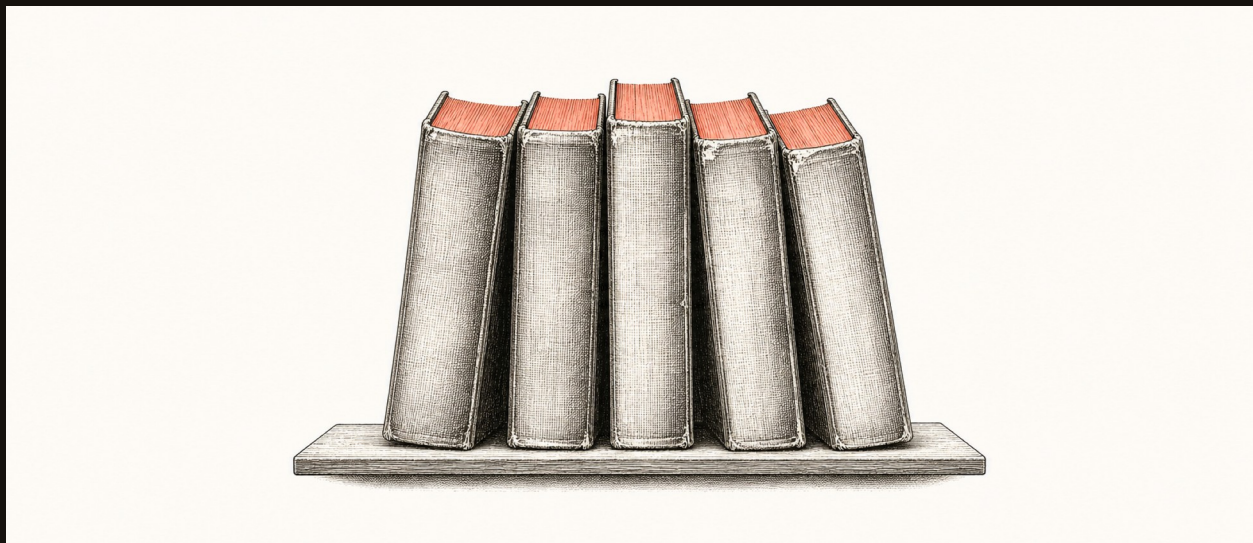


[HOMIESAI.COM/START](https://homiesai.com/start)



11 HOURS →

Read. Learn. Operate better.



INVEST IN YOURSELF



[HOMIESAI.COM/START](https://homiesai.com/start)



11 HOURS →

Travel without the business going dark.

YYZ



ANYWHERE

WORK CAN KEEP MOVING



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Better relationships with clients.

*Automate the friction—not the
relationship.*



MORE CLIENT TIME



[HOMIESAI.COM/START](https://homiesai.com/start)

More time with your kids.

They're only young once.



GET THE TIME BACK



[HOMIESAI.COM/START](https://homiesai.com/start)

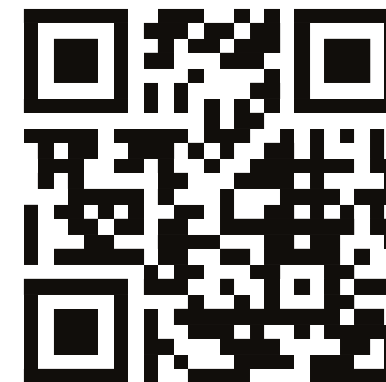


THE WHOLE POINT

That's what this is all about.

11 hours of your life—returned every week.

GET YOUR WEEK BACK



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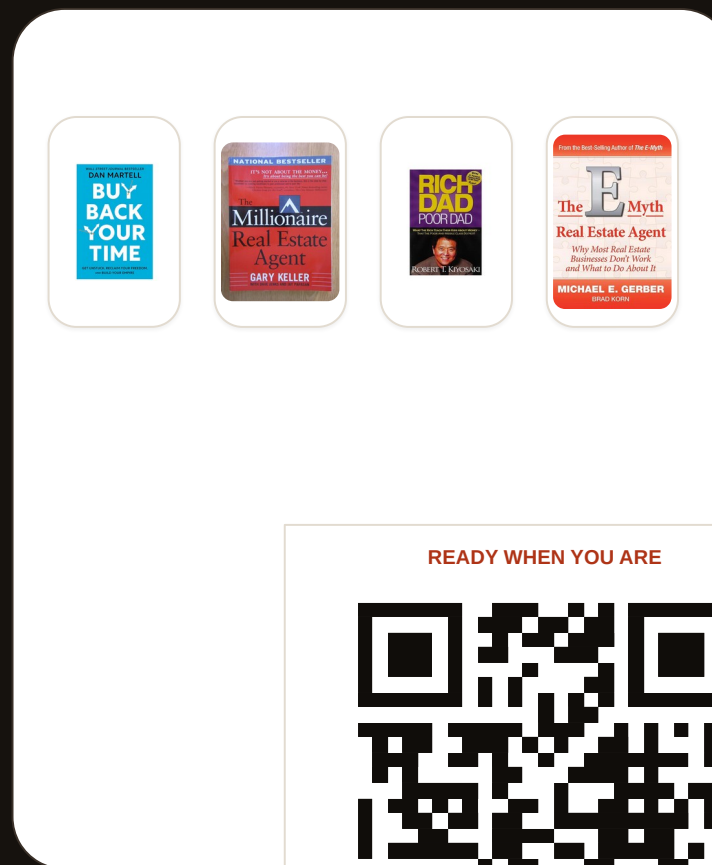


FOUR BOOKS · ONE DECISION

Buy back your time.

- 01 **Work on the business.**
- 02 **Stop trading time for money.**
- 03 **Become the millionaire real estate agent.**

Thank you.



READY WHEN YOU ARE



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