AI IN REAL ESTATE, FROM THE FRONT LINE

Five AI workflows running in a working Edmonton practice today, and the three places AI still falls short.

By David Demian, REALTOR® with RE/MAX Real Estate, Edmonton | Feel Good Real Estate

THE FIVE WORKFLOWS: CHECK OFF WHAT YOU PUT IN PLACE

1. **The chief-of-staff layer.** ☐
   Inbox triage, a morning briefing, follow-up tracking: nothing falls through the cracks.
2. **Listing content at speed.** ☐
   Descriptions, social posts and market updates drafted by AI, finished by a human.
3. **Lead follow-up that segments itself.** ☐
   CRM leads tagged by timeline and motivation, so every follow-up is relevant.
4. **A community content engine.** ☐
   A daily local brand (WE Love Edmonton) produced with AI assistance, two posts a day.
5. **Research in minutes.** ☐
   Market stats, neighbourhood data and document summaries before every client conversation.

WHERE AI STILL FALLS SHORT

NEGOTIATION is human.

RELATIONSHIPS are human.

JUDGMENT CALLS are human.

AI clears the desk so there is **more time for all three.**

Hear the full talk: David speaks pro bono and travels for the right room. Join the 2027 speaking interest list at **DAVIDDEMIAN.CO/SPEAKING**

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