



AskKarma.ai
AI STRATEGY FOR REAL ESTATE

AI FOR REALTORS WAKE UP Your CRM!

STARTER GUIDE



RECONNECT.

Turn cold contacts into warm conversations.



PERSONALIZE.

AI writes messages that get real replies.



NURTURE.

Build stronger relationships that convert.



MAXIMIZE.

More connections.
More trust. More deals.



WAKE UP YOUR CRM.

Watch your business grow.



AI WORKS. YOU WIN.

Let's do this!





The CRM Wake-Up Call

How to turn old leads into new business using AI

Your CRM is not empty. It just went quiet.

Somewhere in there are old leads who ghosted mid-search, past clients who would list with you again tomorrow if you asked, open house visitors who handed over their number and never heard from you again, and expired listings that never found the right agent. That is not a graveyard. That is a to-do list.

Most agents look at that list and feel a little guilty about it. A few log in, stare at three hundred contacts, and close the tab. Nobody wants to be the person sending another “just checking in” text that gets left on read.

Here is the good news. You do not need more leads right now. You need a system for waking up the ones you already have. AI is very good at that job, and it is about to become your job too.

The 5-step reactivation workflow

Copy these prompts into your AI tool of choice, feed it your CRM export or a description of your database, and let it do the sorting and drafting. You still hit send. You still make the call. AI just gets you to that moment faster and sharper.

1. Segment before you send anything

A past client and a two-year-old expired lead do not want the same message, and treating them the same is why so many reactivation attempts fall flat. Start by sorting your database into groups that actually behave differently: past clients, old buyer or seller leads that went cold, open house visitors, and expired or withdrawn listings. Give AI the list and let it do the grunt work of grouping.

Try this prompt:

“Here is an export of my CRM contacts with name, last contact date, lead source, and deal stage. Sort these into four groups: past clients, cold leads under 12 months old, cold leads over 12 months old, and expired or withdrawn listings. For each group, tell me the best angle for reaching back out.”

2. Draft personalized follow-ups, not mail-merge junk

Once your contacts are grouped, the goal is a message that sounds like it came from you, not from a template. Give AI real details, the ones that make a person feel remembered instead of processed, and it will draft something worth reading.

Try this prompt:

“Write a short, warm text and a short email for a buyer lead named [name] who toured homes with me in [neighborhood/timeframe] and went quiet. Reference that we looked at homes together, ask a low-pressure question about where things stand, and keep it under 60 words for the text.”

3. Build a seller nurture track

Past sellers and expired listings respond to value, not pressure. A short nurture sequence that shares market movement, equity updates, or a fresh valuation offer keeps you top of mind without ever sounding like a pitch.

Try this prompt:

“Create a 4-message nurture sequence for past sellers in [market area], spaced two weeks apart. Each message should share one useful piece of market insight and end with a soft, no-pressure invitation to reconnect. Vary the format across text, email, and a short social DM.”

4. Turn “just checking in” into something worth answering

“Just checking in” gets ignored because it asks the reader to do the work of figuring out why you reached out. Give people a reason to reply. A specific update, a real question, or a small piece of value will outperform a vague nudge every time.

Try this prompt:

“Rewrite this message so it gives the recipient a specific reason to respond instead of a generic check-in: [paste your old message]. Keep my voice and tone, just make it worth answering.”

5. Package it into a real reactivation campaign

A single message is a nudge. A sequence is a campaign. Once you have your groups and your drafts, ask AI to lay out the full cadence so the outreach happens on a schedule instead of whenever you remember to do it.

Try this prompt:

“Build me a 30-day reactivation campaign for my cold lead list, mixing text, email, and one phone call, with the specific message for each touchpoint and the day to send it.”

Stop letting good leads collect digital dust.

This is the exact workflow I teach inside AI Mastery for Realtors: The Automation Workshop. If you want to learn to run this yourself, that is one path. If you would rather I just build the segmented lists and the message sequences for your database and hand you a ready-to-send campaign, that is the other. Both work. Pick the one that fits how you like to operate.

Want to automate all of this so it just runs?

AI Mastery for Realtors: The Automation Workshop

This workshop walks you through setting up this exact system in your own CRM, segmentation, sequences, and all, so it works while you're out showing homes.
Spots are limited. Reach out and let's wake up your database.

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