

TOP 10 WAYS TO USE AI IN 2026

As discussed in the
[AI MasterTrack MasterMind](#)



- Mark Stepp
- Cody Stepp
- Rick Janson



Speed-to-lead automations (stop the leak)

- Instantly respond when a lead comes in (website, ads, forms) so leads don't "fall through the cracks."
- Match the response to intent (e.g., first-time buyer info vs. luxury).



Stale contact rescue and database reactivation

- Use AI to scan your CRM and flag people most likely to transact soon (timing, lifecycle patterns, tenure in home, etc.).
- Prioritize who to contact today based on signals.



Behavior-based triggers to identify ready buyers / sellers

- Track and act on "intent signals" like email opens, website revisits, listing views, and repeated engagement.
- Trigger the right follow-up automatically (even at 3:00 a.m.).



Automated lead qualification and scoring

- Filter low-intent leads by measuring effort + engagement (assessments completed, repeat visits, interaction depth).
- Use these scores to decide who gets calls, texts, or long-term nurture.



AI-powered assessments / quizzes as lead magnets

- Create high-converting quizzes (e.g., "Am I ready to buy?") that provide a score/result and require contact info to receive details.
- Generates higher-quality leads because the lead actively participates.



AI-built nurture campaigns (workflow generation)

- Have AI generate an entire nurture workflow: steps, timing offsets (day 1/day 2/day 3), and messaging.
- Quickly tailor by avatar (first-time buyer, downsizer, luxury seller, etc.).

TOP 10 WAYS TO USE AI IN 2026

Continued



True personalization at scale (beyond merge fields)

- Use AI to personalize messages using CRM notes (hobbies, preferences, prior context).
- Example discussed: birthday messages referencing a personal detail like Brazilian jiu-jitsu or coffee.



Listing-to-close and contract-to-close operational automations

- Automate milestones, updates, and proactive communication during listing prep, marketing, under contract, and closing.
- Reduces inbound “status check” calls by answering questions before clients ask them.



After-close repeat and referral workflows

- Systematize post-close follow-up to turn clients into lifelong advocates (repeat + referral engine).
- Combine AI personalization with consistent touchpoints.



Organic lead generation via AI-driven content repurposing

Build a “content engine” using:

- **Custom GPTs** to turn transcripts into SEO titles/descriptions/thumbnails and written assets (blogs, emails).
- Tools like **Opus Clip** to cut long videos into short social clips.
- Local lifestyle content (restaurants, schools, events) to sell the “community” not just the house.
- Publishing where discovery happens: **Reddit** + search-driven questions (Google “People also ask”) + **Google Trends** validation.



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