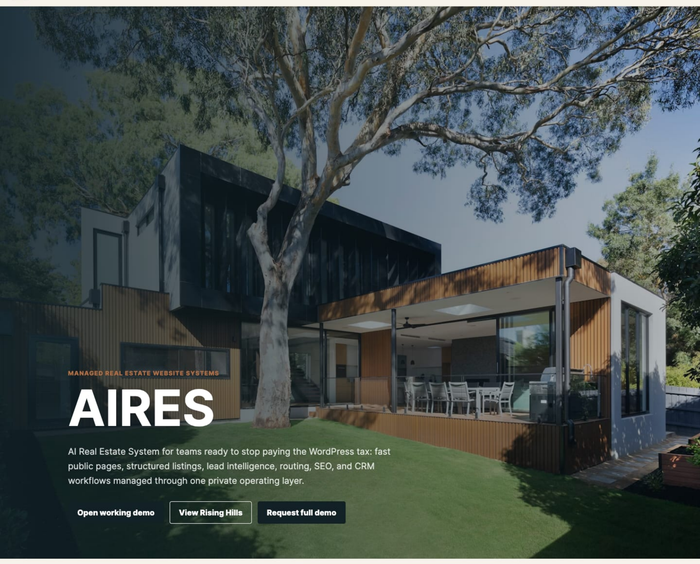


MANAGED REAL ESTATE WEBSITE SYSTEMS

AIRES

AI Real Estate System for teams ready to stop paying the WordPress tax: fast public pages, structured listings, lead intelligence, routing, SEO, and CRM workflows managed through one private operating layer.

Open working demo | View Rising Hills | Request full demo

THE PROBLEM

Real estate sites are carrying too much operational drag.

Homebuilders and brokerages need curated listing cards, lead forms, neighborhood content, incentives, maps, agent pages, and CRM routing. Those workflows often get scattered across disconnected tools that are hard to test, preview, and maintain.

- Tool conflicts
- Plugin updates and security risk
- Manual inventory edits
- Unclear CRM routing
- Slow preview cycles

THE REPLACEMENT

A static public site plus a private operating layer for the work behind it.

01 Structured content

02 Reusable modules

03 Review preview

04 Managed launch

05 Lead routing

WORKING DEMO

Start with one clean link.

The Working Demo gives prospects the short pre-call path: review the Rising Hills public site, understand the Lead Hub operating layer, and bring one real launch idea before the private Hub is shown live.

01 Open the Working Demo

02 Explore the Rising Hills case study

03 Review the Lead Hub overview

04 Optional detailed demo guide

05 Scope a first launch privately

06 Request the full demo walkthrough

ANTI-WORDPRESS

Fast public pages without plugin bloat.

AIRES keeps the buyer-facing site lean and edge-hosted, while the private workflow handles updates, approvals, lead capture, and routing.

ZERO-DROPPED LEADS

Context travels with every inquiry.

Lead Hub preserves source, page, listing, and visitor journey context so agents know what the person cared about before they submitted.

AI-NATIVE

Built for summaries, drafts, and routing.

The system is structured for AI-assisted lead insights, personalized follow-up drafts, and onboarding-driven configuration.

MODULES

Built like a platform, sold like a practical rebuild.

Featured Properties

Replaces: Manual property cards and fragile listing widgets

Does: Renders inventory from structured data with promos, statuses, and community filters.

Example: Quickly publish move-in-ready homes across a homepage and community page.

Spreadsheet imports, content tools, listing feed adapters

Lead Router

Replaces: Disconnected form tools and CRM handoffs

Does: Validates form submissions and routes leads by community, listing, source, and intent.

Example: Send a Harbor Green tour request to the right sales team and backup destination.

Major CRM connections, webhook delivery, retry queues

Communities

Replaces: Templates copied and adjusted by hand

Does: Creates consistent community pages from location, amenity, school, map, and inventory data.

Example: Launch a new neighborhood page without rebuilding the design every time.

CMS editing, floor plans, school APIs, amenity maps

INVENTORY DEMO

Featured homes rendered from structured data.

Quick move-in

Rate buy-down available

The Mercer

118 Copper Ridge Way
Greenville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$489,900	Mercer	4	3	2,410

Copper Ridge | Lot 18 | 30-45 days

Incentive | Quick move-in | Trail access

Request info

Under construction

The Ellison

42 Palmetto Garden Dr
Summerville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$542,500	Ellison	5	4	3,020

Palmetto Gardens | Lot 42 | Fall 2026

Large plan | Under construction | Model row

Request info

Model home

Tour this weekend

The Ashton

705 Harbor Green Loop
Wilmington, NC

PRICE	PLAN	BEDS	BATHS	SQ FT
$618,000	Ashton	4	3	2,760

Harbor Green | Model 1 | Tour only

Model home | Coastal | Weekend tour

Request info

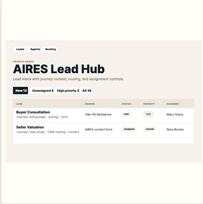
Open full inventory demo

AIRES LEAD HUB

Turn website traffic into an accountable lead workflow.

Capture inquiries, summarize visitor intent, route by project or listing, assign the right agent, and give each team member a focused portal for follow-up.

Request full demo | View Hub screens | Open working demo



01
Intent capture
Forms send structured source, project, and visitor journey data into the Hub instead of leaving context trapped on the website.

02
AI-assisted follow-up
Lead cards can turn journey context into a short insight and a personalized response draft for the agent to review.

03
Routing control
Brokerages can map listings, communities, lead types, and manual overrides to the agent or team responsible for follow-up.

CLIENT WALKTHROUGH

Use this as the Monday demo path.

The cleanest client experience is not a pile of links. Send one public starting point, let the prospect understand the brokerage website, then screen-share the private Lead Hub so the operating layer is explained with context.

Open client prep page | Open Rising Hills

Send — **Send one public link before the call**
Use the Lead Hub page or Monday client email page as the client-safe starting point. The prospect can review the public story without needing a password.

Click — **Have them open Rising Hills, then the Hub screens**
Rising Hills shows what the brokerage website can look like. The Hub screens show what happens after someone asks for information.

Share — **Screen-share the private Hub live**
During the call, show the lead inbox, lead detail, routing, agent view, broker dashboard, CRM pilot path, and launch checklist from the protected workspace.

Close — **End with one first-launch decision**
Pick the first community, listing set, agent group, or CRM sample path that would prove value for the brokerage.

WHAT TO SHOW LIVE

The complete website-to-Hub workflow.

- Public community site and curated property path
- Request Full Demo form captured into the Hub
- Visitor journey and lead source context
- Lead inbox, lead detail, status, assignment, and Smart Lists
- Project/listing routing and manual override controls
- Agent portal filtered to each agent's own leads
- Broker accountability dashboard and launch checklist
- CSV/import-first CRM validation path before API sync

WORKING DEMO PATH

See the Hub in context, not as a disconnected dashboard.

Start with the Working Demo when sharing AIRES before a call. It gives prospects the short path through Rising Hills, the Hub overview, and the private workflow that will be screen-shared live.

01 Working Demo
The short client-ready link with a 10-minute review path, clear private-Hub screen-share expectation, and supporting demo assets.

02 Rising Hills community site
Public website, curated listings, sitemap concept, and buyer-facing calls to action.

03 Optional detailed demo guide
Longer review path with feature map, launch questions, and the deeper explanation for decision-makers.

CLIENT NEXT STEP

Move from demo interest to one controlled first launch.

AIRES is easiest to evaluate when the first project is specific. Start with one launch that proves the public website, private Hub, agent workflow, and broker reporting before scaling to more communities or agents.

01
Pick one first launch
Choose a community, listing campaign, event, or agent group that can prove the workflow without overloading the first build.

02
Confirm owners and routing
Map who receives each lead type, what should be assigned automatically, and where a broker should still have manual override control.

03
Map CRM or export handoff
Start with a clean CSV/export path if needed, then graduate to webhook or API sync once the client system and field rules are confirmed.

04
Approve the launch path
Turn the walkthrough into a scoped package with setup tasks, support tier, follow-up expectations, and a go-live checklist.

Start the working demo | Review first launch plan | Scope a first launch privately

WHO IT HELPS

One Hub, different views for the brokerage team.

The public website creates demand. The private Hub turns that demand into an organized workflow for brokers, agents, and the people asking for help.

BROKER / ADMIN

A command center for response accountability.

- See every new inquiry, assigned owner, lead status, priority, and follow-up gap.
- Review project routing, Smart Lists, export readiness, and reporting without asking agents for updates.
- Track launch health for one community first, then expand the same operating layer across more campaigns.

AGENT

A focused workspace for only their own leads.

- Open a role-based portal with assigned leads, visitor journey context, notes, and next actions.
- Use AI-drafted response language as a starting point while keeping the agent in control of the message.
- Work buyer, seller, listing, event, and registration leads without seeing brokerage-wide settings.

CLIENT / CONSUMER

A smoother path from interest to real follow-up.

- Browse a polished community, listing, event, or agent page that feels specific instead of generic.
- Submit a simple form while AIRES preserves the context of what they viewed before reaching out.
- Get routed to the right person faster because the Hub knows the project, source, and likely intent.

DEMO ACCESS BOUNDARY

Send the public story first. Show the private operating layer live.

- Public pages are safe to send as a first link.
- Protected Hub screens are best screen-shared live first so lead data, roles, and routing make sense.
- Direct Hub access should be created intentionally with role-specific broker, admin, or agent accounts.
- The first launch can start with CSV/export proof, then move toward CRM/webhook/API sync as requirements are confirmed.

PRODUCT PREVIEW

The Hub is the private operating layer behind the public site.

The public website stays polished and conversion-focused. The private Hub gives the team the routing, assignment, and follow-up controls that make the site useful after the form is submitted.

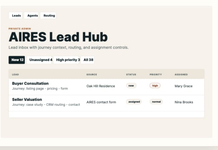
ZERO-DROPPED-LEAD CONTEXT

AI Insight: Buyer reviewed Oak Hill listing content before submitting. Prioritize a specific, property-aware follow-up.

Traditional forms say someone wants information. Lead Hub shows what they cared about before they asked.

INBOX

See every lead with source context and next action controls.
Filter by status, priority, assigned agent, project, or search term, then assign, update status, export, or draft a response.



PROJECT ROUTING

Route listings and communities to the right owner.
Use project rules for featured listings, neighborhoods, buyer inquiries, seller requests, and manual overrides when a lead needs a different owner.

AGENT PORTAL

Give agents the leads they need to work.
Each agent can sign in with named role-based access to a focused lead view, review visitor context, and respond without exposing brokerage-wide settings.

REQUEST FULL DEMO

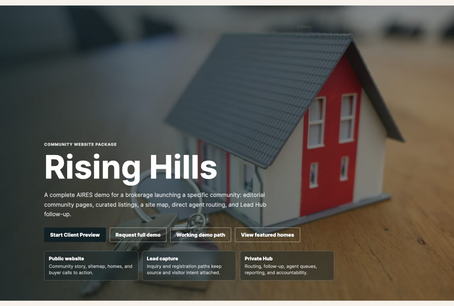
See how Lead Hub would work for your brokerage.

Share the team size, lead sources, and routing problems you want solved. The request will go straight into AIRES Lead Hub with source and journey context attached.

Agent portals | Project routing | Smart lists | AI lead insights | Follow-up automation

Name: Your name
Work email: Your email address
Phone: Best contact number
Brokerage or team: Company name
Team size: 1-5 agents
Primary goal: Lead Hub full demo
What should the demo focus on?: Tell us where leads come from today and what needs to happen after someone submits a form.

Request full demo



COMMUNITY WEBSITE PACKAGE

Rising Hills

A complete AIRES demo for a brokerage launching a specific community: editorial community pages, curated listings, a site map, direct agent routing, and Lead Hub follow-up.

Start Client Preview | Request full demo | Working demo path | View featured homes

Public website
Community story, sitemap, homes, and buyer calls to action.

Lead capture
Inquiry and registration paths keep source and visitor intent attached.

Private Hub
Routing, follow-up, agent queues, reporting, and accountability.

WHAT THE BROKERAGE GETS

A community launch site that stays fast, curated, and easy to manage.

AIRES does not try to rebuild Zillow. The community site becomes the premium branded front door: polished story, high-end listing cards, agent ownership, and tracked handoffs to the portals buyers already use.

Public site
Community story, listings, sitemap, amenities, local context.

Agent tools
Micro-dashboard for leads, featured listings, and profile updates.

Lead Hub
Journey tracking, routing, assignments, AI-drafted follow-up.

FIRST LAUNCH PATH

How Rising Hills becomes a real brokerage rollout.

Use this demo as the first-launch model: one community, the right agents, curated listing links, routing rules, and a support package that can expand after the workflow is proven.

1. **Launch one community**
Start with a focused Rising Hills-style site instead of rebuilding every brokerage workflow at once.

2. **Route real activity**
Connect listing clicks, registration forms, and demo requests to the right agent or team.

3. **Manage follow-up**
Use the Hub to see ownership, stale leads, Smart Lists, tasks, reports, and exports.

4. **Scale the system**
Add agents, listings, communities, CRM handoff, support tiers, and feature flags over time.

CLIENT PREVIEW MODE

A clean public click path before the live walkthrough.

If you only send one pre-call link, send the Working Demo. This page is the Rising Hills example that link points to, with public pages clients can explore before the private Hub workflow is shown live.

1. **Review the community site**
Start with the buyer-facing experience: story, visual sitemap, curated inventory, neighborhood context, and calls to action.
Open Rising Hills

2. **Open visitor registration**
See the public QR-friendly form a model-home, open-house, or event visitor would use to enter the Lead Hub workflow.
Open registration

3. **Read the Lead Hub overview**
Understand the private operating layer without logging in: routing, Smart Lists, agent queues, reporting, and follow-up.
Open Lead Hub

4. **Open the client brief**
Use the short leave-behind to connect the public site, registration capture, Hub workflow, and first-launch scope.
Open brief

5. **Request a launch conversation**
Open the launch-intake form that turns demo interest into a real first-launch scope for a community, listing campaign, routing workflow, or support package.
Open request form

What to expect: Public pages open normally. The private Hub walkthrough is best reviewed live so the lead data, roles, and routing story stay clear.
Open working demo

GUIDED HUB WALKTHROUGH

Walk through the private workflow after the public story lands.

After the client has seen the public preview, use the live walkthrough to show how the private Hub manages real leads, routing, agent ownership, registration visitors, and reporting.

1. **Scan or open the registration form**
Show how a walk-in visitor registers from a phone at the model home.
Open registration form

2. **Review the event workflow**
See how model-home visitors become assigned follow-up opportunities with owner, status, task, and export context.
View Hub preview

3. **Show the clean handoff**
Walk through how visitor leads can become a CSV export, packet, CRM handoff, or agent task list during the live demo.
Review CRM handoff

4. **Work the agent queue**
Review how each assigned agent gets a focused lead queue for follow-up without seeing brokerage-wide settings.
View agent portal

COMMUNITY SITEMAP

One site, six high-value buyer paths.

This is the site structure AIRES would generate and manage for a community like Rising Hills.

Overview
Hero story, community positioning, lifestyle photography

Homesites
Interactive map with lot status, amenities, and sales cues

Listings
Curated inventory cards linking to Zillow, Homes.com, or Realtor.com

Neighborhood
Schools, amenities, dining, commute notes, and local context

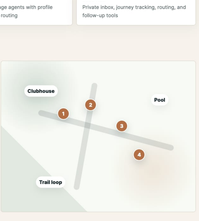
Agents
Assigned brokerage agents with profile pages and direct routing

Lead Hub
Private inbox, journey tracking, routing, and follow-up tools

INTERACTIVE HOMESITE MAP

Inventory and amenities in one visual layer.

Brokerages can show lot availability, model homes, community anchors, and curated listing cards without maintaining a heavy IDX search tool.



CURATED INVENTORY

Featured listings without IDX drag.

Agents paste a Zillow, Homes.com, or Realtor.com link, add a hook, and AIRES turns it into a polished community listing card.

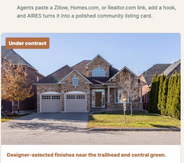
Finished ridge-view home with private study and covered outdoor living.

The Overlook

104 Summit Trail · Homesite 4

PRICE	BEDS	BATHS	SQ FT
$742,000	4	3.5	3,080

Mary Grace — View full history



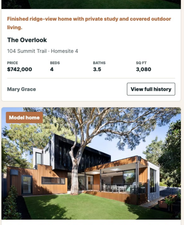
Designer-selected finishes near the trailhead and central green.

The Laurel

107 Summit Trail · Homesite 7

PRICE	BEDS	BATHS	SQ FT
$889,500	4	3	2,760

Nina Brooks — View full history



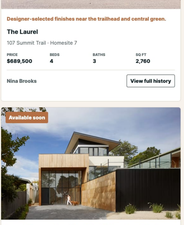
Premium model home positioned beside the clubhouse and pool.

The Ridgeway

112 Laurel Bend · Homesite 12

PRICE	BEDS	BATHS	SQ FT
$815,000	5	4.5	3,620

Mary Grace — View full history



Low-maintenance plan with main-level living and pocket-park access.

The Meadow

118 Laurel Bend · Homesite 18

PRICE	BEDS	BATHS	SQ FT
$655,900	3	2.5	2,420

Alex Carter — View full history

LEAD HUB CONNECTION

The community site feeds the private operating layer.

Every listing click, map interaction, form start, and inquiry can arrive in the Hub with enough context for the brokerage to act quickly.

AI Insight: Buyer viewed The Overlook, clicked full property history, then requested a private tour from the community page.

SOURCE	ASSIGNED
PRIORITY	NEXT STEP

DEMO INQUIRY

Route a Rising Hills lead into the Hub.

This form sends community-specific context so the Hub can show exactly what the buyer looked at and who should follow up.

Name
Jordan Taylor

Email
email hidden

Interest
Private tour at Rising Hills

Message
Tell us which homesite or question you have.

Send Rising Hills inquiry

AIRES WORKING DEMO

One link before the walkthrough.

This is the short client review path for AIRES: start with the Rising Hills public website, understand what the Lead Hub does, then bring one real launch idea to the call.

10-MINUTE PREP

What to do before the call.

1. **3 min: View Rising Hills.**
2. **4 min: Review the Lead Hub overview.**
3. **3 min: Pick one real first-launch use case.**

No Hub login is needed before the walkthrough.
Jackson will screen-share the private Hub live so the dashboard, routing, lead data, agent access, and launch checklist make sense in context.

Start with Rising Hills | Review Lead Hub

Public site first
Review Rising Hills as the example community launch.

Hub explained simply
See how the public website connects to routing and follow-up.

Private screens live
Broker dashboards and protected lead data are screen-shared in context.

ONE-LINK MONDAY PATH

Send one link, show the Hub live, close into one first launch.

This is the cleanest client flow for Monday: reduce the pre-call ask, guide the protected workflow live, then use one post-call recap path to collect the real launch decision.

SEND
Client Email Landing Page
Use one required client-safe starting page before the call. The Monday Demo Link stays inside that page as the primary action or quick fallback.

REVIEW
Rising Hills, Lead Hub, and CRM Pilot
Let them see the public community site, the plain-English Lead Hub overview, and the sample-first CRM boundary.

SHOW
Private Hub live
Screen-share broker dashboard, lead inbox, routing, Smart Lists, agent portal, registration, reports, and launch controls.

SEND
What You Get recap
After the call, send the recap and visual backup so they can forward the system summary internally.

CLOSE
Decision Room
Move the conversation into one first launch, one owner, one CRM/export path, and one support package.

CLIENT CLICK GUIDE

What to open, what to look for, and what it proves.

Use this as the self-guided path before or after the call. The private Hub still works best as a guided screen-share first, but these public pages will make the walkthrough easier to follow.

01 View public website
Open Rising Hills
LOOK FOR
Brand story, community positioning, curated listings, agent presence, registration paths, and buyer/seller calls to action.
WHAT IT PROVES
AIRES can package a specific community or brokerage campaign as a polished public experience instead of a generic IDX search page.

02 Review Hub overview
Open the Lead Hub overview
LOOK FOR
Lead routing, journey context, Smart Lists, agent queues, follow-up tools, reporting, and CRM/export readiness.
WHAT IT PROVES
The website is connected to a private operating layer that helps a brokerage see who followed up, what happened, and what needs attention.

03 Review CRM pilot
Skim the CRM pilot path
LOOK FOR
The six-gate sample path: safe sample, no-write analysis, rehearsal proof, approval, controlled run, and closeout.
WHAT IT PROVES
AIRES can support CRM/export conversations without turning the first demo into a risky full migration project.

04 Review launch plan
Review the first-launch path
LOOK FOR
Community, branding, roster, routing, listings, CRM/export, Hub access, and support expectations.
WHAT IT PROVES
The offer can be scoped around one practical launch plus ongoing operating support, not a generic price sheet.

05 Open request form
Bring one real launch idea
LOOK FOR
A first community, listing campaign, open-house registration flow, agent group, or routing/accountability problem worth testing.
WHAT IT PROVES
The next conversation can move from general demo interest into a specific first launch scope.

WHAT TO CLICK

Use this order before the walkthrough.

The goal is not to memorize every feature. The goal is to see how a public real estate website connects to the private operating layer behind the lead.

1 3 minutes
View the Rising Hills website
Start with the public community site: hero story, sitemap concept, curated featured listings, agent context, registration paths, and calls to action.
Open Rising Hills

2 4 minutes
Review the Lead Hub overview
See how website inquiries become routed leads with journey context, Smart Lists, agent queues, follow-up workflows, reports, and CRM/export readiness.
Open Lead Hub

3 2 minutes
Understand the CRM pilot path
Review how AIRES safely tests CRM/export movement with one small sample before a full export, API credential, or recurring sync.
Open CRM Pilot Path

4 3 minutes
Bring one real launch idea
Think about the first community, listing campaign, registration event, agent group, or routing problem that would make the demo useful immediately.
Open request form

WHAT AIRES DOES

A brokerage gets more than a website.

AIRES is designed as a launchable real estate operating system: public site, lead capture, private Hub, agent workflow, reporting, CRM/export readiness, and future multi-client scale.

- Public community website for a specific brokerage, neighborhood, project, or campaign.
- Curated listing cards that can link to Zillow, Homes.com, Realtor.com, or another full listing destination.
- Lead capture forms that preserve visitor journey context before the form is submitted.
- Private Lead Hub inbox with assignment, status, priority, Smart Lists, notes, and follow-up actions.
- Broker accountability dashboard for stale leads, response visibility, agent activity, and launch health.
- Agent portals so each agent can see their own leads without exposing the full brokerage admin.
- Open house, model home, and registration workflows with QR-friendly capture and follow-up queues.
- CRM/export path that begins with a safe sample pilot and later moves into clean CSV presets, webhook, or API sync.

LIVE WALKTHROUGH

What Jackson will screen-share.

The private Hub includes operational screens and demo lead data, so it should be guided live first. After the walkthrough, role-specific access can be created intentionally for brokers, admins, and agents.

- Broker Dashboard Presenter Mode
- Command Center
- Presenter Start Here
- Broker Launch Wizard
- Lead Inbox and Lead Detail
- Visitor Journey Context
- Routing and Project Rules
- Smart Lists
- Agent Portal
- Registration/Event Dashboard
- Reports and CSV Export
- Security Review
- Launch Checklist
- Proposal Packet

BRING TO THE CALL

Three questions make the demo useful fast.

Which community, project, agent group, or listing campaign would you launch first?

Who should own new buyer, seller, registration, and listing leads?

Which CRM, spreadsheet, or reporting process would AIRES need to support?

HELPFUL LINKS

Use these if you want more context.

Detailed Client Demo Guide
A deeper guided review path if you want more detail before or after the walkthrough.
Open

Rising Hills Brief
A short leave-behind that explains the sample community launch and what a brokerage receives.
Open

CRM Pilot Path
A broker-safe explanation of how AIRES proves CRM mapping with one small sample before full export, API credentials, or recurring sync.
Open

First Launch Plan
A private-scoping path for turning the demo into a concrete launch and support recommendation.
Open

Request Full Demo
Use this when the prospect is ready to turn the walkthrough into a first-launch conversation.
Open

Public Screenshots PDF
A visual backup showing the current public website, Lead Hub overview, Rising Hills, pricing, and sales collateral.
Open

AFTER THE DEMO

Turn the walkthrough into a scoped first launch.

If the Rising Hills example feels useful, the next step is choosing the first launch track, support tier, CRM/export path, access model, success metric, and approval timing.

Choose a proposal track
Compare Community Launch, Brokerage Growth, and Multi-Community OS before scoping the next step.
Open

Open sample proposal
See how the walkthrough becomes a launch scope with package, support, CRM/export, access, and timing decisions.
Open

CLIENT HUBS OVERVIEW

See what AIRES would give your brokerage.

This guide walks through a sample Rising Hills launch: the public community site, the lead hub, the client hub, the private mobile workflow that takes a lockbox code, book, and walkthrough form, and the operating layer that ties it together.

Open public community site | **Start the client portal** | **Open lead hub**

Load lead overview

CLIENT HUBS OVERVIEW

Start here if you only send one link before the client.

Use this as the starting point before the live Hub walkthrough.

Open the working room

Open the client portal

Open the lead hub

Load lead overview

This page is the lead staff guided path. The public site can be reviewed now, the private hub is been shown live on screen, and the lead hub is where the team keeps the follow-up moving.

Choose a personal route

CLIENT HUBS OVERVIEW

Open the working room when you want the full system.

Spread across 10 screens with the public demo, the lead hub, the client portal, the mobile workflow, and the operating layer that ties everything together.

Open the working room

What to do with this link before Monday.

Spread across 10 screens with the public demo, the lead hub, the client portal, the mobile workflow, and the operating layer that ties everything together.

Start with the public demo

Review the public site, the lead hub, the client portal, the mobile workflow, the operating layer, and the operator control room.

Open the working room

Review the Lead Hub

Review how inquiries become owners, how the team assigns work, and how lead signals, pricing, and offer readiness move through the system.

Open lead hub

Review the Client Hub

Review how inquiries become owners, how the team assigns work, and how lead signals, pricing, and offer readiness move through the system.

Open client hub

Where does your team currently lose visibility after a lead submits a form?

Open the map

Do not worry about yet

Open the operator control room only after the walkthrough.

- Growing beyond a realtor's hands
- Adding more than one operator or broker
- Choosing the MLS, IDX plan, or automation stack on the first call

Private Hub access | Jackson will deliver eight properties that fit Rising Hills' Tahoe market, Lake Vista, Lake Isabel, Rising Green, Sierra Ridge, Pine Ridge, Cedar Ridge, and Sierra Vista. Once Jackson sends the access, the private hub can be opened and the demo is ready to be run on a live lockbox or a guided walkthrough.

Review this like a launch package, not just a website mockup.

The public links are ready to explore without credentials. They show the public site, the lead hub, the client portal, and the mobile workflow. Jackson's private hub completes the operating layer. Use the public links now to review the launch package, and use the live walkthrough when you want to see how the system turns a lead handoff into a guided path.

Open the working room

Use this page to prepare for a focused demo conversation.

BEFORE THE WALKTHROUGH

Explore the public experiences that matter most, then open the lead hub, client hub, and mobile workflow only when the system's flow is clear.

Start with the public demo

Review the public site, the lead hub, the client portal, the mobile workflow, the operating layer, and the operator control room.

Open the working room

Bring CRM and follow-up questions

Bring your current CRM, search, automation, or manual follow-up process, note what needs to happen after a lead arrives, and decide whether the broker is ready for a live walkthrough.

Review Lead Hub overview

Use the lead hub page as a reference for how inquiries become owners, how assignment works, how lead signals and pricing move, and how the team keeps follow-up moving.

Open lead hub

Think about your first launch

Choose one market, one broker, one lead source, and one workflow that would make the clearest first proof of value.

Use the request form when ready

When the meeting fits, share the specific market, workflow, and lead source to scope a live first launch.

Open Client Portal | **Review Lead Hub** | **Request Full Demo**

The question is whether this solves real brokerage operations, not whether it looks nice.

WHAT THIS CLOSES

Replace fragile community sites

Launch a brokerage-branded site that ties listings, leads, and follow-up into one brokerage-owned system without the plugin maintenance cycle.

Capture richer lead context

Replace form-only forms with a guided intake that turns property interest into usable lead context.

Route and prove follow-up

Use operator visibility into assignment, response, and follow-up to decide whether the team can run the system daily.

Scale without rebuilding the stack

Add more markets, brokers, and lead sources without rebuilding the website, CRM, and manual follow-up process.

What this link is meant to do before the live walkthrough.

DESIGN SUMMARY

What to click first

Open Rising Hills, review the public site, then open the lead hub, the client portal, the mobile workflow, the operating layer, and the operator control room, only when the live walkthrough begins.

What the broker should evaluate

Whether the system looks like a brokerage community site, listing campaign, lead-capture system, follow-up system, and operator control room.

What happens on the call

We walk through the public site, the lead hub, the client portal, the mobile workflow, the operating layer, and the operator control room.

Explore the public package yourself. Review the private hub after the demo.

HOW TO USE THIS DEMO

CRM INTEGRATION

Public review path

- Rising Hills public site
- Lake Vista, Lake Isabel, Rising Green, Sierra Ridge, Pine Ridge, Cedar Ridge, and Sierra Vista listing pages
- Client Preview Mode

Use this path to review the public experience from a community website, listing pages, property pages, and the client-facing portal before the live walkthrough.

Protected Hub screens

The private hub includes operational workflows and derived signals that are not part of the public demo. Review the lead hub and mobile workflow only after the client understands what they are seeing.

- Lead intake, lead detail, assignment, pipeline, overdue follow-up, and response-time signals
- Lead-to-client and deal journey, contract, target closing, and pre-listing checklist
- Reading client sign-in, document access, and client checklists, feature flags, support packages, and recent activity
- Lockbox access, property-level access, and walkthrough notes, CRMC readiness, and CRM preview
- Registration workflow, market review and approval, operator queues, CRM export, and follow-up signals
- Agent-scoped, firm-scoped, and admin-scoped views for lead, client, and operator workflows
- Proposal workflow, how the demo turns into a live launch plan, package recommendations, and supporting evidence

AIRES is the website, the lead workflow, and the operating layer around both.

Public site

A live, polished community or brokerage website for listings, neighborhoods, agents, and open houses, without the usual WordPress maintenance stack.

Lead hub

A private workspace that captures every inquiry, assigns it to the right agent, and keeps follow-up moving until someone takes ownership.

Client hub

A client-facing portal that turns a lead into a shared workspace for tours, documents, and next steps.

Scale layer

A clean and agent-operating layer for multi-market ownership, lead routing, reporting, automation, and future CRM/MLS syncs.

If you only have a few minutes, use this path.

LEAD

Scan the public site

Look at a live listing, neighborhood, campaign, features, and the overall brand and tone.

AIRES can replace a single-property community website, but the value is bigger than that.

CLIENT

Follow a lead path

Open a sample lead in the operating system, assign it, and see how the team turns the form into ownership.

Similar actions and launch paths can be reviewed for Rising Hills, Lake Vista, and other markets.

OWNER

Understand the Hub

Review how open and stuck leads, response time, and ownership signals show up before anyone has been bothered after the lead is captured.

Review the CRM handoff

Review how CRM sync, owner alerts, and core handoffs keep the team from losing leads in spreadsheets, inboxes, or manual follow-up.

AIRES can replace the lead capture and ops layer around a brokerage website, but the handoff matters. Review how the system keeps the brokerage in motion.

Use this order so the system is easy to understand.

1. **Open Rising Hills**
   Start with the public site so the team sees the brand, listing pages, and the overall tone before anything else.
2. **Use Client Preview Mode**
   Follow the guided client-facing path to see how the community site, portal, and mobile workflow feel after a lead becomes active.
3. **Open preview**
   Open the client-facing preview in a separate tab when the team needs to compare the public site and the portal side by side.
4. **Submit or review a lead from the public site**
   Use a test lead to see how inquiries become owners, how assignment works, and how the team keeps follow-up moving.
5. **Review the Lead Hub**
   Review how open and stuck leads, response time, and ownership signals show up before anyone has been bothered.
6. **Open lead hub**
   Open the lead hub when the team needs to review assignment, follow-up, and how leads become owners.
7. **Open client hub**
   Open the client hub when the team needs to review the shared workspace after the lead is assigned.
8. **Review the CRM handoff**
   Review how CRM sync, owner alerts, and core handoffs keep the team from losing leads in spreadsheets, inboxes, or manual follow-up.
9. **Check the CRM preview**
   Open the CRM preview when the team needs to see how the system maps contacts, notes, and activity into a CRM workflow or operating system.
10. **Review the Client Hub**
    Review how inquiries become owners, how the team assigns work, and how lead signals, pricing, and offer readiness move through the system.
11. **Open client hub**
    Open the client hub when the team needs to review the shared workspace after the lead is assigned.
12. **Open CRM preview**

The demo represents a launchable website plus the operating system behind it.

WHAT A BROKERAGE GETS

A branded public launch

Rising Hills, Lake Vista, Lake Isabel, Rising Green, Sierra Ridge, Pine Ridge, Cedar Ridge, and Sierra Vista can be scoped listings, agent profiles, and open house pages.

- Name the decision-center page for your market.
- Use the same structure for neighborhoods, FAQs, and open house pages.

A private operating hub

Lead, client, and operator views keep the team moving from inquiry to ownership, follow-up, and handoff readiness.

- Logs, tours, notes, documents, and next steps stay in one place.
- Features/pricing or proposal signals show when a lead is ready for more attention.

Brokerage-wide visibility

Ownership, response, and stuck-lead signals show which markets, agents, or sources need attention before leads start slipping.

- Assignment, follow-up, and response-time signals show where the team is losing momentum.
- Operator queues and CRM preview make ownership, handoff, and follow-up visible without a custom dashboard.

Confirm the handoff

- Decide whether we can pilot lead distribution, ownership, and follow-up on one brokerage website.
- Choose CRM/provider scope, field mapping, and sync ownership before production integration.
- Define operator roles, assignment rules, escalation, and reporting before adding more markets or sources.
- Review the proposal, pilot scope, and next steps only if the workflow solves a real operating problem.

What is live now, what gets configured, and what becomes the scale roadmap.

LIVE TODAY

What you can review now

- Rising Hills public community site, Client Preview Mode, public listing pages, and the lead hub.
- Private hub walkthrough for lead capture, assignment, follow-up, client handoff, and operator visibility.
- Assignment, response-time, and stuck-lead signals, pricing and offer readiness signals, and proposal activity.
- Scoped screenshots and PDF handouts for a brokerage team to review after the call.

CONFIGURED FOR THIS LAUNCH

What changes for a real brokerage launch

- Brokerage branding, listing data, lead routing, agent assignment, follow-up rules, reports, notes, support package, and proposal scope.
- Lead capture, CRM/MLS/IDX/automation, preference, registration, operator queues, and ownership rules for the market.
- Your CRM/provider handoff, agent-facing workflow, and the operating system for one brokerage.

SCALING FOR LATER

What comes next

- Additional markets, listing feeds, lead sources, agents, and brokerages.
- Deeper CRM/provider sync, automation, reporting, and multi-market operations.
- Production integrations, permissions, and support workflows after the first brokerage is stable.

These are the inputs that turn the demo into a real first project.

The checklist first record is intentionally focused: one public site, one lead hub, one client hub, one mobile workflow, one operating layer, and one decision about which markets, sources, CRMs/MLS/IDX/automation, CRM/MLS/IDX/automation, and CRM/provider, CRM/provider, CRM/provider,

MONDAY CLIENT HANDOFF

Send the client link. Screen-share the private Hub.

Use this page before sending the demo package. It separates public client links from guided/protected Hub screens so the walkthrough feels polished and access stays intentional.

Open send control | Open working demo | Follow-up email | Demo assets

RULE OF THUMB

Public links go in email. Private Hub screens are shown live unless access is intentionally granted.

MONDAY SHARING RULES

Zero ambiguity before the client gets a link.

SEND

Client Email Landing Page as the required first link, with Monday Demo Link, Working Demo, Client Demo Guide, Rising Hills public preview, Lead Hub overview, Rising Hills brief, PDF brief, pricing, and public screenshots PDF as supporting material.

These are public links that explain the value before anyone touches the private Hub, but the Client Email Landing Page stays the clean first click.

SCREEN-SHARE

Broker Dashboard Presenter Mode, Command Center, Launch Wizard, Go-Live Handoff, Launch Artifact Vault, Security Review, Lead Inbox, registration event, agent queue, client settings, reports, routing, and proposal workflow.

These screens include operational context and should be guided live so the story stays focused.

DO NOT SEND FIRST

Shared admin credentials, direct protected Hub links as the first touch, raw API exports, private credential notes, or internal readiness warnings.

If direct access is needed later, send role-specific credentials separately and rotate after the review window.

EMAIL-READY PACKAGE

Give the client one clear path instead of a pile of links.

ONE LINK SEND FLOW

Required link: Client Email Landing Page.

Everything else is supporting material, fallback collateral, or live screen-share material. This keeps the first client touch simple and avoids making them decode a list of internal demo links.

Open primary link

Primary send
Send only the Client Email Landing Page as the required pre-call link. It opens with the Monday Demo Link as the primary action.

What it tells them
The guide tells them to view Rising Hills, review the Lead Hub, and bring one real launch idea.

What you show live
Screen-share Broker Dashboard Presenter Mode first, then Command Center, Launch Wizard, Go-Live Handoff, Launch Artifact Vault, Security Review, Inbox, registration, routing, reports, agent portal, and proposal workflow.

What you close into
Use launch intake, post-demo decision path, CRM worksheet, and Proposal Builder after the walkthrough.

OPERATOR CONTROL

Monday Send Control
https://usesaires.com/sales-deck/monday-send-control

Use this first. It separates the client-facing pre-call link, live presenter path, post-call handoff, and internal archive/proof links.

POST-DEMO SEND

Monday Handoff
https://usesaires.com/sales-deck/monday-handoff/

Use after the call as the single client-safe follow-up inbox: recap, decide, lock, scope, approve, launch.

SEND THIS FIRST

Client Email Landing Page
https://usesaires.com/sales-deck/monday-client-email/

Make this the only required pre-call link. It opens with one calm prep page, points to the Monday Demo Link, and asks the client to bring one real launch idea.

SUPPORTING DETAIL

Client Demo Guide
https://usesaires.com/sales-deck/client-demo-guide/

Use this when the client wants the deeper feature map, detailed prep path, and decision-maker forwarding copy.

SUPPORTING LINK

Rising Hills
https://usesaires.com/rising-hills/#client-preview

Use as the concrete community case study if the client asks for the working example directly.

SUPPORTING LINK

Lead Hub overview
https://usesaires.com/lead-hub/

Use as the public product explanation before the protected Hub screen-share.

VISUAL BACKUP

Public screenshots PDF
https://usesaires.com/sales-deck/assets/aires-front-end-current.pdf

Keep this as backup collateral. It was refreshed after the client-facing copy polish, so it now matches the public review path, Rising Hills preview, Contact launch intake, and live private-Hub walkthrough framing.

SAFE TO SEND

These links can go directly to a client before Monday.

Monday Handoff
https://usesaires.com/sales-deck/monday-handoff/
Send after the walkthrough as the clean client-safe path through recap, Decision Room, Scope Lock, CRM worksheet, Proposal Review, and First Launch Plan.

Working Demo
https://usesaires.com/sales-deck/working-demo/
Use as the first action inside the Monday Demo Link. The cleaner pre-call send is the Client Email Landing Page, which points the client here through the short review path.

Client Demo Guide
https://usesaires.com/sales-deck/client-demo-guide/
Send as supporting detail if the client wants the longer guided path through the public demo and Hub explanation.

Rising Hills Demo
https://usesaires.com/rising-hills/#client-preview
Shows the public community website, curated listings, sitemap concept, calls to action, and public Client Preview Mode.

Lead Hub Overview
https://usesaires.com/lead-hub/
Explains the private operating layer without exposing actual admin screens.

Rising Hills Brief
https://usesaires.com/sales-deck/rising-hills-brief/
Short leave-behind for a broker who wants the business case in one page.

PDF Brief
https://usesaires.com/sales-deck/rising-hills-demo-brief.pdf
Attach or link after the call as a polished summary. It matches the current brief, public review path, and request-demo next step.

First Launch Plan
https://usesaires.com/sales-deck/first-launch-plan/
Use when the conversation turns to private scoping, launch path, and monthly support fit.

MONDAY OPERATOR PATH

Use this sequence when you are running the demo.

1 Send the public review path
Email the Client Email Landing Page first. It gives the broker one clean prep path into Rising Hills, the Hub overview, and the product story without private credentials.

2 Sign in as the Rising Hills broker demo account
Use the role-specific Rising Hills broker-admin demo account, then open the Broker Dashboard Presenter Mode view before the call.

3 Confirm presenter cockpit
Open /admin/dashboard?client_id=client_rising_hills and confirm it shows Broker Dashboard Presenter Mode, Presenter Start Here, Client Demo Command Center, Post-Demo Follow-Up Pipeline, and the selected Rising Hills client context.

4 Walk the protected workflow live
Screen-share Broker Dashboard Presenter Mode, Command Center, Launch Wizard, Go-Live Handoff, Launch Artifact Vault, Security Review, Lead Inbox, Smart Lists, Registration, Agent Queue, Routing, and Proposal Builder in that order if time allows.

5 Close into first-launch scope
Ask for the first community/project, roster, listing links, routing rules, CRM/export needs, launch timeline, and support package.

SCREEN-SHARE FIRST

These screens are powerful, but they belong in a guided walkthrough.

Broker Dashboard Presenter Mode
/admin/dashboard?client_id=client_rising_hills
Presenter Mode top band, four first-show proof paths, Presenter Start Here cockpit, client demo launchpad, post-demo pipeline, lead health, stale follow-up, source quality, and agent accountability.

Broker Launch Wizard
/admin/launch?client_id=client_rising_hills
Launch checklist, blockers, Hub access proof, session sign-in, fallback usage, and client handoff summary.

Go-Live Handoff
/admin/handoff?client_id=client_rising_hills
Final readiness score, blockers, client review links, protected Hub links, and copyable go-live recap.

Launch Artifact Vault
/admin/artifacts?client_id=client_rising_hills
Protected proof archive for go-live approvals, broker handoff packets, CRM/export proof, access/security exports, follow-up logs, launch-intake exports, and support-ready operations artifacts.

Security Review
/admin/security?client_id=client_rising_hills
Production readiness proof for named access, live session checks, CSRF-protected writes, client isolation, agent boundaries, shared fallback phase-out, and formal review status.

Meeting Tracker
/admin/meetings?client_id=client_rising_hills
Client conversation follow-up, proposal stage, decision owner, next touch date, and post-demo accountability.

Lead Inbox
/admin/leads?view=new
Lead routing, status, priority, assignee, AI insight, and action controls.

Smart Lists
/admin/smart-lists?client_id=client_rising_hills
Saved follow-up queues, broker/team/agent-visible sharing context, and reusable filters for accountability.

Registration Event
/admin/registration/reg_rising_hills_model_home
Model-home visitor capture, follow-up queues, owner, packet, and CSV export.

Agent Queue
/agent/leads?view=all
The simplified view an agent uses for their own leads and follow-up.

Client Settings
/admin/settings/clients
Branding, domains, plan tier, enabled modules, support package, and feature flags.

Proposal Builder
/sales-deck/proposal-builder/
How the demo turns into launch scope, package selection, support tier, and proposal follow-up.

FALLBACK VISUALS

Keep these open so the call never depends on one tab.

Public screenshots PDF
https://usesaires.com/sales-deck/assets/aires-front-end-current.pdf
Use if a public page or network connection stalls. It shows the current website, Rising Hills, pricing, Lead Hub overview, launch-intake path, and refreshed client-facing walkthrough language.

Lead Hub screenshots PDF
https://usesaires.com/sales-deck/assets/aires-lead-hub-screenshots.pdf
Use as a sanitized Hub visual backup if protected auth slows down during the call. It now includes the Broker Dashboard Presenter Mode top band, Presenter Start Here cockpit, Command Center, Launch Wizard, Go-Live Handoff, Security Review, and Meeting Tracker.

Backend screenshots PDF
https://usesaires.com/sales-deck/assets/lead-hub-backend-current.pdf
Use when the broker wants to understand admin depth: Presenter Mode, presenter cockpit, dashboard command center, post-demo follow-up pipeline, meeting follow-up, routing, registration, exports, reporting, setup controls, and production-readiness proof.

Deck image set
https://usesaires.com/sales-deck/demo-assets/
Use for individual screenshots and quick access to homepage, Lead Hub, routing, agent page, and property/community visuals.

ACCESS RULES

Keep credentials out of the first client email.

- Do not put shared admin credentials in the client-facing demo email.
- Screen-share protected Hub screens first so the client understands the workflow before touching credentials.
- Use the dedicated broker-admin demo account when preparing the call.
- For the Rising Hills client workspace, sign in with the dedicated Rising Hills broker-admin demo account when you need role-specific broker/admin access.
- If direct access is needed, send credentials separately and rotate them after the review window.
- Use role-specific access whenever possible: broker/admin for operations, agent login for agent portal only.
- A signed-out 401, 403, or Hub login redirect is expected behavior for protected links.

READINESS ROADMAP

Know exactly what is demo-ready, launch-ready, and scale-ready.

DEMO-READY NOW

Safe to show Monday

- Public Client Email Landing Page path, Monday Demo Link, Working Demo, Rising Hills site, Lead Hub overview, pricing, brief, optional Client Demo Guide, and screenshot PDFs.
- Protected Hub screen-share for Broker Dashboard Presenter Mode, Command Center, Launch Wizard, Go-Live Handoff, Launch Artifact Vault, Security Review, Inbox, Smart Lists, routing, registration, reports, agent queue, and client settings.
- `prpm demo:monday` and optional session-auth checks before the call.

FIRST CLIENT LAUNCH

Harden for paid use

- Create role-specific Hub users for the client and avoid shared credentials for client access.
- Replace demo seed data with the client's real community, roster, listings, routing, and support package.
- Confirm notification, export, CRM handoff, privacy, security review, and data-retention expectations in writing.

MULTI-CLIENT SCALE

Protect the operating system

- Keep client isolation, auth hardening, and secret-hygiene checks in the deploy path.
- Move production CRM/API credentials into Worker secrets or the per-client secret reference flow.
- Run live/session-based integration checks before unrelated breakages share the same production deployment.

COPY-READY EMAIL

Use this to send the demo without over-explaining it.

Pre-call email

Subject

AIRES working demo: Rising Hills and Lead Hub

Body

Hi [Name],

I wanted to send over the AIRES working demo before our walkthrough.

Start here:
https://usesaires.com/sales-deck/monday-client-email/

That is the only link you need before the call. It opens a short prep page with the Monday Demo Link as the first action.

Direct demo link:
https://usesaires.com/sales-deck/monday-demo-link/

The demo link opens a short review page with the Working Demo as the first action:

1. View the Rising Hills public website
2. Review the Lead Hub overview
3. Open the Working Demo and bring one real launch idea

Copy email | Open draft

Post-call recap

Subject

AIRES Rising Hills demo recap

Body

Hi [Name],

Thanks for taking a look at the AIRES Rising Hills demo.

Here are the best recap links:

- Working Demo: https://usesaires.com/sales-deck/working-demo/
- Client Demo Guide: https://usesaires.com/sales-deck/client-demo-guide/
- Rising Hills Client Preview: https://usesaires.com/rising-hills/#client-preview
- Rising Hills Brief: https://usesaires.com/sales-deck/rising-hills-brief/
- PDF Brief: https://usesaires.com/sales-deck/rising-hills-demo-brief.pdf
- Public Screenshots PDF: https://usesaires.com/sales-deck/assets/aires-front-end-current.pdf
- Lead Hub Screenshots PDF: https://usesaires.com/sales-deck/assets/aires-lead-hub-screenshots.pdf

Copy recap | Open draft

BEFORE SENDING

Run the quick sanity pass.

1. Run `prpm demo:monday:private` from this machine and confirm public links, public PDF/images, expected protected responses, TypeScript, build, secret hygiene, client-isolation checks, registration health, D1 health, signed-in Hub health, and session login smoke pass.
2. Open the Client Email Landing Page and confirm it is still the required first client link, with Monday Demo Link as the primary action and Client Demo Guide as supporting detail.
3. Open the Rising Hills public demo and Lead Hub overview in a normal browser tab.
4. Sign into the Hub in a separate private/admin tab before the call starts using the Rising Hills broker-admin demo account.
5. Open the Broker Dashboard Presenter Mode view and confirm the selected client is Rising Hills before screen-sharing private workflows.
6. Open Security Review and confirm it shows live session checks, client isolation, agent boundary, shared fallback phase-out, and formal review status before using it as production-readiness proof.
7. Keep screenshot PDFs open as fallback visuals if live auth or network conditions slow down.

AIRES CASE STUDY BRIEF

Rising Hills: community website plus lead operating layer

AIRES turns a community launch into a polished public experience connected to private lead routing, on-site registration, agent follow-up, and broker accountability.

Download PDF | Client demo guide | Request full demo

DEMO PACKAGE

Public site → QR capture → Lead Hub → Agent follow-up

WHAT THE BROKERAGE SEES

One clean story from buyer interest to accountable follow-up.

Public community site
Premium Rising Hills page with sitemap, curated listings, map context, and listing portal handoffs.

On-site registration
QR-friendly model-home form captures walk-in visitors with event, community, and source context.

Private Lead Hub
Event dashboard shows owners, first-contact state, overdue tasks, visitor CSV, and printable follow-up packet.

Brokerage scale
The same operating layer can manage clients, agents, modules, support tiers, feature flags, and future CRM sync.

WHAT THEY GET

A practical first launch that can grow into a brokerage operating system.

Public launch
A branded community or brokerage site built around one clear first use case: Rising Hills, a featured inventory push, an open-house campaign, or an agent/team page.

Lead operations
A private Hub for captured leads, owner assignment, routing rules, Smart Lists, journey context, registration visitors, tasks, notes, exports, and follow-up accountability.

Broker controls
Client-level settings for branding, domains, enabled modules, support package, feature flags, users, agent roster, and launch checklist status.

Growth path
A roadmap from curated listing cards and clean lead capture into agent micro-dashboards, CRM/API sync, AI onboarding, automated follow-up, and multi-client scaling.

WHY IT MATTERS

AIRES avoids the fragile WordPress plugin stack while preserving the brokerage's sales workflow.

- Curated property cards reduce IDX dependency for the MVP.
- Walk-in visitors are captured from QR forms instead of loose paper sheets.
- Leads retain community, listing, event, owner, task, and journey context.
- Broker dashboards make follow-up risk visible before leads get stale.

HOW TO REVIEW

Keep the first review public and focused.

1. Start with the Rising Hills public site and imagine it as one real community, neighborhood, or campaign.
2. Use the Client Preview section to see the public review path from visitor interest into lead capture.
3. Review the Lead Hub overview to understand the private workflow behind the site.
4. Use the Monday walkthrough to screen-share protected Hub screens instead of emailing credentials first.

1. Public community page

2. Model-home registration

3. Event follow-up queue

4. Packet, CSV, and agent queue

LIVE DEMO LINKS

Use these during or after the call.

Client demo guide
https://useaires.com/sales-deck/client-demo-guide/

Rising Hills demo
https://useaires.com/rising-hills/

Lead Hub overview
https://useaires.com/lead-hub/

CRM/API strategy
https://useaires.com/crm-lead-routing/

First launch plan
https://useaires.com/sales-deck/first-launch-plan/

Registration form
https://useaires.com/registration/rising-hills-model-home/

Request full demo
https://useaires.com/contact/?interest=Request%20Full%20Demo%20for%20Rising%20Hills

RECOMMENDED NEXT STEP

Pick one community, one roster, and current featured listing links.

That is enough to scope a first AIRES launch package, choose the support tier, and configure the brokerage's first public site plus Lead Hub workflow.

Request full demo

SYSTEM OVERVIEW

One AIRES engine. Many brokerage launches.

AIRES is designed to avoid a pile of disconnected microsites. The goal is a repeatable operating system: shared product logic, client-specific configuration, fast public websites, and private Hub workflows that can keep improving over time.

View Rising Hills demo | See Lead Hub | Open demo guide

SCALE PRINCIPLE

Configure clients. Do not rebuild the product every time.

Launches should inherit the same core improvements while keeping each brokerage's brand, agents, routing, modules, support package, and approved Hub users distinct.

01 Core engine

02 Client config

03 Public site

04 Lead Hub

05 Support and updates

ARCHITECTURE

Separate the product from the client-specific skin.

The public site can look tailored to one brokerage or community, but the underlying workflows should stay consistent enough to support, improve, and deploy at scale.

Central AIRES engine

The shared backend patterns, Hub workflows, lead capture logic, reporting, registration tools, and integration paths are improved once and reused across client launches.

Client configuration

Each brokerage gets its own branding, domains, plan tier, support package, enabled modules, feature flags, users, agents, routing rules, and launch checklist.

Public website layer

Each community, property collection, agent page, or brokerage campaign renders as a fast public experience without exposing private operations.

Private Hub layer

The brokerage team works leads, routing, Smart Lists, follow-up, registration visitors, exports, reports, and accountability from protected Hub views with named role-based accounts.

CLIENT LAYER

What changes per brokerage?

Each client should feel custom where it matters: brand, roster, routing, support, modules, and domains. The operating system underneath should stay repeatable.

- Branding, logo, colors, support contact, and public-site positioning.
- Custom domains, launch status, plan tier, monthly support package, and approval path.
- Enabled modules such as Lead Hub, agent portals, Smart Lists, registration, reports, CRM/export, and proposal tools.
- Feature flags for phased rollout, premium features, demo-only features, and beta workflows.
- Agent roster, named Hub users, role-based permissions, secure invites, account status, and access handoff readiness.
- Routing rules, fallback owners, project/listing/community assignments, and manual overrides.

ROLLOUT MODEL

Start with one launch, then scale what works.

1

Launch one focused use case

Start with a community, project, featured inventory campaign, registration workflow, or agent/team page.

2

Prove the operating workflow

Capture real leads, route ownership, watch follow-up risk, export records, and refine agent behavior.

3

Add modules by need

Turn on agent pages, Smart Lists, CRM handoff, registration events, proposal tools, reports, or curated listing workflows.

4

Roll improvements forward

Feature updates, bug fixes, copy improvements, and Hub refinements move through the shared AIRES system instead of becoming isolated one-offs.

WHY THIS MATTERS

This is how AIRES can scale without becoming 100 custom projects.

Less WordPress drag

Public pages stay fast and low-maintenance because the core website does not depend on a pile of fragile plugins.

Less custom rebuild work

A new brokerage launch starts from a configured system, not a blank website project with everything rebuilt by hand.

Cleaner client support

Support packages cover hosting, updates, maintenance, Hub access, reporting, and growth work without losing track of what each client has enabled.

Better product leverage

Every improvement to the Hub, routing, registration, reporting, or CRM handoff can become a platform improvement for future clients.

CURRENT PROOF

The demo already shows the pieces of the operating system.

- Rising Hills public community website
- Lead Hub private inbox and broker dashboard
- Client settings for branding, plan, modules, and feature flags
- Role-based admin and agent access
- Registration links, QR sheets, visitor packets, and event reporting
- CRM/API/export strategy with safe first-launch handoff paths
- Proposal Builder, First Launch Plan, and Monday demo assets

BEST FIRST STEP

Use Rising Hills as the first repeatable launch model.

The client conversation should start with one real use case. Once the public site, Hub workflow, routing, and support package are proven, the same operating layer can expand into more communities, agents, events, and integrations.

Review the demo path

MODULE LIBRARY

The real estate features that generic AI builders do not cover well.

Each module has a clear job: replace a fragile manual workflow with structured content, reusable UI, and an integration path.

Featured Properties

Replaces: Manual property cards and fragile listing widgets

Does: Renders inventory from structured data with promos, statuses, and community filters.

Example: Quickly publish move-in-ready homes across a homepage and community page.

Spreadsheet imports, content tools, listing feed adapters

Lead Router

Replaces: Disconnected form tools and CRM handoffs

Does: Validates form submissions and routes leads by community, listing, source, and intent.

Example: Send a Harbor Green tour request to the right sales team and backup destination.

Major CRM connections, webhook delivery, retry queues

Communities

Replaces: Templates copied and adjusted by hand

Does: Creates consistent community pages from location, amenity, school, map, and inventory data.

Example: Launch a new neighborhood page without rebuilding the design every time.

CMS editing, floor plans, school APIs, amenity maps

Interactive Maps

Replaces: Manual map update workflows

Does: Displays lot and amenity hotspots from a controlled source with mobile-friendly controls.

Example: Show available lots, model homes, and amenity locations on a sales-center map.

Lot status sync, editor UI, inventory overlays

Curated Listings + MLS Strategy

Replaces: Hardwired IDX dependency

Does: Starts with branded portal-link listing cards, then adds approved IDX or MLS feeds only when they serve the business case.

Example: Let agents paste Zillow, Homes.com, Realtor.com, or brokerage links while AIRES tracks clicks and routes buyer intent.

Approved MLS vendors, IDX providers, compliant data feeds

SEO / Schema

Replaces: Basic SEO add-ons

Does: Ships metadata, local schema, sitemaps, and structured page content through the managed site layer.

Example: Generate crawlable community and neighborhood landing pages.

Schema validation, redirect maps, content score checks

FEATURED PROPERTIES DEMO

Inventory cards driven by one controlled source.

Filter by community, promote incentives, and reuse the same property data across landing pages, community pages, and campaign pages.

6	3	3	3
Homes	Communities	Ready soon	Incentives

COMMUNITY

All | Copper Ridge | Palmetto Gardens | Harbor Green

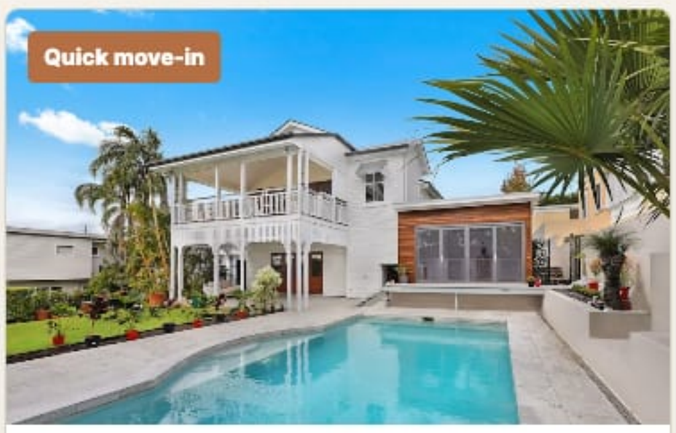
STATUS

All | Quick move-in | Under construction | Model home | Available now | Available soon

SORT

Featured

Showing 6 featured homes



Rate buy-down available

The Mercer

118 Copper Ridge Way
Greenville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$489,900	Mercer	4	3	2,410

Copper Ridge · Lot 18 · 30-45 days

Incentive · Quick move-in · Trail access

Request info

The Ellison

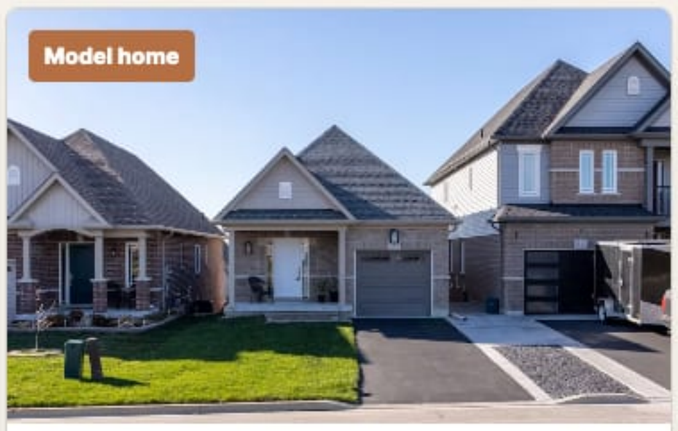
42 Palmetto Garden Dr
Summerville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$542,500	Ellison	5	4	3,020

Palmetto Gardens · Lot 42 · Fall 2026

Large plan · Under construction · Model row

Request info



Tour this weekend

The Ashton

705 Harbor Green Loop
Wilmington, NC

PRICE	PLAN	BEDS	BATHS	SQ FT
$618,000	Ashton	4	3	2,760

Harbor Green · Model 1 · Tour only

Model home · Coastal · Weekend tour

Request info

The Lark

19 Copper Ridge Way
Greenville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$434,900	Lark	3	2	2,040

Copper Ridge · Lot 19 · Immediate

Available now · Single level · Trail access

Request info

$8k closing cost incentive

The Sutton

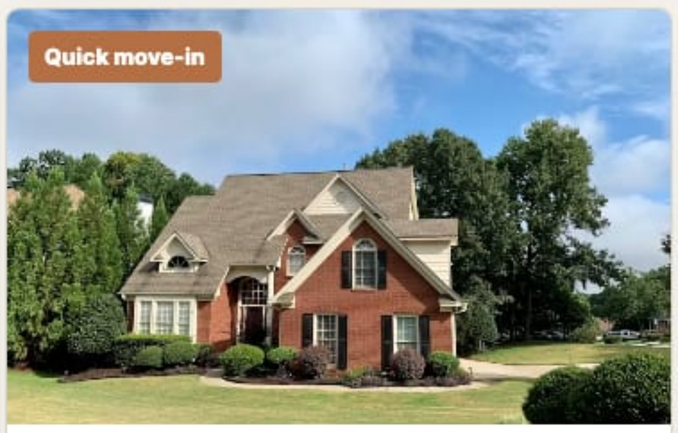
88 Palmetto Garden Dr
Summerville, SC

PRICE	PLAN	BEDS	BATHS	SQ FT
$501,000	Sutton	4	3	2,530

Palmetto Gardens · Lot 88 · 60 days

Incentive · Available soon · Pool community

Request info



The Mariner

312 Harbor Green Loop
Wilmington, NC

PRICE	PLAN	BEDS	BATHS	SQ FT
$689,500	Mariner	5	4	3,180

Harbor Green · Lot 312 · 45 days

Quick move-in · Water access · Large plan

Request info

PRIVATE SCOPING

Pricing is shared after the first launch path is clear.

For now, AIRES pricing is intentionally handled in conversation. The right launch package depends on the brokerage, first community or campaign, agent roster, CRM/export path, support expectations, and how much of the Hub should be active on day one.

View working demo | Explore Rising Hills | Request private scoping

01

Pick the first launch surface

Start with one community, property collection, campaign, or brokerage team site so the demo becomes a practical launch plan.

02

Map the operating layer

Confirm agents, routing, lead ownership, Hub access, CRM/export needs, follow-up expectations, and reporting cadence.

03

Package build plus support

After the workflow is clear, AIRES can recommend the right initial build scope and recurring support package.

REQUEST FULL DEMO

Plan the first AIRES launch for your brokerage.

Use this form when you are ready to map a real community, agent roster, listing workflow, lead routing path, or CRM handoff into AIRES.

Open working demo | View Rising Hills | Lead Hub overview | Optional detailed guide | Public screenshots PDF

Public launch
A fast community, project, or brokerage site with curated listings, agent paths, local story, and clean calls to action.

Private Hub
Lead capture, routing, Smart Lists, agent ownership, registration visitors, follow-up tasks, reports, and exports.

Scale path
Start with one use case, then expand into agent pages, CRM handoff, open-house workflows, and additional communities.

01 **Pick the first use case**
Community website, featured listings, agent routing, model-home registration, or broker reporting.

02 **Bring current workflow context**
Agents, listing links, CRM/export needs, lead sources, support expectations, and launch timing.

03 **Turn the demo into scope**
AIRES can translate the first launch into public pages, Hub setup, routing rules, and a support plan.

Name
Jordan Taylor

Email
Your email address

Interest
AIRES full demo

Message
Tell us what you want the site to handle.

FIRST LAUNCH DETAILS

First launch focus
Choose the closest fit

Community, listing, or campaign
Rising Hills, Oak Hill Residen

Decision owner
Managing broker, marketing

Target launch window
Not sure yet

CRM or export needs
Follow Up Boss, HubSpot, CS

Support package interest
Not sure yet

Send inquiry

WHAT HAPPENS NEXT

Before the call
Start with the Working Demo. It links to Rising Hills and the Lead Hub overview in the right order before the live workflow review.

During the call
AIRES can walk through the private Hub: lead inbox, routing, dashboard, agent queue, registration workflow, and reporting.

After the call
The first launch can be turned into a proposal with build package, support tier, modules, timeline, and next-step checklist.

FIRST-LAUNCH QUESTIONS

Bring enough context to turn the demo into a real scope.

1. Which community, neighborhood, or brokerage campaign would make the best first launch?
2. Who should own each type of lead: broker admin, listing agent, team, or fallback owner?
3. Which listing links, agent profiles, or open-house/model-home workflows should be included first?
4. What needs to happen after a lead is captured: email notification, agent assignment, CSV export, CRM handoff, or reporting?
5. What monthly support package would be most useful: hosting/maintenance only, or ongoing updates and growth support?

CRM, API, AND EXPORT STRATEGY

Keep your CRM. Fix what happens before the lead gets there.

AIRES sits between the public website and the brokerage sales stack. It captures richer context, routes ownership, proves follow-up, then hands clean records to the CRM, spreadsheet, or API workflow the team already uses.

Open demo guide | View pilot path | View Lead Hub | CRM worksheet | Discuss CRM path

POSITIONING

AIRES is the lead operating layer in front of the CRM.

Start with clean capture and accountability. Add deeper API sync after the first launch proves the workflow.

01 Capture
02 Normalize
03 Route
04 Export
05 Sync

THE HANDOFF MODEL

AIRES turns website activity into CRM-ready records.

Most real estate CRMs are only as good as the data they receive. AIRES captures the context first, then decides whether the next step should be export, webhook delivery, API sync, or a broker accountability report.

CAPTURE

Website and event leads enter AIRES first.

Forms, curated listing clicks, registration visitors, agent pages, and campaign sources arrive with the context a CRM usually misses.

NORMALIZE

AIRES cleans the record before handoff.

The Hub stores source, project, intent, assignee, journey summary, task state, and routing history so exports and sync jobs are useful instead of messy.

ROUTE

Ownership is decided before the CRM receives it.

Project rules, manual overrides, agent-on-duty logic, and fallback owners determine who is responsible for follow-up.

HANDOFF

Send the right payload to the right system.

CSV exports, saved presets, webhook destinations, Follow Up Boss-style payloads, and HubSpot-friendly layouts give teams a practical path into existing tools.

WHAT AIRES KEEPS

The Hub preserves the context the CRM usually loses.

- Visitor journey and source context before the form was submitted.
- Project, listing, community, registration event, and campaign identifiers.
- Assigned agent, team, fallback owner, and routing history.
- Smart List state, first-contact risk, overdue tasks, and status changes.
- Broker-friendly AI summary and recommended next step.
- Delivery logs, retry state, export presets, and CRM handoff history.

INTEGRATION PATHS

Start simple, then automate the parts that prove valuable.

CSV Export

Best for: Brokerages that still work from spreadsheets or need a simple weekly handoff.

Filtered exports can include source, project, agent, AI summary, task context, and current status.

Saved Export Presets

Best for: Teams that need different files for broker review, Follow Up Boss, HubSpot, or leadership reporting.

Column layouts can be reused so Monday reports and CRM-ready files do not need to be rebuilt every time.

Webhook/API Handoff

Best for: Teams ready to connect AIRES to an existing CRM, automation tool, or business system.

AIRES can queue delivery jobs, validate payloads, retry failures, and preserve delivery history for review.

Migration Import

Best for: Brokerages moving old spreadsheet or CRM exports into a cleaner operating workflow.

Dry-run import, mapping, duplicate handling, audit CSVs, and rollback support make onboarding less risky.

WORKS WITH THE CURRENT STACK

AIRES can hand off to familiar brokerage systems.

Follow Up Boss | HubSpot | Salesforce-style CRMs | Google Sheets | Airtable | Zapier or Make | Brokerage data warehouses | Custom API endpoints

Start with export, then automate

The cleanest first-client path is usually CSV/export plus a broker dashboard. Once the fields are confirmed, the same data can be pushed by webhook or API.

Use the CRM as the system of record when needed

AIRES does not need to replace a brokerage CRM. It can sit in front of it as the website, routing, registration, and accountability layer.

Keep credentials out of the public site

Production CRM tokens should live in secure server-side configuration, not in page markup or client-facing settings.

CRM READINESS CHECKLIST

What a brokerage should bring to the first handoff conversation.

The first integration milestone should be practical and verifiable. AIRES can begin with export, then move into automated sync once the field map, owner rules, and credential path are clear.

See the safe sample pilot path

CURRENT SYSTEM

CRM name, account owner, API/webhook availability, and whether the brokerage can export contacts or leads today.

REQUIRED FIELDS

Name, email, phone, lead source, project/listing, assigned agent, status, notes, tags, timeline, and any required custom fields.

OWNERSHIP RULES

Who should receive buyer, seller, listing, registration, and fallback leads before AIRES sends the record downstream.

DAY-ONE HANDOFF

Decide whether launch starts with filtered CSV, saved export preset, manual CRM sync, or a webhook/API destination.

CREDENTIAL PATH

Confirm who can create API keys or webhook tokens, then keep those credentials outside public pages and screenshots.

SUCCESS PROOF

Pick a first report: new leads, unassigned leads, stale follow-up, source quality, event visitors, or CRM handoff history.

FIRST LAUNCH CRM PATH

Choose the smallest handoff that proves value.

AIRES does not need to force every brokerage into the same integration on day one. The best path depends on CRM access, approval process, and how quickly the team needs a working launch.

LOWEST-FRICTION START

CSV export plus broker dashboard

Use this when the client needs to see value quickly, the CRM access path is unclear, or the team wants to approve field mapping before automation.

OPERATIONAL MIDDLE GROUND

Saved export presets and queued handoff jobs

Use this when different teams need different layouts, such as broker review, agent follow-up, Follow Up Boss import, or HubSpot import.

AUTOMATED PATH

Webhook/API destination with delivery logs

Use this after the client confirms required fields, endpoint credentials, failure handling, and who owns exceptions.

DISCOVERY PROMPTS

Questions to answer before API work begins.

Open CRM discovery worksheet

1. **Which CRM or spreadsheet does the brokerage use today?**
2. **Can the team export a sample lead/contact CSV from that system?**
3. **Which fields must be present before a lead is considered usable?**
4. **Should AIRES or the existing CRM decide the assigned agent?**
5. **What should happen when a sync fails or a required field is missing?**
6. **Who needs to receive the weekly broker accountability report?**

PLAN YOUR FIRST CRM HANDOFF

Show us the fields your team already uses.

The first integration conversation should be practical: current CRM, required fields, who owns follow-up, and whether the first milestone is export, webhook, or API sync.

CSV exports Webhook delivery Follow Up Boss HubSpot API sync

Name
Jordan Taylor

Email
Your email address

Interest
AIRES full demo

Message
Tell us what you want the site to handle.

Send Inquiry

IDX / MLS STRATEGY

Curate first. Integrate when it truly earns its keep.

AIRES does not make brokerages compete with Zillow, Homes.com, or Realtor.com. The public site stays fast and branded with curated property cards, then hands buyers to the portal detail pages they already know while the Lead Hub tracks intent and routes follow-up.

See curated listings | View case study

RISING HILLS

The Overlook

Agent adds one portal link and a custom hook. AIRES turns it into a branded card and tracks every click into the Hub.

View community demo

PHASE 1

Curated portal cards

Agents paste a Zillow, Homes.com, Realtor.com, or brokerage listing link, add a short hook, and publish a polished card on the public site.

- No IDX subscription required for the MVP
- Fast static pages with high-end presentation
- Journey tracking when buyers click into full property history

PHASE 2

Selective provider embeds

If a brokerage needs search, AIRES can add approved IDX widgets or provider-backed embeds where the cost, compliance rules, and user experience make sense.

- Provider comparison and approval planning
- Search isolated from the core marketing site
- Lead Hub still receives source and intent context

PHASE 3

Approved data feeds

Larger brokerages can graduate to custom adapters for MLS-approved APIs, brokerage-owned data, or vendor feeds once the business case is clear.

- Compliance-first implementation path
- Structured inventory sync and review workflows
- Analytics tied to agents, projects, and campaigns

POSITIONING

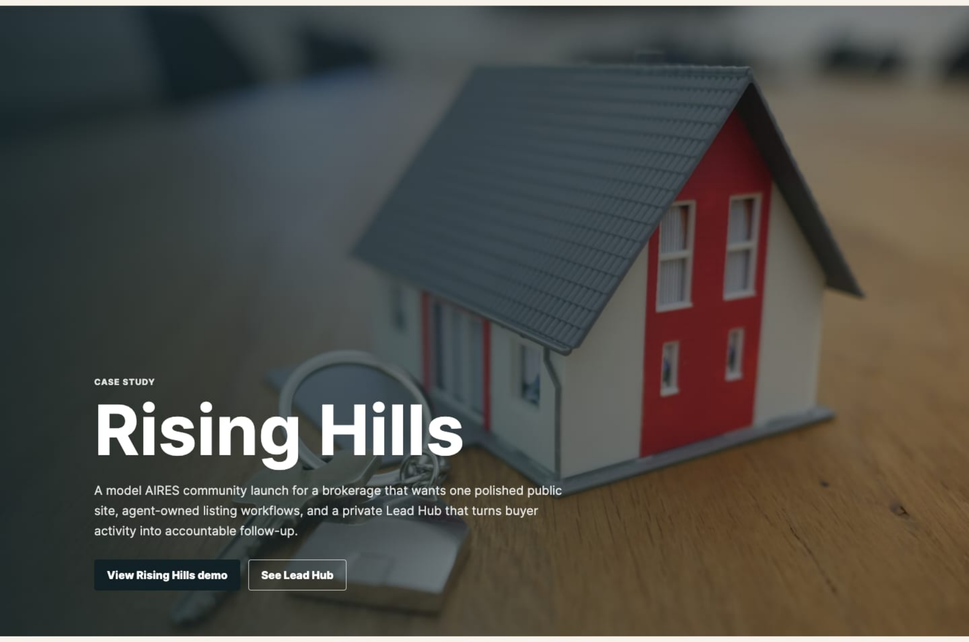
Why this is a feature, not a compromise.

Traditional IDX can be expensive, generic, and slower than a curated brokerage experience. AIRES lets the brokerage own the brand, the community story, and the lead workflow, while portal links handle full property history, disclosures, saved searches, and buyer research.

Brokerage site
Premium story, community pages, agent profile pages, curated inventory.

Portal handoff
Full property details on the interfaces buyers already use.

Lead Hub
Tracks page views, listing clicks, form starts, inquiries, routing, and follow-up.



CASE STUDY

Rising Hills

A model AIRES community launch for a brokerage that wants one polished public site, agent-owned listing workflows, and a private Lead Hub that turns buyer activity into accountable follow-up.

View Rising Hills demo | See Lead Hub

No IDX dependency
Curated cards keep the public experience fast and branded while still linking buyers to full portal details.

Agent-owned updates
Agents can maintain featured listings and profile content from a focused micro-dashboard.

Clear buyer intent
The Hub shows page views, listing clicks, form starts, and inquiry context before follow-up.

Brokerage control
Leadership can assign leads, override routing, and keep every community inquiry accountable.

BEFORE AIRES

Community marketing split across tools.

- Brokerage site with scattered community content
- IDX or portal links treated as the main property experience
- Manual listing updates handled by staff or a developer
- No clear site map for buyers exploring one community
- Generic contact forms with limited source context
- Agent follow-up happening outside the website system

AFTER AIRES

A community site connected to an operating layer.

- Fast edge-hosted Rising Hills community site
- Editorial sitemap with overview, listings, homesites, neighborhood, agents, and Lead Hub paths
- Curated listing cards that link to Zillow, Homes.com, or Realtor.com for full property history
- Agent profile pages and micro-dashboards for listing updates and direct leads
- Lead Hub with journey tracking, assignment controls, routing rules, and AI-drafted follow-up
- Managed support plan for hosting, maintenance, updates, and ongoing improvements

WHAT CHANGED

Rising Hills becomes the showroom and the workflow.

Instead of forcing buyers through a generic search interface, AIRES presents Rising Hills as a curated community experience. Listing cards link to the property portals buyers already trust, while the Hub captures what they viewed, clicked, and requested.

Community page

Curated listing card

Portal handoff

Lead capture

Hub routing

Agent follow-up

PAIN POINTS SOLVED

Built around the work brokerages actually need.

- IDX-style search can feel slow, generic, and expensive for a boutique community launch.
- Agents need a simple way to feature listings without learning a complicated CMS.
- Brokerage leadership needs routing control without hiding leads in inboxes and spreadsheets.
- Buyer intent is hard to read when the team only sees a name, email, and short message.
- New communities need to look high-end quickly while still feeding an operational follow-up system.

LAUNCH PATH

How a brokerage gets from idea to demo-ready.

1. Define Rising Hills positioning, buyer paths, and community sitemap
2. Load initial homes, lots, amenities, and preferred portal links
3. Set up brokerage agents, profile pages, and agent dashboard credentials
4. Configure project routing rules and direct agent ownership
5. Connect all public forms and listing clicks to the Lead Hub journey record
6. Launch, monitor lead quality, and expand with automation, analytics, and new agent tools

DEMO PACKAGE

Use Rising Hills as the client-facing proof.

Open the Hub workflow

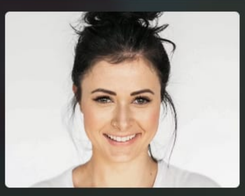
Show a broker the public community page first, then open the Hub to reveal routing, assignment, visitor journey, agent portals, and follow-up tools behind the scenes.

REAL ESTATE AGENT

Mary Grace

Guiding buyers and sellers through calm, confident moves across North Atlanta.

View listings | Book a consultation



Mary Grace

Residential real estate advisor focused on thoughtful listing prep, strategic pricing, and clear communication.

AGENT POSITIONING

Personal brand, listings, and lead capture in one focused site.

This demo shows how AIRES can be right-sized for an individual agent with a small but active listing portfolio. The experience stays personal while still supporting listing pages, inquiry tracking, and buyer/seller lead paths.

01
Listing marketing
Feature active homes with property detail pages, photo galleries, and inquiry links.

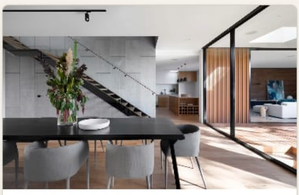
02
Buyer guidance
Capture buyer intent by area, budget, timeline, and property type.

03
Seller strategy
Invite valuation requests and listing-prep conversations from homeowners.

FEATURED LISTINGS

Three active opportunities.

Only one listing detail page is complete for this first pass. The other two listings show how a small agent portfolio can be presented cleanly.



Featured listing

Oak Hill Residence
184 Oak Hill Drive
Roswell, GA

PRICE	BEDS
$875,000	4
BATHS	**SQ FT**
3.5	3,280

Move-in ready · Private backyard · Finished terrace

View listing

New listing

Willow Park Townhome
42 Willow Park Lane
Alpharetta, GA

PRICE	BEDS
$525,000	3
BATHS	**SQ FT**
2.5	2,040

Townhome · Walkable location · Low maintenance

Detail page coming next

Investment-friendly

Garden View Condo
909 Garden View Court
Atlanta, GA

PRICE	BEDS
$389,000	2
BATHS	**SQ FT**
2	1,360

Condo · Secure parking · Updated interiors

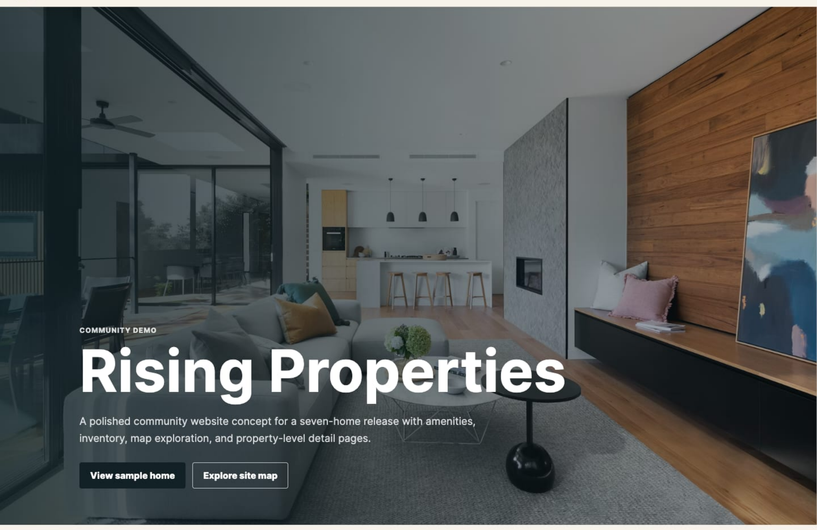
Detail page coming next

LEAD PATHS

Simple calls to action for buyers and sellers.

For individual agents, the lead system can start lightweight: listing inquiries, buyer consults, seller valuation requests, and neighborhood questions.

Tour Oak Hill Residence | Request home value



COMMUNITY DEMO

Rising Properties

A polished community website concept for a seven-home release with amenities, inventory, map exploration, and property-level detail pages.

View sample home | Explore site map

COMMUNITY LIVING

Built around everyday recreation.

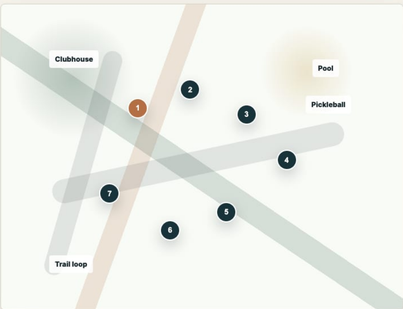
Rising Properties is framed as a residential community with a resort-style pool, pickleball courts, clubhouse, and connected biking and walking trails.

- Resort-style pool
- Pickleball courts
- Clubhouse
- Biking and walking trails

INTERACTIVE SITE MAP

Seven homesites, one completed example.

Click a homesite marker to see listing details. Grace is wired to a full property details page; the other six are placeholders for the next build pass.



SELECTED HOMESITE

Grace

Finished home near the clubhouse with a main-level guest suite, open kitchen, covered rear porch, and direct trail access.

PRICE	BEDS
$612,400	4
BATHS	**SQ FT**
3.5	2,850

STATUS
Available now

Property details

AVAILABLE HOMES

Inventory preview

Only one property detail page is complete for this first review. The remaining homes are represented as inventory cards and map points.

Available now

Grace

112 Rising Ridge Lane
Homesite 12

PRICE	BEDS
$612,400	4
BATHS	**SQ FT**
3.5	2,850

View details

Under construction

Harmony

118 Rising Ridge Lane
Homesite 18

PRICE	BEDS
$584,900	4
BATHS	**SQ FT**
3	2,610

Details coming next

Foundation stage

Haven

121 Rising Ridge Lane
Homesite 21

PRICE	BEDS
$639,500	5
BATHS	**SQ FT**
4	3,120

Details coming next

Available soon

Mercy

126 Clubhouse Bend
Homesite 26

PRICE	BEDS
$598,750	4
BATHS	**SQ FT**
3	2,720

Details coming next

Under construction

Serenity

131 Trail Marker Way
Homesite 31

PRICE	BEDS
$557,300	3
BATHS	**SQ FT**
2.5	2,260

Details coming next

Framing

Jubilee

135 Trail Marker Way
Homesite 35

PRICE	BEDS
$626,900	4
BATHS	**SQ FT**
3.5	2,940

Details coming next

Coming soon

Promise

139 Trail Marker Way
Homesite 39

PRICE	BEDS
$671,200	5
BATHS	**SQ FT**
4.5	3,340

Details coming next

POST-DEMO DECISION PATH

Turn a good demo into the right first proposal.

After a broker understands the public Rising Hills site and private Lead Hub, the next move is not more explanation. It is choosing the first launch track, collecting the right inputs, and turning the conversation into a scoped proposal.

Build proposal | First Launch Plan | CRM worksheet | Launch intake

USE AFTER THE WALKTHROUGH

Pick the smallest launch that proves the operating system.

One focused approval path beats a vague "this is interesting" follow-up.

PROPOSAL TRACKS

Choose the offer that matches the client's first proof point.

TRACK 1 — $12k-$18k initial build

Community Launch

A brokerage that wants to prove AIRES with one community, neighborhood, listing campaign, or model-home workflow.

- One branded public launch site
- Curated featured listings and portal handoffs
- Request-demo or registration capture
- Lead Hub inbox and broker dashboard
- Basic routing, CSV/export, and launch checklist

CORE OPERATIONS SUPPORT

Collect one community story, listing links, roster, routing owner, and day-one CRM/export path.

TRACK 2 — $18k-$35k initial build

Brokerage Growth

A team that wants the first launch plus agent pages, agent portal rollout, Smart Lists, stronger reporting, and repeatable routing.

- Everything in Community Launch
- Agent profiles and agent-scoped Hub views
- Smart Lists and follow-up queues
- Registration/event workflow
- Saved export presets and CRM handoff planning

SCALE & AGENT GROWTH SUPPORT

Collect roster details, profile assets, lead ownership rules, registration use cases, and reporting expectations.

TRACK 3 — $35k+ scoped rollout

Multi-Community OS

A brokerage that wants AIRES to become the reusable operating layer across multiple communities, teams, events, and CRM workflows.

- Multi-community launch structure
- Client modules, feature flags, and launch checklist controls
- Advanced routing and team permissions
- CRM/webhook/API integration planning
- Phased rollout roadmap and support cadence

CUSTOM ENTERPRISE OR SCALE SUPPORT

Define the first phase, client/account structure, module boundaries, CRM credential path, and rollout governance.

DECISION INPUTS

Six answers make the proposal concrete.

First launch focus

Which one community, listing campaign, agent team, registration event, or brokerage workflow should prove the system first?

Decision owner

Who can approve the build package, support tier, timeline, public-site content, Hub access, and CRM/export path?

Success metric

What should the first launch prove: more captured inquiries, faster routing, cleaner follow-up, better event registration, or broker accountability?

Day-one handoff

Should launch start with broker dashboard, CSV export, saved preset, CRM handoff job, webhook/API planning, or weekly report?

Agent scope

Is this a broker-only workflow first, or should agents receive their own profiles, portals, queues, and listing tools on day one?

Support model

Does the client need Core Operations support, Scale & Agent Growth support, or a larger custom rollout cadence?

CLOSE SEQUENCE

Move from interest to a scoped next step.

1. **Choose a track** — Pick Community Launch, Brokerage Growth, or Multi-Community OS based on the first proof point.
2. **Collect launch inputs** — Use the launch-intake form and First Launch Plan to gather brand, roster, listing, routing, CRM, and support details.
3. **Build the proposal** — Use the Proposal Builder preset that matches the selected track, then adjust price range, modules, timeline, and assumptions.
4. **Confirm next meeting** — Schedule a scope review with the decision owner and define what is needed to approve the first milestone.

APPROVAL PACKET

Leave the call with decisions, owners, and proof.

This is the bridge between a strong demo and a sendable proposal. Each item should have an owner, a decision, and a proof point before the final package goes out.

AIRES + DECISION OWNER

Launch package

Decision: Community Launch, Brokerage Growth, or Multi-Community OS.

Proof: Match the package to the smallest public site plus Hub workflow that proves value.

BROKERAGE SPONSOR

Support tier

Decision: Core Operations, Scale & Agent Growth, or custom enterprise support.

Proof: Confirm monthly hosting, maintenance, updates, and response expectations before proposal send.

OPS OR CRM OWNER

CRM/export path

Decision: CSV export first, saved export preset, queued handoff job, webhook, or API sync discovery.

Proof: Use the CRM worksheet to capture fields, credentials, sample data, and failure-handling needs.

BROKER ADMIN

Access model

Decision: Who gets owner, broker admin, reviewer, team, and agent access on day one.

Proof: Named Hub accounts replace shared demo access after session login proof and client approval.

MANAGING BROKER

First success metric

Decision: Registrations captured, routed leads, follow-up speed, agent accountability, or reporting clarity.

Proof: Tie the first launch to one metric that can be reviewed in the Broker Dashboard.

DECISION OWNER

Approval timing

Decision: Scope review date, milestone approval, launch target, and post-launch check-in.

Proof: The proposal should close with the exact next meeting and what must be provided before build setup.

SEND-READY OUTPUT

What should exist before the follow-up email goes out.

01 **Recommended package** — One selected track with initial build range, included modules, and monthly support tier.

02 **First launch inputs** — Community story, roster, listing links, routing rules, CRM/export needs, access roles, and timeline.

03 **Proposal send packet** — Proposal Builder summary, print/PDF view, follow-up email, and decision-owner ask.

04 **Launch readiness path** — Client-safe guide, First Launch Plan, CRM worksheet, and protected Hub screen-share plan.

Build the proposal packet | Open First Launch Plan | Open CRM worksheet

COMMON DECISION POINTS

Keep the close practical.

Do we have to replace our CRM?

No. The first launch can use broker dashboard plus CSV/export. API or webhook sync can come later once fields, credentials, and failure handling are clear.

Do we need IDX on day one?

No. Start curated: listing links, community story, and high-quality calls to action. IDX/MLS can be scoped later if it materially improves the workflow.

Will agents actually use it?

The first agent rollout should be small and focused: their own leads, tasks, profile, and featured links, without exposing global brokerage settings.

How do we avoid another one-off website?

AIRES is structured as a reusable client layer: branding, modules, feature flags, agents, routing, support package, and roadmap live as repeatable operating controls.

FOLLOW-UP GENERATOR

Draft the post-demo email before the momentum fades.

Choose the recommended track, add the client context, and copy a polished follow-up with the right links and next-step ask.

Client / brokerage
Rising Hills Realty

First launch focus
Rising Hills community launch

Recommended track
Community Launch

Decision owner
Managing broker / launch sponsor

Proposed next meeting
a 30-minute scope review this week

Day-one handoff
broker dashboard plus CSV/export

Subject
AIRES next step: Community Launch for Rising Hills Realty

Email

Hi [Name],

Thank you again for walking through the AIRES demo.

Based on the conversation, I think the cleanest next step for Rising Hills Realty is to frame Rising Hills community launch as a Community Launch. That gives us a practical first milestone around one focused community, listing campaign, or registration workflow, without trying to overbuild the first version.

Recommended path:

1. Confirm Managing broker / launch sponsor as the approval owner.
2. Use broker dashboard plus CSV/export as the day-one lead handoff.
3. Collect the launch inputs: brand assets, community or listing details, agent roster, routing rules, CRM/export needs, and support package preference.
4. Review a scoped proposal for the first launch.

Helpful links:

Copy email | Open email draft

RECOMMENDED NEXT MOVE

Send one clear follow-up: track, inputs, proposal review.

The post-demo follow-up should name the recommended track, ask for the launch inputs, and schedule the proposal review. That keeps AIRES positioned as a system they can approve, not a neat demo they might revisit later.

Open Proposal Builder | CRM worksheet | Back to Demo Guide

CRM DISCOVERY WORKSHEET

Scope CRM handoff without overpromising sync.

Use this after the Working Demo or Post-Call Recap to confirm what day one should support: dashboard proof, CSV/export, saved preset, import preview, or a scoped webhook/API discovery path.

CRM strategy | Decision path | Proposal Builder

PRE-INTEGRATION RULE

Start with fields, ownership, and proof before credentials.

Once the field map and day-one handoff are clear, credentials can move into Worker secrets or the approved client secret path.

LAUNCH BOUNDARY

Separate day-one proof from later CRM/API sync.

DAY ONE
Dashboard proof, clean CSV/export preset, mapped required fields, and owner-confirmed routing.

AFTER SCOPE LOCK
Saved CRM preset, handoff job, import preview, webhook/API discovery, and credential review.

NOT BEFORE APPROVAL
Production tokens, live API writes, historical migration, custom field cleanup, or CRM-side automation changes.

POST-CALL HANDOFF FIT

Use this worksheet only when CRM affects the first proposal.

USE IT WHEN
The first launch needs CRM, spreadsheet, inbox, or reporting handoff clarity before proposal approval.

DO NOT USE IT FOR
Collecting production credentials, full exports, historic migrations, or API write access before scope lock.

OUTPUT
A day-one handoff decision: dashboard only, CSV/export first, saved preset, import preview, or later API/webhook discovery.

DISCOVERY MAP

Work through these six areas before scoping sync.

Current system and owner

CRM / DATABASE
Follow Up Boss, HubSpot, Google Sheet, custom CRM, none

CRM OWNER
Who can export data, approve fields, or create API/webhook credentials?

CURRENT PAIN
What breaks today: missed routing, duplicate entry, slow follow-up, poor reporting, unclear source data?

Day-one export fields

CONTACT FIELDS
Name, email, phone, address, preferred contact method

LEAD CONTEXT
Source, project/listing, community, campaign, registration event, visitor journey

SALES FIELDS
Status, priority, assigned agent, tags, notes, timeline, budget, lead type

Ownership and routing

ASSIGNMENT OWNER
Should AIRES or the CRM decide the assigned agent?

ROUTING RULES
Project, listing, territory, event, source, team, fallback owner

EXCEPTION HANDLING
What happens when a lead has no match or missing required fields?

Day-one handoff boundary

PREFERRED START
Broker dashboard, CSV export, saved preset, CRM handoff job, or webhook/API planning

EXPORT SAMPLE
Can the client provide a sample CSV export with non-sensitive or test data?

SUCCESS REPORT
New leads, unassigned leads, stale follow-up, source quality, event visitors, handoff history

API credential path

ACCESS METHOD
API key, OAuth app, webhook URL, Zapier/Make, manual import/export

SECRET OWNER
Who creates and rotates credentials?

SECURITY NOTES
Required approvals, IP allowlists, sandbox accounts, compliance constraints

Migration scope

IMPORT SOURCE
Existing CRM export, spreadsheet, Google Sheet, archived leads

DUPLICATE BEHAVIOR
Skip duplicate emails, update existing records, or create separate records

ROLLBACK NEEDS
Should imported test batches be archived or reversible during onboarding?

COPYABLE WORKSHEET

Fill this out during discovery, then copy the summary.

This tool is browser-local. It does not save client CRM details to AIRES.

Client / brokerage
Rising Hills Realty

Current CRM or database
Follow Up Boss / spreadsheet export

CRM owner / technical contact
Broker admin or operations lead

Preferred day-one handoff
Broker dashboard only

Day-one export boundary
Launch with broker dashboard proof and CSV export first. Hold live CRM/API writes until fields, owner, duplicate behavior, and credential path are approved.

Required fields
Name, email, phone, source, project/listing, assigned agent, status, notes, timeline, tags

Routing ownership
AIRES assigns by project/listing first, then agent/team, then fallback broker owner.

Assignment source of truth
AIRES is the first-launch routing source of truth. CRM assignment rules can be mapped after export proof and field approval.

Export/import sample needed
Request a sample CRM export with test or non-sensitive rows before final field mapping.

Duplicate behavior
Use email as the first duplicate key. Confirm whether imports should skip duplicates, update existing records, or create separate records before migration.

Credential path
Confirm who can create API keys/webhook URLs. Store production tokens in Worker secrets or approved secret storage, not public pages.

Success proof
First report should show new leads, assigned owner, source/project context, and handoff/export history.

Open questions
Which CRM fields are required? Who owns failed syncs? Should duplicate emails update existing records?

Summary

AIRES CRM Discovery Worksheet

Client / brokerage:
Rising Hills Realty

Current CRM or database:
Follow Up Boss / spreadsheet export

CRM owner / technical contact:
Broker admin or operations lead

Preferred day-one handoff:
Broker dashboard only

Day-one export boundary:
Launch with broker dashboard proof and CSV export first. Hold live CRM/API writes until fields, owner, duplicate behavior, and credential path are approved.

Required fields:
Name, email, phone, source, project/listing, assigned agent, status, notes, timeline, tags

Routing ownership:
AIRES assigns by project/listing first, then agent/team, then fallback broker owner.

Assignment source of truth:
AIRES is the first-launch routing source of truth. CRM assignment rules can be mapped after export proof and field approval.

Export/import sample needed:
Request a sample CRM export with test or non-sensitive rows before final field mapping.

Duplicate behavior:

Copy worksheet | Open email draft

SCOPE-LOCK CHECKLIST

- [ ] Target CRM/export owner confirmed
- [ ] Required lead fields named
- [ ] Assignment source of truth chosen
- [ ] Fallback owner chosen
- [ ] Sample export requested
- [ ] Duplicate behavior defined
- [ ] Credential owner identified
- [ ] Success report agreed

HOW TO USE IT

Turn CRM uncertainty into a scoped first milestone.

If the worksheet is incomplete, start with dashboard proof plus CSV/export. If the field map and credential owner are clear, scope a saved preset, webhook, or API handoff. If the client has old leads to preserve, start with a migration import preview after duplicate behavior is approved.

Choose proposal track | First Launch Plan

POST-CALL RECAP

Send the follow-up while the demo is still fresh.

Use this after the walkthrough to turn the client's launch idea, CRM/export path, and decision timing into a polished recap email and proposal next step.

Decision Room | Monday Handoff | Monday Demo Link | Proposal Builder | Decision Path

BEST USE

Close with decisions, not vague interest.

Capture the client's words, first use case, CRM path, and approval owner before the conversation cools off.

- Which first launch should AIRES scope?
- Who owns approval and launch inputs?
- What CRM/export path should day one support?

RECAP INPUTS

Fill in the few details that make the follow-up feel specific.

Client / brokerage
Rising Hills Realty

Contact name
[Name]

Recommended track
Community Launch

First launch idea
one focused Rising Hills community launch

Decision owner
managing broker / launch sponsor

Success metric
visible follow-up accountability for first community l

CRM / export path
CSV export first, then CRM/API sync discovery

Approval timing
scope review this week, milestone approval next

What resonated on the call
Rising Hills showed how one public community website can connect directly into private lead routing, agent follow-up, broker accountability, registration workflows, and CRM/export readiness.

Next ask
Please confirm the first launch focus, decision owner, target launch window, roster, listing links, routing rules, CRM/export needs, named-access model, support tier, and first success metric.

COPY-READY EMAIL

Recap email

Refresh

Subject
AIRES recap and next steps for Rising Hills Realty

Body

Hi [Name],

Thanks again for taking a look at the AIRES working demo.

The best post-demo link to review or forward is the Client Decision Room:
https://useaires.com/sales-deck/client-decision-room/

My read from the walkthrough is that Community Launch is the best first path for Rising Hills Realty: one focused Rising Hills community launch.

What seemed most relevant from the call:
Rising Hills showed how one public community website can connect directly into private lead routing, agent follow-up, broker accountability, registration workflows, and CRM/export readiness.

Recommended first-launch direction:
- Package track: Community Launch
- First launch focus: one focused Rising Hills community launch
- Decision owner: managing broker / launch sponsor
- First success metric: visible follow-up accountability for first community leads
- CRM/export path: CSV export first, then CRM/API sync discovery
- Approval timing: scope review this week, milestone approval

Copy recap | Open email draft

RECAP-TO-PROPOSAL CLOSEOUT

Use one closeout path after the call.

Once the recap inputs are filled in, use this sequence to send the follow-up, point the client to the right decision room, and open a prefilled proposal draft without retyping the same details.

RECORD
Meeting Tracker first
Capture decision owner, launch fit, next touch, proposal track, support tier, CRM/export path, and whether the client email was sent.

RECAP
Send one follow-up note
Use this page to generate the recap while the client's exact launch idea and objections are still fresh.

PROPOSE
Move to Proposal Review
Send Monday Handoff first, then Proposal Review only after the recap and scope lock clarify first launch focus, approval owner, CRM/export path, and support package.

ARCHIVE
Save proof in the Hub
Use the Launch Artifact Vault after proposal movement to keep approval packets, handoff exports, access proof, and support records together.

1. Send recap
Use the generated recap email to anchor the conversation in the client's first launch idea and decision owner.

2. Open Monday Handoff
Give the client one follow-up index for What You Get, Decision Room, Scope Lock, CRM worksheet, Proposal Review, and first-launch inputs.

3. Build proposal
Open the generated proposal link so package, CRM/export path, access model, success metric, and timing are already filled in.

4. Record outcome
After sending the recap or proposal, record the durable Monday outcome in the private Meeting Tracker.

Open Decision Room | Open Monday Handoff | Open generated proposal | Record Hub outcome

Generated proposal link: https://useaires.com/sales-deck/proposal-builder/?client=Rising%20Hills%20Realty&community=one+focused+Rising+Hills+community+launch&package=Community+Launch&support=Core+Operations&timeline=Standard+launch&decision_owner=managing+broker+%2F+launch+sponsor&success_metric=visible+follow-up+accountability+for+first+community+leads&handoff_path=Broker+dashboard+%2B+CSV+export&crm_path=CSV+export+first%2C+then+CRM%2FAPI+sync+discovery&access_model=Owner+%2B+broker+admin+%2B+agents&approval_timing=scope+review+this+week%2C+milestone+approval+next&assumptions=First+launch+focus+from+post-call+recap%3A+one+focused+Rising+Hills+community+launch.&next_steps=Please+confirm+the+first+launch+focus%2C+decision+owner%2C+target+launch+window%2C+roster%2C+listing+links%2C+routing+rules%2C+CRM%2Fexport+needs%2C+named-access+model%2C+support+tier%2C+and+first+success+metric.&modules=Public+community+website%7CCurated+featured+listings%7CLead+Hub+inbox%7CBroker+accountability+dashboard%7COn-site+registration+and+QR%7CSmart+Lists%7CReports+and+CSV+presets

POST-CALL COMMAND LINKS

Record, recap, propose, archive.

Use these in order after the walkthrough. Client-facing links stay public; private Hub links stay internal operator actions.

Monday Handoff
Client-safe post-demo index for recap, Decision Room, Scope Lock, CRM worksheet, Proposal Review, and First Launch Plan.
Open

Record Meeting Outcome
Durable private Hub record for the call outcome, next touch, proposal stage, and follow-up owner.
Open

Client Decision Room
Client-safe follow-up room for recap links, decision questions, CRM worksheet, and first-launch inputs.
Open

Proposal Review
Single client-facing approval path once scope, support tier, access model, and CRM/export path are clear.
Open

Proposal PDF View
Print or save the formal proposal after the proposal builder has the right assumptions.
Open

Launch Artifact Vault
Protected archive for approval packets, handoff packets, CRM/import proof, access exports, and support readiness.
Open

APPROVAL PACKET

Make sure the follow-up asks for decisions, not vague interest.

- First launch focus
- Decision owner
- Success metric
- CRM/export path
- Access model
- Approval timing

LINKS INCLUDED

The recap points them back to the right assets.

Monday Handoff
https://useaires.com/sales-deck/monday-handoff/

Client Decision Room
https://useaires.com/sales-deck/client-decision-room/

What You Get
https://useaires.com/sales-deck/what-you-get/

Scope Lock Handoff
https://useaires.com/sales-deck/scope-lock-handoff/

Monday Demo Link
https://useaires.com/sales-deck/monday-demo-link/

Rising Hills Client Preview
https://useaires.com/rising-hills/#client-preview

Lead Hub Overview
https://useaires.com/lead-hub/

Rising Hills Brief
https://useaires.com/sales-deck/rising-hills-brief/

First Launch Plan
https://useaires.com/sales-deck/first-launch-plan/

Post-Demo Decision Path
https://useaires.com/sales-deck/post-demo-decision/

Sample Proposal Builder
https://useaires.com/sales-deck/proposal-builder/?client=Rising%20Hills%20Realty&community=Rising%20Hills&crm_path=CSV%20export%20first&access_model=Owner%20%2B%20broker%20admin%20%2B%20agents&approval_timing=Scope%20review%20after%20Monday%20demo

Public Screenshots PDF
https://useaires.com/sales-deck/useaires-front-end-current.pdf

CLIENT DECISION ROOM

Turn the AIRES demo into a clear first launch.

This is the client-safe follow-up link after the walkthrough. It recaps what AIRES proved, helps the decision owner choose the first launch path, and lists the inputs needed for a scoped proposal.

Open Proposal Review | Open Scope Lock | Choose proposal track

What You Get | Open First Launch Plan | Open CRM worksheet

BEST NEXT MOVE

Pick one first launch that proves the operating system.

Start focused. Then expand agents, communities, routing, reporting, and CRM sync after the first workflow is working.

WHAT THE DEMO PROVED

AIRES is the public site plus the private operating layer.

Public launch site

A focused community or campaign site that can tell the local story, show curated listings, collect inquiries, and avoid heavy IDX scope on day one.

Private Lead Hub

A broker operating layer for capture, journey context, assignment, Smart Lists, agent queues, registration events, exports, and accountability.

Scalable client layer

Branding, domains, modules, plan tier, support package, feature flags, agents, routing, and CRM/export decisions are managed per brokerage.

AFTER-DEMO HANDOFF PATH

Recap, decide, scope, approve.

1. Recap

Review What You Get so the value is clear in plain language.

2. Decide

Choose the first launch track and decision owner in this room.

3. Scope

Use First Launch Plan and the CRM worksheet only for inputs that affect scope.

4. Approve

Move to Scope Lock, then Proposal Review after launch boundary, support tier, and CRM/export posture are clear.

CHOOSE A PATH

Pick the first proposal track.

BEST FIRST PILOT

Community Launch

Launch one community, project, registration flow, or listing campaign with lead capture, routing, reporting, and a support package.

Approve the first community, content assets, roster, routing rules, and target launch date.

TEAM EXPANSION

Brokerage Growth

Add agent profile pages, agent portals, curated listing links, Smart Lists, accountability reporting, and repeatable follow-up processes.

Confirm the roster, agent access model, listing-link workflow, support tier, and broker reporting needs.

SCALE PATH

Multi-Community OS

Use the central AIRES engine across multiple communities, domains, modules, clients, feature flags, and CRM/export workflows.

Define the first three launches, governance owner, data boundaries, support cadence, and integration roadmap.

REVIEW PACKET

Open these materials after the walkthrough.

Proposal Review

Use the single approval path that gathers the proposal, decision room, CRM worksheet, and first-launch checklist into one client-facing review.

Open review

What You Get

Use the plain-English leave-behind to review the full system: public site, Lead Hub, routing, agent portals, dashboard, launch support, and roadmap.

Open recap

Monday Demo Link

Revisit the same client-safe starting point: Working Demo first, then Rising Hills, Lead Hub overview, pricing, and optional screenshots.

Open demo link

Rising Hills Brief

Use the short leave-behind to review the community-site concept, Hub workflow, and business case.

Open brief

Post-Demo Decision Path

Compare Community Launch, Brokerage Growth, and Multi-Community OS before selecting the first proposal path.

Choose track

Scope Lock Handoff

Use the scope-lock checkpoint to confirm launch track, decision owner, support tier, CRM boundary, access model, and success metric.

Open scope lock

CRM Discovery Worksheet

Capture the current CRM/export process, required fields, routing owner, credential path, and day-one handoff.

Open worksheet

First Launch Plan

Collect the community, roster, listing links, routing rules, support tier, and timeline needed for scope review.

Open plan

Request Full Demo

Share first-launch notes when the brokerage is ready for a scoped follow-up or proposal review.

Send inputs

DECISION QUESTIONS

Bring these answers to proposal review.

1. **Which one community, listing campaign, agent group, or registration workflow should AIRES prove first?**
2. **Who owns approval for the build package, monthly support package, Hub access, CRM/export path, and timeline?**
3. **What existing CRM, spreadsheet, inbox, or reporting process should AIRES support on day one?**
4. **Which agents, teams, or lead types need routing immediately?**
5. **What would make the first launch a clear win: more captured leads, faster response, better reporting, cleaner routing, or agent accountability?**
6. **What date should we use for scope review, approval, and target launch?**

APPROVAL CHECKLIST

What the first proposal should lock down.

PACKAGE
Community Launch, Brokerage Growth, or Multi-Community OS.

SUPPORT
Core Operations, Scale & Agent Growth, or a custom support cadence.

PUBLIC SITE
Community story, images, listing links, map/sitemap context, and calls to action.

HUB USERS
Owner, broker admin, staff, agents, and any read-only reviewers.

ROUTING
Lead sources, listing/community ownership, agent/team assignment, and exception rules.

CRM/EXPORT
CSV/export first, saved preset, import path, webhook/API discovery, or no CRM on day one.

SUCCESS METRIC
The one operating outcome the first launch should prove.

TIMELINE
Scope review, content handoff, build milestone, QA, launch, and first check-in.

RECOMMENDED NEXT STEPS

Keep the decision path simple.

1
Review the same demo path

Use the Monday Demo Link and Rising Hills Brief to make sure the first-launch idea is grounded in a real brokerage use case.

2
Choose the first launch track

Pick the smallest package that proves value without over-scoping the first project.

3
Complete the decision inputs

Confirm owner, support package, CRM/export path, roster, routing rules, launch assets, and target timing.

4
Schedule proposal review

Use the proposal review to confirm scope, assumptions, exclusions, monthly support, and the first success metric.

READY FOR SCOPE REVIEW

Send the first launch inputs when the decision owner is ready.

Request Full Demo

AIRES RECAP

What a brokerage gets with AIRES.

AIRES combines a fast public website with a private operating layer for capture, routing, agent follow-up, broker accountability, launch setup, and support. Start with one focused launch, prove the workflow, then scale into more agents, communities, and integrations.

Open Decision Room | Open Scope Lock | Open Working Demo | Print / save PDF

BEST FIRST MOVE

Launch one focused community or campaign first.

That gives the client a real public example and gives the brokerage proof that the Hub can turn interest into accountable follow-up.

INCLUDED SYSTEM

Public demand plus private operations.

Public community or campaign site
A polished public experience for a community, project, listing campaign, agent group, or registration workflow with clear calls to action and fast edge hosting.

Curated listings and local content
Featured properties, community story, listing-link handoff, neighborhood context, and lead capture without forcing the first launch into a heavy IDX rebuild.

Lead capture with context
Forms capture the inquiry, source path, journey context, selected interest, listing/community signal, and follow-up priority so the Hub starts with useful context.

Private Lead Hub
A broker-facing operating layer for inbox review, lead detail, status, priority, assignment, notes, Smart Lists, exports, and follow-up accountability.

Routing and ownership
Route by community, listing, project, agent, team, lead type, registration source, or manual override, with owner visibility and queue health.

Agent portals
Role-based agent views let each team member focus on their own leads, follow-up queues, profile needs, and assigned opportunities without seeing broker-only controls.

Broker accountability dashboard
Management views show what is new, assigned, overdue, unowned, high priority, recently contacted, and ready for export or escalation.

Registration and event capture
Model-home, open-house, or launch-event registration can feed the same Hub with QR-ready capture, visitor lists, follow-up queues, and export proof.

CRM and export path
Start with clean CSV/export proof, then move into API, webhook, or provider-specific sync once the field map and client process are known.

Launch and support system
Scope review, launch intake, checklist ownership, security review, go-live handoff, support package, and recurring maintenance sit around the first launch.

FIRST LAUNCH PACKAGE

How the demo becomes a real client launch.

1. Choose the first launch
Pick one community, project, agent group, listing campaign, or registration workflow to prove value quickly.

2. Lock the inputs
Confirm branding, domain, content, images, agent roster, listing links, routing rules, CRM/export path, and approval owner.

3. Build the public path
Launch the public site or campaign pages with the correct calls to action and client-safe copy.

4. Configure the Hub
Set up lead capture, routing, Smart Lists, users, agent access, reporting views, and export proof.

5. QA and go live
Test the public forms, private Hub, role access, emails, routing, exports, and launch handoff before sending traffic.

6. Support and expand
Use the recurring support package to monitor, update, refine, add agents, add communities, and roll new features into the system.

AFTER-CALL DECISION SEQUENCE

Use one recap path before asking for approval.

1. Recap
Use this page to explain what the brokerage actually gets: public launch site, private Hub, routing, accountability, CRM/export path, and support.

2. Decide
Open the Decision Room to choose Community Launch, Brokerage Growth, or Multi-Community OS as the first proposal track.

3. Scope
Complete the First Launch Plan and CRM worksheet only after the first launch idea and decision owner are clear.

4. Approve
Turn the agreed first launch, support package, access model, success metric, and timeline into the proposal review.

AFTER-DEMO HANDOFF PATH

Recap, decide, scope, approve.

Use this order after the live walkthrough so the client gets one clear follow-up path instead of a stack of unrelated links.

RECAP

Send What You Get
Use this page as the plain-English leave-behind after the walkthrough. It explains the public site, Hub, routing, agents, reporting, CRM/export path, launch support, and roadmap.

DECIDE

Open the Decision Room
Choose the first launch track and confirm the decision owner before asking for proposal approval.

SCOPE

Use the CRM worksheet only if data handoff matters
Keep day-one CRM practical: dashboard proof and CSV/export first, API or webhook later if the worksheet proves it is needed.

APPROVE

Move to Proposal Review
Once package, support tier, access model, launch boundary, CRM/export path, and success metric are clear, use Scope Lock Handoff and then Proposal Review as the approval path.

WHAT WE NEED

Inputs that make the first launch real.

- Brokerage or community name
- Brand assets, colors, logo, and domain preference
- Approved community, listing, or campaign copy
- Featured listing links and property images
- Agent roster, roles, emails, phone numbers, and profile links
- Routing rules by community, listing, project, team, and fallback owner
- CRM, spreadsheet, inbox, or reporting process to support first
- Support package, launch owner, approval timing, and first success metric

ROADMAP

Built to start small and scale cleanly.

Phase 1: Focused launch
One public launch, Lead Hub capture, assignment, Smart Lists, agent queue, broker dashboard, exports, and support.

Phase 2: Brokerage growth
Agent pages, agent micro-dashboards, curated listing submission, richer follow-up workflows, registration events, and reporting.

Phase 3: Operating system
Multi-client settings, feature flags, stronger authentication, deeper CRM sync, governance, import/export templates, and reusable launch playbooks.

REVIEW LINKS

Use these after the walkthrough.

Working Demo
/sales-deck/working-demo/

Rising Hills Case Study
/rising-hills/#client-preview

Lead Hub Overview
/lead-hub/

First Launch Plan
/sales-deck/first-launch-plan/

Decision Room
/sales-deck/client-decision-room/

Scope Lock Handoff
/sales-deck/scope-lock-handoff/

Request Full Demo
/contact/?interest=First%20community%20launch

NEXT DECISION

Choose the first launch and support package.

Request Full Demo

Once the first launch focus, roster, routing rules, CRM/export path, and approval timing are confirmed, AIRES can turn the demo into a scoped proposal.

CLIENT-SAFE MONDAY INVITE

Send one link. Set one clear expectation.

This is the clean client-facing invite package: one required Client Email Landing Page, a simple 10-minute review path, and a clear note that the private Hub will be shown live.

Open Email Page | Open optional PDF

CLIENT RULE

The Client Email Landing Page is the only required pre-call link.

Do not include protected Hub links in the client invite. The private Hub should be reviewed live first, then role-specific access can be created intentionally.

COPY-READY EMAIL

Send this before the walkthrough.

This version is client-safe: no admin links, no credentials, no internal command pages, and no protected Hub shortcuts.

Subject

AIRES working demo: Rising Hills and Lead Hub

Email

Hi [Name],

I wanted to send over the AIRES working demo before our walkthrough.

Start here:
https://useaires.com/sales-deck/monday-client-email/

That is the only link you need before the call. It opens a short prep page with the Monday Demo Link as the first action.

Direct demo link:
https://useaires.com/sales-deck/monday-demo-link/

The demo link opens a short review page with the Working Demo as the first action:

1. View the Rising Hills public website
2. Review the Lead Hub overview
3. Bring one real launch idea to discuss

After 10 minutes, you should have a clear picture of what a brokerage gets:

- A polished community or campaign website
- Lead capture that preserves visitor context
- A private Hub for routing, agent follow-up, accountability, and CRM/export readiness
- A launch path that can start with one community, agent group, listing campaign, or registration workflow

Suggested 10-minute prep:

- 3 minutes: view Rising Hills
- 4 minutes: review the Lead Hub overview
- 3 minutes: think about the first community, listing campaign, agent group, registration workflow, or routing problem you would want to test first

Copy invite | Open email draft

CLIENT INSTRUCTIONS

What they should do before the call.

01
Start here

Open the Working Demo

This is the first action inside the Monday Demo Link. It gives the prospect the Rising Hills example, Lead Hub overview, and first-launch prompt.

Open Working Demo

02
10 minutes

Review the public path

They should see how a community website, curated listings, registration flow, and request path can become a brokerage launch.

Open Rising Hills

03
Before the call

Bring one launch idea

Ask them to think about one community, listing campaign, agent group, registration workflow, or routing problem worth testing first.

Open request path

WHAT THE WALKTHROUGH WILL COVER

Use the demo to connect the public site to the private workflow.

The Working Demo is meant to make the live walkthrough faster. Review the public story first, then use the call to ask how AIRES would route, track, and report on your real leads.

Public launch

We will start with the Rising Hills example so you can see how a focused community, listing campaign, or registration path could look.

Private workflow

Jackson will then screen-share the protected Hub so the inbox, routing, agent ownership, reporting, and follow-up workflow are clear.

First-launch scope

The call should end with one practical launch idea, one owner or decision path, and the CRM/export questions AIRES needs to support.

WHAT THE PROSPECT SHOULD UNDERSTAND

Four takeaways from the Working Demo.

Public experience

A polished community or campaign site that can replace a fragile, generic web presence with a focused brokerage launch.

Lead context

Forms and visitor behavior become useful context for routing, follow-up, agent ownership, and broker accountability.

Private operating layer

The Hub is shown live on the walkthrough so protected workflows make sense before any role-specific access is created.

Scalable path

The first launch can start small, then expand into more communities, agents, registration workflows, CRM handoff, and support.

SAFE LINKS

Use these only if they ask for more.

Client Email Landing Page
/sales-deck/monday-client-email/

Monday Client Instructions
/sales-deck/monday-client-instructions/

Working Demo
/sales-deck/working-demo/

Rising Hills Preview
/rising-hills/#client-preview

Lead Hub Overview
/lead-hub/

Public Screenshots PDF
/sales-deck/useaires-front-end-current.pdf

First Launch Plan
/sales-deck/first-launch-plan/

Request Full Demo
/contact/?interest=Request%20Full%20Demo%20for%20Rising%20Hills

CLIENT-SAFE MONDAY SEND KIT

Generate the email. Send the clean path.

This version is safe to use for client prep: public demo links, no protected Hub shortcuts, no login details, and one clear ask before the walkthrough.

Open Email Page | Open Client Demo Guide | Open public PDF

SEND RULE

The Client Email Landing Page is the only required pre-call link.

Everything else supports the conversation. The private Hub is explained publicly first, then guided live during the walkthrough.

EMAIL GENERATOR

Customize the client email.

Fill in only what you know. The generator keeps the send path simple and public-safe.

Recipient name

[Name]

Brokerage or client

your team

First launch idea

one community, agent group, lis

Main CRM/reporting question

Which CRM, spreadsheet, or rep

Refresh email

Generated email

Hi [Name],

I wanted to send over the AIRES working demo before our walkthrough.

Start here:
https://useaires.com/sales-deck/monday-demo-link/

That is the only required link before the call. It opens a short review page for your team with the Working Demo as the first action:

1. View the Rising Hills public website
2. Review the Lead Hub overview
3. Bring one real launch idea to discuss

After 10 minutes, you should have a clear picture of what a brokerage gets:

- A polished community or campaign website
- Lead capture that preserves visitor context
- A private Hub for routing, agent follow-up, accountability, and CRM/export readiness
- A launch path that can start with one community, agent group, listing campaign, or registration workflow

For our walkthrough, I will guide the private Hub live so the dashboard, lead inbox, routing, Smart Lists, agent portal, registration workflow, reports, launch checklist, and follow-up path make sense in context.

Copy email | Open email draft

CLIENT-SAFE LINKS

What can go in the email or follow-up.

Client email landing page

The clean first client link with the short prep path, Monday Demo Link primary action, and no internal send tools.

Open Email Page

Primary action inside prep page

Use this as the primary action inside the Client Email Landing Page; the page starts with the Working Demo as the primary action.

Open Demo Link

Client-safe guide

Use as supporting detail when the client wants a deeper self-guided explanation.

Open Client Demo Guide

Rising Hills case study

Concrete community-site example for public website, listings, registration, and Hub story.

Open Rising Hills

Lead Hub overview

Public explanation of capture, routing, agent views, follow-up, and accountability.

Open Lead Hub

First Launch Plan

Private-scoping path for launch, support, CRM/export, and first success metric.

Open plan

Visual backup

Optional current public screenshots PDF for skim review or backup.

Open PDF

Post-demo leave-behind

Send after the walkthrough when the client needs the full AIRES system, launch package, inputs, and roadmap in one printable page.

Open What You Get

CLIENT INSTRUCTIONS

How they should navigate.

What to click first

Start with the Working Demo. The rest of the links are supporting material, not homework.

What to look for

Notice how the public site, form path, visitor context, private Hub, agent workflow, and CRM/export path connect.

What to bring

Bring one practical first-launch idea: community, project, listing campaign, registration workflow, or routing problem.

SAFETY GUARDRAILS

Keep the first touch clean.

- Send the Client Email Landing Page as the only required pre-call link.
- Keep the Monday Demo Link as the primary action inside the Client Email page.
- Keep the public screenshots PDF optional.
- Do not send private Hub access before the guided walkthrough.
- Use the private Hub as a live screen-share segment after the client understands the public path.
- After the call, send What You Get, then move into the Decision Room, CRM worksheet, and proposal path.

AIRES WORKING DEMO

Start here before the walkthrough

This page keeps the first touch simple: open the Working Demo, skim the Rising Hills example, and bring one practical launch idea. No login details or private Hub access are needed before the guided demo.

BEFORE THE CALL

Plan for about 10 minutes.

Review the public story first. The private Hub will be screen-shared live so the workflow makes sense in context.

Start the Working Demo | Open optional PDF

START HERE

One page. Ten minutes. One launch idea.

Use this as the simple pre-call path. The private Hub will be shown live during the walkthrough, so the only job before the call is to understand the public story and bring one real example.

1. **Open the Working Demo**
   Start here. This is the short public walkthrough of the AIRES idea.
2. **Notice the Rising Hills path**
   Look for how a community site turns interest into a focused first-launch conversation.
3. **Bring one real use case**
   A community, listing campaign, event, agent group, or routing problem is enough.

Start the Working Demo

DIRECT LINK GUARDRAIL

This is the fallback path, not the only client send.

Use the Client Email Landing Page as the first URL when possible. This direct page is for quick review, forwarded links, or clients who ask for the shortest path.

BEST SEND
Client Email Landing Page first
The cleanest pre-call send is still the landing page. This direct demo link is the main button inside that page, not a replacement for the full first touch.

FALLBACK USE
Use this page when they ask for the shortest path
If a client wants the quick version, this page keeps the review to the Working Demo, Rising Hills, Lead Hub overview, CRM pilot path, and one launch idea.

PRIVATE ACCESS
Hub access remains guided
No admin or agent login is needed here. The private Hub is shown live first, then role-based access can be issued after scope is intentional.

Open the preferred starting page

GUIDED DEMO SPINE

Public site, Hub workflow, first launch, next decision.

This is the entire demo story in plain language. Review the public path first; Jackson will guide the private Hub live so the operating workflow does not feel abstract.

PUBLIC STORY
See the Rising Hills launch
Start with the public community example so the brokerage website feels concrete before the Hub is discussed.

OPERATING LAYER
Understand what the Hub controls
Review the Lead Hub overview at a high level. The private dashboard, lead inbox, routing, and agent views will be screen-shared live.

FIRST LAUNCH
Choose one practical use case
Bring one community, event, listing campaign, agent group, or lead-routing problem that would make the first launch valuable.

DATA HANDOFF
Review the CRM pilot boundary
If the first launch needs CRM/export support, AIRES starts with a safe 5-10 row sample before requesting deeper access.

NEXT DECISION
Leave with a scoped path
After the walkthrough, the follow-up should identify the launch owner, support tier, CRM/export path, and approval timing.

SUGGESTED PATH

What to open, what to look for, and why it matters.

01
2 minutes
Start with the Working Demo
This is the main pre-call path. It explains Rising Hills, the Lead Hub, the first-launch question, and what the live walkthrough will cover.
Open Working Demo

02
3 minutes
Open the Rising Hills example
Review the sample community website, curated listing cards, registration path, and brokerage story as a concrete first-launch example.
Open Rising Hills

03
3 minutes
Review the Lead Hub walkthrough
See the send, click, share, close walkthrough and how website inquiries can become assigned leads with visitor context, Smart Lists, follow-up visibility, agent queues, and CRM/export readiness.
Open Lead Hub

04
2 minutes
Skim the CRM pilot path
If CRM or data handoff matters, review how AIRES tests one small export sample before any full export, API credential, or recurring sync.
Open CRM Pilot Path

05
2 minutes
Bring one launch idea
Think about one community, project, listing campaign, registration workflow, agent group, or routing issue worth using as the first AIRES launch.
Open request form

WHAT AIRES DEMONSTRATES

A website connected to an operating layer.

A public launch site
AIRES can package a focused community project, listing campaign, or brokerage initiative as a polished public experience.

Lead context
Visitor activity and form details become useful context for routing, assignment, follow-up, and broker visibility.

A private operating layer
The Hub is where the brokerage manages leads, agents, Smart Lists, registration workflows, reporting, and CRM/export handoff.

A safe CRM pilot path
The first data step can start with a tiny sample export so the brokerage proves field mapping and duplicate logic before production movement.

A scalable model
The first launch can start small, then grow into more communities, agents, feature flags, support packages, and multi-client operations.

BRING TO THE WALKTHROUGH

One real launch idea is enough.

The live call is most useful when it connects the demo to a real brokerage problem. These questions help turn the walkthrough into a launch scope.

- **Which community, project, agent group, or listing campaign would you launch first?**
- **Who should own new buyer, seller, registration, and listing leads?**
- **Which CRM, spreadsheet, or reporting process would AIRES need to support?**

AFTER THE WALKTHROUGH

What happens if AIRES feels like a fit.

The demo should lead to a practical next step, not a vague "looks good." If there is interest, the follow-up path is simple and scoped around one first launch.

Receive a recap
After the walkthrough, you can review a short summary of what AIRES would launch first, what the Hub would track, and what decisions are still open.

Confirm the first launch
The next step is choosing one community, campaign, registration workflow, or agent group that would prove the most value first.

Map the handoff
AIRES can start with clean CSV/export handoff, then scope CRM or API sync once the current process and required fields are clear.

Review a proposal path
The launch scope can turn into a first-build package, support plan, timeline, and approval checklist before any production work begins.

SAFE REVIEW LINKS

Use these if you want to explore more.

Working Demo
/sales-deck/working-demo/

Rising Hills
/rising-hills/#client-preview

Lead Hub Walkthrough
/lead-hub/#walkthrough

CRM Pilot Path
/crm-pilot-path/

First Launch Plan
/sales-deck/first-launch-plan/

Request Full Demo
/contact/?intent=request%20full%20demo%20for%20Rising%20Hills

Optional Screenshots PDF
/sales-deck/assets/aires-front-end-current.pdf

AIRES MONDAY DEMO

Review one link before the walkthrough.

AIRES is a brokerage website system connected to a private Lead Hub. The public site creates demand and captures intent; the Hub turns that activity into accountable routing, agent ownership, and follow-up.

Open Monday Demo Link | Open screenshots PDF

BEFORE THE CALL

This prep page is the only required pre-call link.

No private Hub login is needed before the walkthrough. The protected workflow will be screen-shared live. Protected Hub access stays guided by screen share until roles are intentional.

START HERE

One clean review path.

Start here

The primary action inside this prep page. It starts with the Working Demo and keeps the review short.

Open Monday Demo Link

Optional visual backup

Use only if you want to skim the full public experience before the guided walkthrough.

Open screenshots PDF

CLIENT PREP LOCK

One public starting point. No login burden.

The walkthrough is easier when the client receives one public starting page, not a list of admin, agent, PDF, proposal, and dashboard links.

REQUIRED PRE-CALL LINK

Use this page as the only URL in the first email

The client starts here, then chooses the Monday Demo Link from this page. This keeps the first touch clean and prevents a bundle of links from feeling like homework.

DIRECT DEMO LINK

Keep it as a button, not the first send

The Monday Demo Link is still useful, but it works best as the primary action inside this landing page or as a fallback if the client asks for the shortest possible path.

PRIVATE HUB

No credentials before the walkthrough

The protected Hub is shown by screen share first. Role-based access only comes later, after the client understands what each role should see.

10-MINUTE PREP

What to review.

3 min

View Rising Hills

Review the sample community launch and the curated public path a brokerage could receive.

4 min

Review Lead Hub

Understand how inquiries become routed, assigned, tracked, and prepared for follow-up.

2 min

Skim CRM Pilot Path

See how AIRES can test CRM/export movement with one small sample before requesting deeper access.

3 min

Bring one launch idea

Think about one community, agent group, listing campaign, registration workflow, or routing problem worth testing first.

WHAT TO NOTICE

You do not need to study every page.

Can the public site create a real conversation?

Look at how Rising Hills turns a community, listings, registration, and calls to action into a focused launch path.

Can the brokerage see what happens after the form?

The live walkthrough will show how the Hub captures context, assigns ownership, tracks status, and keeps follow-up visible.

Can this start small and scale?

Use the demo to imagine one first community, team, agent group, event, or listing campaign before expanding the operating system.

Can the CRM path be tested safely?

The CRM Pilot Path explains how AIRES starts with a 5-10 row sample before full export, API credentials, or recurring sync.

WHAT AIRES DOES

Website plus operating layer.

After the short review, the live walkthrough will connect the public Rising Hills experience to the private Lead Hub workflow.

- Polished community or campaign website
- Lead capture that preserves visitor context
- Private Hub for routing, agent ownership, and accountability
- Smart Lists and follow-up visibility
- Agent-focused lead portals
- CRM/export readiness and launch support
- Safe sample-first CRM pilot before production sync

LIVE WALKTHROUGH

What Jackson will show.

Public site

We will start with the Rising Hills example so the website, listing, registration, and lead-capture path feels concrete.

Private Hub

The protected Hub will be screen-shared live so the lead inbox, routing, Smart Lists, agent queues, and broker dashboard make sense in context.

First launch

The goal is to leave with one practical first launch idea, one decision owner, and the CRM/export questions AIRES needs to support.

CRM pilot boundary

If CRM handoff is in scope, we will show how the sample-first path proves mapping and duplicate handling before production access.

HOW TO NAVIGATE

Send, click, share, close.

This is the same path used on the Lead Hub walkthrough page: public review first, private Hub live, one first-launch decision at the end.

SEND

Start with this prep page

This page stays the only required pre-call link. It keeps the first review focused and client-safe.

CLICK

Open Rising Hills and Lead Hub

Rising Hills shows the public brokerage/community site. Lead Hub explains the operating layer that takes over after the form.

SHARE

Watch the private Hub live

The protected Hub will be screen-shared during the walkthrough so dashboard, lead inbox, routing, agent portal, and CRM/export readiness make sense together.

CLOSE

Choose one first launch

The best next step is one specific community, listing campaign, agent group, event, or routing problem to test first.

HELPFUL QUESTIONS

Bring one practical example.

1. Which community, project, agent group, or listing campaign would you launch first?
2. Who should own buyer, seller, registration, and listing leads?
3. Which CRM, spreadsheet, or reporting process would AIRES need to support?

SAFE SUPPORTING LINKS

Use only if helpful.

Working Demo
/sales-deck/working-demo/

Rising Hills Case Study
/rising-hills/#client-preview

Lead Hub Overview
/lead-hub/

CRM Pilot Path
/crm-pilot-path/

First Launch Plan
/sales-deck/first-launch-plan/

Request Full Demo
/contact/?interest=Request%20Full%20Demo%20for%20Rising%20Hills

MONDAY PRESENTER START

Open this first.

One operator screen for the client link, private Hub tabs, 20-minute talk track, proof beats, close questions, and after-call actions.

Open client link | Open Hub first | Open Proposal Review

RUN RULE

Send one link. Show the Hub live. Close into one first launch.

Keep optional collateral behind you, not in front of the client. The story should feel guided, not like homework.

MONDAY DEMO FLIGHT PLAN

Send. Open. Show. Close.

Use this as the short operator script before the deeper tab list. It keeps the client path simple and the protected Hub walkthrough intentional.

01
Send
Client Email Landing Page only. The Monday Demo Link remains the primary action inside it.

02
Open
Presenter Start, Working Demo, Rising Hills, and Broker Dashboard Presenter Mode before the call begins.

03
Show
Dashboard, Lead Inbox, Routing, Smart Lists, Scope Lock, and Artifact Vault as one protected Hub story.

04
Close
Record Meeting Tracker outcome, then send Proposal Review after first launch scope and owner are clear.

PRESENTER DEMO SPINE

Same story, operator version.

Use this spine to keep the live call focused: public story, Hub workflow, first launch, decision path. Every tab below should serve one of these four moves.

Public story
Start with Rising Hills
Show the community website as the first-launch example before opening private Hub screens.

Public pages

Hub workflow
Move into accountability
Screen-share dashboard, lead inbox, routing, Smart Lists, registration, reports, and launch controls as one operating layer.

Protected walkthrough

First launch
Map the real use case
Ask for the first community, event, listing campaign, agent group, or routing problem that should become the pilot scope.

Scope discussion

Decision path
Close into proof
Record the meeting outcome, archive proof, send the recap, and use Proposal Review only after the owner and scope are clear.

Recap and approval

OPEN TABS IN ORDER

Nine tabs. No wandering.

01
Client pre-call link
Use this as the only required client link before the walkthrough.

Open Demo Link

02
Working Demo
Start the public story here after the client lands on the demo link.

Open Working Demo

03
Rising Hills case study
Show the community launch, curated listing path, and registration/lead capture story.

Open Rising Hills

04
Broker Dashboard
Sign in before the call; screen-share this as the first protected Hub view.

Open Dashboard

05
Lead Inbox
Show captured lead context, routing, assignment, AI insight, and response controls.

Open Lead Inbox

06
Routing and Smart Lists
Prove project/listing ownership, team queues, overrides, and follow-up visibility.

Open Routing

07
Scope Lock
Move the demo into production setup: owners, launch tasks, exports, and approval handoff.

Open Scope Lock

08
Artifact Vault
Use this after the close path to show where approval packets, CRM/import proof, access exports, and handoff artifacts are archived.

Open Artifact Vault

09
Proposal Review
Use this as the single client-facing approval path after the walkthrough.

Open Proposal Review

20-MINUTE TALK TRACK

Say this, then move.

0-3 min — **Frame the system**
AIRES is not just a website. The public site creates intent, and the Hub makes follow-up accountable.
Show: Monday Demo Link, Working Demo

3-8 min — **Show the first launch**
Rising Hills is the example of what a brokerage gets first: a branded community launch, curated property path, and lead capture.
Show: Rising Hills Case Study

8-14 min — **Reveal the operating layer**
This is where the broker sees who owns the lead, what the visitor did, what follow-up is due, and where opportunities are getting stuck.
Show: Broker Dashboard, Lead Inbox, Routing

14-18 min — **Prove production setup**
Scope Lock turns the demo into launch work: owners, access, routing, CRM/export questions, and a go-live checklist.
Show: Scope Lock, Meeting Tracker

18-20 min — **Close into the first launch**
The right next step is one focused launch, not boiling the ocean. Pick the first community, owner, routing rules, CRM path, support tier, and success metric, then archive the launch proof in the Artifact Vault.
Show: Proposal Review, Artifact Vault

PROOF BEATS

Make these obvious.

- The client only needs one pre-call link.
- Protected Hub access stays guided by screen share until roles are intentional.
- Lead context shows source, journey, routing, assignment, priority, and response actions.
- Broker accountability shows stale work, follow-up risk, command email proof, Smart Lists, and next actions.
- Launch setup is tracked through Scope Lock, launch intake tasks, exports, and go-live handoff.
- Artifact Vault shows where approvals, CRM/import packets, access proof, and handoff exports live after the walkthrough.
- Proposal Review is the clean approval path after the live walkthrough.

CLOSE QUESTIONS

End with the first launch.

1. What is the first community, listing campaign, agent group, or event workflow you would launch?
2. Who owns buyer, seller, registration, and listing leads?
3. What CRM, spreadsheet, or reporting process has to work on day one?
4. Who is the decision owner for launch scope, support tier, and approval timing?
5. What measurable outcome would prove the first launch worked?

AFTER THE CALL

Record, recap, propose.

Record outcome | Open Artifact Vault | Write recap | Send Proposal Review | Build proposal packet | Open Final Send Packet