

AI Mastermind Group



A monthly, collaborative, Agent-led forum focused on leveraging AI to enhance real estate business performance and client outcomes.

Wednesday, May 13th @ 11:00am
Falls Church Office and Online
Join us for the first Session.

KW UNITED
KELLERWILLIAMS. REALTY

Scott Ford

Scott@BellaCasaPartners.com

Anthony Carr

Anthony.Carr@kw.com

Core Objectives

OBJECTIVE

- STRATEGY
- ACTION
- SUCCESS

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- **INCREASE PRODUCTIVITY**
Streamline communication & daily workflows
- **ENHANCE CONTENT & MARKETING**
Create high-impact marketing & business materials
- **ELEVATE PROFESSIONAL EXPERTISE**
Confidently communicate your value & strengthen client advocacy
- **SHARE BEST PRACTICES**
Exchange real-world AI strategies & insights
- **FOSTER COLLABORATION**
Learn from peer experiences & innovation

How the Group Works

Each session combines Mastermind discussion with a practical AI Learning Lab focused on real business application.



SESSION STRUCTURE

- Monthly | 60 Minutes
- Defined Session Flow
- Collaborative Discussion
- Tool or Prompt Spotlight
- Key Takeaways



AI LEARNING LAB

- Listing & Marketing Workflows
- Database & SOI Engagement
- Workflow Automation
- Content Creation & Editing
- Leverage AI Knowledge Base

Topics evolve based on participant interests



MASTERMIND DISCUSSION

- Peer-Driven and Collaborative
- Real-world case discussion
- Shared insights and ideas
- Respect for Confidentiality
- Built for Agents Beyond Basic AI Use

First Session Topic: Tips, Tricks & Lessons Learned

Each participant is invited to share their Top 3 AI tips, tricks, or lessons learned.



- Practical AI uses that have improved your business.
- Effective prompts or tools that saved time.
- Lessons learned—what works and what doesn't.
- Do's and Don'ts when integrating AI into your business.
- Unexpected insights or results worth sharing.

Come prepared to share what works—and what doesn't—with fellow agents.

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Participants may also submit their tips in advance for inclusion in a shared resource.

AI MASTERMIND GROUP

A collaborative, agent-led group for real estate professionals focused on applying AI in real business scenarios—improving productivity, marketing, and client communication.



ORGANIZED BY:

Applying structured thinking and AI in real estate practice.

Scott Ford

Bella Casa Partners | KW United
Alexandria, Virginia

This group reflects real-world application of structured thinking and AI to improve speed, clarity, and execution in real estate.

If you want to explore how AI applies to your business, feel free to reach out to me.

**Structured thinking creates better outcomes.
AI accelerates how you deliver them.**