



REAL ESTATE SYSTEM FOR LEAD HANDLING

Let AI **Voice Agent** book the **viewings** and let the **WhatsApp AI Agent** help you nurture and handle the new leads.



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This presentation gives a brief but comprehensive overview of the structured sections.

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Background



Before working with **Automark Agency**, the client—a top-producing real estate agent—was missing out on high-intent leads due to **delayed follow-ups** and time constraints.

Despite generating solid interest, manual conversations weren't scalable.

The agent needed a system that could **instantly engage**, qualify, and convert—without hiring a full sales team.



What **We** Built!

We developed a **dual-agent system**:

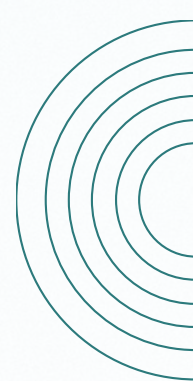


A **Voice Agent** that makes a short, powerful call to qualify leads, establish trust, and transition them to **WhatsApp**.



A human like **WhatsApp AI Agent** that works like a digital **sales rep**—**sending listings**, handling objections, following up, and **booking meetings**.

The entire flow is human-sounding, automated, and designed to keep prospects warm without pressure.



Before and After

Metric	Before Automation	After Automation
Lead Follow-Up Time	12–24 hours (manual)	Instant (under 10 seconds)
Response Rate	~35%	86%+
Appointments per Week	3–4	9–11
Time Spent per Qualified Lead	15–20 minutes	<3 minutes
Cold Lead Reactivation	Rare/Manual	Automated every 7-14–30 days



Result: The agent more than **doubled showings booked, re-engaged cold leads, and closed more deals**—all without hiring a co-ordinator or sales assistant.





Tools We Used

For **realtors**, we offer tailored services that address the core needs of businesses, helping them achieve growth, improve efficiency, and stay competitive.



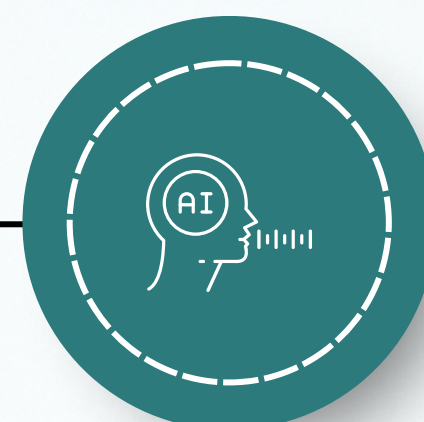
 **make**

For the **automations**, we try to use make.com along with some custom functions.



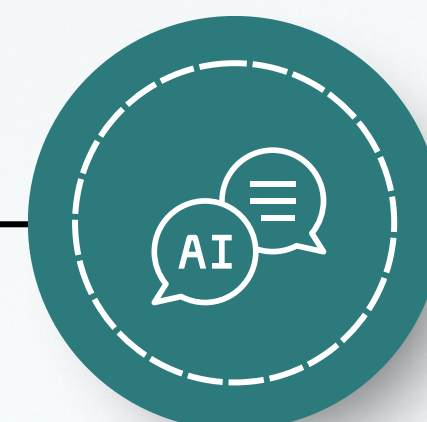
 **OpenAI**

OpenAI plays a great role in ChatBOT reply handling and many other tasks.



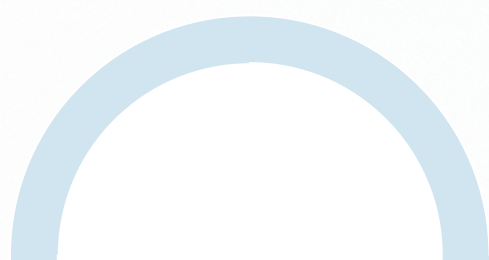
VAPI

We have used **VAPI** for the AI Voice Agent along with make.com Automations.

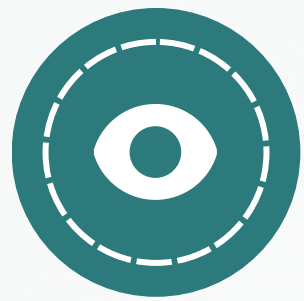


 **Voiceflow**

For the **WhatsApp agent**, we have used **Voiceflow's** immense capabilities to match the client expectation ChatBot

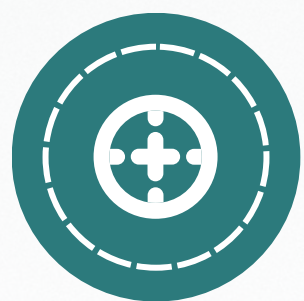


Our Vision and Mission



Vision

To simplify growth for modern businesses by transforming manual workflows into smart, scalable systems through automation, AI, and digital solutions.



Mission

At **Automark Agency**, our mission is to empower service-based businesses with tools that save time, increase efficiency, and drive measurable results using AI Systems.



AI Solution's Strength

Sales Psychology in Prompts

Every message mimics high-performing human scripts

Feels Human, Works at Scale

Prospects stay engaged because the follow-up feels natural

24/7 Consistency & Follow Ups!

The **WhatsApp bot** and Voice **AI Agent** never sleep, forget, or gets tired

Long-Term Engagement & Results

System handles reactivation, not just initial contact.

The bot doesn't just chat—it **books calls** and closes deals



Contact Information

We are ready to support your business journey and explore new opportunities together. Feel free to reach out to us through the following channels.



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We Appreciate Your Time and Attention!

We appreciate the time and effort you put into viewing this Case Studies, to create a custom solution for you please send us an email.

