

THE TRUST ARBITRAGE

A PLAYBOOK FOR AI MARKETING IN REAL ESTATE

***WE ARE LIVING THROUGH THE MOST
AGGRESSIVELY MARKETED
TECHNOLOGY MOMENT IN THE
HISTORY OF THIS INDUSTRY.***



*WHAT'S THE **COST** OF HYPE?*

A square with a thin white border and a red 'X' drawn across it from corner to corner. The word 'SILENCE' is centered within the square in a bold, white, italicized sans-serif font. The background is dark gray with faint, light gray dashed lines forming a circular pattern and solid lines forming a triangular pattern.

SILENCE

***CREDIBILITY IS
A STRATEGIC
ASSET***

*Trust compounds.
Hype doesn't.*

FINDING THE STORY

WITHIN THE WORK

1

***DID THIS START WITH
A REAL PROBLEM?***



2

***HOW DO YOU
PROVE IT WORKS?***

3

***CAN CUSTOMERS
UNDERSTAND THE
VALUE WITHOUT
UNDERSTANDING
THE TECH?***

COOL FEATURE $\neq$ UNDERSTOOD VALUE

ARE YOU
SOLVING A PAIN POINT
OR CREATING ONE?

THANK YOU!