

DOUBLEAGENT

Your AI Double.

Always on camera so you don't have to be.

AGENT ONBOARDING GUIDE

1

Record
Your Files

2

Upload
& Profile

3

Submit
Photos

4

We Build
Your Avatar

WELCOME

LET'S GET YOUR DOUBLE BUILT.

This guide covers everything you need to get your AI avatar set up and your first videos produced. Read it once, then follow the steps in order. **Most agents are fully onboarded within a week.**

WHAT YOU GET EACH MONTH

YOUR MONTHLY VIDEO PACKAGE

Your DoubleAgent subscription delivers professionally produced AI avatar videos every month — videos that look and sound like you, without you ever stepping in front of a camera again after initial setup.

MARKET UPDATE VIDEOS — 4 per month, included

Four short-form market update videos per month — one for each key metric: homes sold, new listings, median sale price, and days on market. Each video is 30–45 seconds, formatted for Instagram, Facebook, and LinkedIn. Your avatar delivers the data, your voice narrates, your face is on screen the whole time.

LISTING VIDEOS add-on · \$69 each

A 60-second property teaser for any listing you submit. Your avatar introduces the home, AI-generated voice carries viewers through the photos, and you close with a call to action.

CUSTOM VIDEOS add-on · \$69 each

Have an idea? Send us a topic, a script, or just a concept via text — we produce it using your avatar. No camera, no setup, no editing.

THE PROCESS

FOUR STEPS. ONE WEEK.

Steps 1–3 require about **30 minutes of your time**. Step 4 is ours. Once you complete your recordings and submit them, we build your avatar and your first videos automatically.

1 RECORD YOUR VIDEO & VOICE FILES

Film a 2-minute avatar training video and a 2-minute voice sample using our guided scripts below. Your phone camera is all you need. Details on pages 4–6.

YOUR RESPONSIBILITY · ~25 MIN

2 UPLOAD YOUR FILES & COMPLETE YOUR PROFILE

Upload all recordings through your secure DoubleAgent submission link (sent to your company email). Complete your profile details in the form.

YOUR RESPONSIBILITY · ~5 MIN

3 SUBMIT YOUR PROFILE HEADSHOTS

Submit 3–5 professional photos of yourself. These are used to create different visual "looks" for your avatar. Requirements on page 7.

YOUR RESPONSIBILITY · ~5 MIN

4 WE BUILD YOUR AVATAR

We create your digital twin, clone your voice, generate 6 avatar looks, and deliver a test video for your approval. Your first market update videos follow within 48 hours of approval.

HANDLED BY GREYSTACK · 3–7 BUSINESS DAYS

! Submission link expires in 7 days. Your secure upload link was sent to your company email when you completed setup. If it has expired or you did not receive it, text us at the number on the last page and we'll send a new one immediately.

BEFORE YOU FILM

SETUP MATTERS MORE THAN YOU THINK.

The quality of your AI avatar depends almost entirely on the quality of the video and audio you submit. A 20-minute setup before you record will make a **significant difference** in your final avatar quality.

CAMERA & DEVICE

- Use your iPhone or Android — both produce excellent results
- Film in **landscape** (horizontal) orientation
- Minimum 1080p — use 4K if your phone supports it
- Mount at eye level — never hold it. A \$15 tripod works perfectly
- Tap and hold your face to lock AE/AF before recording

LIGHTING

- Natural light is best — face a window with indirect sunlight
- Light source must be **in front of you**, never behind
- For evening recording: ring light or two lamps at 45° angles
- No hard shadows across eyes, nose, or chin

BACKGROUND

- Plain wall, tasteful bookshelf, or professional office
- No busy patterns or high-traffic backgrounds
- Contrasting color to your clothing

AUDIO

- Quiet room — turn off fans, AC, TVs, close windows
- Speak clearly at a natural conversational pace
- Do **not** use earbuds or Bluetooth microphone
- Built-in phone mic is fine; lapel mic is even better

FRAMING & EXPRESSION

- Frame yourself from chest up, centered
- Leave a small amount of space above your head
- Face occupies ~40–50% of vertical frame height
- Do not zoom — adjust your distance instead
- Maintain eye contact with the lens — not the screen
- Resting expression: calm and natural, **not** a frozen smile
- Subtle hand gestures and head nods are ideal
- Do not touch your face or step out of frame

✘ **Record one continuous take. Do not edit or cut the footage.** Submit it exactly as recorded. Edited clips cause a "missing faces" error in the avatar platform. If you stumble on a word, pause briefly and continue.

01 Avatar Training Video

TARGET: 2–2.5 MINUTES · LANDSCAPE · 1080P+ · ONE CONTINUOUS TAKE · SAVE AS AVATAR_[LAST NAME].MP4

This is the most important recording. The AI studies every frame to learn how you move, gesture, and express yourself. The more natural and expressive you are, the better your avatar will perform. **We will never use this video publicly — it is training data only.**

! Before you hit record: do a 30-second test clip and watch it back. Check lighting, framing, audio, and focus. Place this script on a second device positioned just below and slightly behind your camera so your eyeline stays close to the lens.

AVATAR TRAINING SCRIPT

Read naturally, as if speaking to a client. Vary your pace — slow down for numbers, pick up for transitions. The bracketed notes are delivery cues only — do not read them aloud.

INTRODUCTION

Hi, I'm [YOUR NAME] with Howard Hanna Rand Realty. I help buyers and sellers throughout [YOUR MARKET AREA], and I want to take a few minutes to introduce myself, talk about the market, and give you a sense of how I work.

LOCAL MARKET OVERVIEW

The market has been moving fast. Last month we saw median sale prices reach eight hundred and fifty-three thousand dollars in some parts of the county — up from seven hundred and forty thousand dollars just twelve months ago. We've had properties close at nine hundred and ninety-five thousand dollars, and in some neighborhoods we're seeing list prices cross the one-million-two-hundred-and-fifty-thousand-dollar mark for the first time. Inventory has been tight — twelve new listings when buyers expect thirty-five or forty. Well-priced homes are getting multiple offers, sometimes within forty-eight hours.

↑ Speak dollar amounts naturally, exactly as written — this teaches the AI your pronunciation of financial figures.

HOW I WORK

When I take on a listing, I start with data. Not just what's on the MLS — I look at what actually closed, what expired, and what that tells us about where buyers are drawing the line on value. I'm not someone who gives you a number you want to hear. I give you the number the market supports. For buyers, I listen first — my job is to help you find a home, not just a transaction.

CLOSING

If you're thinking about buying or selling in [YOUR MARKET AREA], I'd love to talk. You can reach me directly at [YOUR PHONE NUMBER], or follow along for monthly market updates. I'm [YOUR NAME] — and I look forward to earning your trust.

02 Voice Sample

TARGET: 2–2.5 MINUTES · AUDIO QUALITY IS CRITICAL · VIDEO OR AUDIO FILE · SAVE AS VOICE_[LAST NAME].MP4

This recording clones your voice. The AI uses it to learn the full range of your vocal delivery. **The script is intentionally written in sections with different energy levels** — this is how the AI learns your full range. Do **not** read it in a flat, even tone from start to finish. Variety is the entire point.

VOICE SAMPLE SCRIPT — 6 SECTIONS

SECTION 1 — CALM & CONVERSATIONAL

Good morning. If you're just starting to think about buying or selling a home, I want you to know that the process doesn't have to be overwhelming. We take it one step at a time, and I'm with you at every one of them. The first conversation is always free. No pressure, no obligation.

SECTION 2 — AUTHORITATIVE & DATA-DRIVEN

The median sale price last month was four hundred and sixty-two thousand dollars — up eleven percent from four hundred and sixteen thousand dollars this time last year. Days on market dropped from twenty-nine to eighteen. Of forty-seven homes that closed, thirty-two sold at or above list price. Buyers are competing. Sellers have leverage. But only if you use it correctly.

SECTION 3 — ENTHUSIASTIC & ENERGETIC

I have to tell you — this kitchen is incredible. Quartz countertops, a forty-two inch professional range, custom cabinetry to the ceiling. The island seats five. You walk in and you just know. This is the room that sells the house.

SECTION 4 — EMPATHETIC & REASSURING

I know how stressful this process can feel. You've probably been thinking about this for months. There's a voice in the back of your head wondering if you're making the right call. That's completely normal. My job is to make sure you have the information you need to feel confident — not pressured. We move when you're ready.

SECTION 5 — URGENT & COMPELLING

Here's what I need you to understand. There are eight active buyers in my network looking for a property exactly like this one. The listing goes live Thursday. If you want to see it before the open house weekend, you need to call me today. This one will be under contract by Sunday — don't wait.

SECTION 6 — NATURAL TRANSITIONS & NUMBERS

Comparables range from five hundred and twenty-five thousand on the low end to eight hundred and seventy-five thousand at the top. I'd suggest we start at six hundred and ninety-nine thousand — that positions you competitively and puts you squarely where buyers are most active right now.

! More data = better clone. If you want to do two takes of this recording and submit both, go ahead. Also: iPhone's Voice Memo app works well for audio-only — send yourself the file and upload it with your other recordings.

03 Consent Verification

TARGET: ~15 SECONDS · LOOK DIRECTLY AT CAMERA · SPEAK CLEARLY · SAVE AS
CONSENT_[LAST NAME].MP4

Required by law and platform policy. The AI avatar platform requires a short verbal consent statement to authorize creation of your digital avatar. This takes about 15 seconds.

CONSENT SCRIPT — READ EXACTLY

I, [YOUR FULL LEGAL NAME], consent to the creation of an AI-generated digital avatar based on my likeness and voice by Greystack Management operating DoubleAgent.

I understand that this avatar will be used to create video content on my behalf for real estate marketing purposes.

Recorded on [TODAY'S DATE].

PHOTOS — YOUR AVATAR LOOKS

SUBMIT 3-5 PROFESSIONAL PHOTOS

These are used to create different visual "looks" for your avatar — different expressions, outfits, and contexts for different video types.

PHOTO REQUIREMENTS

- Minimum 1080p — professional headshots ideal
- Well-lit, no harsh shadows on face
- Straight-on angle — no steep angles or profiles
- Only you in the photo — no other people
- No hands or objects in front of your face

RECOMMENDED SET

- **Photo 1 (required):** Professional attire, neutral expression, mouth relaxed. This is your primary avatar look.
- **Photo 2:** Genuine, natural smile — for warm and welcoming contexts.
- **Photo 3:** Serious/thoughtful — slight furrowed brow. For data and market content.
- **Photos 4-5 (optional):** Different outfit or setting.

! File names: HEADSHOT_1_[LAST NAME].jpg, HEADSHOT_2_[LAST NAME].jpg, etc.

SUBMITTING YOUR FILES

Once all recordings and photos are ready, upload them through your secure DoubleAgent submission link sent to your company email. The link expires 7 days after it was sent.

FILE	FILE NAME	NOTES
Avatar training video	AVATAR_[LAST NAME].mp4	2–2.5 min · landscape · 1080p+
Voice sample	VOICE_[LAST NAME].mp4	2–2.5 min · audio quality critical
Consent video	CONSENT_[LAST NAME].mp4	~15 sec · clear and audible
Primary headshot	HEADSHOT_1_[LAST NAME].jpg	Neutral expression · professional
Additional headshots	HEADSHOT_2–5_[LAST NAME].jpg	2–4 additional photos optional

WHAT HAPPENS AFTER YOU SUBMIT

WITHIN 24 HOURS

We review your recordings and photos for quality. If anything needs to be re-recorded, we contact you with specific instructions.

WITHIN 3–5 BUSINESS DAYS

Your avatar is created and your voice is cloned. We generate 6 different looks (settings) for your avatar.

WITHIN 7 BUSINESS DAYS

We produce a test video and send you a link to review. You tell us if it looks and sounds right, or if adjustments are needed.

UPON YOUR APPROVAL

Your avatar is live. First market update videos produced and delivered within 48 hours.

MONTHLY, AUTOMATICALLY

Market update videos produced on the 1st of each month and delivered to you by the 5th.

TIPS FOR BEST RESULTS

✔ Record in the morning when natural light is best and your voice has energy.

✔ Do a 30-second test clip and watch it back before your full recording.

✔ Keep your resting expression neutral between thoughts. Do not hold a smile.

✔ Vary your energy in the voice sample — range, not consistency, is the goal.

✔ Speak numbers naturally, as if in a listing presentation — confidently, not robotically.

✔ Submit your best take — but don't overthink it.
Natural beats perfect.

QUESTIONS? WE'RE HERE.

DOUBLEAGENT

Email us anytime for support

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GREYSTACKDIGITAL.COM/DOUBLEAGENT

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