

20 AI Tools Every Real Estate Agent Should Know

A curated productivity toolkit for the modern agent.



**HOWARD
HANNA**

REAL ESTATE SERVICES

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COMMUNICATION & FOLLOW-UP

- ◆ **ChatGPT** – draft client emails, texts, scripts, and objection responses in seconds
- ◆ **Claude** – longer-form writing and document work, from CMAs to market commentary
- ◆ **Superhuman** – AI-assisted email that drafts replies and clears your inbox faster
- ◆ **Grammarly** – polishes tone and clarity across every email, text, and post
- ◆ **Fathom** – joins your video calls to record, transcribe, and summarize with action items

LISTINGS & APPOINTMENTS

- ◆ **Otter.ai** – transcribes and summarizes showings, client calls, and meetings automatically
- ◆ **Motion** – AI calendar that auto-schedules your day around appointments and tasks
- ◆ **Reclaim** – protects focus time and books meetings around your real priorities
- ◆ **Calendly** – lets clients book showings and calls without the back-and-forth
- ◆ **Fireflies** – records and summarizes calls, then makes them searchable later

MARKETING & CONTENT

- ◆ **Mirrifi / DoubleAgent** – turns you into an AI video presenter for automated monthly market update videos
- ◆ **Canva Magic Studio** – design listings, social posts, and flyers with AI, no designer needed
- ◆ **Gamma** – turn a prompt into a polished buyer guide, listing presentation, or CMA deck
- ◆ **CapCut** – fast, template-driven editing for reels and shorts
- ◆ **Descript** – edit video and podcasts by editing text, with AI cleanup built in
- ◆ **Opus Clip** – turns one long video into a batch of short, captioned clips for social

ORGANIZATION & RESEARCH

- ◆ **NotebookLM** – upload contracts and disclosures, then ask questions and get audio summaries
- ◆ **Perplexity** – an AI research engine for market data and neighborhood facts, with sources
- ◆ **Notion AI** – notes, client tracking, and knowledge base with AI built in
- ◆ **Zapier** – connects your apps and automates the repetitive handoffs between them