



Complete Implementation Workbook

Edmund's Mastermind Session I February 25, 2025

EDMUND'S MASTERMIND
& Group Coaching

YOUR MONEY-MAKING MISSION

WHY YOU'RE HERE

- To stop trading hours for dollars on tasks AI can do in minutes
- To reclaim 10-15 hours per week for revenue-generating activities
- To gain an unfair competitive advantage before others catch on

YOUR GOAL TODAY

Master the 4 Vibe Working systems so you can delegate CMAs, contracts, content, and client communications to AI — starting TODAY.

SUCCESS METRIC

Within 30 days, save 10+ hours per week on manual tasks — worth \$500-\$2,000+ in reclaimed time value.

WORKSHOP OVERVIEW: YOUR VIBE WORKING TOOLKIT

1. The Vibe Creator

Documents, workbooks, presentations, client packets — built by describing what you want

2. The Vibe Writer

Emails, social media, newsletters, listing descriptions — endless content on demand

3. The Vibe Reviewer

Contracts, disclosures, HOA docs — analyzed and summarized in seconds

4. The Vibe Analyzer

CMAs, market data, trends — turned into client-ready insights instantly

What This Means for Your Bank Account:

- **10-15 hours saved per week** = More appointments, more showings, more closings
- **Professional deliverables in minutes** = Win more listings with better presentations
- **Consistent content output** = Stronger brand, more leads, more referrals
- **Faster contract turnaround** = Happier clients, smoother transactions

01

THE VIBE CREATOR

Documents, Workbooks & Presentations

What This Means for Your Bank Account:

- **Save \$500-2,000/month** on designers and virtual assistants
- **Win more listings** with professional presentations created in 10 minutes
- **Impress clients** with polished buyer/seller packets on demand

The Psychology Behind Vibe Creating

Vibe Working flips the traditional creation process. Instead of starting with a blank document and figuring out structure, design, and content yourself, you start with the END in mind. You describe the finished product — who it's for, what it needs to accomplish — and let AI build the first draft.

This isn't about AI replacing your expertise. It's about AI handling the 80% of grunt work (formatting, structure, boilerplate) so you can focus on the 20% that requires YOUR knowledge: local market insights and relationship building.

Why This Changes Everything in Real Estate

The agents who win listings aren't always the most knowledgeable — they're the ones who PRESENT the best. A stunning listing presentation, a comprehensive buyer guide — these create perceived value that justifies your commission.

Before Vibe Working, creating these materials required hours of work or expensive outsourcing. Now? You describe what you need, and it exists in minutes. The playing field has tilted dramatically toward those who adopt this first.

The Early Adopter Advantage

Most agents won't discover Vibe Working for 12-18 months. They're still debating whether AI is "good enough" while you're producing more, higher-quality deliverables than they could ever create manually. By the time they catch up, you'll have built systems and established yourself as the agent with the best materials in your market.

THE VIBE CREATOR: PROFIT-GENERATING PROMPTS

Copy these exact prompts into Claude for immediate results:

FOR LISTING PRESENTATIONS:

Create a luxury listing presentation for a [PROPERTY TYPE] at [ADDRESS].
Price: \$[PRICE]. Key features: [3-5 FEATURES].
Include: cover page, about the agent section, property highlights, neighborhood overview, pricing strategy rationale, marketing plan, timeline to close, and call to action.
Make it visually described with sections that would look great as slides. Tone: professional, confident, luxury-focused.

FOR BUYER GUIDES:

Create a comprehensive First-Time Homebuyer Guide for the [CITY/AREA] market.
Include: current market overview, step-by-step buying process, financing options and what to expect, what to look for in a home, the offer and negotiation process, closing process explained, and a checklist of what they'll need.
Write for someone who has never purchased a home. Include local-specific tips for [AREA]. 15-20 pages.

FOR SELLER PACKETS:

Create a Seller's Guide and Pre-Listing Packet for homeowners considering selling in [AREA].
Include: current market conditions and what they mean for sellers, the home selling timeline, how to prepare your home for sale, pricing strategy explanation, my marketing approach, what to expect during showings, the offer review process, and closing procedures.
Professional tone. Include sections where I can add my specific stats and testimonials.

FOR MARKET REPORTS:

Create a monthly market report for [NEIGHBORHOOD/CITY] real estate.
Data to include: [PASTE YOUR STATS - median price, DOM, inventory, etc.]
Structure: Executive summary (3 bullet points), market snapshot table, what this means for buyers, what this means for sellers, neighborhood spotlight, and 90-day forecast.
Write for both consumer readability and professional credibility. Include spaces for charts/graphs I'll add.

FOR NEIGHBORHOOD GUIDES:

Create a relocation guide for someone moving to [NEIGHBORHOOD]. Include: neighborhood overview and vibe, schools and ratings, dining and entertainment, commute times to [MAJOR EMPLOYERS], parks and recreation, average home prices by type, and insider tips only locals know.

The Vibe Creator: Your Success Notes

During the demo, write down specific documents you can create:

ROI Calculator

Current cost to create presentations:

Designer/VA cost: \$_____ per project

OR my time: _____ hours × \$_____/hr = \$_____

With Vibe Creating:

Time to create: ~15 minutes

Monthly savings: \$_____

First 3 Documents I'll Create This Week:

Questions to Ask During Q&A:

BONUS PROMPT: OPEN HOUSE MATERIALS

Create an open house packet for [ADDRESS]. Price: \${PRICE}. Features: [LIST]. Include: property highlights one-pager, neighborhood info, financing scenarios at current rates, and my contact info with QR code placeholder.

02

THE VIBE WRITER

Emails, Social Media & Content

What This Means for Your Bank Account:

- **Consistent content = consistent leads** — never go dark on social again
- **Email marketing that actually gets sent** — no more "I'll write that newsletter later"
- **Listing descriptions that sell** — compelling copy in 2 minutes, not 2 hours

The Reality of Content in Real Estate

You know you should post on social media. You know you should send a weekly email. You know your listing descriptions could be better. But between showings, negotiations, and actually running your business, content falls to the bottom of the list.

The result? Inconsistent presence, missed opportunities, and listings that sound like every other listing. "Spacious living room with natural light" doesn't sell homes — compelling storytelling does.

How Vibe Writing Changes the Game

With Vibe Writing, you're not staring at a blank page. You describe the OUTCOME you want: "Write an Instagram caption that makes first-time buyers excited about this starter home" or "Draft an email that re-engages leads who went cold 6 months ago."

The AI handles the heavy lifting — structure, hooks, calls to action — while you add your personal touch. A week's worth of social content in 15 minutes. A monthly newsletter in 10 minutes. Listing descriptions that actually make people want to see the property.

The Compounding Effect

Content builds on itself. The agent who posts consistently for 12 months has 10x the visibility of the agent who posts sporadically. But that consistency was previously expensive (hiring help) or exhausting (doing it yourself). Vibe Writing removes that barrier. You can maintain the content output of a team with a marketing department — by yourself, in minutes per day.

THE VIBE WRITER: PROFIT-GENERATING PROMPTS

Copy these exact prompts into Claude for immediate results:

FOR WEEKLY SOCIAL MEDIA BATCH:

Create 7 days of social media content for a real estate agent in [AREA].
Mix of: 2 market insights, 2 lifestyle/neighborhood posts, 1 personal/behind-the-scenes, 1 tip for buyers or sellers, 1 call-to-action post.
For each post provide: Instagram caption (with hashtags), Facebook version (slightly longer), and image/video suggestion.
Tone: Professional but personable. Local focus. Current market context: [BRIEF MARKET CONDITION]

FOR LISTING DESCRIPTIONS:

Write a compelling listing description for MLS and marketing.
Property: [ADDRESS] | Price: \$[PRICE] | Beds/Baths: [X/X] | Square feet: [SQFT]
Key features: [LIST 5-7 FEATURES] | Neighborhood: [NAME] | Target buyer: [FIRST-TIME/FAMILY/LUXURY/INVESTOR]
Write 3 versions: 1. MLS (250 words, feature-focused) 2. Social media (emotional hook, lifestyle-focused) 3. Email blast (creates urgency)

FOR EMAIL NEWSLETTERS:

Write a monthly email newsletter for my real estate database.
Include: Engaging subject line (test 3 options), personal greeting that feels warm not salesy, market update for [AREA] - keep it simple 3 key points, featured listing or recent sale story, one tip for homeowners (maintenance, equity, etc.), soft call to action.
Tone: Like I'm writing to a friend who happens to be interested in real estate. 400-500 words max.

FOR LEAD FOLLOW-UP SEQUENCES:

Create a 5-email nurture sequence for leads who inquired about buying a home but went cold.
Email 1: Soft re-engagement (no pitch) | Email 2: Market update with value | Email 3: Success story / social proof | Email 4: Direct offer to help | Email 5: "Last chance" before I stop emailing
Space them 4-5 days apart. Each email under 150 words. Subject lines that get opened. Personal, not corporate.

FOR JUST SOLD ANNOUNCEMENTS:

Write a "Just Sold" announcement for [ADDRESS]. Sold for \$[PRICE] in [X] days. Include: celebration of the buyers/sellers (without names), subtle flex on results, call to action for anyone thinking of buying/selling.
Versions for: Instagram, Facebook, email to database.

The Vibe Writer: Your Success Notes

Content types I struggle to create consistently:

My Content Commitment

Social media:

Posts per week: _____

Platforms: _____

Email marketing:

Frequency: _____

List size: _____

Time Savings Calculation:

Current time spent on content weekly: _____ hours

With Vibe Writing (estimated): _____ hours

Weekly time saved: _____ hours \times 4 = _____ hours/month

BONUS PROMPTS: MORE VIBE WRITER APPLICATIONS

FOR VIDEO SCRIPTS:

Write a 60-second video script for a market update. Topic: [CURRENT TREND]. Structure: Hook (5 sec), one key insight (20 sec), what it means for viewers (20 sec), call to action (15 sec). Conversational, not scripted-sounding. Include on-screen text suggestions.

FOR CLIENT ANNIVERSARY MESSAGES:

Write 5 different "home anniversary" messages I can send to past clients on the anniversary of their purchase. Mix of: heartfelt, funny, home-tip focused, equity update, referral request. Each under 100 words. Personal, not corporate.

03

THE VIBE REVIEWER

Contract Analysis & Document Review

What This Means for Your Bank Account:

- **Catch issues BEFORE they become problems** — protect your deals and reputation
- **Faster turnaround** — review documents in minutes, not hours
- **Better client communication** — explain complex terms simply

The Contract Review Challenge

Real estate contracts are dense. HOA documents are worse. Inspection reports require careful attention. And your clients are counting on you to catch everything — even when you're juggling multiple transactions.

The reality? Most agents skim. They look for obvious issues and hope they don't miss something buried on page 47 of the HOA rules. It's not negligence — it's survival. There simply isn't enough time to read everything carefully on every transaction.

How AI Review Changes the Game

Upload a document. Ask specific questions. Get instant, thorough analysis. "What are the red flags in this contract?" "Summarize the HOA restrictions my buyer needs to know about." "What contingencies are missing that should be here?"

This isn't about replacing your expertise — it's about AUGMENTING it. You know what to look for. AI makes sure nothing gets missed and helps you explain findings to clients in plain English.

Risk Reduction = Value Addition

The agent who catches a problematic clause before it causes issues is worth their commission. The agent who can explain a 50-page HOA document in a clear summary builds client trust. Vibe Reviewing makes you that agent — on every single transaction.

Important: AI document review is a TOOL, not legal advice. Always recommend clients consult appropriate professionals for legal questions. Use AI review as a starting point for YOUR analysis, not a replacement for professional judgment.

THE VIBE REVIEWER: ANALYSIS PROMPTS

Copy these prompts and paste your documents for instant analysis:

FOR PURCHASE CONTRACT REVIEW:

Review this purchase contract and identify:

1. Any unusual or potentially problematic clauses
2. Missing contingencies that are standard in [STATE]
3. Timeline issues or conflicts
4. Terms that favor one party significantly
5. Items my client should clarify before signing

Summarize findings in bullet points, organized by priority. [PASTE CONTRACT TEXT OR UPLOAD PDF]

FOR HOA DOCUMENT SUMMARY:

Review these HOA documents and create a summary for my buyer:

1. Monthly/annual fees and what they cover
2. Restrictions they need to know (pets, rentals, modifications, parking)
3. Any pending special assessments or litigation
4. Rules that might surprise them
5. Reserve fund health (if financials included)

Write it in plain English, not legal jargon. [PASTE OR UPLOAD HOA DOCS]

FOR INSPECTION REPORT ANALYSIS:

Analyze this inspection report and categorize findings:

1. CRITICAL: Safety issues or major systems failures
2. SIGNIFICANT: Expensive repairs needed soon
3. MODERATE: Should address within 1-2 years
4. MINOR: Maintenance items, cosmetic issues

For each significant item, estimate repair cost range. Suggest which items to request seller address vs. accept. [PASTE OR UPLOAD INSPECTION REPORT]

FOR LEASE AGREEMENT REVIEW:

Review this lease agreement for my investor client:

1. Tenant-favorable vs. landlord-favorable assessment
2. Missing protections the landlord should have
3. Unusual terms or restrictions
4. Clarity issues that could cause disputes
5. Recommended amendments before signing [PASTE LEASE TEXT]

Documents I Review Regularly:

Purchase contracts

Inspection reports

Title reports

HOA documents

Lease agreements

Other: _____

04

THE VIBE ANALYZER

Market Data, CMAs & Commentary

What This Means for Your Bank Account:

- **Win more listings** with data-driven pricing presentations
- **Position yourself as THE market expert** with insightful commentary
- **Faster CMA turnaround** means faster listing appointments

Data Without Insight Is Just Numbers

You have access to all the data: median prices, days on market, absorption rates, price per square foot trends. But data alone doesn't win listings or help clients make decisions. INSIGHT wins. The ability to look at numbers and explain what they MEAN — that's what separates top producers from everyone else.

How Vibe Analyzing Transforms Your Market Expertise

Feed your market data into AI and ask questions: "What story is this data telling about the market direction?" "How should I position this price to my seller based on these comps?" "Write market commentary explaining why prices are up but DOM is increasing." "Create a pricing analysis that justifies my recommended list price."

You go from DATA to NARRATIVE in minutes. Your listing presentations include compelling market context. Your newsletters feature insights that make you look like you have a research department.

The Authority Multiplier

Clients hire agents they trust. Trust comes from demonstrated expertise. When you can discuss market trends fluently, explain pricing dynamics clearly, and back your recommendations with data-driven analysis — you're not competing with other agents. You're in a category of your own.

THE VIBE ANALYZER: MARKET INTELLIGENCE PROMPTS

Copy these prompts and add your data for instant analysis:

FOR CMA NARRATIVE:

Analyze these comparable sales and help me price [ADDRESS]:
Subject property: [BEDS/BATHS/SQFT/FEATURES]
Comp 1: [ADDRESS] - Sold \$X - [KEY DIFFERENCES] | Comp 2: [ADDRESS] - Sold \$X - [KEY DIFFERENCES] | Comp 3:
[ADDRESS] - Sold \$X - [KEY DIFFERENCES]
Write a pricing analysis that: 1. Explains how I adjusted for differences 2. Recommends a price range with rationale 3. Discusses pricing strategy (at market vs. above/below) 4. Provides talking points for my listing presentation

FOR MARKET COMMENTARY:

Write market commentary for my newsletter based on this data:
[PASTE: Median price, DOM, inventory, months of supply, price changes YoY, any other relevant stats]
Explain in plain English: What this means for buyers right now, what this means for sellers right now, my prediction for the next 90 days, one specific action readers should take. 400 words, confident but not hyperbolic.

FOR BUYER CONSULTATION DATA:

Create a market briefing for buyers looking in [AREA] with a budget of \$[X] to \$[Y].
Include: what they can expect at this price point, current competition level, negotiation leverage assessment, timeline expectations, and strategic recommendations. Base on this current data: [PASTE RELEVANT STATS]

FOR PRICE REDUCTION JUSTIFICATION:

Help me present a price reduction to my seller.
Current list: \$[X]. Days on market: [Y]. Showings: [Z]. Feedback received: [SUMMARY]. Competing listings: [BRIEF OVERVIEW]
Write talking points that: 1. Present the data objectively 2. Show what the market is telling us 3. Recommend new price with rationale 4. Outline expected results at new price. Empathetic but direct.

My Market Data Sources:

Key metrics I track monthly:

YOUR 30-DAY VIBE WORKING IMPLEMENTATION PLAN

Week 1: Foundation

- Set up Claude account (claude.ai)
- Complete first Vibe Creator project
- Generate one week of social content
- Practice 3 prompts from workbook
- Track time: _____ hours saved

Week 2: Integration

- Use Vibe Reviewer on a real contract
- Create market commentary
- Draft and send email newsletter
- Customize 3 prompts for your needs
- Track time: _____ hours saved

Week 3: Optimization

- Build CMA using Vibe Analyzer
- Create full listing packet
- Set up content batching routine
- Save your best prompts
- Track time: _____ hours saved

Week 4: Mastery

- Use all 4 systems in real transactions
- Create your personal prompt library
- Establish weekly Vibe Working routine
- Calculate total monthly time saved
- Track time: _____ hours saved

30-Day ROI Calculation

Total hours saved in 30 days: _____

Your hourly value: \$ _____ /hour

Time value recovered: \$ _____

Additional deals from freed time: _____

Average commission: \$ _____

Potential revenue impact: \$ _____

YOUR VIBE WORKING PROFIT COMMITMENT

My Implementation Contract

Based on today's mastermind session, I commit to the following:

Primary Focus System

I will master **The Vibe** _____ first because it will save me _____ hours per week.

Time Investment

I will invest _____ hours in Week 1 practicing these systems.

My dedicated Vibe Working time will be: _____ (day/time)

Success Metrics (30 Days)

Time savings target: _____ hours/week

Contracts reviewed: _____

Documents created: _____

Market analyses completed: _____

Social posts generated: _____

Email campaigns sent: _____

Accountability

Accountability partner: _____

Check-in schedule: Every _____ at _____ AM/PM

30-Day review date: _____

Signature

Date

Session Notes & Key Takeaways

The biggest insight from today:

Questions I still have:

YOUR VIBE WORKING MANIFESTO

*"While my competitors debate whether AI will replace them, I'm using it to replace their market share.
These tools don't make me lazy — they make me unstoppable.
Every hour I save is an hour I can spend building relationships, showing homes, and closing deals.
Vibe Working is my competitive weapon, and I will master it."*

My Personal Success Statement

Write your own Vibe Working commitment:

Resources & Support

Get Started

- Claude AI: [claude.ai](#)
- Claude Pro: \$20/month for heavy users
- Mobile app available (iOS/Android)

Stay Connected

- Edmund's Mastermind: Weekly sessions
- Questions: Bring to next session Q&A
- Website: [REIGNation.com](#)

Final Checklist

- Claude account created and tested
- Saved this workbook for reference
- Identified accountability partner
- Scheduled Week 1 practice time
- Committed to 30-day implementation

Edmund's Mastermind & Group Coaching

"Because Doing Everything Manually is NOT an Option!"

© 2025 Edmund's Mastermind | [REIGNation.com](#)