

Before we get started...

Get ChatGPT ready and have a photo handy. We'll use both during today's session.

1. OPEN CHATGPT



Scan to download or open the official ChatGPT app.

Already have it? Sign in and you're ready.

2. HAVE A PHOTO READY

Take a selfie or choose a picture of yourself.

We'll have some fun with it together later. 😊

3. YOU'RE READY!

Need the class presentation on your own device? RuthLehmanHomes.com/ai



From Idea to Brand

How I used AI to build a real estate website, brand and marketing engine

Ruth Lehman | Executive Advisor | REALTOR® | eXp Realty

A practical case study: what worked, what it cost, and what I learned along the way

Where the journey began

I did not start with a finished brand. I started with a business idea and a lot of questions.

The starting point

A new real estate career layered on top of an executive operations background — with no desire to look like every other agent.

The challenge

Build a credible, executive-level presence: positioning, messaging, website, collateral, SEO, social content and a repeatable client experience.

The experiment

Use AI as a thought partner, editor, researcher, designer and project manager — while I remained the decision-maker.

AI became my working partner

Not “push a button and get a business.” A continuous cycle of conversation, iteration and judgment.

1

Define

Who am I serving?
What should the
brand feel like?

2

Create

Names, website
content, pages,
graphics, bios,
posts and
collateral.

3

Review

I react: keep this,
change that,
make it sound
more like me.

4

Refine

AI carries
decisions forward
and helps create
consistency.

5

Execute

Publish, test,
measure,
troubleshoot and
improve.

Building the brand

The brand emerged through dozens of small decisions — not one giant prompt.

- Positioning: Executive Advisor for Silicon Valley executives, professionals and families
- Voice: polished, capable, warm and human — not generic “realtor marketing”
- Visual direction: modern, luxury, minimalist, black / white / gold
- Service story: buy, sell, relocate, concierge support and a global agent network
- Compliance: brokerage and DRE information incorporated into marketing
- Consistency: website, business cards, QR codes, profiles, social posts and email signature

Key lesson

AI can generate options quickly. Brand judgment still belongs to the human.

What changed

I stopped asking “make me a logo/site” and started directing a brand system.

What mattered

Iteration. The best output usually came after several rounds of feedback.

Building the website

From blank page to a polished, connected digital presence.

Strategy

Defined the audience, business goals and experience the site needed to create.

Experience

Organized the site around what visitors need to understand, trust and do next.

Content & Messaging

Created and refined website language around executive-level service.

Design

Created a cohesive visual experience that supports the brand rather than competing with it.

Connection

Made it easy for people to move from interest to conversation.

Discoverability

Built the foundation to help people and search engines find and understand the business.

What AI has helped me create

One subscription has supported far more than website content.

Digital presence

Website strategy, content, visibility and ongoing refinement

Brand system

Positioning, tagline, visual direction, consistency

Marketing

Social posts, Google Business content, bios, reviews

Creative assets

Graphics, headshot concepts, banners, Zoom backgrounds

Client experience

Open-house materials, relocation package, vendor outreach

Business operations

Checklists, invoices, service menus, strategy and research

My current state

What started as a website has become a connected business platform.

BRAND PRESENCE

A consistent professional identity across digital channels and customer touchpoints.

BUSINESS INFRASTRUCTURE

Connected systems that support marketing, communication, lead generation and the client experience.

DIGITAL VISIBILITY

A strategy designed to improve how people and search engines discover, understand and connect with the business.

CONTINUOUS IMPROVEMENT

Testing, measuring and refining the platform as the business grows.

The real opportunity isn't any one tool. It's learning how to connect the tools into a system.

The realistic cost

The technology cost is manageable because one platform covers the website, hosting and AI-assisted building. The larger investment is still time, judgment and iteration.

Item	Current benchmark	Annualized
GoDaddy website + AI platform	~\$800 / year	~\$800
ChatGPT Plus	\$20 / month	\$240
Core annual technology spend	GoDaddy platform + ChatGPT Plus	~\$1,040

GoDaddy amount is based on the current account view and is approximate. It includes website hosting, the website-building platform and additional AI credits. ChatGPT Plus is shown at \$20/month. The point is not that AI is free; it is that a relatively modest software stack can create substantial business leverage.

One everyday photo became a professional headshot

Bay Area sessions commonly start near \$200 and can exceed \$1,500. My added cost: \$0 with a tool I already used.



Original car selfie



AI-created headshot

Let's Make Your Headshot

What the cost does NOT show

AI lowers the barrier to building. It does not eliminate the work.

- Your time: reviewing, testing, publishing and making decisions
- Your expertise: AI cannot invent authentic experience or client value
- Your taste: someone must decide what feels right and what feels generic
- Your compliance responsibility: regulated industries still require human review
- Your persistence: websites, SEO and branding improve through repeated refinement
- Optional tools: CRM, premium email, Canva, advertising and specialized services may add cost

What I learned about working with AI

The better I communicate what I want, the better the results become.

Give context

Explain the business, audience, constraints and goal — not just the task.

React specifically

"I don't like it" is less useful than "keep the structure, make it warmer, remove the sales language."

Build continuity

Reuse decisions so the brand becomes more consistent over time.

Ask for options

Compare approaches instead of accepting the first answer.

Use AI. Verify Facts.

Use authoritative sources for pricing, compliance, SEO, disclosures and changing information.

Stay in charge

AI accelerates judgment. It should not replace it.

What is possible for someone starting today

You do not need to know how to code — but you do need to know what you are trying to build.

- Start with one clear business problem or outcome.
- Use AI to define your audience, positioning and message before designing.
- Build one useful asset first: a landing page, bio, presentation, service menu or campaign.
- Treat every output as a draft to direct — not a finished answer to accept.
- Create a system: save decisions, reuse language and maintain brand standards.
- Expand only after the first pieces are working.

My formula

Human expertise

+

AI acceleration

+

Iteration

=

A business I could build myself

Social media: consistency before promotion

Build attention before you need it. A predictable rhythm makes listings and open houses feel like part of an ongoing relationship — not a sudden sales pitch.

1. Pick your rhythm

Choose 2–3 posting days each week that you can realistically sustain.

Example:

Tuesday • Thursday • Saturday

Consistency matters more than posting every day.

2. Train your audience

When people see you regularly, they begin to recognize your voice, topics and posting pattern.

That familiarity creates a warmer audience before you have something to promote.

3. Earn the right to promote

When a new listing or open house arrives, you are not appearing out of nowhere.

You already have people viewing, reacting, commenting and sharing.

Do not just post. Create interaction.

The goal is not simply visibility. Give people a reason to participate so the relationship grows between transactions.

Polls

Which kitchen would you choose?

A: modern + minimal

B: warm + traditional

Questions

What is the one thing you would change about your current home?

Local conversation

Downtown San Jose: underrated or not for you? Tell me why.

This or that

Condo living or single-family home?

Walkability or a bigger yard?

Education

Guess the answer: what does an ADU typically add to a property?

Behind the scenes

Let followers help choose an open-house detail, staging idea or neighborhood stop.

From website to business engine

The site is no longer just a digital brochure. It is becoming infrastructure for marketing, lead capture and client education.

ATTRACT

Community + social content
Local expertise, reviews and
educational posts

CAPTURE

RuthLehmanHomes.com
Connect paths, forms, QR
codes and downloadable
resources

NURTURE

Useful follow-up
Guide delivery, repeatable
content and ongoing
relationship

CONVERT

Human advisory
Consultation, buyer/seller
representation, relocation +
concierge

Example: “Find Your \$3,000” turned an idea into a branded resource, website landing page, lead-capture form and automated guide delivery — all connected back to the same brand.

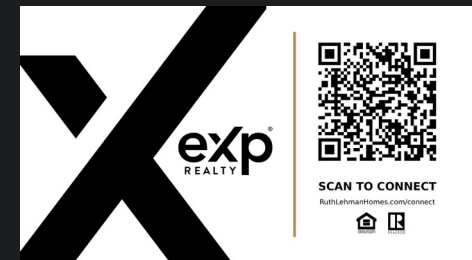
Live demo: see the finished ecosystem



RL

RuthLehmanHomes.com

Real estate, managed with executive precision.



AI did not build my brand for me.

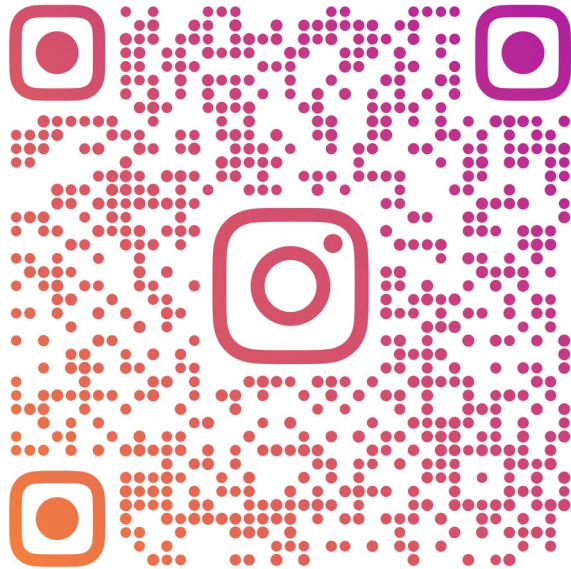
It gave me the leverage to build it faster, test more ideas,
and turn what was in my head into something real.

The opportunity is not to let AI replace you.

It is to discover what you can create with it.

Let's stay connected

Follow me on Instagram, then DM me one of the keywords below and I'll send you the resources.



RUTHLESSREALTORSFBAYAREA

FOLLOW + DM

Send me a DM with:

AI

\$3000

AI → Today's AI Website & Brand Journey presentation

\$3000 → The Find Your \$3,000 savings guide

Follow for Silicon Valley real estate, local finds, community and behind-the-scenes business building.