

SPARK Framework

Cuts through AI confusion.
Streamline future-proofing your
brokerage!

LIKELY.AI
Real Estate Artificial Intelligence



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Created by:
[Brad McDaniel](#)

Feeling Lost?

AI isn't just about tech. It's about enhancing your craft, not overshadowing it.



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S - Spot Potential

Identify use cases in your brokerage where AI can make a difference.



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P - Pick Models

Choose the right AI tools. It's not about the fanciest, but the right fit for your needs.



A - Assemble & Apply

Gather essential data and train AI models. But always double-check AI's suggestions.



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R - Ready the Team

Train your team. It's a partnership.
Empower them with workshops
and hands-on sessions.



K - Keep Evaluating

The AI world moves fast.
Reassess, adapt, and ensure
alignment with your goals.



Mindset Shift

AI isn't a magic potion. It's a tool waiting for your mastery. Harness its potential!



Take Action!

Ready to ignite a SPARK in real estate? The future is knocking.
Lead the charge!

[Read my blog on the SPARK Framework](#)



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Data Sets the Stage; AI Steals the Show

Thank you for reading!

