

THE NORRIS GROUP · TSUNAMI REAL ESTATE AI SUMMIT

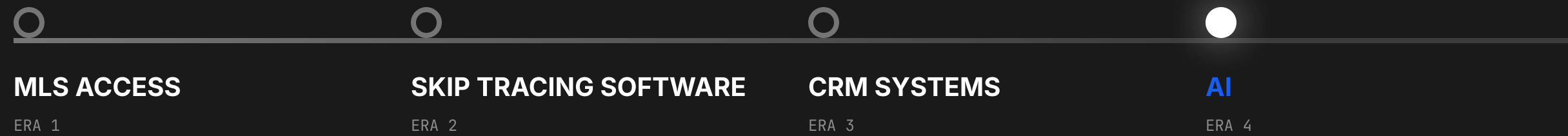
USE AI TO BUILD DEALS, PAGES, AND PITCHES

In Under an Hour

MATT DELONG / UNITED FOUNDRY / UNITEDFOUNDRY.COM

THE TIMELINE

EVERY GENERATION HAD A TOOL THAT **SEPARATED THE PROS FROM EVERYONE ELSE.**



THE HAMMER

AI IS THIS GENERATION'S POWER TOOL.



Most investors are still swinging the hammer.

VOICE TO BUILD

IMAGINE USING YOUR VOICE TO BUILD CREATIVES.

FLYERS OR POSTCARDS

WEBSITES

SOCIAL MEDIA POSTS

SIGNAGE

INVESTOR PRESENTATIONS

PROPERTY VIDEOS

Just describe it. [AI builds it.](#)

WHAT MOST PEOPLE DO

MOST PEOPLE USE PROMPTS FOR THINGS LIKE

01 "Build a postcard to buy houses from sellers in Ontario California."

02 "Build a website for my wholesale business."

03 "Build a flyer for my open house this weekend."

Generic Prompt. [Generic Result.](#)

THE PROBLEM

AI GENERATES SOMETHING. **IT IS WAY OFF FROM YOUR VISION.**

WHAT YOU ASKED FOR

"Build a postcard to buy houses from sellers in Ontario California."

Generic Prompt. Generic Result.

WHAT AI DELIVERED

Generic stock photo. Wrong messaging. No offer details. Nothing that speaks to a seller.

Missed the mark completely.

TRAIN AI

DON'T JUST PROMPT IT. TRAIN IT.

A trained AI knows your voice, your market, and your offer — so the output actually sounds like you.

WITHOUT TRAINING

GENERIC AI PROMPT



GENERIC OUTPUT

WITH TRAINING

GENERIC AI PROMPT



TRAIN AI



SPECIFIC AI PROMPT



SPECIFIC OUTPUT

WHY THIS MATTERS

IT'S ALL ABOUT **CONTEXT AND THE PROMPTS.**

THE 2-SENTENCE PROMPT

"Build a postcard to buy houses from sellers in Ontario California."

Generic Prompt. Generic Result.

THE 19-PAGE PROMPT

Full ICP, brand voice, specific callouts, offer structure, call-to-action, follow-up sequence.

Laser-focused output. Exactly what you had in mind.

Which one do you think **lands closer** to what you had in mind?

THE SMARTER WAY

DEFINE IDEAL CLIENT PROFILE.

In marketing, we call this the “ICP” which is WHO you are trying to target. Know who you’re talking to before you build anything.

Demographics

Age, location, income

Goals / Motivators

What they're trying to achieve

Pain Points

What's frustrating or holding them back

Fears

Losing money, wasting time, being scammed

Objections

Reasons they'd say no

Buying Behavior

How they research and make decisions

Triggers

What causes them to take action now

Better input. Better output.

THE CREW

INTRODUCING YOUR **NEW AI CREW.**



CLAUDE

ARCHITECT



LOVABLE

BUILDER

CLAUDE



CLAUDE: YOUR ARCHITECT.

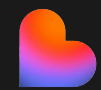
01 Listens to what you want to build

02 Designs the complete blueprint

03 Writes every word, specs every detail

04 Hands the plan to the builder

LOVABLE



LOVABLE: YOUR BUILDER.

01 Takes the blueprint and makes it real

02 No design skills needed

03 No coding

04 Hands you a finished, live asset

WHAT IT DOES

WHAT THE TOOL **ACTUALLY** DOES.



COPY & CONTENT

Words that sell



DESIGN & CREATIVE

Visuals on demand



RESEARCH & ANALYSIS

Hours of work, in seconds



SPEED & AUTOMATION

Done before your coffee

THE LIMITS

WHAT IT **DOESN'T** DO.

✕ 01 It doesn't replace you.

✕ 02 It doesn't build relationships.

LIVE DEMO

LET ME SHOW YOU.

Idea → Blueprint → Built. In real time.

TRAIN AI

START WITH ONE PROMPT.

 **CLAUDE PROMPT**

```
"what is the marketing ICP for https://www.example.com"
```

HIT ENTER →

Claude analyzes the site, the offer, and the audience — then builds your full ICP.

RESULT

ABC HOMEBUYERS LA — ICP (SELLER SIDE)

WHO THEY'RE TARGETING

Primary: Distressed homeowners in the LA area who need to sell fast and can't or won't go the traditional route — motivated sellers, not deal-seekers.

KEY TRIGGER SITUATIONS

- Inherited a property (especially out-of-area heirs)
- Relocating for a job (time-sensitive)
- Going through divorce / major life change
- Need to liquidate assets quickly
- House needs repairs/renovations they don't want to deal with

DEMOGRAPHICS / PSYCHOGRAPHICS

- Homeowners (not renters) — single-family, duplex, condo, some commercial
- Likely 45–65+, higher likelihood of estate/probate situations
- Motivated by speed and simplicity over maximizing sale price
- Skeptical of agents, fees, and long timelines
- Willing to accept below-market value in exchange for certainty and convenience

PAIN POINTS BEING ADDRESSED

WHO YOU'RE TARGETING.

Distressed LA homeowners who need to sell **fast** — motivated sellers, not deal-seekers. Likely 45–65+, homeowners (SFR, duplex, condo), skeptical of agents and long timelines. Will accept below-market in exchange for **certainty and convenience**.

TRIGGER SITUATIONS

- Inherited a property (especially out-of-area family)
- Relocating for a job (time-sensitive)
- Going through divorce / major life change
- Need to liquidate assets quickly
- House needs repairs they don't want to deal with

PAIN POINTS

- Months-long traditional sale process
- Commissions, hidden fees, closing costs
- Showings, staging, cleaning, repairs
- Negotiating with multiple buyers

NOT THEIR ICP: sellers maximizing price, first-timers in no rush, or investors flipping properties.

SECOND PROMPT

TURN INPUT INTO **LOVABLE PROMPT**

 **CLAUDE PROMPT**

```
using this icp, build a 6.25" x 9" full color postcard on one side, black and white on the other, give me output as a lovable prompt, targeting "Going through divorce / major life change"
```

HIT ENTER →

Claude takes the ICP and writes a Lovable-ready prompt for your postcard.

THE BUILD LIST

HERE'S WHAT INVESTORS ARE BUILDING.



MOTIVATED SELLER POSTCARDS

Direct mail campaigns



WHOLESALER

Cash buyer landing pages



LANDLORD

Rental listing pages



BUILDER / DEVELOPER

Spec home microsites



PRIVATE LENDER

Investment one-pagers



SYNDICATOR

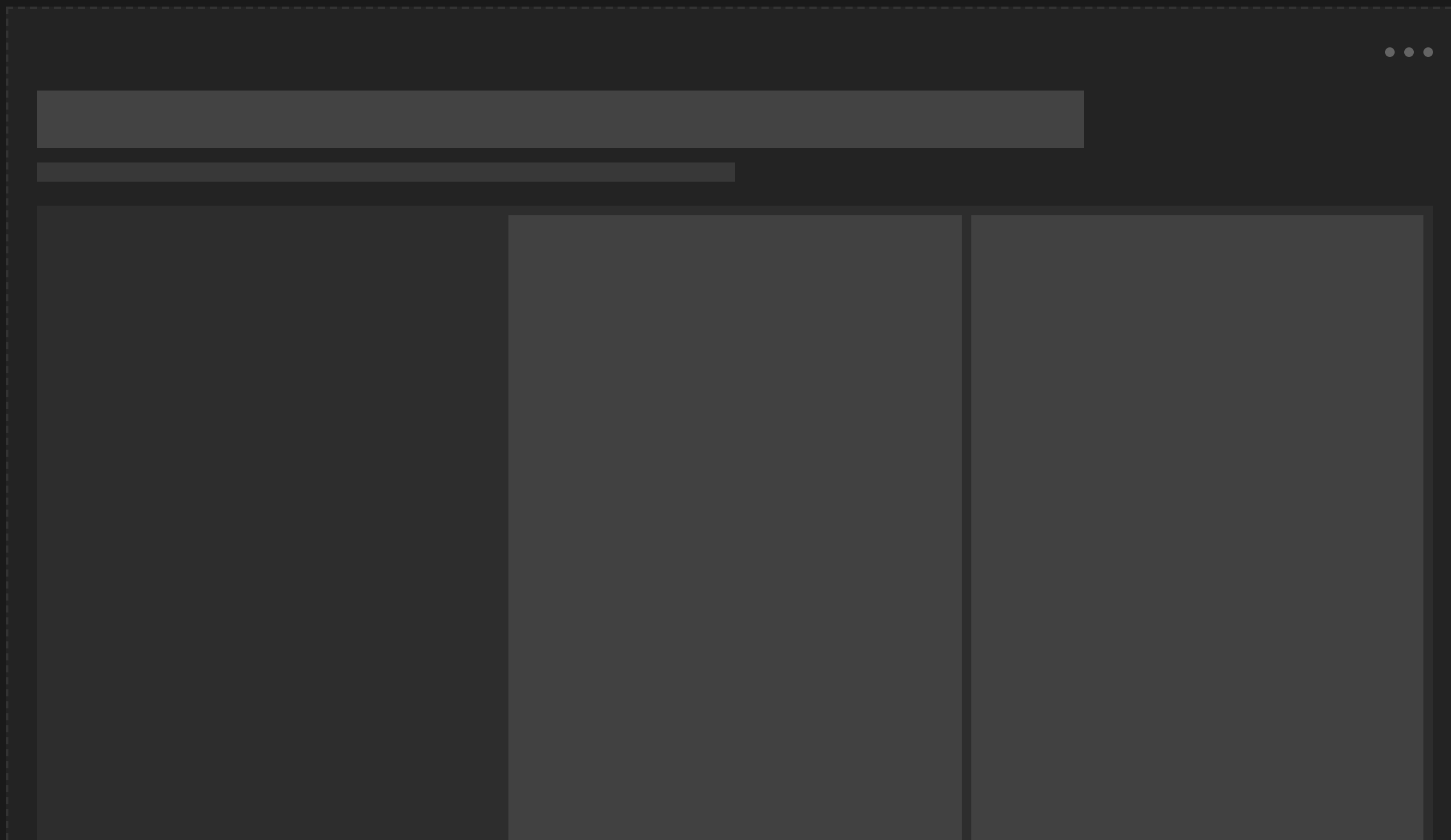
Investor presentations

MOTIVATED SELLER POSTCARDS.

Direct mail campaigns for distressed properties.

Claude writes the postcard copy → Lovable designs the layout → Print-ready mailer in minutes.

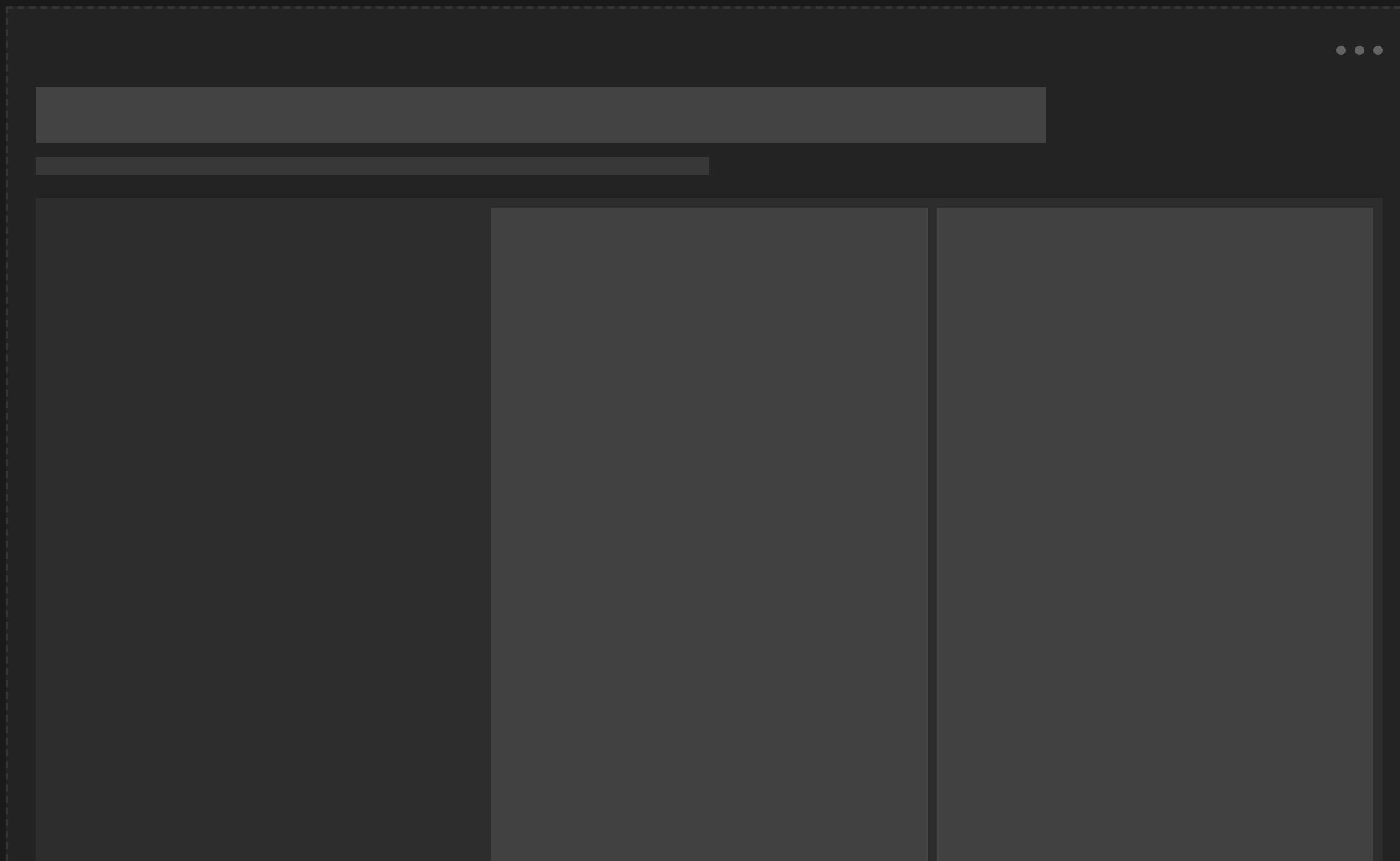
Built with [Claude + Lovable](#). No designer. No developer. No agency.



WHOLESALER.

Cash buyer property landing page.

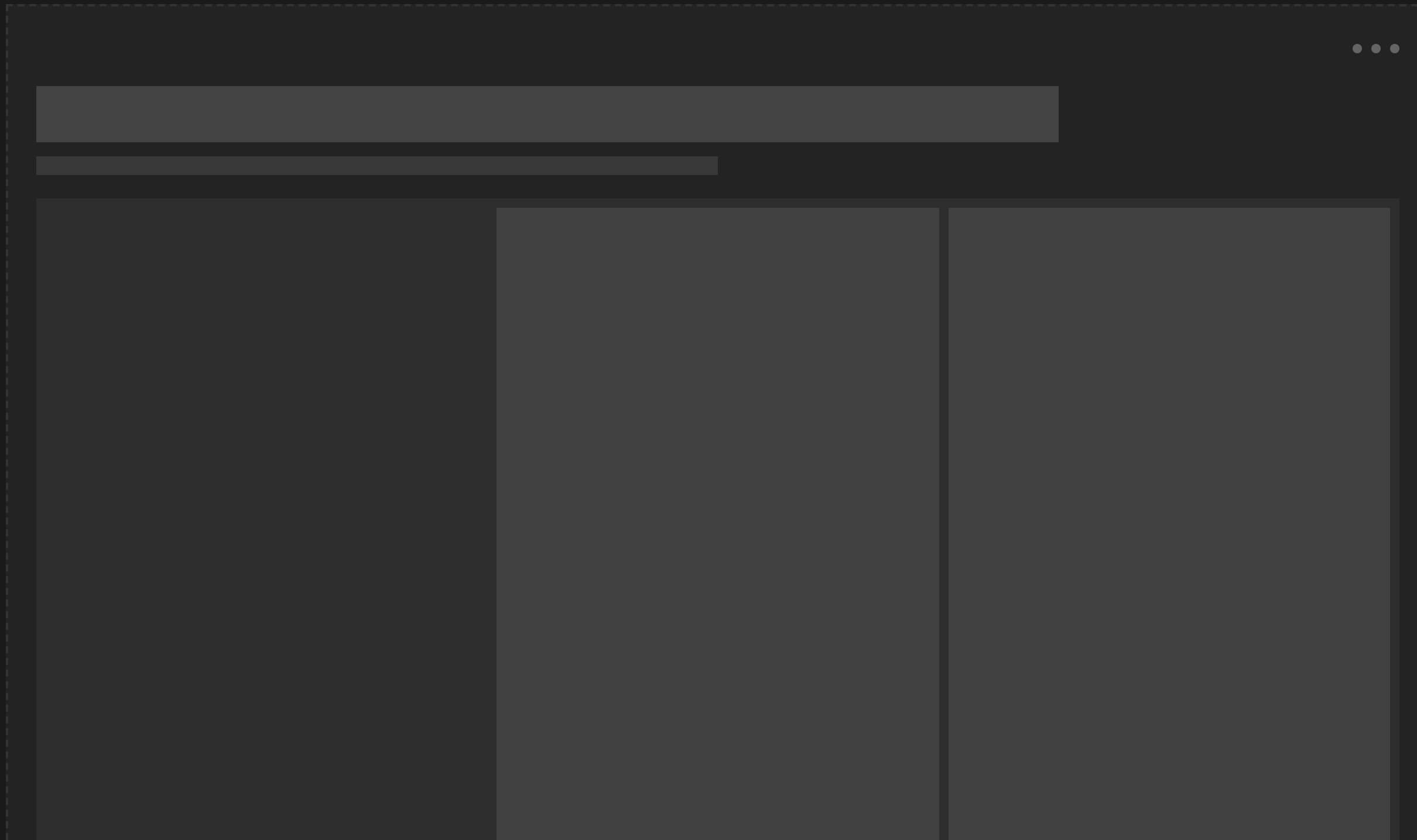
Claude writes the property pitch → Lovable builds the page → Send the link to your buyer list.



BUILDER / DEVELOPER.

Spec home microsite.

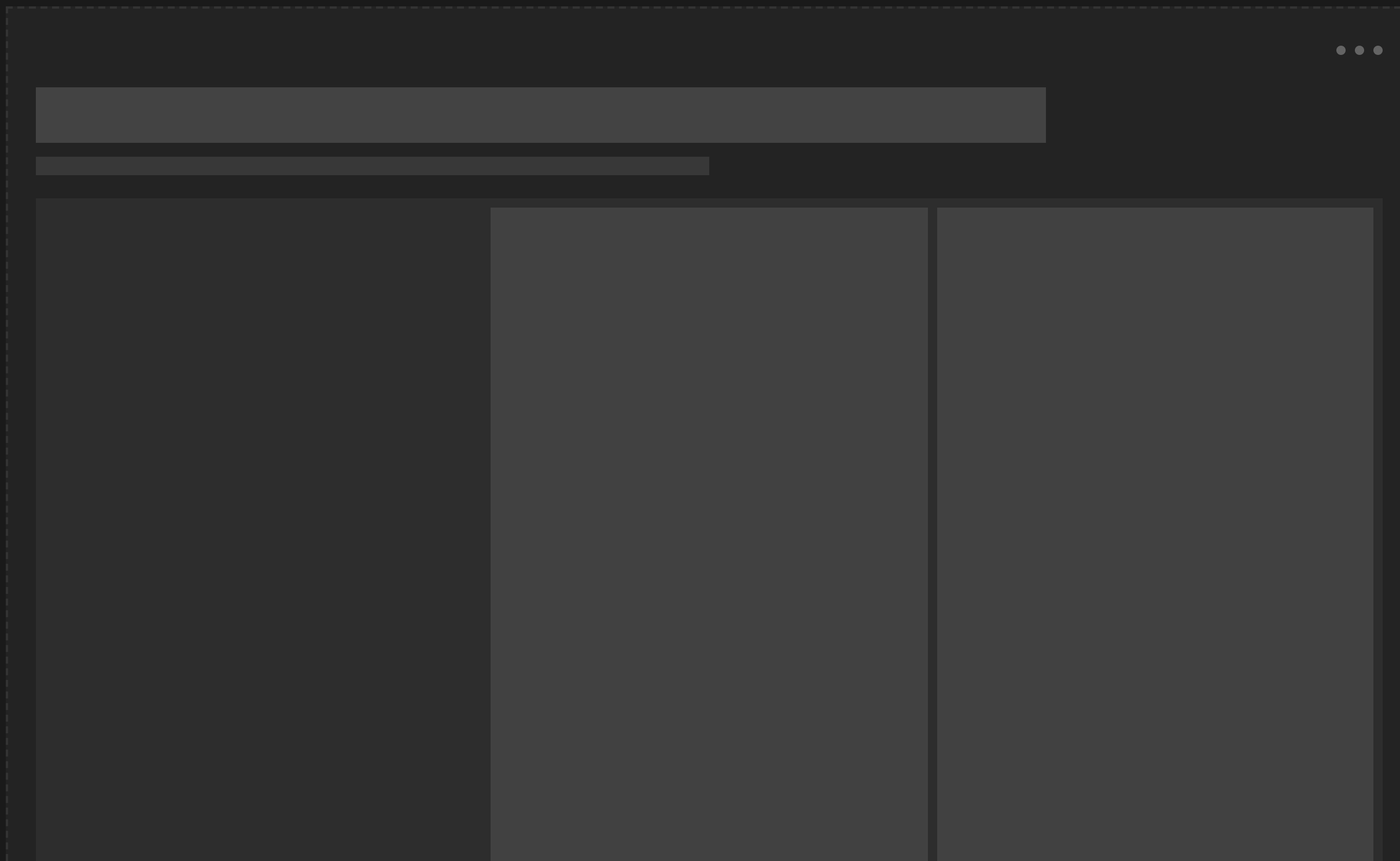
Claude writes features, specs, and neighborhood copy → Lovable builds a branded property page → Buyers and agents have something to share.



LANDLORD.

Rental listing page with application CTA.

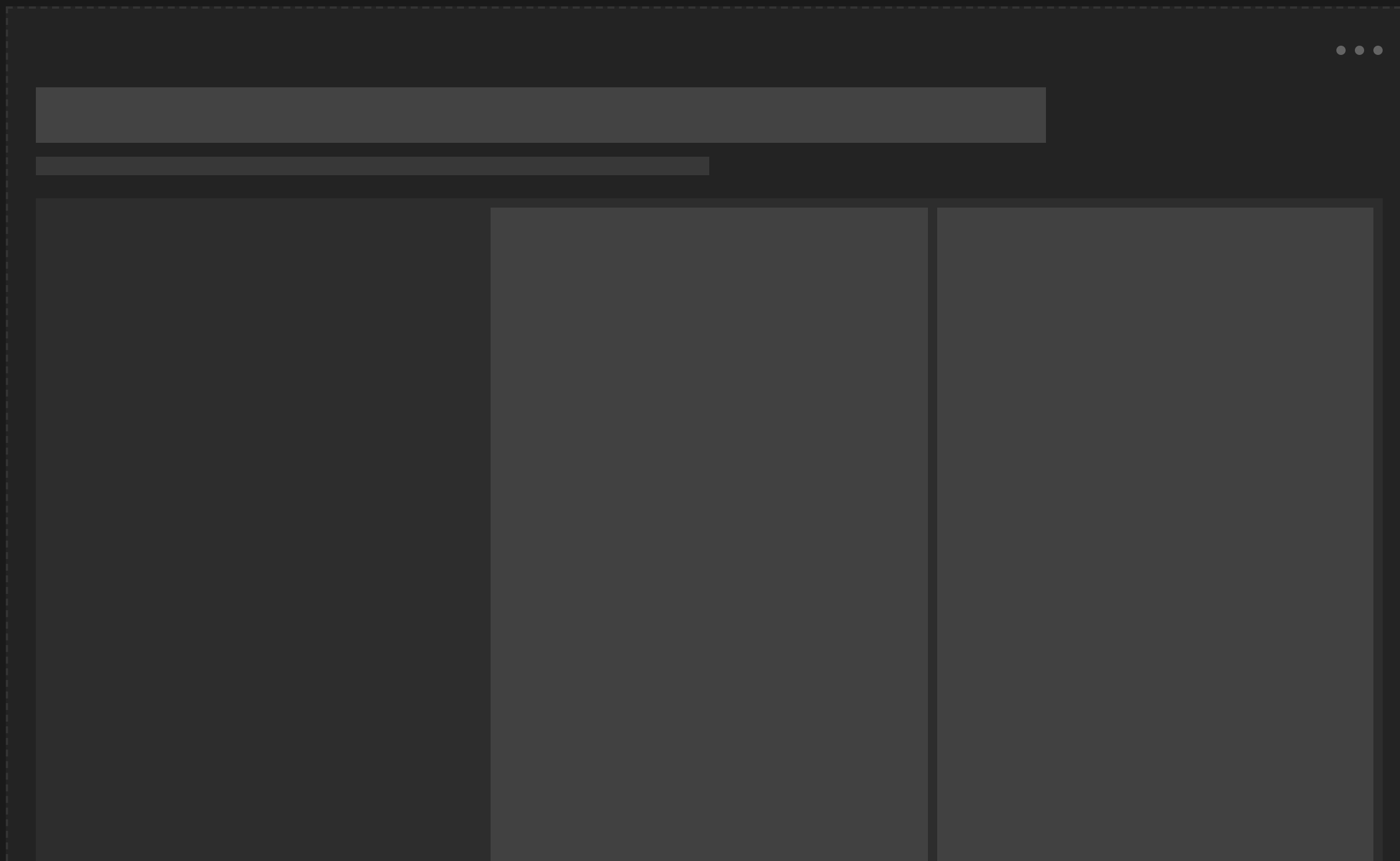
Claude writes the listing → Lovable builds the page → No more Zillow dependency.



PRIVATE / HARD MONEY LENDER.

Investment opportunity one-pager.

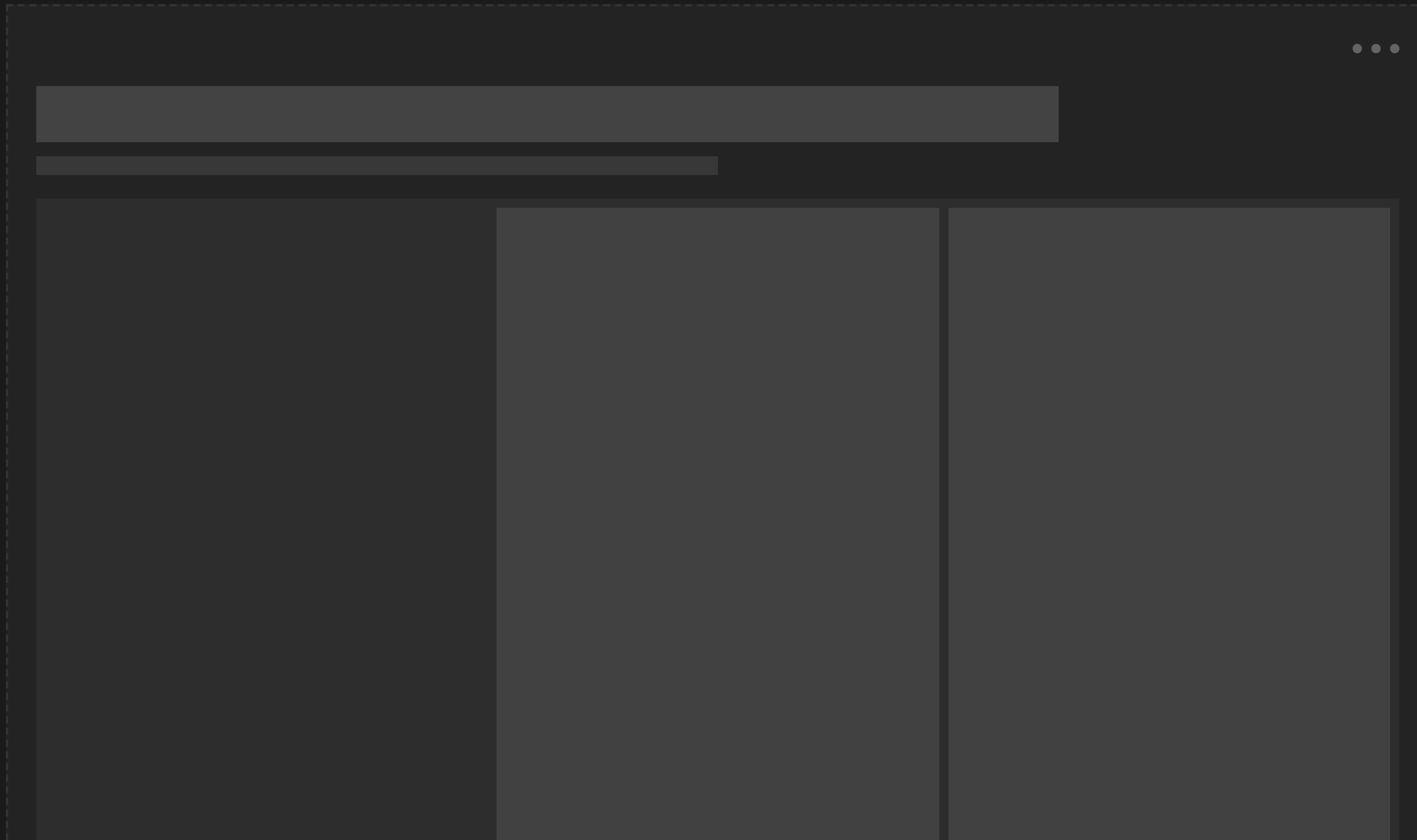
Claude writes the pitch → Lovable builds a professional microsite → Send to prospects instead of a PDF.



SYNDICATOR.

Multi-family, storage, and more.

Claude writes the investor slide deck and email sequence → Lovable builds the branded presentation → Raise capital with professional materials.



THE RECAP

WHAT TO TAKE HOME.

01 AI IS THE POWER TOOL

This generation's edge — the pros who pick it up pull ahead.

02 CONTEXT BEATS CLEVER PROMPTS

Define the ICP first. Better input. Better output.

03 ARCHITECT + BUILDER

Claude plans it. Lovable builds it.

04 EVERY INVESTOR CAN USE IT

Flippers, wholesalers, landlords, builders, lenders, syndicators.

05 MINUTES, NOT WEEKS

Same result as an agency — for a fraction of the cost.

YOUR NEXT MOVE

DON'T WAIT — BUILD SOMETHING.

01

PICK ONE ASSET

A postcard, a deal page, a landing page — pick the one you need this week.

02

DEFINE THE ICP

Paste a URL into Claude. Get your 19-page prompt.

03

BUILD IT IN UNDER AN HOUR

Hand the prompt to Lovable. Get a live asset before bed.

THE TOOL'S ON THE TABLE. PICK IT UP.

BONUS OFFER

**SIT DOWN WITH ME AT THE [AI SUMMIT](#) AND BUILD ONE
FOR YOUR BUSINESS.**

I have **5 spots** available. First come, first served.

 **SEND ME YOUR EMAIL**

Email matt@unitedfoundry.com with your name, phone,
what you want to build, first 5 people get a 1-on-1 build
session.

THE MATH

WHAT THIS USED TO COST VS. NOW.

THE OLD WAY

| | |
|-----------|-----------|
| Designer | \$1,500+ |
| Developer | \$2,000+ |
| Timeline | 4-6 weeks |

THE AI WAY

| | |
|----------|--------------|
| Claude | Free-\$20/mo |
| Lovable | \$25/mo |
| Timeline | Under 1 hour |

SAME RESULT. FRACTION OF THE COST.



THANK YOU.



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