BUILD YOUR BOT FLEET

Think org chart and SOPs. Your agents are a team.

On the call I said you could have 10 agents by Friday doing work you won't believe. This is the step by step so you don't have to think about it. Download Grok Bot, install the fleet I built for real estate, and work with each one a little. Every prompt here is copy and paste.

01 WHY GROK BOT

02 GET SET UP

03 STAY SAFE WITH LOGINS

04 THE FLEET: DOWNLOAD EACH ONE

05 HOW TO RUN A FLEET

06 BRING YOUR TEAM IN

07 TEN COPY AND PASTE JOBS

08 YOUR FIRST WEEK

09 LET'S BUILD IT TOGETHER



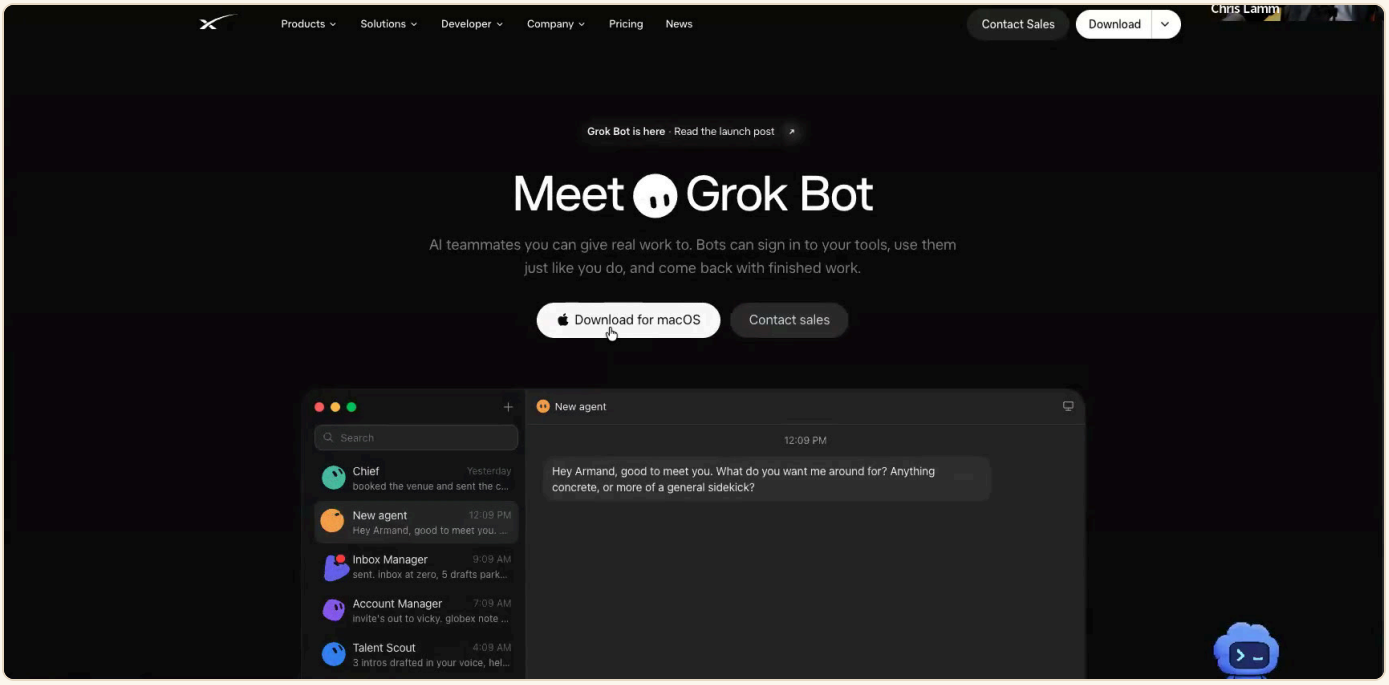
CHRIS LAMM
MortgageOne · (530) 953-8555 cell · clamm@gomortgageone.com

01 · WHY GROK BOT

A TEAM, NOT AN APP.

You don't have to replace one AI with another. Learn what each one does well.

- **Think of Grok Bot as a team of employees.** ChatGPT and Claude are more like software you use for one part of the business.
- **It's one of the easiest AI tools for people who aren't super tech savvy.** It looks like iMessage, so your eyes already know it.
- **You could go all in on Grok Bot and be fine for a long time,** instead of chasing every new release.
- **The voice is the big one.** Most of what I do now, I'm not typing. I talk to my agents all day, interrupt them, and correct them, in plain language.



REAL SCREEN · NOV 2 CALL The download page at x.ai/bot. Typing grokbot.com takes you to the same page.

02 · GET SET UP

FIVE STEPS. ONE AFTERNOON.

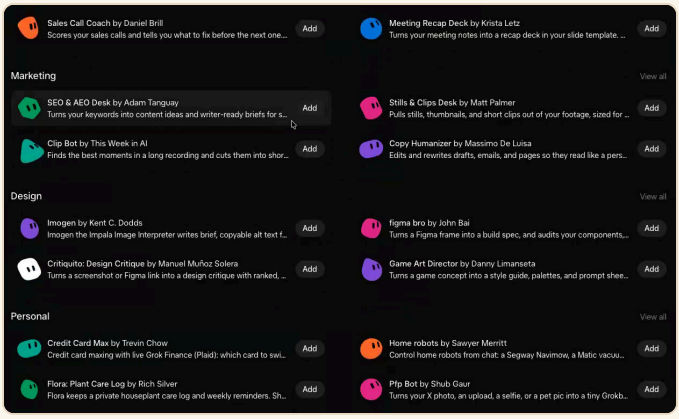
01 **Download Grok Bot** at **x.ai/bot** on your phone and on the computer you use most. Mac, iPhone and PC.

02 **Let your first bot interview you:** who you are, what you do, how you work, your best clients, your partners, your tech. Answer in plain English like you're training a new hire.

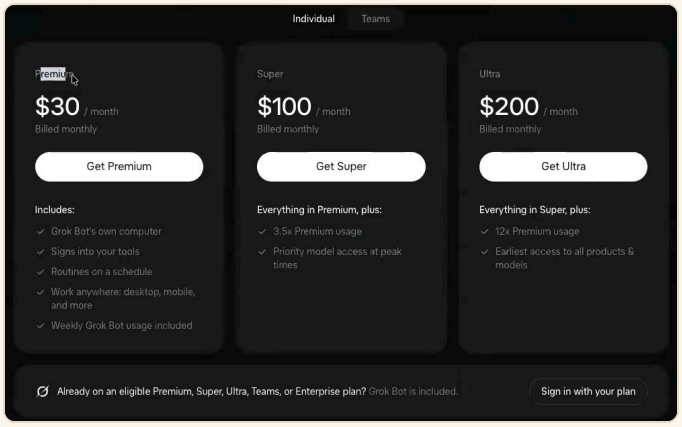
03 **Get to know the screen.** The chat list (each bot is a thread), **Routines** (things it does on a schedule; it suggests one when it notices you repeat a task) and **Library** (everything it has made for you).

04 **Pick a plan.** You don't need the top plan to start. Premium to Super is a great starting place. Teams is for sharing bots with your people. Enterprise is for a whole company.

05 **Look at the Marketplace.** Other people's agents are already built and doing the work. Click Add and it joins your fleet.



REAL SCREEN The Marketplace. Click Add and the bot joins your fleet.



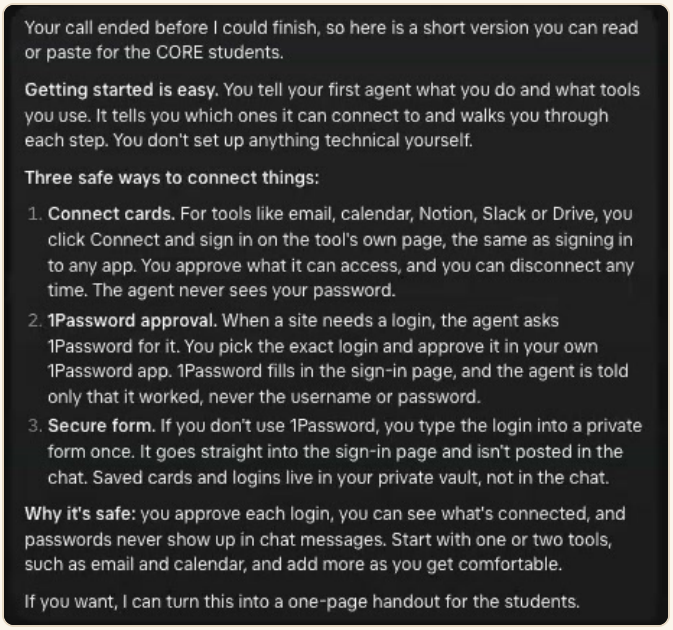
REAL SCREEN Plans as shown on Nov 2. They change often, so check the current page.

03 · STAY SAFE WITH LOGINS

NEVER PASTE A PASSWORD.

You already trust your phone's password vault and wallet. This works the same way.

- **Never paste passwords into a chat.**
- **Grok Bot has its own encrypted vault.** The bot can log in for you without ever seeing the password.
- **Use connectors where you can.** Plaid for bank data: it can read, it can't move money. 1Password for passwords and API keys.
- **Each bot has its own computer.** Sometimes a bot will ask to take control of it so it can learn a login. Give it only what that job needs.
- **Start small.** Connect email and calendar first. Add more as you get comfortable.



Your call ended before I could finish, so here is a short version you can read or paste for the CORE students.

Getting started is easy. You tell your first agent what you do and what tools you use. It tells you which ones it can connect to and walks you through each step. You don't set up anything technical yourself.

Three safe ways to connect things:

1. **Connect cards.** For tools like email, calendar, Notion, Slack or Drive, you click Connect and sign in on the tool's own page, the same as signing in to any app. You approve what it can access, and you can disconnect any time. The agent never sees your password.
2. **1Password approval.** When a site needs a login, the agent asks 1Password for it. You pick the exact login and approve it in your own 1Password app. 1Password fills in the sign-in page, and the agent is told only that it worked, never the username or password.
3. **Secure form.** If you don't use 1Password, you type the login into a private form once. It goes straight into the sign-in page and isn't posted in the chat. Saved cards and logins live in your private vault, not in the chat.

Why it's safe: you approve each login, you can see what's connected, and passwords never show up in chat messages. Start with one or two tools, such as email and calendar, and add more as you get comfortable.

If you want, I can turn this into a one-page handout for the students.

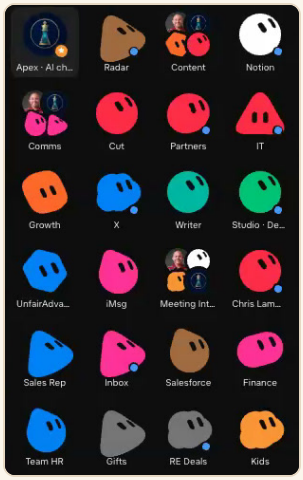
REAL SCREEN One of my bots explaining, in its own words, the three safe ways it connects to your tools.

04 · THE FLEET

EVERY BOT I BUILT. DOWNLOAD EACH ONE.

Install Grok Bot, open a link, and add the bot. Each one runs a planning session with you first so it learns how you work. Give it a little context and test it.

EA EXECUTIVE ASSISTANT	A daily brief with appointments, the next 72 hours of deadlines, top calls and what's waiting on you. Inbox triage 3 times a day with drafts in your voice. Guards your calendar with drive time buffers. Hands off to the rest of the fleet.	`x.ai/bot/8sBaT6fBZ7N9SHmMFN4rl`
SMM SOCIAL MEDIA	Owns your social presence. Plans the weekly calendar, writes captions, watches comments and DMs. Nothing goes live until you approve.	`x.ai/bot/1QoN3YQqAEbovDsvZPQn7`
RP1 PARTNER AND COACH	Turns your annual goal into a weekly plan, keeps an honest scorecard, and coaches you on it.	`fleet.chrislamm.ai/thanks` `Copy and paste setup`
CLOSE INSIDE SALES REP	Each morning, a short call list from your own CRM, email and MLS data, with why now.	`fleet.chrislamm.ai/thanks` `Copy and paste setup`
EDIT DESIGN AND VIDEO	Your in-house studio. Listing packs, carousels, reels and thumbnails from a short brief.	`No public link right now.` `Text Chris.`



REAL SCREEN My fleet in Grok Bot. Each bot is its own thread.

GET THE WHOLE FLEET PLUS THE HANDOUTS

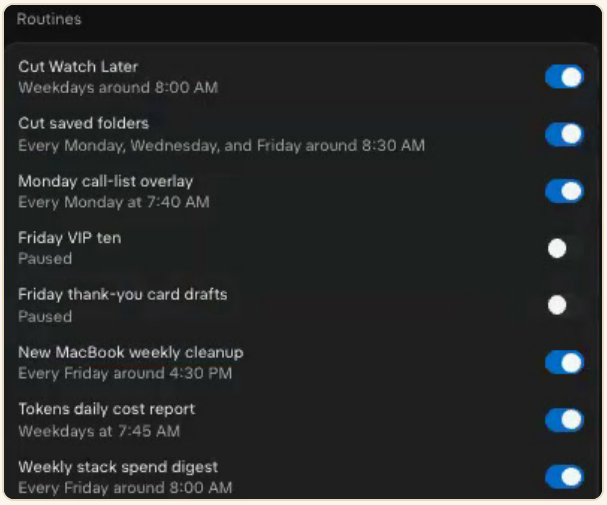
fleet.chrislamm.ai

Every install link on one page, plus the playbook. Free.

05 · HOW TO RUN A FLEET

RUN IT LIKE A TEAM.

- **Org chart plus SOPs.** If you hired a new person today you'd give them an SOP, logins, a schedule and training. Agents are the same.
- **Talk to one chief of staff.** I work mostly through Apex, my chief of staff, and she hands work to the others. When one gets overloaded, jump into the specialist bot for that topic.
- **A morning rundown.** My call lists are ready. What's pending? Any texts or emails not answered, forwarded to the right person or put on my calendar?
- **Give every job an owner.** If something already works in Claude or ChatGPT, don't rebuild it. Tell your bot that work lives there and have it check it's still running.
- **Guardrails.** Tell them what to do and what not to do up front. They follow the rules you give them.
- **Consistency beats perfection** on content. Off the cuff video with imperfect lighting is performing better than polished right now.
- **Record your meetings.** Have your agent watch your calendar, pull the transcript after a Zoom or listing appointment, file the notes, and send tasks to your team from your org chart.



REAL SCREEN Routines in one of my bots. Each runs on its own schedule. Toggle one off any time.

06 · BRING YOUR TEAM IN

MULTIPLAYER: PEOPLE PLUS BOTS.

Four levels of AI. Most people stop at the first one.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Search	**Co-work**	**Agents**	**Multiplayer**
A research tool you ask questions.	It does tasks alongside you.	Autonomous bots that do the work.	Your team and your agents work together.

- **Share a bot.** With a Teams plan you can share one bot with a team member who has their own Grok Bot account. Example: share your TC bot with your actual TC.
- **Put a human in the loop where it matters most.** My Gifting bot keeps my VIP gift lists updated, and a person on my team checks it every week so the right gifts go out.
- **Make it easy for teammates who are still learning.** Ask your agent to update their SOP and send them a simple weekly card to approve.
- **Give every human a defined role.** The bots draft and prepare. People decide, approve and pick up the phone.

> ***The goal: your people spend more time on the phone, giving white glove service and asking for referrals. The human connection is the future.***

07 · TEN COPY AND PASTE JOBS

COPY. PASTE. APPROVE.

THE ONE RULE, GIVE IT TO EVERY BOT FIRST

DRAFTS ONLY. NOTHING GOES OUT UNTIL I APPROVE IT.

01 SPEED TO LEAD

When a portal or website lead lands, it drafts a personal reply with two real showing times.

PROMPT · COPY AND PASTE DRAFT ONLY

When a new lead email arrives from [Zillow / Realtor.com / my website], read it and find two open 30-minute slots on my calendar in the next 48 hours. Draft a reply under 80 words: answer their question, offer those two times, and ask one question about what they're looking for. Sound like me, not a robot. Save it as a Gmail draft and alert me. Don't send.

02 FOLLOW-UP QUEUE

Finds stalled conversations and drafts useful follow-ups based on each person's actual needs.

PROMPT · COPY AND PASTE DRAFT ONLY

Review [GMAIL THREADS OR PASTED LEAD LIST] from [DATE RANGE]. For each lead, identify their stated goal, last contact, unanswered question, and next useful action. Rank by explicit timing and unfinished requests, not demographics. Draft one short follow-up per lead using their actual context. Skip anyone marked opted out. Do not invent personal details or pressure tactics. Draft only; I approve before anything is sent.

03 LISTING LAUNCH

Turns your facts into MLS remarks, a caption and an email blurb in your voice, then flags what it couldn't confirm.

PROMPT · COPY AND PASTE DRAFT ONLY

You're my listing copywriter. Use ONLY these facts: [paste beds, baths, sqft, lot, year, upgrades, features]. Match my voice from these 3 past listings: [paste]. Write: (1) MLS remarks under [character limit], (2) a 2-line social caption, (3) a short email paragraph. Describe the home, not the buyer. No 'perfect for,' no schools, no neighborhood claims. At the end, list anything you couldn't confirm. Draft only.

04 ONE LISTING, ONE WEEK

One listing becomes seven days of posts, each tied to a photo, ready to schedule.

PROMPT · COPY AND PASTE DRAFT ONLY

Turn this listing into a week of posts, Monday to Sunday, in my voice. Use only these facts: [listing facts + shot list]. For each day: platform, the post, which photo to use, and why that day. Day 1 just listed, Day 4 open house invite, Day 7 thank-you and how to book a showing. Describe the home, not the buyer. List anything you couldn't confirm. Save to a Google Doc. Draft only. Don't post.

05 CMA PREP

You pull the comps. It turns them into a clean table, plain English talking points and a one-page seller summary.

PROMPT · COPY AND PASTE DRAFT ONLY

Here are the comps I pulled from MLS: [paste or attach export]. Subject property: [facts]. Build a table: address, sold price, sold date, beds/baths, sqft, price per sqft, key differences. Write 5 plain-English talking points on where the subject fits and why. Then a one-page seller summary. Use only my data. Flag anything that looks off. I set the price.

06 SELLER PREP SPRINT

Turns walkthrough notes into a practical seller prep plan and draft vendor quote requests.

PROMPT · COPY AND PASTE DRAFT ONLY

Turn [SELLER WALKTHROUGH NOTES] into a listing-preparation plan for [TARGET LIST DATE] and [BUDGET]. Group tasks into cleaning, decluttering, presentation, repairs needing professional evaluation, and questions for me. Prioritize using the notes; do not invent costs or promise a higher sale price. Draft quote requests for [APPROVED VENDORS], sharing only necessary details. Flag possible disclosure issues for my review. Draft only; I approve before anything is sent, scheduled, or purchased.

07 SHOWING SCHEDULER

Turns a buyer's short list into a tour: driving order, calendar holds and showing request drafts.

PROMPT · COPY AND PASTE DRAFT ONLY

My buyer (SAMPLE) wants to see these homes: [addresses]. They're free [day, time window]. Put the homes in a sensible driving order starting from [office], allow 30 minutes per home plus drive time, add tentative holds to my calendar, and draft a showing request for each listing agent. Keep lockbox codes out of client messages. Show me the plan first. Draft only.

08 DEADLINE GUARD

Reads a signed contract, puts every deadline on your calendar and sends you a 7 AM brief.

PROMPT · COPY AND PASTE DRAFT ONLY

When I drop a signed purchase contract in [Drive folder], read it and list every deadline (contingencies, disclosures, inspection, appraisal, loan, close of escrow) with the date and the contract section. Show me the list first. After I confirm, add each to my calendar with a 2-day reminder. Every weekday at 7 AM, send me what's due this week.

Confirm every date against the contract. The bot is not your TC or attorney.

09 OPEN HOUSE FOLLOW-UP

Turns your sign-in sheet and notes into sorted follow-ups and a seller recap.

PROMPT · COPY AND PASTE DRAFT ONLY

Here's my open house sign-in sheet and my notes: [photo or paste]. Sort visitors into: ready to buy, just starting, neighbors, already has an agent. Draft a short personal follow-up for each (mention what we talked about, offer one next step). Skip anyone who has an agent. Then write a seller recap with the main feedback themes. Drafts only.

10 SPHERE BOT

Keeps you in touch with past clients: anniversaries, birthdays and a Friday call list.

PROMPT · COPY AND PASTE DRAFT ONLY

Every Monday, check my past-client sheet: [Google Sheet link]. Find anyone with a home anniversary or birthday in the next 3 weeks and draft a short personal text and a handwritten-card note using my notes on them. Every Friday, give me 10 people to call and one real reason to call each. Drafts only. I send everything myself.

Make any of these automatic

Run it by hand 3 times first. Fix what's off each time. Then ask the bot to turn it into a routine on a schedule. Keep reading every draft before you send it.

07 · TEN JOBS, CONTINUED · FAIR HOUSING CHECK

DESCRIBE THE HOME, NOT THE BUYER.

Run this before any AI-written listing copy goes into the MLS, a post or an email. Say "next to a jogging trail," not "perfect for joggers."

NO	YES
Perfect for joggers	Next to a jogging trail
Great for young families	Fenced backyard, 3 bedrooms
Safe neighborhood	0.3-acre lot, cul-de-sac
Ideal for retirees	Single-story, no steps to the entry

CHECKLIST

- [ ] It describes the home, not the buyer. No "perfect for," "ideal for" or "great for" a type of person.
- [ ] No people words. Families, kids, singles, couples, retirees, students, age, religion, origin, disability.
- [ ] No school, safety or "good neighborhood" claims. Name nearby places by fact (a park, a trail), never by who lives there.
- [ ] AI didn't invent any facts. Every upgrade, view, distance and measurement matches your listing data.
- [ ] The "couldn't confirm" list is cleared. Each item is fixed, confirmed or removed.
- [ ] Your brokerage name and license number are on it where your state requires.
- [ ] A human read every word before it went out. AI drafts. You're still the one who signs.

08 · YOUR FIRST WEEK

ONE BOT, THEN THE NEXT.

Don't build the whole fleet in a day. Get one bot doing one job well, then add the next.

TODAY	Download Grok Bot. Let the first bot interview you. Add one bot from the fleet and let it run its planning session.
DAYS 1 TO 3	Work with it a little each day. Tell it what you like and don't like.
DAY 4	Turn on one routine.
DAYS 5 TO 7	Add the next bot. Then bring one team member in.

MY FLEET CARD

BOT NAME	ONE JOB	HAND RUNS	ROUTINE ON?
		1 · 2 · 3	
		1 · 2 · 3	
		1 · 2 · 3	
		1 · 2 · 3	

GOAL FROM THE CALL

BE DOING SOME REALLY COOL WORK BY NEXT WEEK.

09 · YOUR BUILDING PARTNER

THE 4 TYPES OF LENDERS

Which one do you have?

1 · PREFERRED
You send them most of your clients.

2 · NICHE
You send them the creative loans.

3 · BACK UP
When your lender is out of town.

4 · BUSINESS BUILDER
All 3 of the above, plus focused on making you more money by working with you on your team, marketing, tech stack, sales process and wealth creation.



My family. Who I build all of this for.

I want to be your Business Builder. If you want a hand setting up your fleet, or you just want to talk through what's eating your week, call or text me. We'll start wherever you are.

(530) 953-8555

Cell, call or text · clamm@gomortgageone.com · chrislamm.ai

NEXT FREE CLASS · FRI NOV 6 · 11:15 AM PT

CLOSE 2 MORE DEALS WITHOUT SPENDING MONEY

Live on Zoom · luma.com/chrislamm-qr52

GET THE FLEET

fleet.chrislamm.ai

Every install link plus the handouts.

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