AI REAL ESTATE TEAM BY THE OVERNIGHT DESK · OPTIONAL WORKSHEET

Your Brand Profile

Optional: Nora's setup chat asks these same questions. Fill this in to prepare, then paste it into her chat.

1. Business

Business or team name

Agent name(s)

Brokerage

License number(s)

State

MLS

2. Market

Cities, ZIPs or neighborhoods served

Who you serve (buyers, sellers, investors, relocation...)

3. Look

Logo file name or link

Brand colors (hex codes)

Fonts (headings / body)

Drafting aid only, not legal advice. Confirm required disclosure wording with your broker and state rules.

4. Voice

Your voice in 3-5 words

Sign-off

Words or phrases to avoid

5. Disclosures

Brokerage disclosure line

License display line

Equal Housing Opportunity / other required lines

6. Connected tools

Calendar (Google / Outlook)

Email platform

CRM

Transaction management / e-sign

Social scheduler (optional)

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