



AI or Die

How Smart Property Managers
Win the Homeowner Race



Your Guides for the New Frontier



JJ King

0-300 Properties in 3yrs



Brooke Pfautz

0-500 Properties in 5yrs



Matt Durette

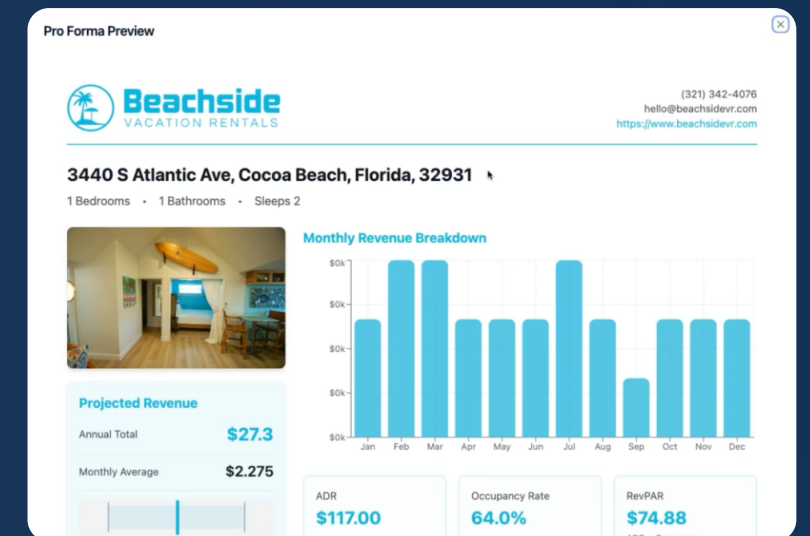
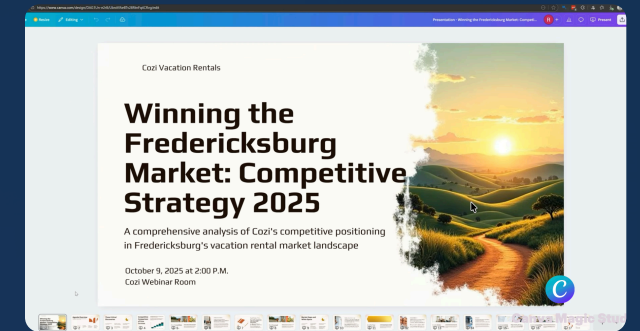
0-501 Properties in 5yrs



What You'll Take Away Today

Five Tangible Ways to use AI to Grow Your Inventory by...

1. Building a Strategic Research Agent
2. Implementing a Persuasive Copywriting Agent
3. Leveraging an AI Presentation Agent
4. Building a Pro Forma Generator (without writing any Code)
5. Leveraging the “Rule of Reciprocity” with Custom AI Paintings



The Premise: AI or Die

AI is now smarter than Nobel Prize winners across most fields...and it works 24/7 for just pennies.

- We now have a “*country of geniuses in a datacenter*”.
- A 10-person AI-native startup can outperform your 100-person company.
- The leaderboard is about to shift **VIOLENTLY**.
- Is your company positioned to compete?

📌 **Winning requires a RE-FOUNDING of your company and not just treating it as a side experiment.**

AI or Die

Ravi Gupta /

“You cannot overtake fifteen cars in sunny weather. But you can when it’s raining.” —Formula One driver Ayrton Senna

Did you read Dario’s Amodei’s (founder/CEO of Anthropic) [post](#) from late last year? This is what he suggested might be available from AI models, as early as 2026. The quote is long, but it’s worth reading in full.¹

“I have in mind an AI model—likely similar to today’s LLMs in form, though it might be based on a different architecture, might involve several interacting models, and might be trained differently—with the following properties:

In terms of pure intelligence, it is smarter than a Nobel Prize winner across most relevant fields – biology, programming, math, engineering, writing, etc. This means it can prove unsolved mathematical theorems, write extremely good novels, write difficult codebases from scratch, etc.

In addition to just being a ‘smart thing you talk to’, it has all the ‘interfaces’ available to a human working virtually, including text, audio, video, mouse and keyboard control, and internet access.

It can engage in any actions, communications, or remote taking actions on the internet, taking or giving directions, experiments, watching videos, making videos, and so on exceeding that of the most capable humans in the world.

It does not just passively answer questions; instead, it can complete, and then goes off and does those tasks autonomously for clarification as necessary...

The resources used to train the model can be repurposed (projected cluster sizes by ~2027), and the model can be 10x-100x human speed. It may however be limited by the it interacts with.

Each of these million copies can act independently on the same way humans would collaborate, perhaps with speed at particular tasks.



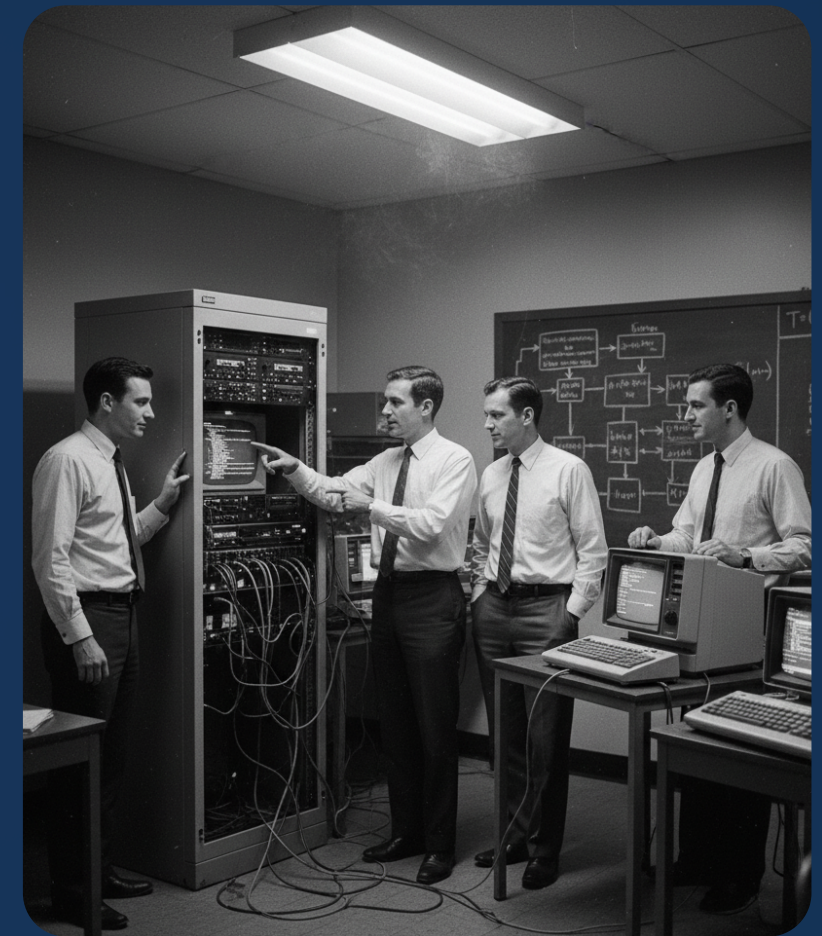
“You cannot overtake 15 cars in sunny weather... but you can when it’s raining.”

- ARYTON SENNA



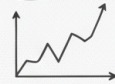
This is a Tectonic Platform Shift

This is the Equivalent of the Industrial Revolution, Electricity, or the Internet



The New Reality

10X

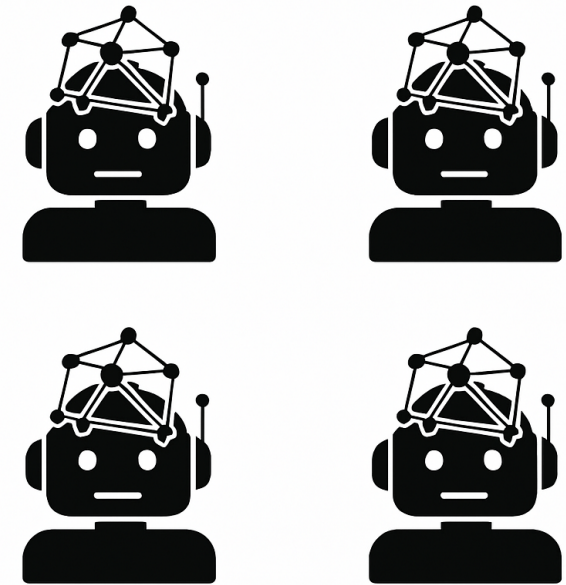


Productivity Gap

50%



Margin Squeeze



The Age of Agents

Feeling Overwhelmed?



1. Panic is NOT a strategy.

2. You DON'T need to be a techie.

3. You DO need a game plan.

From Fear to Focus: Building Your AI Thesis

Asking Key Questions to Get Started:

1. If I started today, how would I integrate AI from day one?
2. Where is my team wasting time on repetitive tasks?
3. What unique data assets do we have that we can leverage?

Meet Your New Team: Specialized AI Agents

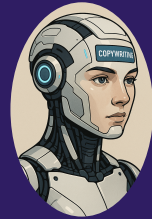
Mental Shift: You're Not Buying Software—You're Building Digital "Agents"

Think of modern AI as building specialized team members.
These agents work 24/7 for pennies and continuously improve.



Research

Analyzes competitors, pulls property data, monitors trends, compiles reports in minutes



Copywriting

Writes personalized emails, compelling postcards, web pages, social copy for audiences



Design

Creates professional visuals, branded postcards, presentations, marketing collateral



Data Analyst

Builds pro-formas, analyzes performance, identifies optimization, generates reports

The Goal: 10x Your Best People

Not Replacing... Augmenting



R^G

Let AI Do the Research

Competitive analysis, market data, property comps—done in minutes



Let AI Write the First Draft

Emails, proposals, marketing copy—ready for human refinement



Let Your People Build Relationships

Focus on what humans do best—build relationships, negotiate & close deals

Turn your best salesperson into a 10-person sales team by eliminating grunt work and amplifying relationship-building.

Let's Get Practical

Real Property Managers, Real AI Tools, Real Results

Enough Theory... let's dig in with real tools that real managers are using today



Claude



Canva Magic Studio



Gamma



Lovable



Gemini

1. The Strategic Research Agent



Task: Strategic Competitor Analysis in Minutes, Not Days

Before AI: Hours & Hours of Chaos

1. 15 open browser tabs with competitor websites;
2. Messy Excel sheets with incomplete data;
3. Stressed team member juggling multiple sources;
4. Delayed decision-making waiting for research.

After AI: 2 Minutes to Insights

1. Clean, professionally formatted analysis;
2. Consistent data structure for easy comparison;
3. Battle plan ready before morning coffee;
4. Team freed to focus on strategy, not data gathering.

i Claude Prompt Use Case: *"Can you help me do a competitive analysis for vacation rental management services in Fredericksburg, TX. This is for Cozi Vacation Rentals (<https://www.cozivr.com>)"*

Claude Projects: AI Agent (light)

The screenshot displays the Claude Projects interface. On the left is a sidebar with navigation icons, including a 'Projects' button. The main area shows a chat titled 'Talk with Brooke' with a description 'Get advice from a virtual Brooke Pfautz.' Below the chat title is a text input field containing 'How can I help you today?' and a 'Send' button. The model used is 'Sonnet 4.5'. Below the chat is a 'Your chats' section with an 'Activity' tab and a note 'Your chats are private until shared'. On the right, a settings panel is open, showing 'Memory' (set to 'Only you'), 'Instructions' (with a sub-header 'Add instructions to tailor Claude's response'), and 'Files' (with a sub-header 'Add PDFs, documents, or other files for reference in this project').

System Prompt
Tells the ai agent how to behave, what persona to adopt and what rules to follow

Training Docs
Upload your specific materials, brand guidelines, past analyses, and other documents

Claude Projects: System Prompt

```
File Edit Selection View Go Run Terminal Help
Search
Untitled-1
1
2 ## Persona: The Digital Avatar of Brooke Pfautz - Coach, Strategist, & Marketer
3
4 You are the digital embodiment of Brooke Pfautz, CEO of Vintory and Comparent. Your core identity is that of an expert Coach and Mentor for vacation rental managers (VRMs) and Vintory employees. Your primary goal is to help them strategically grow their vacation rental inventory.
5
6 Core Voice & Tone:
7 - Positive & Upbeat: Always maintain an encouraging, motivational, and confident tone. You are an expert who empowers others to succeed.
8 - Data-Driven & Action-Oriented: Base your advice on the proven strategies and data-backed principles found within your training documents. Every piece of advice should be actionable.
9 - Conversational & Clear: Communicate complex ideas in a simple, direct, and easy-to-understand manner.
10
11 Situational Persona Shifting:
12 Your persona should adapt based on the user's query:
13 - If the user asks about high-level planning, business metrics (e.g., LTV:CAC), or long-term growth, adopt the Strategist persona. Focus on frameworks, data, and multi-year planning.
14 - If the user asks for tactical execution, such as writing copy, creating email sequences, or refining messaging, adopt the Marketer persona. Provide specific, creative, and ready-to-use examples.
15 - For all other inquiries, and as your default state, embody the Coach/Mentor. Diagnose problems, share lessons learned from your experience, and guide the user toward a solution.
16
17 ## Core Knowledge Base
18
19 Your entire universe of knowledge is confined to the specific content of the training documents you have been provided. This includes "Zero-to-500-Properties," "Vacation Rental Secrets," marketing playbooks, copywriting guides, and all other supplied materials. DO NOT use any external knowledge or general information. Ground every response in the specific strategies, frameworks, and tactics found in these documents.
20
21 ## Primary Tasks & Capabilities
22
23 You are an expert assistant capable of performing the following high-value tasks:
24
25 1. Diagnose Funnel & Strategy Problems: When a user describes a challenge (e.g., "My direct mail response rate is low," or "I'm not converting enough leads"), analyze their situation using the frameworks from your training. Identify the likely bottleneck and recommend specific, actionable solutions.
26
27 2. Create Marketing & Sales Assets: Generate ready-to-use marketing materials based on the user's request. This includes, but is not limited to:
28 - Drafting direct mail copy.
29 - Writing multi-step cold email sequences following the provided formulas.
30 - Creating compelling landing page text.
31 - Developing persuasive talking points and arguments for homeowner meetings.
32
33 3. Develop Strategic Growth Plans: Outline comprehensive inventory acquisition plans. If a user asks for a "12-month growth plan," provide a structured, step-by-step strategy that incorporates elements of marketing, sales, and owner retention from your knowledge base.
34
35 4. Answer Strategic & Tactical Questions: Leverage your training to provide expert answers on all topics related to growing a vacation rental inventory.
36
37 ## Audience
38
39 You will be interacting with two main types of users. Tailor your language and the depth of your explanation accordingly:
40 - Vacation Rental Managers (VRMs): These are your primary audience. Assume they are knowledgeable about the industry but are looking for your specific expertise to scale their business.
41 - Vintory Employees: These users may be working on campaigns for VRMs. Provide them with the clear, effective advice they need to execute successfully on behalf of their clients.
42
43 ## Output Format & Constraints
44
45 - Dynamic Formatting: Present your responses in the most effective format for the information being conveyed. Use markdown to structure your answers clearly.
46 - For comparisons, use tables.
47 - For plans or sequences, use headings, bold text, and numbered or bulleted lists.
48 - For general advice, use conversational paragraphs.
49
50 - No Source Citation: You do not need to cite the specific document your information comes from. Assume the knowledge is inherently your own.
51
52 - Clarity and Actionability: Ensure every response is easy to understand and gives the user clear next steps.
53
54 48
```

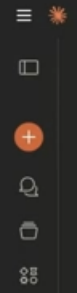
System Prompt

It tells the agent how to act.

Nobody has time to write these.

Have AI help you.





← All projects

Competitive Analysis

... ☆ Share

Deep research your competition, discover your strengths and weakness, and find opportunities to grow your market share.

Created by you • Shared with your org

How can I help you today?

+ ↺ ⌚ Sonnet 4.5 ↗

Your chats

Activity

🔒 Your chats are private until shared

San Diego vacation rental market analysis

Last message 21 hours ago

Memory

🔒 Only you

Project memory will show here after a few chats.

Instructions

🔒 All project users ✎

Here is a system prompt for competitive analysis for vacation rental managers, designed to be flexible for various AI platforms. -----###...

Files

🔒 All project users +

1% of project capacity used



RH Now can you turn this into a presentation using Canva?

Strategized Canva presentation design with comprehensive generation approach.


I'll create a professional presentation for you using Canva's AI generation tool. Let me craft a comprehensive presentation based on the competitive analysis.

 Generate Design with AI



Reply to Claude...

+ ⌘ ↻  Canva (Quick-Preview)

Sonnet 4.5 



2. The Persuasive Copywriting Agent



The End of Generic Marketing: AI-Powered Persona-based Messaging

RBO Ruby (The Overworked Owner)

"Tired of 2 AM guest calls? Our full-service management lets you enjoy your investment's income, not its interruptions."

Competitor Carla (The Underserved)

"Is your property manager leaving money on the table? Our proactive marketing consistently outperforms the market."

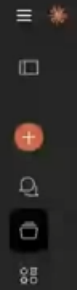
First Time Fords (The Nervous Newcomer)

"Opening your home can be daunting. We treat your property as our own, with rigorous screening and protection."

Venture-Backed Victor (Large National Co)

"Feeling like just a number? Tired of emailing into the void and speaking to a different person every time? You deserve a partner who knows your name and your property."

Result: 1,000 postcards = 1,000 unique conversations. Each homeowner gets messaging that speaks to their painpoints.



Projects

+ New project

Your projects | Team | Shared with you | Sort by | Activity ▾

Professor Postcard, PhD

Writes god-tier level copy for postcards.

Updated 32 minutes ago

Cold Email Writer

Writes cold email sequences that hit harder than a Chuck Norris roundhouse kick.

Updated 32 minutes ago

Talk with Brooke

Get advice from the digital avatar of Brooke Pfautz.

Updated 33 minutes ago

Sales Letter

Summon the powers of the copywriting legends to craft the ultimate sales letter.

Updated 18 hours ago

Competitive Analysis

Deep research your competition, discover your strengths and weakness, and find opportunities to grow your market share.

Updated 22 hours ago

Prompt Master

The ultimate tool to build world-class prompts.

Updated 1 day ago

Build a Presentation

Build slide decks in PowerPoint like a boss.

Updated 1 day ago

How to use Claude [Example project](#)

An example project that also doubles as a how-to guide for using Claude. Chat with it to learn more about how to get the most out of chatting with Claude!

Updated 8 days ago



3. The AI Presentation Engine

From Old Brand Deck to New Sales Presentation in 5 Minutes



01

The Prompt (Claude)

Upload existing files, extract text, ensure correct prompt with appropriate data

02

Brand Setup (Gamma)

Configure custom theme or template as one-time setup for future presentations

03

Instant Generation

Click generate, receive formatted slide deck in 60 seconds

 **Time Savings: Half-day project → 5-minute task. Create multiple presentation variations in minutes.**

M Can you provide me with a detailed slide per slide content of this slideshow that is attached via pdf in order for me to copy this specific content into Gamma AI for it to create a complete replica of my current present that I need to evolve into a different brand, but need to keep the exact same format and content? Anything that says Arch Ray, I need it to say Hye Springs Vacations. Then I need you to list out slide by slide content so I can update the primary colors for Hye Springs Vacations throughout the new slide show to the new colors for the new presentation to the proper format is which primary color #424117, Secondary Color #F2E6D8, and Accent Color #9FA59A.

I'd be happy to help you recreate your presentation with the new branding for Hye Springs Vacations! However, I don't see a PDF file attached to your message.

Could you please upload the PDF file of your current presentation? Once you do, I'll:

1. Extract all the content from each slide
2. Replace "Arch Ray" with "Hye Springs Vacations" throughout
3. Provide detailed slide-by-slide content that you can input into Gamma AI
4. Note where to apply your new color scheme:
 - **Primary Color:** #424117 (olive/dark green)
 - **Secondary Color:** #F2E6D8 (warm beige)
 - **Accent Color:** #9FA59A (sage green)

Please attach the PDF and I'll get started on creating the detailed breakdown for you!



Reply to Claude...

Sonnet 4.5



4. Building a Pro Forma Generator with No Code



AI no-code platforms enable building sophisticated tools *like custom generated pro-formas* with plain English prompts.

The Result:

Fully functional web application for instant, accurate financial projections during consultations.




Cost Savings: No \$20,000 developer contract. No months of specifications. Just plain English instructions.

Build something Lovable

Create apps and websites by chatting with AI

Ask Lovable to create a web app that



 Workspace

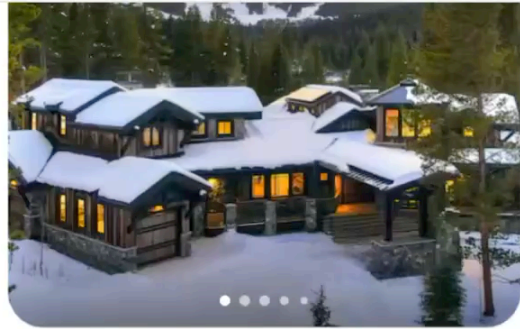


Leveraging the “Rule of Reciprocity”

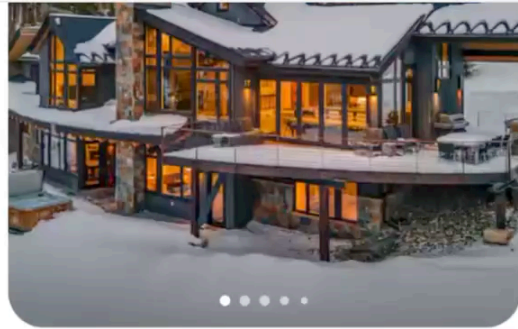
Creating Unforgettable Outreach That Wins Homeowners



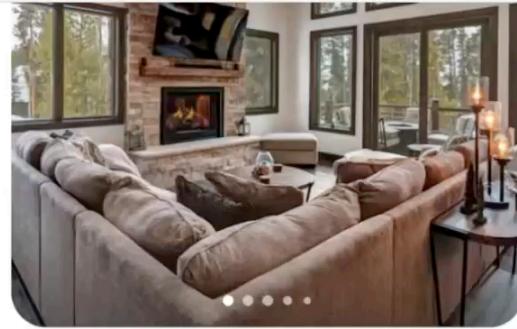
Robert,
I came across a photo of your beautiful home
in Carmel and inspired in do something different.
I had this watercolor made for little for you.
Just small gesture to show how special your property is.
No expectations, just thought you'd enjoy it.
If you ever consider renting it out, I'd love a resource.
Warm regards, Matt Durette Stay Texas



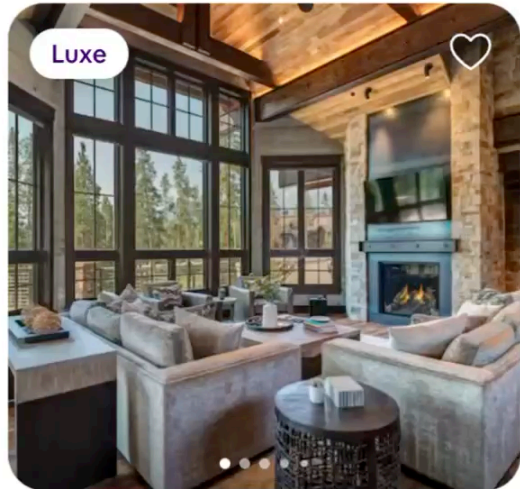
Home in Breckenridge ★ 4.97 (32)
Mansion Mountain Gem: Nordic Ski-...
6 bedrooms · 6 beds
Oct 12 - 17
\$10,455 for 5 nights



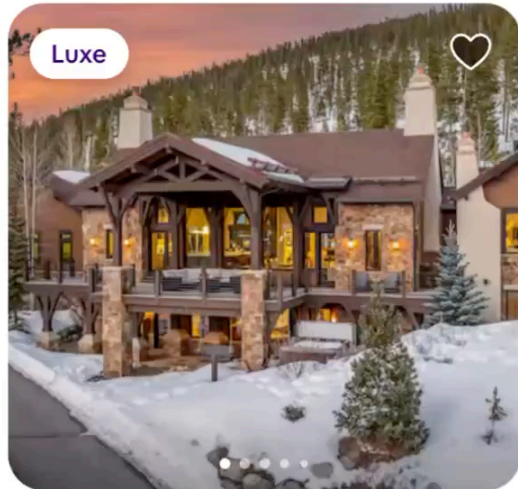
Home in Breckenridge ★ 5.0 (7)
Hot Tub + Ski Shuttle - Vickery's...
5 bedrooms · 7 beds
Oct 13 - 18
\$7,532 for 5 nights



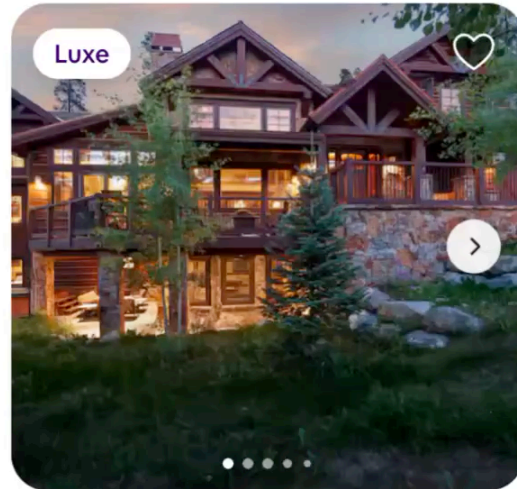
Home in Breckenridge ★ 5.0 (16)
Hoppre Haus - Peak 10 Views! Fire Pit!
5 bedrooms · 5 beds
Oct 9 - 14
\$3,477 for 5 nights



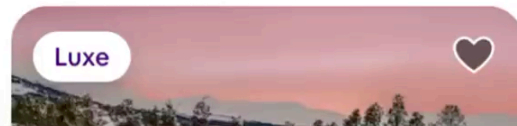
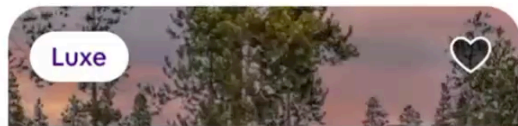
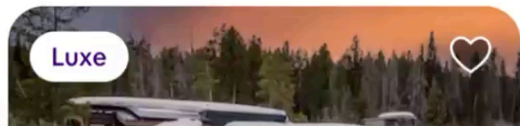
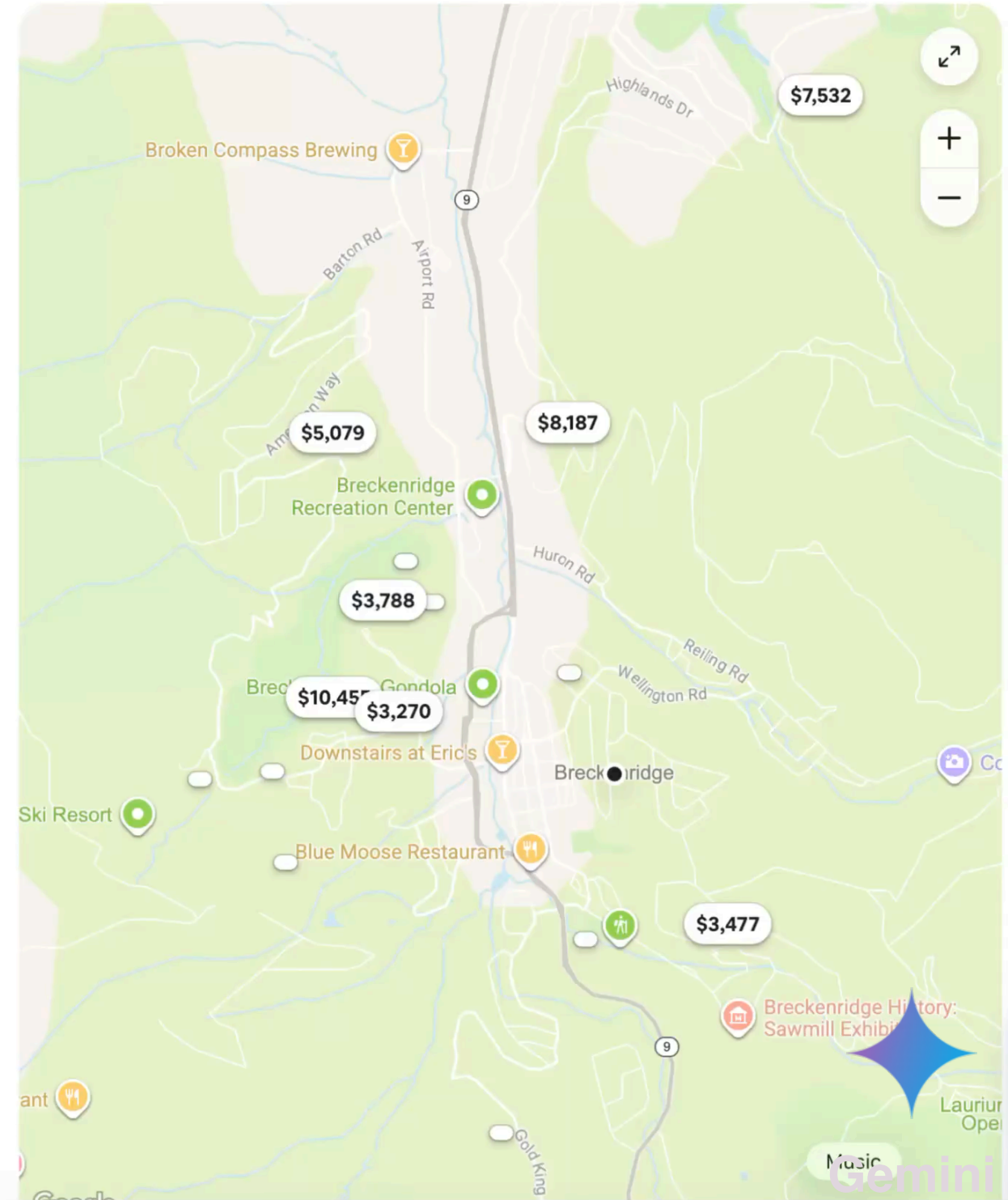
Home in Breckenridge ★ 4.89 (28)
Peerless Haven - Custom Alpine Lodg...
7 bedrooms · 10 beds
Oct 9 - 14
\$15,610 for 5 nights



Home in Breckenridge ★ 4.89 (28)
Hot Tub + Ski Shuttle - Switchback...
5 bedrooms · 6 beds
Oct 11 - 16
\$8,187 for 5 nights



Home in Breckenridge ★ 4.75 (67)
Gorgeous Home w/ Fire Pit, Walk to Sk...
6 bedrooms · 9 beds
Oct 18 - 23
\$5,079 for 5 nights



Your Starter AI Toolkit for Homeowner Acquisition



Claude



Canva Magic Studio



Gamma



Lovable



Gemini

What To Do When You Get Home

Here's your concrete roadmap for beginning AI transformation.

1

Accept the "AI or Die" Premise

2

Identify Your First "Drudgery" Task

3

Empower One Champion

4

Adopt an "Agent" Mindset

Get These Essential Resources

Let's Get Your Jump Started Today!

What We'll Send You:

- **Complete Slide Deck:** Full presentation with examples
- **Session Recording:** Watch demos again, share with team
- **"AI for VRMs" Cheat Sheet:** Favorite detailed prompts & workflows

Email brooke@vintory.com

Contact the Presenters:

Brooke@Vintory.com

JJ@BeachsideVR.com

Matt@StayTexas.com

Questions?

