YOUR NS HOME GIRL · AGENT SYSTEM BUILD

Build your brand. Build your voice.

Then let your system do the heavy lifting.



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HI, I'M JENNY

A working agent who built this for herself first



I'm a REALTOR® with eXp Realty in Nova Scotia, based in Bedford. My business runs on relationships and referrals, and for a long time my backend didn't keep up with that.

So I rebuilt it. I set up AI as my trained assistant, in my voice, and let it take the time-sink tasks: follow-ups, campaigns, content and guides. The relationships stay human.

Now I do the same for other agents in Nova Scotia and Ontario.

Grow without losing yourself.
JENNY SCOTT

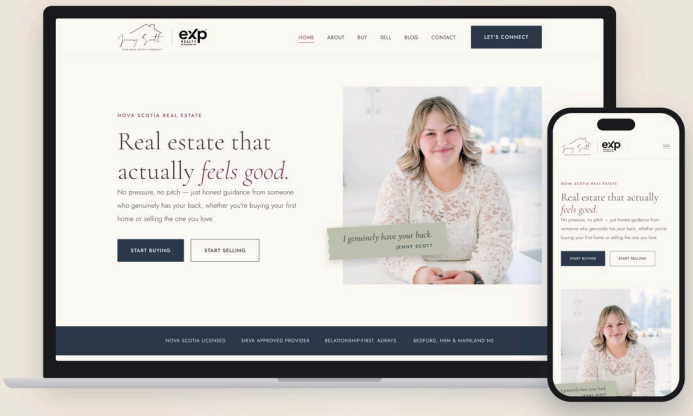
ALSO FROM ME

The Grounded Agent

A free community for relationship-first agents, with weekly calls and Rooted HQ, your free personal dashboard with the 75-day Lead Gen Challenge and do-it-yourself AI prompts. This booklet is for when you'd rather I build it with you, or for you.

PROOF, NOT PROMISES

What I built for my own business



- **A full voice and brand interview,** so everything I send sounds like me
- **A relaunched website** with interactive maps for people relocating to Nova Scotia
- **A completely overhauled CRM** with nurture campaigns and follow-ups in my voice
- **A full guide suite:** relocation, buyer and seller guides, plus a monthly market update
- **A Claude dashboard** connected to my CRM, calendar, email and design tools
- **Rooted HQ,** the free dashboard I built for The Grounded Agent community

WHY THIS IS DIFFERENT

Most AI setups stall after the first session



A lot of AI builders do the setup with you, then leave the rest to your own timing. Loading campaigns, finishing guides, connecting tools: it all lands back on your plate.

Life gets busy, listings come first, and the system never actually goes live.

MY APPROACH

I do the implementation work after our session, so you end up with a backend that's actually running, not another to-do list.

Because let's face it: agents aren't famous for following through.

THE FULL SYSTEM

What we build

We start with a call to map how you already work, then grow your backend around what you're already doing.

01 **Brand kit & voice**
Your colours, fonts and look, plus a voice and tone reference so everything sounds like you.

02 **Your website**
A site on your new brand that tells people who you are and how to work with you.

03 **Local, buyer & seller guides**
Your local area guide plus buyer and seller guides, as print-ready PDFs.

04 **Your activity dashboard**
Like Rooted HQ, but built around your business: what to do and create each week.

05 **AI assistant & connected tools**
Claude set up as your VA in your voice, linked to your CRM, email and calendar where your platforms allow it.

06 **CRM & campaigns**
Contacts organized and follow-up campaigns in your voice, so no one falls through the cracks.

Add on later: a content creation platform, social templates, or whatever your business needs next.

YOUR PATH

From first morning to a system that actually runs

1. **Map it out**
   A call to map how you work your business and what you're already doing.

2. **The Working Morning** $497
   We build your foundation together on screen share.

> **Where most agents stall**
> The session ends and the rest is left to you. The system never goes live.

3. **The Full System Reboot** $3,500
   I do the implementation for you. Your morning counts toward it.

4. **A working system**
   Your dashboard shows what to do each week; your campaigns follow up for you.

5. **Ongoing care** $350/mo
   Optional: I keep it all current every month.

TIER ONE · DONE WITH YOU

The Working Morning

$497

One full morning on screen share

We build together, live, and you learn how it all works as we go.

- ✓ Map how you work your business
- ✓ Brand voice interview
- ✓ AI assistant set up in your voice
- ✓ First campaigns built together
- ✓ You leave knowing how to run and update it

NEXT STEP

Want the rest finished for you? Upgrade to the Full System Reboot and your $497 counts toward it.

Best for: agents who want to learn the system and run it themselves.

TIER TWO · DONE FOR YOU

The CRM Rebuild

$1,750

For agents who already have a brand and voice · payment plans available

Hand over your brand and voice, and I rebuild your CRM around them, then load it so it's running.

- ✓ Contacts cleaned up, organized and tagged
- ✓ Follow-up plans rebuilt so no one falls through the cracks
- ✓ Email campaigns written in your existing voice
- ✓ Everything loaded and live, not left for you to finish

NEXT STEP

Add the AI assistant, dashboard or extra campaigns à la carte (page 10), or upgrade to the Full System Reboot and your rebuild counts toward it.

Best for: agents with a brand in place and a CRM that isn't pulling its weight.

TIER THREE · PREMIUM · DONE FOR YOU

The Full System Reboot

$3,500

per agent · teams of 5+: $2,500 per agent · payment plans available

Everything in this booklet, built from scratch and implemented for you. Three calls in one week; I do the building in between.

> **Call 1 · Map it out.** How you work, your brand and your voice.
>
> **I build.** Brand kit, website, guides, dashboard, AI assistant, CRM and campaigns.
>
> **Call 2 · Review.** We walk through it and refine.
>
> **Call 3 · Handoff.** How to use it day to day.

WHAT YOU WALK AWAY WITH

- ✓ Brand kit and voice reference
- ✓ Your website
- ✓ Local, buyer and seller guides as print-ready PDFs
- ✓ Activity dashboard and AI assistant
- ✓ CRM and campaigns, loaded and running

Best for: busy agents and teams who'd rather hand it off.

MAKE IT YOURS

Add-ons & ongoing care

Add to the Working Morning or the CRM Rebuild. Already included in the Full System Reboot.

AI assistant, in your voice — $497
Set up from the brand and voice you already have.

AI assistant, connected — $750
Linked to your CRM, email and calendar where your platforms allow it.

AI assistant + activity dashboard — $797
Plus a dashboard that shows what to do and create each week.

Extra nurture campaign — $250
A 5–6 email campaign in your voice. Or a pack of three for $597.

AFTER YOUR BUILD

Ongoing care

Reserve your spot and I keep it current: monthly market numbers and averages, plus updates to your guides, campaigns and dashboard.

$350/month

Upgrade anytime and what you've paid counts toward the next tier.

THE FINE PRINT

Good to know

YOUR CLIENTS STAY YOURS

I'm a licensed agent too, so I want to be clear: when you're my client, your clients are off-limits. I have no plan, now or later, to contact, market to or take on anyone in your business.

Every build includes a signed confidentiality and non-solicitation agreement, and I work by screen share wherever I can, so your data stays in your accounts.

No guaranteed results. This is a brand and systems setup. It doesn't guarantee leads, production, sales or income. Results depend on how you use it and on your market.

You're responsible for accuracy. AI can get things wrong. Review and fact-check everything built or drafted, including market stats, legal or tax details and listing info, before it goes out.

Your compliance. Make sure your marketing and messages follow your brokerage's policies, your regulator's advertising rules, and privacy and anti-spam (CASL) laws.

Upgrades. What you've paid for the Working Morning or the CRM Rebuild counts toward the Full System Reboot.

Your accounts. Software subscriptions (AI, CRM, website and email tools) aren't included and stay in your name. Change your passwords after the build if you shared any.

READY TO BUILD YOURS?



Let's map out your business.

Text or call me and we'll book your first call. We'll talk through how you work and which path fits.

902-999-7546
Text or call

yournshomegirl.ca
Jenny Scott, REALTOR® · eXp Realty

The Working Morning	**$497**
The CRM Rebuild	**$1,750**
The Full System Reboot	**$3,500**
Teams of 5+, per agent	**$2,500**
Ongoing care, per month	**$350**

Payment plans available on the CRM Rebuild and Full System Reboot. Just ask.

Your NS Home Girl