

You don't have a
content problem.

You have a *SYSTEM*
problem.



SPEAKER

Simon *Covenant.*

I build AI workflows that *sell.*

× CCURVES Agency · Founder

Building the engines that realtors, agencies, and operators use

× 100+ Students Trained

Zero coding to shipping real applications · AI Software Development Mastery

× Built For Lagos · Abuja · Houston · London

Same system. Different markets. The architecture is the asset.

@iamccurves — everywhere.

*What if your phone
could **close deals** while
you slept?*

NOT A GIMMICK. A SYSTEM. HOLD THIS QUESTION FOR
THE NEXT 56 MINUTES.

STAKES · WHY AI · WHY NOW

Memorize these. *Use them*
in your next sales call.

31%

FASTER SALES

Listings with AI-powered virtual tours sell up to 31% faster than photos alone.

40%

MORE QUALIFIED LEADS

Properties marketed with immersive AI media generate 40% more qualified buyer inquiries.

90%

CHEAPER CONTENT

AI content tools cut production costs by up to 90% versus traditional methods.

The gap between you and the realtor next door is closing — or opening — every week.

*AI doesn't replace the
realtor. It replaces the
realtor who refuses
to evolve.*

— WRITE IT DOWN. SCREENSHOT THE SLIDE.

THREE PROBLEMS · ONE SYSTEM

Today we solve *three problems*.
All from the same engine.

i.

Content

You stare at your phone. You don't know what to post.
You burn out by week two.

ii.

Sales

People DM you. You're slow. You're inconsistent. They
go cold.

iii.

Authority

You post properties. So does everyone. Nobody knows
why they should trust *you*.

PROOF · THE CONTENT ENGINE

The Listing That *Slept* for 3 Months.

A large, stylized red number '01' is positioned to the right of the main headline, extending from the middle of the page down towards the bottom.

How AI repositioning produced 4 offers in
48 hours — same property, same price,
different story.

SAME PROPERTY · DIFFERENT COPY

We didn't change the house. *We changed the story.*

BEFORE AI

The generic listing

"3-bedroom apartment, fitted kitchen, 24/7 power, great location."

- Same copy as every realtor
- Posted on IG, WhatsApp, groups
- 3 months · zero serious offers

WITH AI REPOSITIONING

Lifestyle-first · persona-targeted

Home office is the hero. Fiber internet is the selling point. The coffee shop down the street is a feature.

- Audience: remote-working couples, early 30s
- One AI session · five-persona variants
- 4 offers · 48 hours

*You're not selling rooms.
You're selling a life.*

AI IS THE FASTEST TRANSLATOR EVER INVENTED ·
FEATURES → LIFESTYLE

PROOF · THE SALES MACHINE

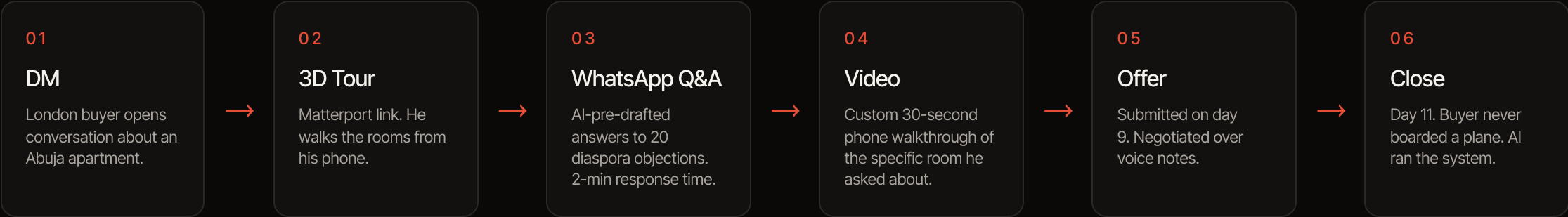
The Buyer Who *Never* Set Foot in Nigeria.

A diaspora investor in London. One deal. Eleven days. Closed entirely through a phone.

02

11 DAYS · ALL REMOTE · ALL PHONE

One DM in London. *One close in Abuja.*



*Distance is no longer **an**
objection.*

IF YOUR PROCESS CAN'T WORK FOR A BUYER IN LONDON
— IT'S NOT A PROCESS. IT'S HOPE.

PROOF · THE AUTHORITY LOOP

6 Photos.
5 Minutes.
12,000 Views.

How one agent built authority on autopilot —
and changed how her market saw her.

03

AUTHORITY ON AUTOPILOT

Six tap-tap-taps on
an iPhone. *One AI tool.*

5_{min}

PRODUCTION TIME

From walking into the listing to a posted
cinematic Reel. Phone only.

Two years ago this video would have cost ₦150,000 and taken a week.
She did it in 5 minutes for free.

12k

VIEWS IN 72 HOURS

Organic reach. No ad spend. The Reel
made her look like a top-tier agent.

3

QUALIFIED DMS

One turned into a closed deal six weeks
later. The Reel cost her nothing.

*Authority is not earned
in big moments. It's
compounded in small
ones.*

POST ONE OF THESE A WEEK FOR A YEAR. TELL ME
WHAT YOUR BRAND LOOKS LIKE IN DECEMBER.

THREE STORIES · ONE SYSTEM

Three workflows.
One operator. You.

01 · CONTENT ENGINE

Listings rewritten as lifestyle

5 PERSONAS PER PROPERTY

30-day content calendars

GENERATED, SCHEDULED, READY

Captions, hooks, scripts

YOUR VOICE. AI'S SPEED.

02 · SALES MACHINE

Pre-drafted DM responses

20+ OBJECTIONS HANDLED IN 90 SECONDS

Instant media on demand

3D TOURS, AI STAGING, WALKTHROUGHS

Follow-up sequences

RUNS WHETHER YOU REMEMBER OR NOT

03 · AUTHORITY LOOP

Cinematic Reels from phone photos

5 MINUTES · ₦0

Branded weekly market voice

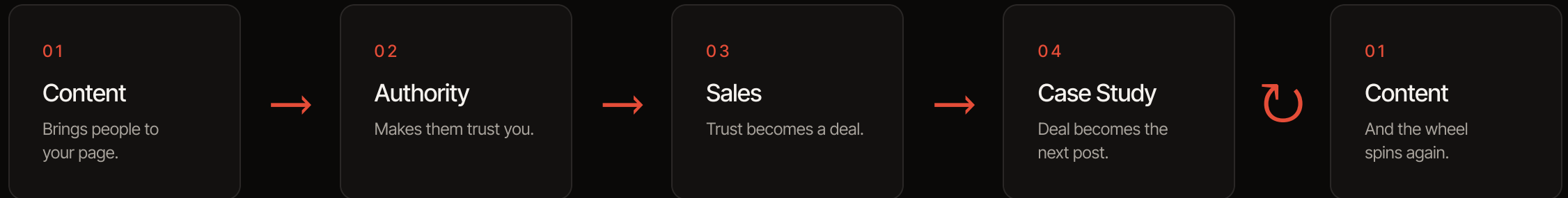
CAROUSELS, INSIGHTS, POSTS

A signature look & tone

THE MARKET STARTS TO RECOGNIZE YOU

NOT A CHECKLIST — A FLYWHEEL

The workflows *feed each other*. That's the engine.



You stop being a realtor who happens to post on Instagram. You become an *operator with a media engine*. The market pays the second one a lot more.

TOOLS CHANGE · THE SYSTEM DOESN'T

One tool per workflow. Pick. *Master*. Layer in later.

WRITING

Claude

Smartest writer. Listings, captions, scripts, DM templates.

USE · CONTENT ENGINE

WRITING

ChatGPT

Brainstorms, hook lists, content calendars, fast iterations.

USE · CONTENT ENGINE

CAROUSELS

Canva AI

Branded carousels, IG posts, market insights cards.

USE · AUTHORITY LOOP

REELS

Trolto / AutoReel

Phone photos → cinematic property Reels in 5 minutes.

USE · AUTHORITY LOOP

STAGING

REImagineHome

Empty room → 6 lifestyle variants targeting different buyers.

USE · SALES + CONTENT

STAGING

Collov AI

Alternative AI interior staging with strong style options.

USE · SALES + CONTENT

3D TOURS

Matterport

Walk-through 3D tours buyers can run from a phone, anywhere.

USE · SALES MACHINE

OPTIONAL

Creatify

AI personas for faceless brands — voice, visuals, presence.

USE · AUTHORITY LOOP

THE MAP VS THE TERRITORY

Friday gave you the map. *Today we build the territory.*

FRIDAY · WHAT YOU GOT

The Map

- The language to explain the system
- The framework in your head
- 3 proof stories you can repeat
- Clarity on the 3 workflows

TODAY · WHAT YOU BUILD

The Assets

- 5 listing posts — drafted & posted before lunch
- Your 30-day content calendar — done in the room
- DM templates — saved to your phone
- 1 cinematic Reel — generated live
- AI staging — 3 styles, ready to use Monday

TODAY · 10AM – 2PM · IN THIS ROOM

You don't leave with notes. *You leave with assets.*

BLOCK 01 · 10AM

Reposition 5 Listings

- Pick one of your real listings
- Generate 5 captions · 5 personas
- Post the strongest before lunch

BLOCK 02 · 11:30AM

30-Day Calendar

- Full content plan locked in
- Categories & cadence
- Tied to your real pipeline

BLOCK 03 · 12:30PM

DM & Sales

- DM templates · 20 objections
- 3-touch follow-up sequence
- Saved straight to your phone

BLOCK 04 · 1:30PM

Reel & Staging

- One cinematic Reel · live
- AI staging · 3 styles
- Your workflow for life

WATCH · THEN USE

Right now, I'm going to
build the tool that will live
in your phone tonight.

THE TOOL · THE REPOSITIONER

Paste any listing → 5 lifestyle-led captions,
instantly.

- The Slide 22 prompt — wrapped in a real UI
- Built live in this room · 25 minutes
- Deployed to a URL before we break for lunch
- Free for every realtor in this room — forever

WHAT YOU'RE WATCHING

This is what *AI Software Development Mastery* looks
like in 25 minutes.

- Zero coding → working AI tool
- The same pedagogy that took 100+ students from blank screens to live apps
- You don't need a CS degree. You need a system.

RIGHT NOW · PHONE IN HAND

Pick one listing. *Reposition it.* Post it before lunch.

i.

Pick One Live Listing

From your phone, right now. The one that's been sitting longest works best.

ii.

Run It Through The Tool

Or paste the prompt into Claude. Generate 5 captions targeting 5 different buyers.

iii.

Post Before Lunch

Pick the strongest. Drop it on Instagram & WhatsApp Status. Your first proof goes live today.

THE REPOSITIONER PROMPT · THE EXACT ONE WE'RE WRAPPING INTO THE TOOL

You are a senior Lagos real estate copywriter. I have a listing: *[property type, location, beds/baths, price, 3 key features]*. Rewrite it as 5 lifestyle-led Instagram captions, each targeting a different buyer persona – *young couple, diaspora returnee, single investor, growing family, luxury short-let operator*. Lead with the life, not the rooms. Nigerian-English. One sharp hook per post.

*AI doesn't replace the realtor.
It replaces the realtor who
refuses to evolve.*

SIMON COVENANT · @IAMCCURVES · YOU CAME IN WITH
A PHONE. YOU LEAVE WITH A SYSTEM.

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