YOUR NS HOME GIRL · AGENT SYSTEM BUILD

Build your brand. Build your voice.

Then let your system do the heavy lifting.



Jenny Scott, REALTOR®
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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 work with agents at any brokerage, anywhere, to do the same.

Grow without losing yourself.
JENNY SCOTT

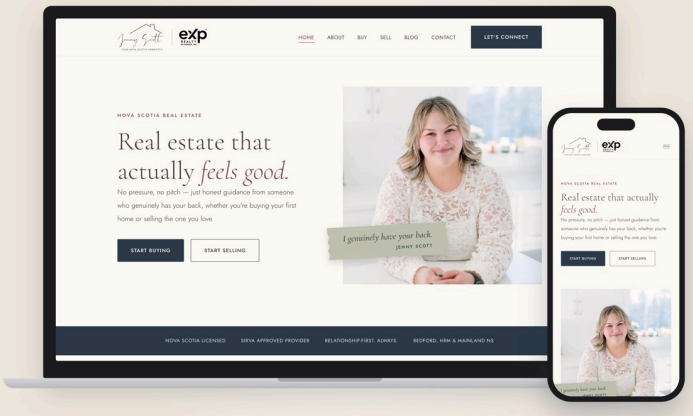
ALSO FROM ME

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

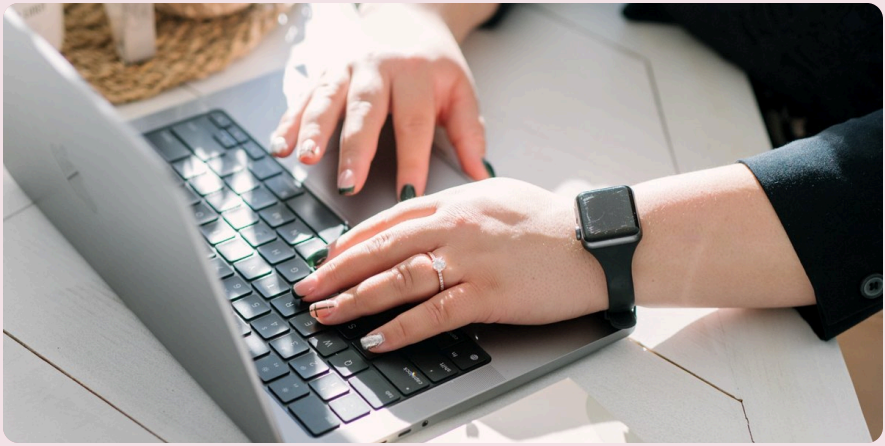
What I built for my own business



- **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. Upgrade within 45 days and 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** $397/mo
   Optional: I keep it all current every month.



TIER ONE · DONE WITH YOU

The Working Morning

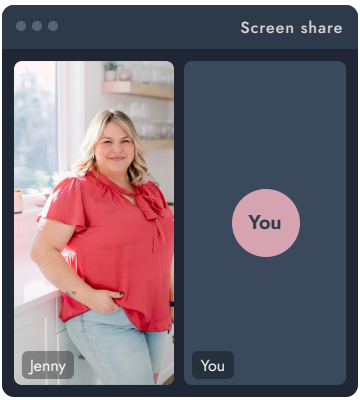
$497

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

WHAT YOU'LL SEE



Your AI assistant

Draft a text for Sarah after today's showing

Hi Sarah! So fun seeing the Maple St house with you today. Want me to pull the comps so we can talk numbers tomorrow?

Written in **your** voice

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

WHAT YOU'LL SEE

Contacts

Sarah M.	Past client
Dave & Lisa K.	Hot buyer
Priya R.	Sphere
Tom B.	New lead

Follow-up that runs itself

Day 1	Welcome email
Day 3	Check-in text
Day 14	Market update
Day 30	Coffee invite

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

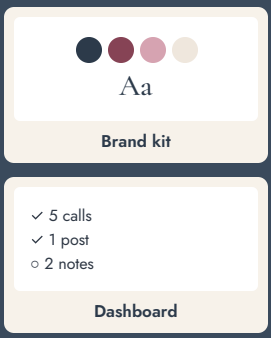
$3,500

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



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.

$397/month

Upgrade within 45 days and what you've paid counts toward the Full System Reboot.

DO IT YOURSELF · NO MONTHLY FEE

The Skills Pack

$297

Pick 5 skills · Voice & Content Writer included free

Rather have AI do the work than pay someone every month? Pick the skills you want, add them to Claude, and your assistant runs them for you, in your voice.

- ✓ Choose 5 picks from the skill menu on the next page
- ✓ Voice & Content Writer free in every pack, so it all sounds like you
- ✓ A step-by-step setup guide with every skill
- ✓ Works with your own tools, at any brokerage
- ✓ One-time price. The skills are yours to keep

Extra picks Add more skills to your pack.	$97 each
The Whole Garden Every skill on the menu, in one pack.	$497
Set it up with me A Working Morning, booked within 30 days of buying your pack.	~~$497~~ $347

KEEP THEM CURRENT

Skill updates

Tools change. Updates keep your skills working. Or get them included with full Rooted HQ at $67/month.

$44 /month

Best for: agents who'd rather have AI do it than pay a monthly fee.

THE SKILL MENU

Pick your 5

Most skills count as one pick. The two premium skills count as two.

Voice & Content Writer Listings, captions and emails that sound like you	INCLUDED
Connect Everything Links your email, calendar, Drive and CRM, then checks it all works	PREMIUM · 2
YouTube Scripts & SEO Topic research, scripts, descriptions and a free guide to offer viewers	PREMIUM · 2
Open House Finder Open houses matched to a buyer's wish list, ready to send	1 PICK
Community Events Local events each month for your calendar and newsletter	1 PICK
Community Expert Neighbourhood guides and local content for your area	1 PICK
Inbox & Calendar Assistant Sorts email, drafts replies and books appointments	1 PICK
File & Transaction Organizer Tidy client folders and a missing-documents check	1 PICK
CRM Campaigns & Sphere Care Who's due for a touch, with check-ins in your voice	1 PICK
Content Calendar A month of posts planned around your market	1 PICK
Weekly CEO Review & Audit Your week's activity, wins and next moves	1 PICK

FULL SYSTEM REBOOT

The Whole Garden included

Every skill, plus 3 months of updates.

CRM REBUILD

CRM skill included

CRM Campaigns & Sphere Care, plus 3 months of updates.

You'll need a paid Claude plan and your own accounts (email, calendar, Drive, CRM). Skills are licensed for your own business only, with no sharing or resale. Buy a pack and upgrade to the Full System Reboot within 45 days, and what you paid counts toward it.

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. If you upgrade to the Full System Reboot within 45 days, what you paid for the Working Morning or the CRM Rebuild comes off its price.

Your community comes with it. Every build includes The Grounded Agent community and free Rooted HQ. Full Rooted HQ access with every value pack is $67/month, or free when you join me at eXp.

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 Skills Pack, pick 5	**$297**
The Whole Garden, every skill	**$497**
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	**$397**

Payment plans available on the CRM Rebuild and Full System Reboot. Just ask.
Skills Pack and Whole Garden: stan.store/yournshomegirl

Your NS Home Girl