AI/D

DON'T AUTOMATE THE HANDSHAKE

AI, and the one thing in your business it can't touch

Damon Scaife

AI Automation Consultant · AIWithDamon.com

WHAT IS AI

HOW TO USE AI

WHAT AI CAN'T TOUCH

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IS THAT AI?

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PRACTICE





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ROUND 1





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ROUND 1



Istanbul, Turkey



AI

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ROUND 2

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ROUND 3





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BONUS ROUND

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BONUS ROUND

"Hey Tom, the place in Pasadena just sold, but two more just came up in that same area. Want me to re run your numbers before you go look? No rush either way."

“Hey Tom — I know Pasadena didn't work out. Couple more came up nearby, so tell me if you want fresh numbers before you see them. No rush.”

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You asked yourself:

Is this real, or did a machine make it?

Pictures, text messages, phone calls, reviews…

You asked yourself:

Is this real, or did a machine make it?

Pictures, text messages, phone calls, reviews…

Your customers ask the same question.

So if effort doesn’t show anymore, what does?

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WHAT IS AI?

FIRST...

DO YOU USE AI?

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AI IS A SWISS ARMY KNIFE

AI IS A SWISS ARMY KNIFE



AI/D

AI IS A SWISS ARMY KNIFE



The borrower's debt-to-income was too…

The borrower's debt-to-income was too…high.

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Large Language Models predict what words come next.

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It has read more about mortgages than anyone in this room will read in a lifetime.

But it has never once sat across from a nervous first-time buyer at your desk.

3 WAYS HOW AI HAS EVOLVED

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ONE

IT DOESN'T JUST ANSWER. IT DOES.

They call this an "agent." Not the kind you're thinking of.

DO I NEED TO FOLLOW UP WITH ANYONE IN MY EMAIL?

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THEN

Here's how to find out:

Search for unread messages from the last 10 days, then sort by sender and flag anything where you were the last one asked a question. You may also want to check your spam folder.

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NOW

Three.

Tom Jones asked about locking his rate - 4 days ago, no reply. The Patels sent up updated bank statements Tuesday. You haven’t acknowledged them. Dana Kim has asked about closing costs last Friday.

TWO

AI HAS A MEMORY.

And it's only as good as what you put in it.

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AI KNEW BECAUSE YOU TOLD IT

Feed it nothing → something that could go to anybody.

Feed it four true things → something that could only go to them.

AI/D

AI DOESN’T KNOW

"I'm a loan officer in Southern California. I write short, friendly emails, no exclamation points. My clients are mostly first-time buyers. I have a buyer named Marcus, pre-approved in March, wanted a yard because they'd just gotten a dog, then went quiet. Write him a follow-up."

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AI ALREADY KNOWS

"Write Marcus a follow-up."

THREE

IT HASN'T SLOWED DOWN.

But you are still early.

~50%

of US adults have used one

Pew Research Center, Americans and AI 2026:
Published June 17, 2026
(surveyed Feb 17–23, 2026)

8 in 10

working-age people worldwide never have

Microsoft, *AI Diffusion Report — Q1 2026*
(17.8% of the world's working-age population used generative AI).

ONE

IT DOESN'T JUST ANSWER.
IT DOES.

TWO

AI HAS A MEMORY.

THREE

IT HASN'T SLOWED DOWN.

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WHAT ACTUALLY CHANGED?

The cost of producing decent work went to zero.

WHAT ACTUALLY CHANGED?

The cost of producing decent work went to zero.

When output is free, judgement is scarce.

AI IS A FLOOR.

And standing on the floor is not a strategy.

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WHAT IS AI

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HOW TO USE AI

AI/D

THREE JOBS

The apps change every ninety days. The jobs don't.

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THREE JOBS

The apps change every ninety days. The jobs don't.

1

MEMORY

Your database. Who did I pre-approve who never bought?

2

TRANSLATION

You already know the answer. It says it the way they need to hear it.

3

PREP

The least glamorous one. It's the one that moves the number.

PHONES OUT

Write 3 short texts to a buyer I pre-approved who went quiet 3 weeks ago. Casual. Under 40 words each.

Type it exactly. Don't add anything.

EXAMPLE

"Hey Marcus — just checking in. Still keeping an eye out for you if you're looking. No rush at all, but if anything's changed on your end, let me know and I'll get your numbers updated."

PHONES OUT

“Explain a 7-year ARM* using simple _____ terms.”

FOOTBALL · FOOD · NETFLIX

Type it exactly. Don't add anything.

Adjustable-Rate Mortgage*

EXAMPLE

“7-YEAR ARM, IN FOOD TERMS

Think of a restaurant that locks your menu price for seven years.

Same dish, same price, every time you walk in. No surprises.

After year seven, the price follows the market. Beef goes up, your dish goes up.

But there's a cap on how much it can jump in any one year — and a ceiling it can never go past.”

THE GOLDEN RULE

Nothing AI writes reaches a borrower until a human has read every word.

WHAT AI CAN'T TOUCH

So if effort doesn’t show anymore, what does?

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YOU DO.



Istanbul, Turkey



AI

AI/D





AI/D



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Writes
Analyzes
Explains
Summarizes
Translates
Drafts
THERE IS NO TOOL FOR THIS

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AUTOMATE THE REACH.

NEVER AUTOMATE THE RELATIONSHIP.

AIWithDamon.com

Everything from this morning on one page.

No form. No email. Go take it.

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