



Soul CARE Hubs · by Soul CARE Enterprises

AI Customer Lead & Communication Hub

Real Estate Edition

Capture the lead. Respond quickly. Route it correctly.
Keep the customer connected.

Live interactive demo

soulcarehubs.com/demo/ai-customer-lead-communication

Backup link

command-command-create.lovable.app/demo/ai-customer-lead-communication

Demonstration document · All names, figures and messages are sample data

Stop losing revenue because inquiries fall through the cracks

A full-service real estate company receives inquiries all day and all night: buyers asking about a listing, renters asking if a home is still available, owners asking who can lease or manage their property, and current tenants asking for a repair. Every one of those messages arrives in a different place — a website form, a text, a social message, a missed call — and every hour of silence costs a showing, a listing, a lease or a management contract.

The Soul CARE AI Customer Lead & Communication Hub is the company's intelligent front door. It greets every inquiry in seconds, asks caring qualifying questions in plain language, identifies exactly what the person needs, routes them to the right team, and keeps follow-up visible until someone has actually taken care of them.

What makes it different

- **Human-centered, not robotic.** The AI never pretends to be the agent. It gathers what matters and hands a warm, organized lead to the person who closes it.
- **Built for all three business lines.** Sales, leasing and property management — residential and commercial — are treated as distinct, never blended into a vague “listings” idea.
- **Existing customers are cared for too.** Current tenants and property owners are recognized and served without cluttering the new-business pipeline.
- **Leadership sees the truth every morning.** One glance shows what came in, what is booked and what is at risk of going cold.

Who this Hub serves

Audience	What they arrive asking for	Where the Hub sends them
Residential buyers & sellers	Homes for sale, pricing, listing timing	Residential Sales Team
Commercial buyers & sellers	Investment purchases, valuations, submarkets	Commercial Sales Team
Renters & leasing prospects	Available homes, retail and office space, tours	Leasing / Commercial Leasing
Property owners	Help leasing or managing their properties	Property Management
Current tenants	Maintenance and lease questions	Property Management
Existing management clients	Statements, renewals, portfolio reviews	Property Management

Four steps that turn an inquiry into a relationship

- 01

Capture every inquiry
Website forms, individual property inquiries, QR codes, social media, phone and missed calls, text messages, open houses and referrals all land in one place instead of scattering across inboxes and sticky notes.
- 02

Respond right away
The AI greets the person within seconds, day or night, answers common questions and asks a short set of caring questions — area, budget, timing, property details — so nobody waits until morning for a reply.
- 03

Send it to the right person
Each inquiry is identified by type and routed to the correct team member, service line or calendar: residential sales, commercial sales, leasing, commercial leasing or property management.
- 04

Keep follow-up visible
Open inquiries, response times and next steps stay on screen until they are handled, so a seller waiting for an update or a renter missing a document never quietly disappears.

Capture the lead. Respond quickly. Route it correctly. Keep the customer connected.

Where inquiries come from

Website	Property inquiry	QR code
Social media	Contact form	Phone / missed call
Text	Open house	Referral

Example sources shown in the demo. These illustrate the intake pattern and are not live connections.

What leadership sees every morning

This is the opening screen of the Hub. In one clean glance, an owner or team leader knows how many inquiries arrived overnight, how many appointments are booked, and which people are at risk of going cold.

14

New inquiries today

9 residential · 5 commercial

6

Awaiting follow-up

2 due today

8

Appointments scheduled

showings, tours & consultations

5

Follow-ups due

3 buyers · 2 owners

4

Property management leads

2 residential · 2 commercial

7

Needing attention

at risk of going cold

Inquiries needing immediate attention

Situation	Status
3 new leads — not yet assigned	New
2 buyer follow-ups due today	Follow-Up Due
1 commercial leasing prospect waiting for property options	Waiting on Team
2 property owners requested management information	Follow-Up Due
1 showing completed — follow-up needed	Appointment Needed
1 seller waiting for an update	At Risk
1 renter application waiting on documents	Waiting on Customer

All names, figures and messages in this document are sample data created for demonstration.

How the AI understands and routes each customer

In the live demo, a visitor chooses what they need and immediately sees the questions the AI would ask, the need it identifies, the team it routes to, and the next step it sets. Below are the thirteen situations the Real Estate Edition recognizes.

Group	What the customer chooses	Identified as	Routed to	Next step
Residential	I want to buy a home	Residential Buyer	Residential Sales	Buyer Consultation
Residential	I want to sell a home	Residential Seller	Residential Sales	Listing & Pricing Appointment
Residential	I want to rent a home	Residential Renter	Leasing Team	Schedule Showing
Residential	I need help leasing my property	Owner Seeking Leasing Help	Leasing Team	Leasing Strategy Call
Residential	I need property management	Residential Management Lead	Property Management	Management Consultation
Commercial	I want to buy commercial property	Commercial Buyer / Investor	Commercial Sales	Investment Strategy Call
Commercial	I want to sell commercial property	Commercial Seller	Commercial Sales	Valuation Review
Commercial	I need commercial space to lease	Commercial Leasing Prospect	Commercial Leasing	Schedule Property Tour
Commercial	I want to lease my commercial property	Commercial Owner Seeking Leasing	Commercial Leasing	Leasing Proposal Meeting
Commercial	I need commercial property management	Commercial Management Lead	Commercial Property Mgmt	Discovery Call
Existing customer	I am a current tenant	Tenant — Service Request	Property Management	Maintenance Scheduling
Existing customer	I am a current property owner	Existing Owner / Client	Property Management	Owner Update Call
Existing customer	I need help with a managed property	Managed Property Support	Property Management	Manager Follow-Up

Example: an owner asks for leasing help at 9:40 p.m.

The AI asks: Where is the property located? · Is it currently occupied? · What rent are you hoping to achieve? · When is it available to show? · Would you like a leasing strategy call?

Identified as Owner Seeking Leasing Help | **Routed to** Leasing Team | **Next step** Leasing Strategy Call

The demo is a scripted illustration of how the Hub responds. It is not a live chatbot and does not connect to a real inbox.

Leads grouped by service line, never in one undifferentiated pile

Residential and commercial work is kept clearly apart, and each of the three business lines — sales, leasing and property management — has its own queue with an owner and a next step.

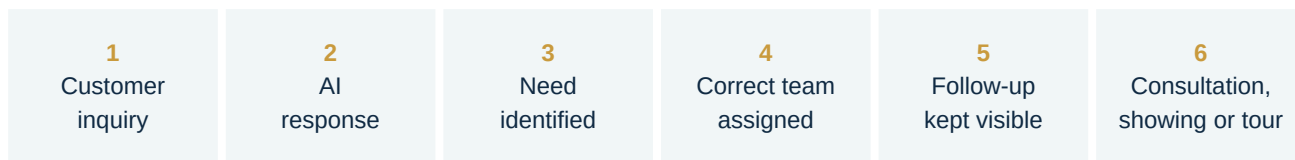
Service line	Customer	What they need	Assigned to	Next step
Residential Sales	Sarah Williams	3-bedroom home, \$300K–\$375K	Residential Sales	Buyer Consultation
Residential Sales	The Ramirez Family	412 Oak Street — ready in 30 days	Residential Sales	Listing Appointment
Commercial Sales	Harbor Point Capital	Retail investment, \$2.4M–\$3.1M	Commercial Team	Investment Strategy Call
Residential Leasing	Devon Hayes	2-bedroom, move-in within 45 days	Leasing Team	Showing Confirmation
Residential Leasing	Priya Nandan	Single-family rental, vacant	Leasing Team	Leasing Strategy Call
Commercial Leasing	Marcus Green	Retail space, 4,000–6,000 sq. ft.	Commercial Team	Property Tour
Property Management	Johnson Investments	12-unit residential property	Property Management	Management Consultation
Property Management	Delta Professional Group	Office complex	Commercial Property Mgmt	Discovery Call

Every lead above shows an AI response already sent, so no one has waited for a first reply.

Active customer and prospect conversations

Who is writing	What they said	What the AI prepared	Team
Buyer	Can we see the Oak Street property Saturday?	Available showing times identified and sent for confirmation	Residential Sales
Seller	Any update on offers for our home?	Offer activity summary prepared for the listing agent	Residential Sales
Residential renter	Is the 2-bedroom on Maple still available?	Availability confirmed and application link prepared	Leasing Team
Commercial prospect	Do you have retail space between 5,000 and 7,000 sq. ft.?	Matching properties identified, tour follow-up prepared	Commercial Team
Current tenant	The AC is not cooling.	Existing tenant recognized, request routed for service	Property Management
Property owner	I own three rental homes and need management.	Management inquiry identified, consultation requested	Property Management

The same six steps, every single time



Residential buyer, start to finish

- Sarah asks about a 3-bedroom home
- The AI replies in seconds and asks about area, budget and timing
- Identified as a residential buyer, \$300K–\$375K
- Assigned to the Residential Sales team
- Follow-up reminder set for the same day
- Buyer consultation booked

Property management lead, start to finish

- Johnson Investments asks about managing a 12-unit property
- The AI replies and asks about units, current management and timing
- Identified as a residential property management lead
- Assigned to Property Management
- Follow-up stays visible until answered
- Management consultation scheduled

The result. Nobody waits overnight for a first reply. Nothing sits in the wrong inbox. Sales, leasing and management each see only what belongs to them — and the people who reached out feel cared for from the very first message.

The same Hub works for every kind of business

This edition is tailored to a full-service real estate company, but the pattern underneath it is universal. Wherever people reach out and someone has to respond, the Hub applies.

Type of business	What the Hub captures and cares for
Professional services	New client inquiries, consultations, intake questions, follow-up on proposals
Health, wellness & spas	Appointment requests, first-visit questions, rebooking, client care between visits
Service companies & contractors	Estimate requests, job details, scheduling, missed-call recovery
Non-profits & community organizations	Volunteer and donor inquiries, program questions, event sign-ups
Schools & programs	Enrollment questions, family communication, tours, waitlists
Coaches & consultants	Discovery-call requests, program interest, client check-ins, retention

One side captures the customer. The other side runs the company.

Customer Lead & Communication Hub

The front door. Captures inquiries, responds instantly, identifies the need, routes to the right team and keeps follow-up visible.

soulcarehubs.com/demo/ai-customer-lead-communication

Real Estate Company Operations Hub

The inside. Organizes staff, listings, managed properties, transactions, schedules and both company and client communication.

soulcarehubs.com/industry/real-estate

Soul CARE Hubs do not replace a multiple listing service, a customer relationship system or a property-management platform. The Hub is the organizing layer that sits above them, so the people and the work stay visible in one place.

Every link you need

What to open	Primary link	Backup link
Full interactive demo	soulcarehubs.com/demo/ai-customer-lead-communication	command-command-create.lovable.app/demo/ai-customer-lead-communication
Guided tour (7 steps)	soulcarehubs.com/real-estate-lead-tour/the-opportunity	command-command-create.lovable.app/real-estate-lead-tour/the-opportunity
Page by page (6 pages)	soulcarehubs.com/real-estate-lead-hub/overview	command-command-create.lovable.app/real-estate-lead-hub/overview
Real Estate Company Hub	soulcarehubs.com/industry/real-estate	command-command-create.lovable.app/industry/real-estate
All Hub demos	soulcarehubs.com/demos	command-command-create.lovable.app/demos
Request a Hub	soulcarehubs.com/contact	command-command-create.lovable.app/contact

The six pages of the page-by-page experience

- **Overview** — the morning dashboard and what needs attention
- **Customer Inquiry** — how the AI greets, asks and identifies the need
- **Lead Pipeline** — sales, leasing and management queues kept separate
- **Communications** — active buyer, seller, renter, tenant and owner conversations
- **Follow-Up** — what is due, what is waiting, what is at risk
- **Journey & Results** — the six steps from first message to booked appointment

Want a Customer Lead & Communication Hub built around your business?

Every Hub is custom-built for the way your company actually works — your service lines, your teams, your language and your customers.

Request a Hub at soulcarehubs.com/contact

Soul CARE Hubs — by Soul CARE Enterprises

Human-centered AI Hubs that express the soul of your business and family.