

BUILT FOR JOSEPH DENNY

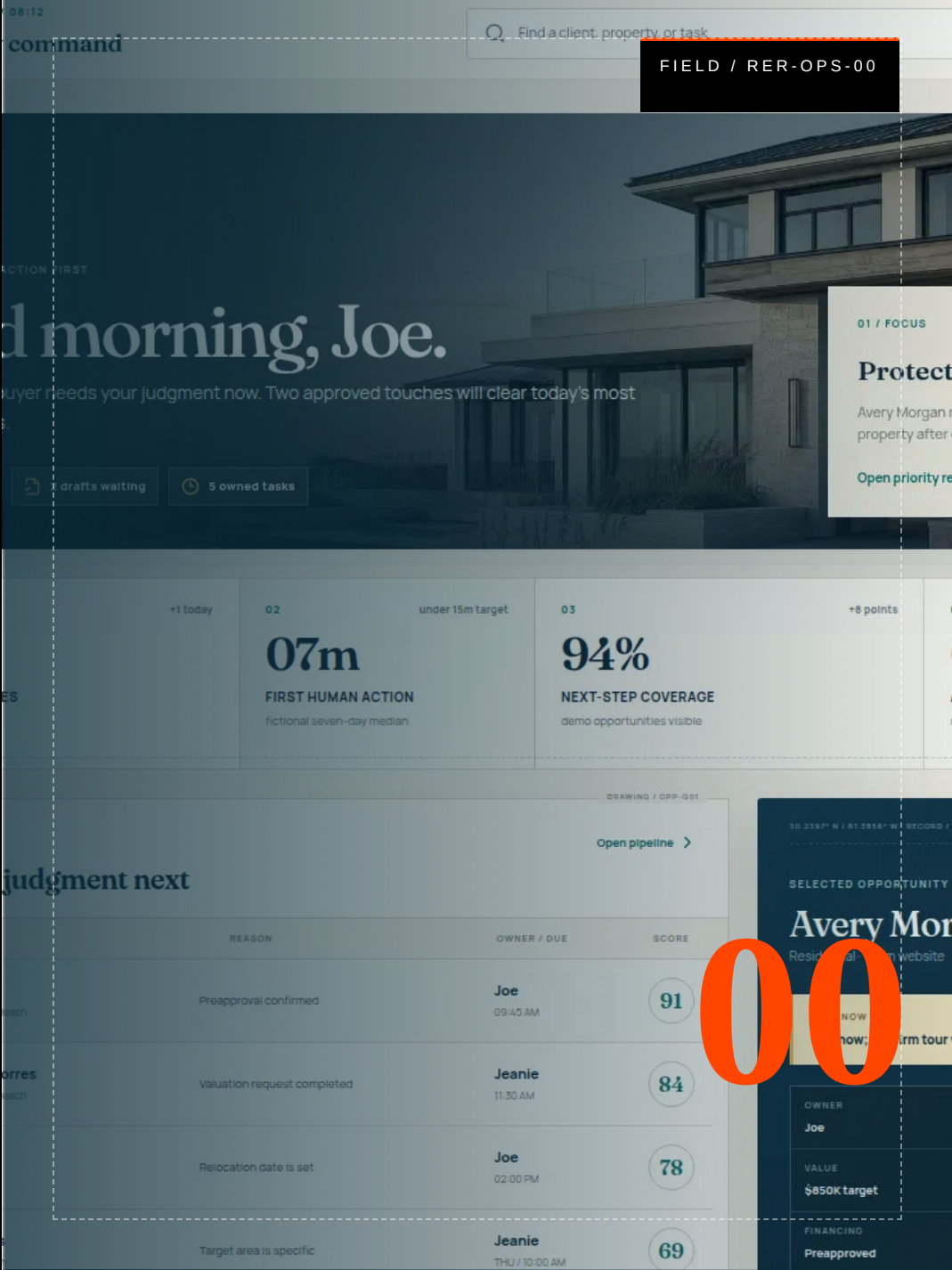
The Real Estate Reaper

Command Center

See every opportunity. Own every next move.

Prepared for Joseph Denny

PRESENTED BY SKYREY TRINIDAD · AUGUST 30, 2026



One command center replaces the daily scavenger hunt.

01

What becomes visible

- 01

Daily priorities

Today surfaces what needs Joseph's judgment first.
- 02

Clear ownership

Every opportunity carries an owner, due time, and next move.
- 03

Connected context

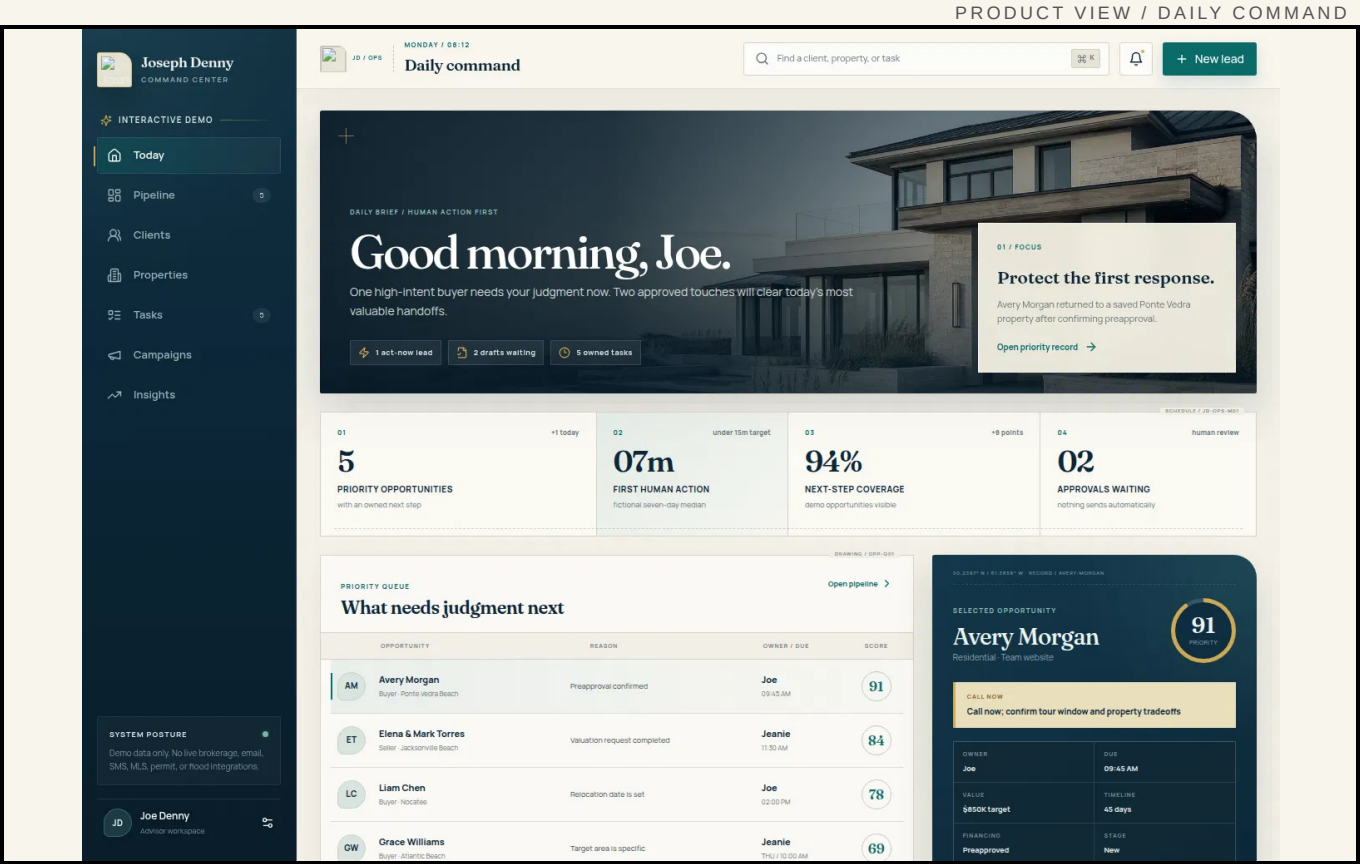
Client, property, task, and campaign information stays linked.
- 04

Visible boundaries

Fictional data and inactive integrations are clearly labeled.

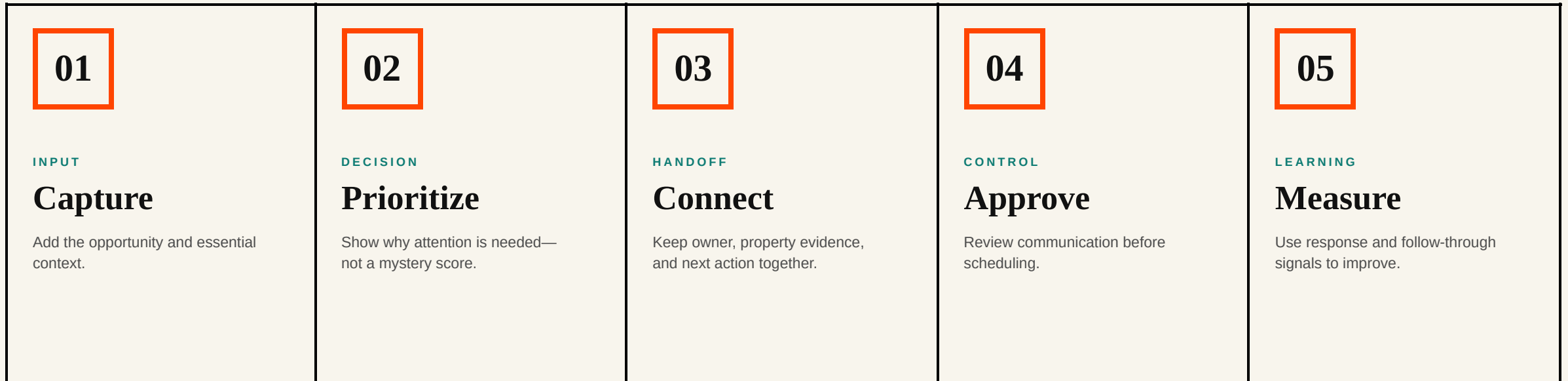
REAPER STANDARD

See every opportunity. Own every next move.



Five moves carry work from inquiry to insight.

02



Human judgment remains the control layer at every step.

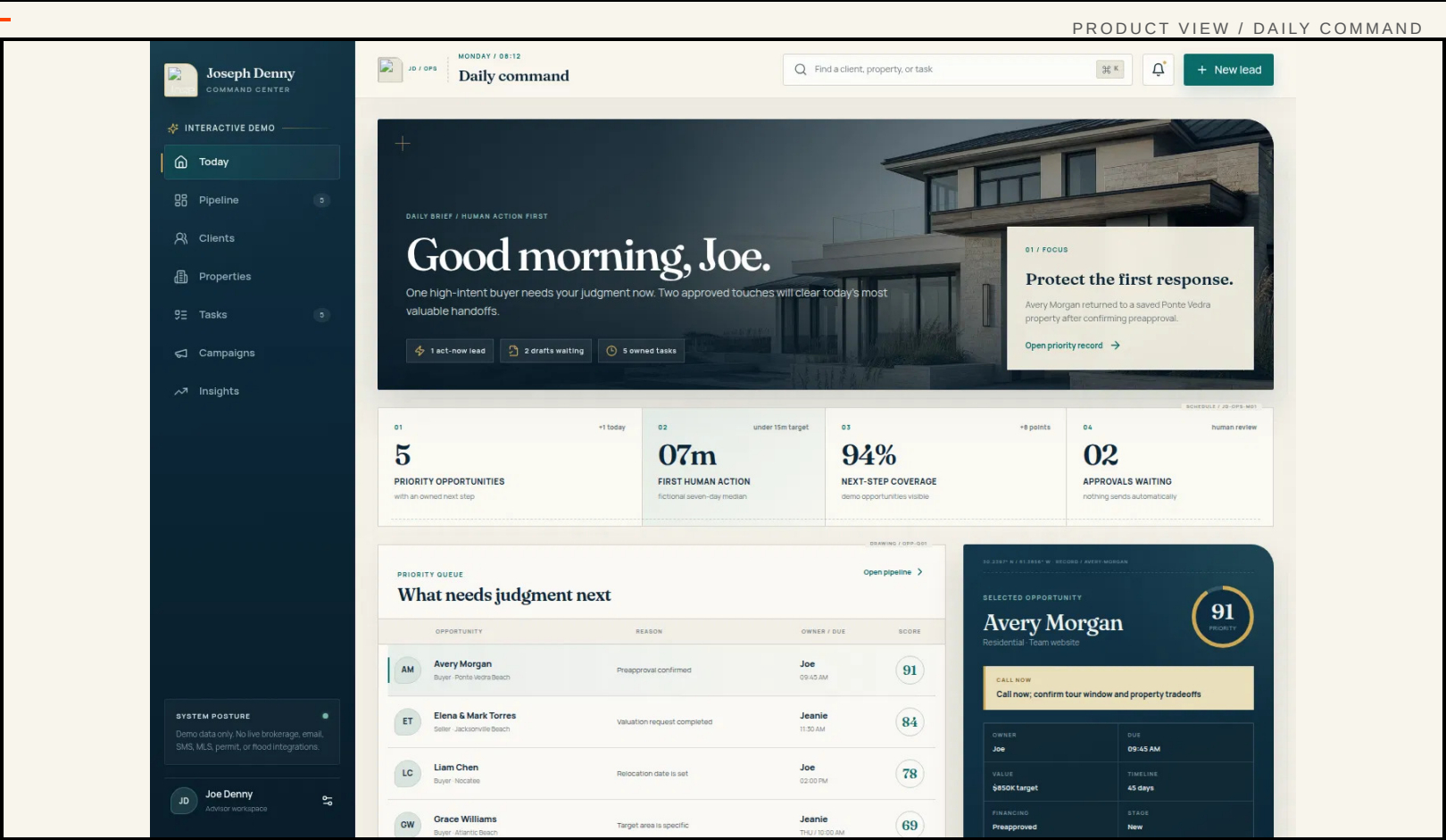
The system prepares, organizes, and confirms. Joseph authorizes the move.

THE REAPER STANDARD

Visible opportunity.
Owned next action.

Today tells Joseph where judgment matters first.

03



REAPER STANDARD / DECISION BEFORE INBOX

Start with the opportunity that needs judgment now.

- 01 Priority queue**
Ranks visible opportunities and states the reason for urgency.
- 02 Selected opportunity**
Shows score, owner, due time, value, timing, and financing context.
- 03 Action ledger**
Keeps today's calls, reviews, and approvals explicitly owned.
- 04 Linked property brief**
Moves directly from client intent to sourced facts and open questions.

The pipeline makes ownership and motion visible.

04

WORKSPACE / OPPORTUNITY PIPELINE

Joseph Denny
COMMAND CENTER

INTERACTIVE DEMO

Today

Pipeline 5

Clients

Properties

Tasks 5

Campaigns

Insights

SYSTEM POSTURE
Demo data only. No live brokerage, email, SMS, MLS, permit, or flood integrations.

JD Joe Denny
Advise workspace

WORKFLOW / LIVE VIEW
Opportunity pipeline

Find a client, property, or task

36 K

+ New lead

ONE FLOW / DISTINCT BUSINESS LINES

Every opportunity has an owner, reason, and next move.

The board keeps residential, relocation, luxury, and commercial discovery visible without pretending they share the same process.

All Residential Luxury Relocation Commercial discovery

01 NEW 1

AM 91

Avery Morgan
Buyer - Ponte Vedra Beach
Joe 08:45 AM
Call now, confirm tour window and property trackouts
Move forward →

02 QUALIFYING 2

ET 84

Elena & Mark Torres
Seller - Jacksonville Beach
Jasene 11:30 AM
Review valuation inputs, approve discovery email
Move forward →

HD 58

Harborline Dental Group
Commercial - South Jacksonville
Unassigned WED / 03:00 PM
Confirm representation in and complete requirements brief
Move forward →

03 TOURING 1

LC 78

Liam Chen
Buyer - Nocatee
Joe 02:00 PM
Send CDD brief and confirm virtual tour shortlist
Move forward →

04 OFFER 0

No demo record at this stage.

05 NURTURE 1

CW 69

Grace Williams
Buyer - Atlantic Beach
Jasene THU / 10:00 AM
Request financing update, keep on monthly beach-area brief
Move forward →

All records and metrics shown are fictional demonstration data. Commercial is intentionally framed as discovery until real volume and process are confirmed.

SCHEDULE / RER-PIPE-P01

What Joseph can see at once

- 01 Five visible stages**
New, Qualifying, Touring, Offer, and Nurture stay on one operating board.
- 02 Distinct business lines**
Residential, luxury, relocation, and commercial discovery remain filterable.
- 03 Owned next actions**
Every card shows owner, due time, priority score, and the next move.
- 04 Explicit forward motion**
"Move forward" changes the stage and confirms the update onscreen.

REAPER STANDARD

No opportunity disappears into an invisible handoff.

Client context travels with every handoff.

05

One relationship record

- 01

Searchable context

Filter by client, location, intent, or owner without hunting through notes.
- 02

Decision details together

Intent, segment, area, value, and timing remain visible in one place.
- 03

Ownership stays explicit

Owner, due time, next action, and priority stay connected.
- 04

Context opens anywhere

Records connect back to Today, Pipeline, Properties, and command search.

REAPER STANDARD

No invisible handoff. The relationship record moves with the opportunity.

Joseph Denny
COMMAND CENTER

INTERACTIVE DEMO

Today

Pipeline

Clients

Properties

Tasks

Campaigns

Insights

SYSTEM POSTURE

Joe Denny

RELATIONSHIPS / CONTEXT

Client intelligence

Find a client, property, or task

+ New lead

CONTEXT THAT TRAVELS

The relationship record, not another address book.

Qualification, consent, ownership, property questions, and next action remain connected as the client moves.

5 ACTIVE DEMO RECORDS

94% WITH NEXT STEP

Filter client records

Segment

CLIENT	INTENT / SEGMENT	CONTEXT	OWNER	NEXT ACTION	PRIORITY
AM Avery Morgan Team website	Buyer Residential	Ponte Vedra Beach \$875K target - 45 days	Joe 03 - 02 AM	Call now, confirm tour window and property tradeoffs	91
ET Elena & Mark Torres Past client referral	Seller Luxury	Jacksonville Beach \$1.25M estimate - 60 - 90 days	Jeanie 11:30 AM	Review valuation inputs; approve discovery email	84
LC Liam Chen Relocation partner	Buyer Relocation	Nocatee \$620K target - 75 days	Joe 02:00 PM	Send CDD brief and confirm virtual tour shortlist	78
OW Grace Williams Open house	Buyer Residential	Atlantic Beach \$475K target - 4 - 8 months	Jeanie 11:40 / 11:50 AM	Request financing update; keep on monthly beach-area brief	69
HD Harbortree Dental Group Direct inquiry	Commercial Commercial discovery	South Jacksonville \$1.8M target - 6 - 9 months	Unassigned WED / 03:00 PM	Confirm representation fit and complete requirements brief	58

What Joseph sees: fictional demonstration records with visible ownership, timing, next actions, and priority.

Joseph Denny
COMMAND CENTER

INTERACTIVE DEMO

Today

Pipeline

Clients

Properties

Tasks

Campaigns

Insights

SYSTEM POSTURE

Demo data only. No live brokerage, email, SMS, M.S. permit, or flood integrations.

JD Joe Denny
Advisor workspace

JD / OPS

Property intelligence

Find a client, property, or task

96 K

🔔

+ New lead

SOURCE / DATE / CONFIDENCE

Property facts become a decision-ready brief.

Evidence is organized around client questions, with unknowns and professional-review points shown instead of hidden.

Sourced Review Unknown

ACTIVE BRIEFS / 3

01 Ocean Grove Residence

Ponte Vedra Beach - Demo property

82%

02 Seagrass Residence

Jacksonville Beach - Demo property

67%

03 Nocatee Shortlist Contest

Nocatee - Demo property set

88%

Every fact remains tied to its source state. Verification is an action, not a footnote.

BRIEF / OCEAN_GROVE

RESEARCH IN REVIEW

Ocean Grove Residence

Ponte Vedra Beach - Demo property

\$875,000

Strong fit on location and maintenance profile. Four facts are sourced; flood and major-system details still require direct verification.

ROOF 2018 permit candidate County record index - verify	HVAC 2019 disclosure entry Seller disclosure - demo	FLOOD Zone X candidate Official map check required
--	--	---

Certainty stays visible

Sourced

A fact keeps its source state instead of being flattened into certainty.

Review required

UNKNOWN

Missing information remains visible and can become a verification task.

Nothing important gets buried.

Inspections, insurance, legal advice, and official verification remain separate professional steps.

Campaigns begin with approved facts—not guesses.

One reviewed fact set becomes the client story.

Social, email, video prompts, and seller updates begin from the same evidence—then remain under human control.

01 Edit the draft
Copy stays visible and editable before approval.

02 Approve the facts
The campaign posture changes from Review to Approved.

03 Unlock scheduling
The schedule action remains gated until a person approves the draft.

REAPER STANDARD

Automation prepares the action. Joseph or Jeanie authorizes the client-facing move.

PRODUCT VIEW / CAMPAIGN STUDIO

Joseph Denny
COMMAND CENTER

INTERACTIVE DEMO

Today

Pipeline

Clients

Properties

Tasks

Campaigns

Insights

SYSTEM POSTURE

Joe Denny

JD / OPS

APPROVED FACTS / VOICE

Campaign studio

Find a client, property, or task

+ New lead

ONE FACT SET / MANY TOUCHPOINTS

Approved property facts power the client story.

Listing copy, email, social, video prompts, and seller updates begin from the same reviewed evidence.

APPROVAL POSTURE

Review

DRAFT / LISTING STORY

Coastal material narrative

Warn oak

Natural light

Owner engaged

Renovation date

A quieter kind of coastal luxury — precise material choices, protected outdoor living, and a floor plan built around natural light. This fictional campaign draft is generated only from facts marked approved in the demonstration record.

Social

Email

Video prompts

Seller update

Human review required before schedule

Approve

Schedule

SEQUENCE / CLIENT JOURNEY

What happens after approval

Social

CHANNEL ADAPTATION

Email

EDITABLE DRAFT

Video

PROMPT-READY

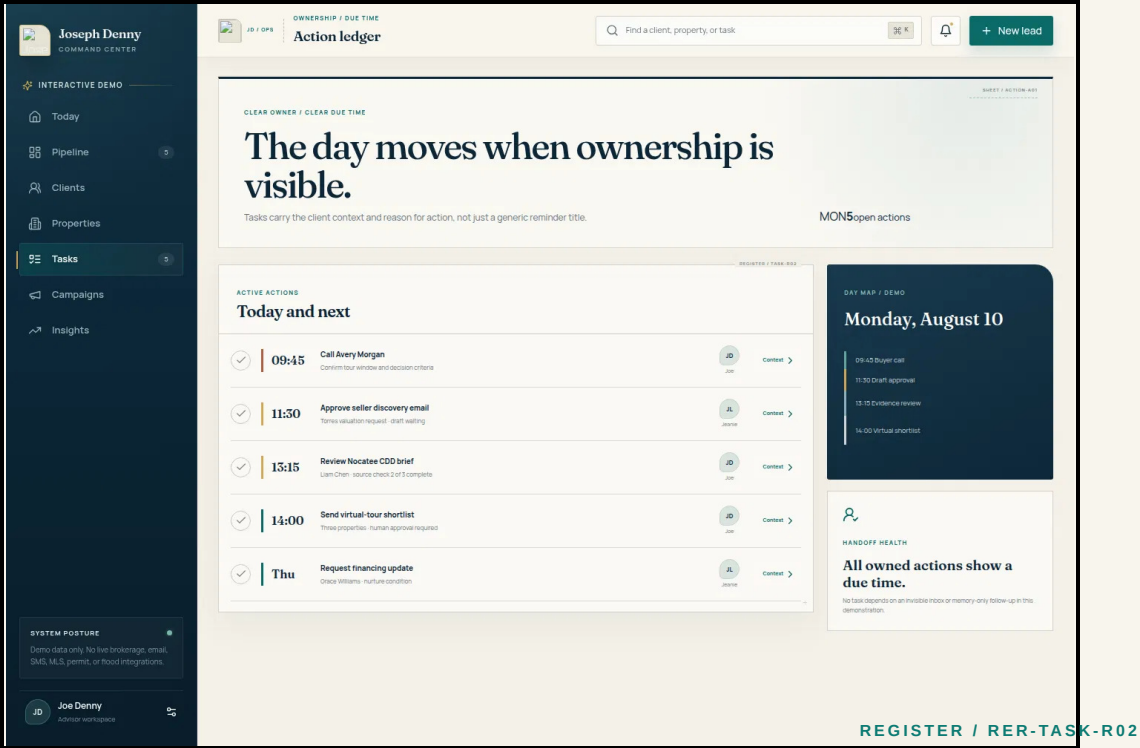
Schedule

APPROVAL GATED

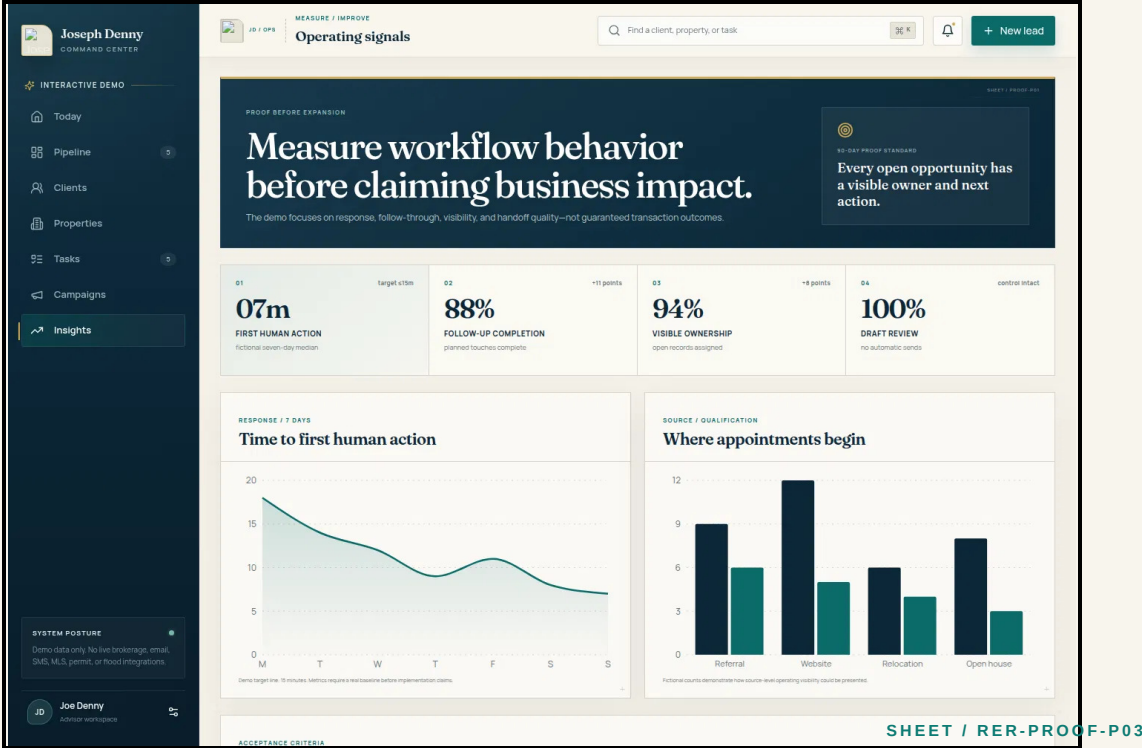
Tasks and signals protect follow-through.

08

EXECUTION VIEW / ACTION LEDGER



LEARNING VIEW / OPERATING SIGNALS



01

Owned work

Each task carries an owner, due time, priority, and client context.

02

Visible completion

Completing a task removes it from the active queue and confirms the action.

03

Workflow signals

Response, source, and next-step measures show how the process behaves.

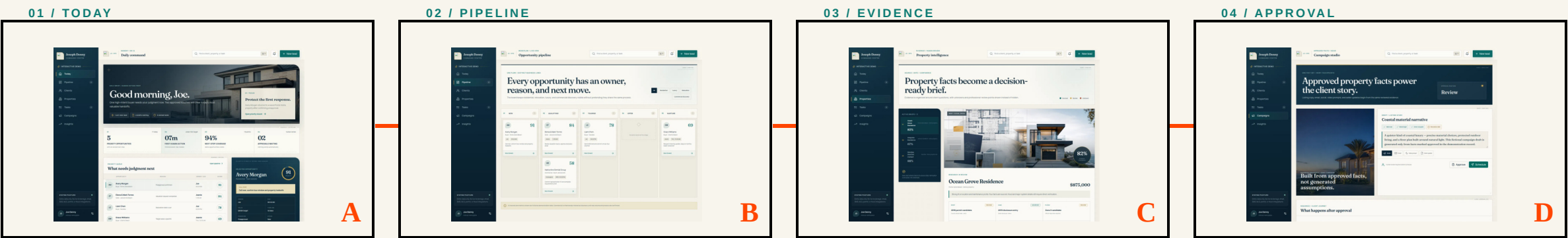
04

Responsible learning

Signals expose friction—they do not invent performance or transaction claims.

The five-minute Reaper route follows one client.

09



01 Open Avery Morgan. Start in Today and point to the record's score of 91. SEE THE OPPORTUNITY	02 Explain the reason. Call out preapproval, the 45-day window, and the saved-property return. EVIDENCE BEFORE ACTION	03 Move the stage. Open Pipeline, choose "Move forward," and show the confirmed change. OWN THE NEXT MOVE
04 Inspect the property brief. Separate what is sourced, what needs review, and what remains unknown. CERTAINTY STAYS VISIBLE	05 Approve, then schedule. Show that Campaign Studio does not unlock scheduling before approval. ACCOUNTABLE AUTOMATION	06 Optional: add a lead. Create one fictional record to show how fresh activity enters the queue. LOCAL DEMO DATA ONLY

A pilot should start narrow and accountable.

01

CHOOSE

One workflow

Select the place where missed context or delayed follow-up creates the clearest friction.

EXAMPLE: WEBSITE-LEAD FOLLOW-UP

02

GROUND

One source of truth

Confirm the authoritative data source and connect only the systems approved for that workflow.

KEEP PROFESSIONAL BOUNDARIES EXPLICIT

03

OWN

Named decisions

Assign who acts, who reviews, and which client-facing steps require human approval.

NO INVISIBLE HANDOFFS

04

PROVE

Success criteria

Agree on the behaviors that demonstrate better response, visibility, and follow-through.

EXPAND ONLY AFTER REVIEW



The Reaper Standard: prove the operating behavior before expanding the automation.

The pilot should create evidence about response time, visible ownership, approval quality, and next-step coverage—not promise transaction outcomes.

DECISION UNLOCKED

Keep, refine, or expand the workflow with evidence.

See every opportunity. Own every next move.

The Real Estate Reaper Command Center

RECOMMENDED NEXT
MOVE

Map Joseph's first live workflow together.

Built for Joseph Denny

PRESENTED BY SKYREY TRINIDAD · AUGUST 30, 2026

RER
OPS

