

AI ROI GUIDE

The AI Impact ROI Guide for Real Estate Brokerages

.TrackImpact



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What ROI Means for Real Estate Brokerages

Time saved is the leading indicator — but for brokerages, the compounding value shows up in more listings taken and transactions closed per agent, faster response times that win more deals, and the ability to shift agent time from paperwork toward the showings and negotiations that actually close business.



Revenue & Capacity

AI-assisted lead qualification, listing prep, and CMA assembly are already helping agents handle more inbound leads and take on more listings without adding headcount — freeing capacity during the exact weeks when showings and offers pile up.

Profitability & Margin

Brokerages using AI for CMA assembly, listing descriptions, and transaction coordination report sharp reductions in per-listing and per-transaction admin time — directly protecting commission economics without cutting service quality.

Talent

By automating repetitive lead qualification and paperwork, AI lets agents spend more time on showings, negotiation, and client relationships — the parts of the job that actually drive production and keep top producers from burning out on admin work.

Why ROI for AI Adoption Matters Now



Real estate brokerages are navigating a familiar squeeze: buyers and sellers who expect instant responses at any hour, a commission structure that rewards speed and volume, and agents already stretched thin across lead follow-up, listing prep, and transaction paperwork.

AI adoption among agents has moved from early experimentation to the mainstream. Agent AI adoption jumped from roughly 15% in 2023 to 82% in early 2026, and 97% of brokerage leaders say their agents are actively using AI in some part of their workflow.

Source: Realtors Property Resource (RPR), 2026 AI Use Survey, reported by HousingWire, Feb 2026



The biggest reported value of AI is time savings: 71% of agents cite it as AI's top benefit, 68% say it saves them at least one hour a week, and 34% report saving over four hours a week — mostly on listing descriptions, follow-up emails, and market summaries.

Source: RPR 2026 AI Use Survey, reported by HousingWire, Feb 2026

At the brokerage level, Compass — a \$4B-market-cap public brokerage — reports that AI-assisted CMA assembly drops from 60-90 minutes to under 15 minutes, and AI-generated listing copy saves roughly 20 minutes per listing across its ~33,000 agents.

Source: Perspective AI, "Compass AI Strategy: How a \$4B Brokerage Is Modernizing Agent Workflows," May 2026, citing Compass investor disclosures

Where AI Actually Delivers

✓ Efficiency	✓ Accuracy	✓ Time Back
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Where It Still Needs a Human

✗ Relationships	✗ Human Judgment
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Proven ROI Levers for Real Estate Brokerages

Core levers real estate brokerages are using today to connect AI adoption to measurable business outcomes — ordered by priority and grounded in publicly reported, sourced examples from across the industry.

Business Outcome	Example Lever	Real-World Example
Revenue Won / Retained	Faster lead response & conversion	Tranio's AI agents drove 69% of all inbound leads and 51% of sales-qualified leads in a one-month snapshot, lifting visitor-to-lead conversion by 100%.
Utilization Improvement	Automated CMA assembly	Compass's AI-assisted CMA tooling cuts assembly time from 60-90 minutes to under 15 minutes per comparative market analysis.
Quality & Speed of Client Service	Faster listing turnaround	Compass agents generate listing copy, an MLS-compliant headline, and social captions in roughly the time it takes to upload photos — about 20 minutes saved per listing.
Margin Improvement	Transaction coordination automation	AI-assisted milestone tracking saves roughly 30 minutes per transaction on offer-to-close coordination, per Compass's reported workflow data.
Talent Recruitment & Retention	Time shifted to client-facing work	68% of agents using AI report saving at least 1 hour a week, with 34% saving over 4 hours — time redirected to showings, negotiation, and client relationships.
Lead Qualification	Consistent, structured lead scoring	Tranio's AI-qualified leads (tiers A/B/C) converted 3-5x more successfully than unqualified leads, giving managers a clear prioritization signal.

TURNING INSPIRATION TO ADOPTION

Turning Inspiration to Adoption

Real ROI comes from moving beyond broad enthusiasm to focused execution. Brokerages seeing the strongest results narrow in on a set of high-impact workflows where AI materially changes how work gets delivered — not just makes individual tasks faster.

A client engagement is a clear example. From first inquiry through closing, AI can reduce friction across the full lifecycle of a transaction — accelerating lead response, listing prep, and document tracking, and freeing agents for the showings and negotiation that actually win and close deals.



Managing a Client Relationship From First Inquiry to Closing

#	Stage	How Brokerages Use AI	Process
1	Lead Gen & Prospecting	Conversational lead qualification	AI intake replaces static contact forms with a short conversational flow that captures budget, timeline, and intent — Tranio's AI agents drove 69% of all inbound leads after rollout.
2	Listing Prep	AI-generated listing copy & CMAs	AI drafts MLS-compliant listing descriptions and assembles comparative market analyses from MLS comp data — CMA assembly time drops from 60-90 minutes to under 15.
3	Showings & Follow-up	Automated scheduling & nurture	AI tools schedule showings and send consistent follow-up messages without manual back-and-forth — writing tasks are the single biggest reported time-savings area for agents.
4	Offer / Contract Management	AI-assisted document tracking	AI flags missing documents and tracks deadlines between an accepted offer and closing, cutting down on manual "what's the status?" emails from buyers, sellers, and lenders.
5	Closing Coordination	Milestone automation	AI-assisted transaction coordination saves roughly 30 minutes per transaction, freeing agents for client-facing work during the most detail-heavy stage of a deal.

Real-World Examples

Two publicly reported, independently sourced examples of AI adoption in real estate — included to show what realistic ROI looks like today, cited from the vendors' own published case studies or reporting.

Turning Website Traffic Into Qualified Consultations



Tranio, an international real estate broker connecting buyers to property across Europe, Asia, the USA, and the Middle East, was generating 220,000 monthly website visitors but struggling to convert high-intent traffic into qualified sales calls due to slow response times and manual qualification bottlenecks.

Tranio deployed Dashly's AI agent team to engage visitors proactively, qualify leads through a structured six-tier scoring framework, and brief sales consultants before every call.

Key Outcomes

- Visitor-to-lead conversion rate roughly doubled, from 0.20% to 0.40%
- Visitor-to-MQL conversion rate rose 50%, from 0.06% to 0.09%
- AI agents became the top-performing channel, driving 69% of all leads and 51% of sales-qualified leads in a one-month snapshot
- AI-qualified leads (tiers A/B/C) converted 3-5x more successfully than unqualified leads

Source: Dashly, "20% of Closed Deals Involve AI Agents: How Dashly Doubled Inbound Results for Tranio," case study, May 2026

Automating the Boring Half of an Agent's Day



Compass (NYSE: COMP), the largest U.S. residential brokerage by sales volume with roughly 33,000 agents and \$186B in annual transaction value, built Compass One — a unified agent and client platform — to automate the structured-data half of an agent's workload without displacing the consultative relationship.

Key Outcomes

- AI-generated listing descriptions save roughly 20 minutes per listing across the brokerage's agent base
- Comparative market analysis (CMA) assembly time dropped from 60–90 minutes to under 15 minutes
- AI-assisted transaction coordination saves roughly 30 minutes per transaction on offer-to-close milestone tracking
- Conversational lead routing delivers a 2–4x lift in conversion versus static contact forms

Source: Perspective AI, "Compass AI Strategy: How a \$4B Brokerage Is Modernizing Agent Workflows," May 2026, citing Compass investor disclosures

Time Saved → Business Value

A 6-agent team saves roughly 20 hours/month per person by stacking AI across listing prep, CMA assembly, and lead follow-up — in line with the reported 34% of agents already saving over 4 hours a week from AI.

Assuming a conservative 50% of that reclaimed time converts to revenue-generating work, here's what that's worth against the cost of TrackImpact's own tracking layer.

Reallocated Hours

hrs/mo	20 hours saved per agent, per month	× 6 agents
	× 50% reallocated to revenue-generating work	
=	Total reallocated hours per month	60 hours

Value Created

value	60 reallocated hours	× \$100/hr effective value of agent time
=	Value created per month	\$6,000

Cost to Track & Prove It

cost	6 seats	× \$19/seat/month (TrackImpact Team)
=	TrackImpact cost per month	\$114

That's roughly a 53x return — not on the AI tools doing the work, but on the cost of proving what they're worth.

\$100/hr is an illustrative effective hourly value of agent time, derived from typical annual GCI divided by working hours — actual figures vary widely by market and production level. This calculator separates two different costs: the AI tools generating the time savings (Compass One, Dashly, and similar platforms) and TrackImpact's own cost to track and prove that value.

TRACKIMPACT — TRACK & SCORE

Turn Everyday AI Use Into Evidence

Once a task is worth doing, TrackImpact is where it gets logged — the tool, the task, the time saved. Every entry is automatically scored for automation-readiness, and the highest-scoring tasks are flagged as candidates to become a standing loop: a process that runs on a trigger, takes a bounded action, and gets better from its own results.

Track, score, and step back — the whole loop, live today. That's how scattered AI usage becomes the evidence the next budget conversation runs on.

TOOL	TASK	TIME SAVED	SCORE
ChatGPT	Draft first-pass client email	15 min	82 — Loop candidate
Otter.ai	Transcribe client call	20 min	65
Excel Copilot	Reconcile month-end entries	35 min	40



↳ Recorded outcome feeds the next run

Get started → trackimpact.io

ROI Is a Change Management Process

AI doesn't create ROI on its own — proving it requires a structured approach to adoption, and a system for turning scattered usage into evidence leadership can act on.



Start With a Targeted Pilot

AI doesn't create ROI on its own — proving it requires more than picking a workflow and hoping. The strongest pilots follow three steps: **track** the real, granular tasks inside the workflow — not "listing prep" but "draft this listing description from the property photos and notes"; **score** each logged task for automation-readiness — does it need a person's judgment, is it a good AI+human candidate, or could it run with minimal oversight; then **step back** and ask which high-scoring tasks could become a standing loop — something that runs on a trigger, takes a bounded action, and gets better from its own results — instead of a one-off AI-assisted task repeated by hand.

What Strong Pilots Include

#1

A logged, high-volume workflow

A repetitive task tracked at the task level — listing descriptions, lead follow-up, CMA assembly.

#2

A clear KPI to track against

Minutes per CMA, response time per lead, or listings published per week.

#3

A defined pre-/post-benchmark

Measured before rollout begins, so the pilot has something real to compare against.

#4

A small, engaged group

A handful of agents across production levels — not just the top producer.

TRACKIMPACT — SEARCH PROFILES

Not Sure Where to Start? Search Your Job Title.

TrackImpact's marketplace covers thousands of O*NET job titles, and every profile breaks the role down into its real, recurring tasks — not "use AI for marketing," but the actual activities someone in that seat does every week — each matched to a concrete AI approach and an automation-readiness read.

Instead of guessing which tasks are worth automating, search the job title and see the answers already mapped out.

SEARCH

"Senior Financial Analyst"

TASKS MAPPED

38 recurring tasks found

→ SAMPLE TASK MATCH

"Reconcile the variance report against last month, flag anything outside a 5% band."

HITL SCORE: MEDIUM — AI DRAFTS, YOU REVIEW

Search your job → www.trackimpact.io/search/

From Proven ROI to Brokerage-Wide Impact



AI is already helping real estate brokerages deliver real ROI — not just in hours saved, but in faster lead response, more listings taken per agent, and a more sustainable path for agents who'd rather be showing homes than assembling CMAs.

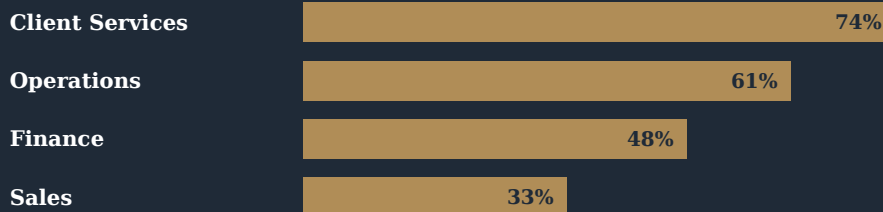
Outcomes will vary by market and how deeply a brokerage integrates AI into its workflows. But the brokerages seeing the strongest returns are the ones treating adoption deliberately — tracking who's using what, for which tasks, and what it's worth — instead of guessing at year-end.

TRACKIMPACT — TEAMS

See Impact Across the Whole Organization

Teams brings every individual's tracked and scored activity together at the organizational level — so leadership can see adoption and value by department, site, or role, and compare who's driving results.

It's the difference between a handful of enthusiastic early adopters and a rollout that can actually be managed and reported on.



See how it works → trackimpact.io

Start Scoping ROI for Your Brokerage

This section is the input TrackImpact uses to help you scope, track, and prove AI's impact on your brokerage — here's how the pieces fit together, and what to work out with your team before you roll anything out.

Questions to Answer Before You Scale

These are the questions that shape how your brokerage rolls out and tracks AI adoption — work through them with your team before committing to a rollout.

What are your top business priorities, and how might AI support them?

e.g. Winning more listings, closing more transactions per agent

Which workflows do you want to focus on first? Why?

e.g. Lead follow-up, CMA assembly, listing descriptions

What would the impact of improvement look like?

e.g. More listings taken and transactions closed per agent without added headcount

What pain points are slowing your team down today?

e.g. Listing copy, follow-up volume, paperwork bottlenecks

Who else needs to be involved in evaluating this?

e.g. Managing broker, team leads, marketing/ops

What questions or objections are you anticipating?

e.g. "How is this different from what we already track?" "What about compliance and fair housing concerns with AI-generated content?"

Ready to Set Up TrackImpact for Your Brokerage?

Reach out and we'll get you started — mapping roles, setting up your team, sending onboarding invites to your agents, and walking through how the platform and reporting work.



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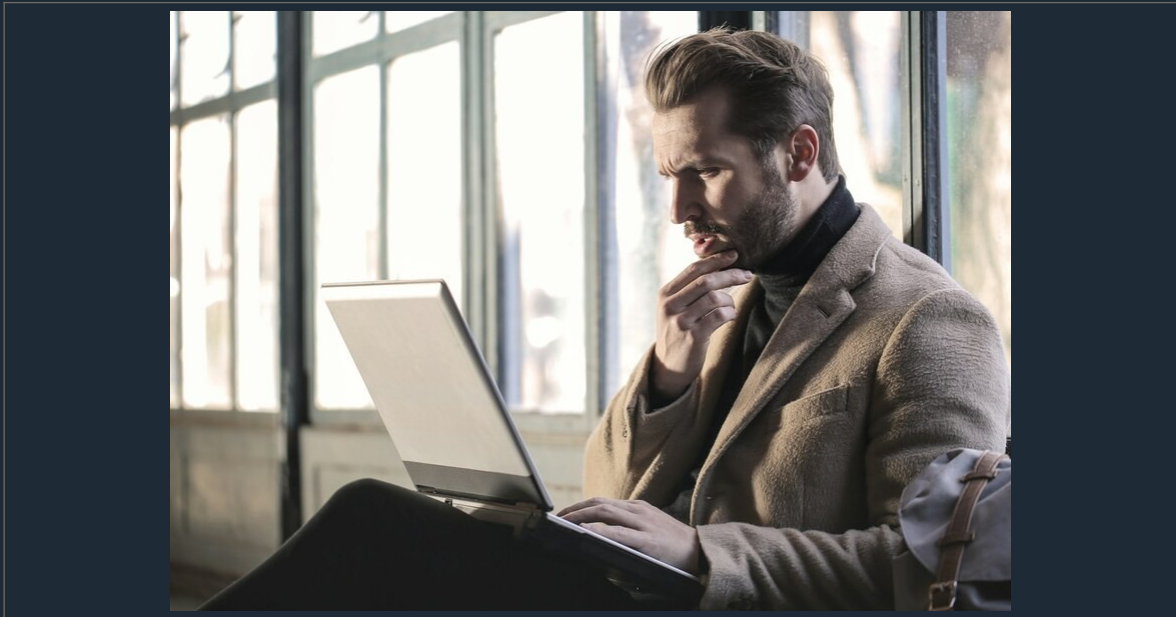
Web: trackimpact.io

READ NEXT

The AI Skills Guide

This guide made the case for AI at the organizational level. The AI Skills Guide takes it to the individual — the specific habits, prompts, and workflows that turn AI from a tool people dabble with into one they rely on daily.

A natural next step for any team lead rolling this out person by person.



Read the AI Skills Guide → www.trackimpact.io/guides/ai-skills-guide/

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- Team collaborating around a computer — Vitaly Gariev / Unsplash (img-realestate-workflow.jpg)
- White papers on a table — Lukas Blazek / Unsplash (img-realestate-case1.jpg)
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