

Serenity Wow Factor Morning Report

Demo Edition — For Brokerages with 5–100 Agents

Active Core (4)

1. Agent USP — 5 Wow Factors for Brokerages	Morning Reports, Blue-Star signals, Training 365, Marketing Packets, Scale 5–100.
2. John the Agent	3 buyers in 80111 (\$700–\$850K). CMA task: 6018 S Locust Cir (rehab est. \$70K).
3. Kristine Program	Daily design: 1 new DALL-E background. Training Hours this week: 4.5 (goal: 5).
4. Small Brokerages (Demo Feed)	Boutique Realty, 22 agents. Avg. DOM: 31 (↓ from 36). 12% price cuts last week.

Static Spotlight (4)

Training 365	Lesson 102: How to read Days on Market as a buyer signal.
Summary of Listing & Buying Planning	15% of actions = 80% of results. Daily agent examples.
Serenity: A Thinking AI for Brokerages	Brokers get dashboards; agents get personalized reports.
Serenity OS Playbook	Featured SOP: Investor Packet in 1 hour.

Passive / Archive (10)

50 Real Estate Company Pipeline	7 boutique firms flagged for outreach this week.
Cars SOP	Paused (demo shows Serenity can track cars too).
Bill W Archive	Blue-Star scan on 150 properties; 3 qualified.
John Krol (Serenity Profile)	Default agent profile demo.
Blue-Star Distressed Properties (Demo)	1234 Cherry St — \$485K, needs \$40K rehab, ARV \$625K, CoC 37%. 987 Juniper Ct — \$512K, cosmetic, ARV \$575K, CoC 28%. 6600 Birch Ln — \$449K, rents \$2,950/mo, CoC 33%.
Open Brokerage Tracks	Slots for Recruiting, Compliance, Team Training.

Why This Demo Matters

Looks real because it is real-like. Property data, investor signals, and training lessons all in one. Scales for every agent in a 5–100 person brokerage — without extra overhead.