LOCAL, LOUD, AND LIGHTNING-FAST

Using AI, Automation, and Local Smarts to Outpace the Market

Katie Day

👤 The MOVEMETOTX Team   💼 REAL Brokerage   📷 @movemetotx

AGENT PROFILE

Katie Day isn't just making noise in Houston, she's setting the pace for what "local authority" actually means in the age of AI and automation. **By leveraging Google Alerts, a custom GPT, and AI avatar tools, Katie churns out hyperlocal video content at breakneck speed.** She's built an Instagram presence that blends neighborhood news, lifestyle, and real estate insights—driving both massive engagement and actual business.

Houston, Texas
PRIMARY MARKET

$305,000
AVERAGE PRICE POINT

7
YEARS IN REAL ESTATE

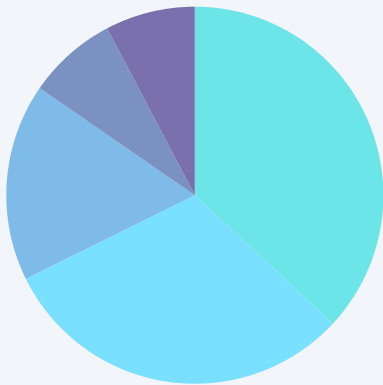## 2024 PRODUCTION STATS
*Team production

182
2024 TRANSACTIONS

$60,859,048
2024 SALES VOLUME

$1,720,000
2024 GCI

TOP LEAD SOURCES

- SPHERE TRANSACTIONS: 24%
- REFERRALS FROM AGENTS: 20%
- REFERRALS FROM SPHERE: 11%
- OPEN HOUSES: 5%
- FACEBOOK: 5%

PRODUCTION

40%
BUYERS

60%
LISTINGS

TEAM SIZE

9
AGENTS

2
ADMIN

KATIE ON COACHING

Coaching has helped me scale in both **strategy and execution**. It gives me the accountability to stay focused on higher level activities, like refining my content systems, improving lead conversion, and better integrating AI into my workflows.

Sometimes you're too close to your own business to see what's missing, and coaching helped me zoom out and make smarter, more strategic decisions. It's also been incredibly valuable having someone challenge me to **think bigger and push past** comfort zones.

The real benefit isn't just in the ideas, it's in **having support both in my coach and in the TF ecosystem** to actually implement them.

BY THE NUMBERS

35%
Follower growth in
the last 6 months

30.1K
Instagram followers
since December 2024

876
Inbound DMs since
December 2024

IN THE LAST 30 DAYS

63K
Likes

2.3M
Video Views

3.9K
Comments

12K
Saves

50K
Shares on Posts

HOUSTON, TX

THE STORY

Katie Day's journey in real estate started like so many, **working hard to "be the local expert" and pushing content the old-fashioned way: hours of research, scripting, and on-camera work.** It was grind, grind, grind. But after seven years in the business, Katie realized that process wasn't scalable, or sustainable, for someone hungry to grow a real brand, not just a busy schedule.

What changed everything was the perfect storm of AI, automation, and Houston's ever-evolving neighborhoods. **Katie ditched the manual labor and built a system: Google Alerts for real-time local news, a custom GPT to turn articles into video scripts, and HeyGen (plus ElevenLabs) to bring her digital persona to life**—no burnout, no bottlenecks, and no more "What should I post today?" She became her own content studio, pumping out hyperlocal video updates and stacking SEO wins before competitors even finished their coffee.

But this isn't just about pumping out more videos. **Katie's system lets her be the conversation**—connecting with locals over what matters: development news, neighborhood scoops, and lifestyle insights, all tailored for the Houston community. The result? An Instagram channel that's equal parts trusted resource, community hub, and lead magnet.

Today, Katie's not just visible—she's everywhere. Her content is fast, consistent, and distinctly hers. In the crowded world of Houston real estate, she's proof that marketing and content automation isn't just a "hack"—it's the new baseline for dominance.

THE STRATEGY

Set Up Hyperlocal News Alerts

Hyperlocal content starts with timely, relevant topics. Katie uses Google Alerts and paid news subscriptions to stay on top of local developments, ensuring her content is both current and valuable to her audience..

- Katie sets Google Alerts for keywords like "Houston Real Estate" and neighborhood names to receive daily updates.
- Katie monitors local businesses and news pages on Instagram and TikTok, saving articles to build a running list of content ideas.

Script With Custom AI Prompts

To keep her messaging consistent and efficient, Katie relies on ChatGPT and custom prompts to draft video scripts and post captions. This removes creative bottlenecks and ensures a polished, brand-aligned message every time.

- Katie copies and pastes news articles into ChatGPT, requesting scripts optimized for her voice and platform.
- She has developed a custom GPT that learns her style and generates scripts in her preferred format.
- Katie also uses AI-generated captions for her posts, reviewing or editing them before publishing.

Produce Videos with AI Avatars and Voice Cloning

Speed is critical in content, and AI tools like HeyGen enable Katie to create professional-grade videos in minutes. Voice cloning and avatar technology make her presence scalable while preserving authenticity.

- Katie selects her avatar in HeyGen, pastes the script, and chooses the ElevenLabs voice for a natural-sounding result.
- She uploads audio for training her voice clone, ensuring consistent quality across videos.
- Katie produces vertical videos, ready for Instagram Reels, TikTok, and YouTube Shorts.

Brand and Edit Efficiently with Templates

Maintaining a consistent look builds brand recognition. Katie uses Canva for backgrounds and CapCut for final edits, allowing quick customization and faster publishing.

- Katie uses Canva templates with her brand colors and fonts for cohesive visuals.
- She removes video backgrounds in CapCut, overlays B-roll or screenshots, and edits out script errors.
- Katie generates captions in CapCut, reviews them for typos, and exports the finished video for posting.

Drive Engagement and Community Growth

Content is only as effective as its reach. Katie's strategy centers on two-way engagement, consistent posting, and value-driven updates to foster an authentic local brand.

- Katie responds to comments and DMs, and reposts content from local businesses to build relationships.
- She focuses on value-first content—market updates, "what's new in Houston," and neighborhood spotlights—to grow trust before making any sales asks.
- Katie posts regularly in core formats (reels, carousels), leveraging AI to maintain consistency and avoid burnout.

Measure and Scale with Data

Tracking performance informs content strategy and proves ROI. Katie reviews platform metrics to refine her process and scale what works.

- Katie tracks Instagram analytics, like followers, views, saves, and shares over 30 days.
- She monitors lead source metrics, attributing growth in DMs and sphere referrals to her content automation system.
- Katie uses content engagement data to inform future topics and optimize the AI prompts for her scripts.

TECH STACK

Name	Description
Google Alerts	Tracks hyperlocal news and development updates for fast, relevant content ideas.
ChatGPT	Converts news stories into on-brand, social-ready scripts and captions.
HeyGen	AI avatar video tool for producing polished, branded short-form videos at scale.
ElevenLabs	AI voice cloning for realistic voiceovers, increasing video quality and personal branding.
Canva	Used to create branded backgrounds and cohesive social graphics for each video.
CapCut	Video editor for background removal, captioning, and final export to all social platforms.

3 THINGS YOU CAN DO NOW

01 **Lead with value-driven, hyper-local content.** Don't pitch, educate. Share the news, updates, and neighborhood stories your audience actually cares about, and become the expert they trust long before they're ready to buy or sell.

02 **Build a repeatable content rhythm and stick to it.** Pick one or two content formats (like reels or carousels) and post regularly: market updates, local highlights, or "what's new" segments that set you up as a go-to resource without burning out.

03 **Engage like a neighbor, not a billboard.** Treat your audience like a community, reply to DMs, jump into comments, and share local businesses.

Full Case Studies & Tools for Coaching Members
Tom Ferry Coaching members get exclusive access to the entire library of 100+ real-world case studies plus every template, script, AI prompt, and toolkit—covering every critical aspect of building a successful real estate business.

6 THINGS KATIE WILL DO GOING FORWARD

01 Katie will **continue streamlining content** creation using AI for first drafts of blogs, scripts, captions, and emails to keep up with Houston's fast-moving market.

02 She'll further **train her AI tools to match her unique voice and brand**, ensuring outputs sound authentically "Katie" and not generic.

03 **Katie's developing custom prompt libraries** for her team, so everyone can create on-brand content without starting from zero.

04 She'll put her processes on autopilot using **workflow automation platforms** like Zapier, n8n, or Make, minimizing repetitive manual tasks and speeding up publishing.

05 Katie's leveraging AI for **smarter lead segmentation and nurture campaigns**, crafting scalable, personalized outreach for different buyer journeys.

06 **Work with her Tom Ferry coach** to help keep her accountable and to help her implement these ideas!

TOOLKIT ITEMS

Practical tools to help you put this AI strategy into action.

1 Custom GPT: Local News Script Generator

2 YouTube: How to Use Katie's Generator

3 Example: Michelin Guide Comes Back to Texas

CUSTOM GPT
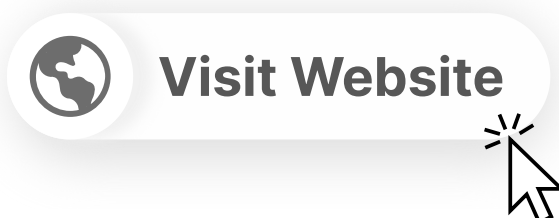# LOCAL NEWS SCRIPT GENERATOR

What It Is:

A custom GPT built by Katie Day that creates ready-to-use scripts for short form videos based on local n

How To Use It:

- Click on the link (below).
- Copy a the text of a local news story into the GPT.
- Choose one of the 4 options:
  - Summarize this local news article into a Reel script and social caption:
  - Turn this article into a video script and caption for short-form social media:
  - Here's a news article, can you please make it a 60-sec video script and caption:
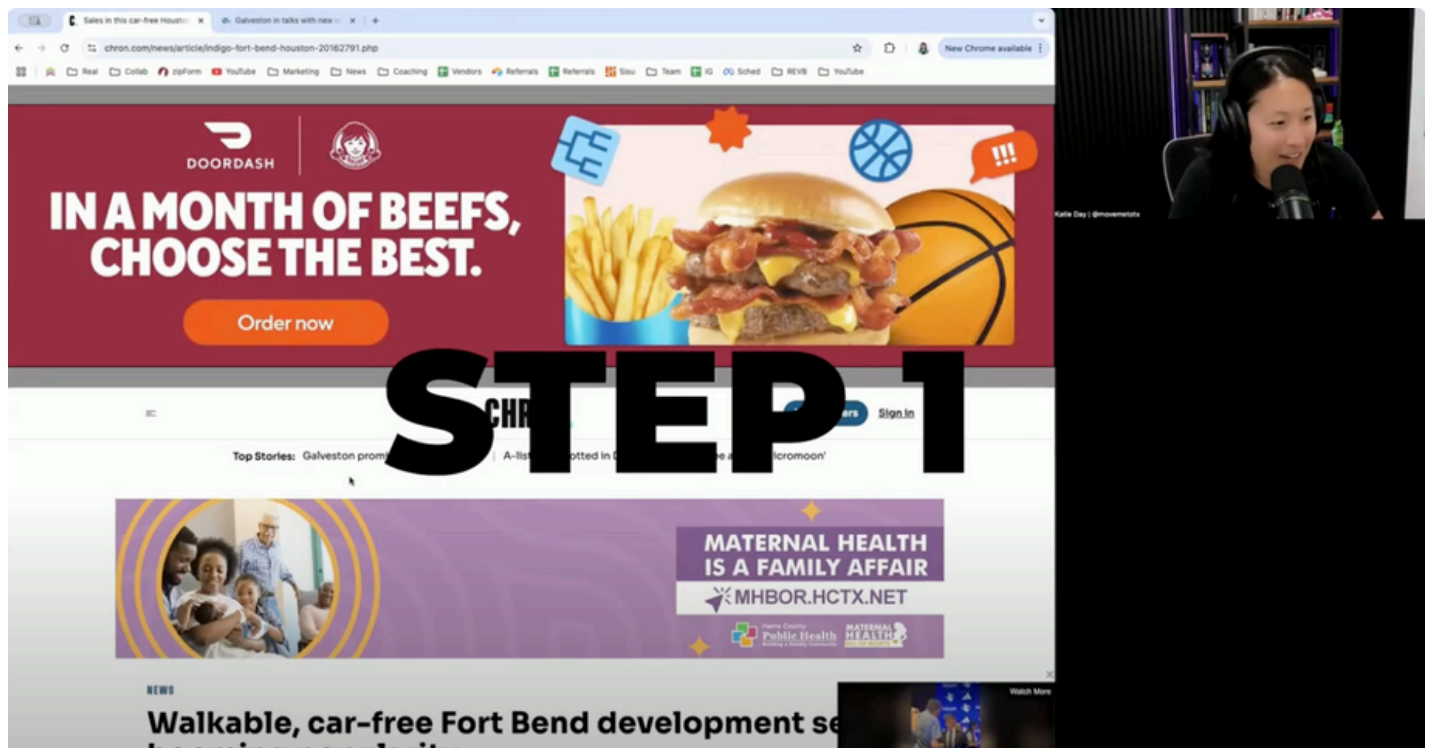 - Write a script and caption from this news story:

Tips:

- Copy the entire article, not just the headline.
- Ask the GPT to give you 5 headlines for the video, too.

🌐 **Visit Website**

YOUTUBE

HOW TO USE KATIE'S GENERATOR

WATCH NOW

EXAMPLE

MICHELIN GUIDE COMES BACK TO TEXAS