



NLC25

TUCSON, ARIZONA

#nlc25

MASTER MARKETING WITH AI TO SELL MORE LAND

Chief AI Officer – Ross L. Jones
Co-Founder of [CommercialRealEstateMarketing.com](https://www.CommercialRealEstateMarketing.com)



When You Hear
“AI,” What Comes to Mind?

**INNOVATION? THREAT?
COMPLEXITY?**

The Reality for Real Estate Agents in the Land Sector

No matter your niche—agricultural, recreational, development, vineyards & orchards, timberland, or site selection—the challenge is the same:

- Finding or attracting your ideal clients
- Knowing your market
- Standing out as the expert

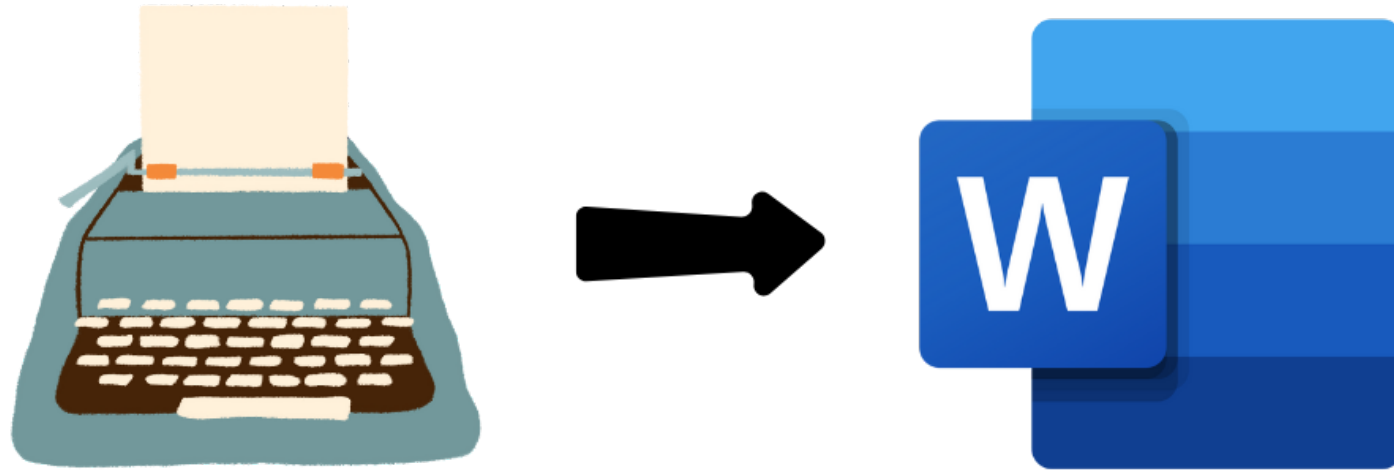
Leveraging AI for Personal Branding and Marketing Mastery in Land Real Estate

- Build a powerful brand, craft high-impact messages and broaden your reach
- Help your break into new markets
- Impress your clients
- Write listing descriptions in half the time
- AI levels the playing field to help you market your services better in every way – video, property marketing, websites, communications and more.



A Lesson a Little Too Close to Home

Lesson from Mom



AI Won't Replace You... But Agents Who Use AI Will!

- Embrace AI as your competitive advantage—enhance your skills, save time, and reduce costs
- Stand out in the market and secure more deals



Transform Your Branding & Marketing with AI

- Generate market reports, lead magnets, website content, blogs, and property descriptions, improve images
- Reduce reliance on external hires and streamline your marketing efforts



Build Your In-House Marketing Content with AI

Laying the Foundation for Success

Finding Your Ideal Client & Breaking Into New Markets

The success of any marketing campaign starts with knowing who your buyers, seller, or investor is:

- ✓ Define your ideal client profile using data-driven insights
- ✓ Understand market trends, competition, and client pain points
- ✓ Discover how tools like Perfect Persona GPT can pinpoint and engage your target audience



GIVEAWAY TIME!

Win One Year Free Subscription



LIKE/FOLLOW/SUBSCRIBE

To Stay Connected & Be Eligible to Win



CommercialRealEstateMarketing.com/RLI



facebook.com/CREMarketingHub



youtube.com/@commercialrealestatemarketing



linkedin.com/ross-l-jones

Ready to Transform Your Business?

- ✓ Get more business
- ✓ Do your marketing at a FRACTION of the COST in a FRACTION of the time.
- ✓ Embrace AI to boost your efficiency, establish yourself as the market expert, and drive more deals
- ✓ Be the one who gets the business; not the one who gets left behind.

Questions?



Thank you!

CommercialRealEstateMarketing.com/RLI 

facebook.com/CREMarketingHub 

youtube.com/@commercialrealestatemarketing 

linkedin.com/ross-l-jones 

