



# WCAR TECH SUMMIT 2026



PRESENTED BY: *Matthew Rathbun*



## ABOUT THE SPEAKER

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Matthew Rathbun has traveled across the US and abroad bringing the latest information about trends, techniques, and tools to real estate agents looking to upgrade their careers. With a unique blend of geekiness, humor and in-depth knowledge of the practice of real estate Matthew makes agents think differently about the world. Matthew is a self-proclaimed 'worst- student-ever", and during each class, he puts himself in the learner's seat and brings a unique spin to how agents can increase their business and serve their clients at a higher level.

Matthew is a licensed broker in Virginia, Maryland, and the District of Columbia and Exec. Vice President of a large firm. Matthew has served in various leadership capacities in the REALTOR® Association.

### Recognition

- REBI National Distinguished Educator Of The Year
- CRS National Instructor of the Year
- Virginia Association of REALTORS® - Instructor of the Year
- Fredericksburg Assoc. of REALTORS® - Instructor of the Year
- RISMedia Newsmaker – Influencer
- Virginia REALTORS® Graduate - Leadership Academy
- Fredericksburg Assoc. of REALTORS®s – Realtor of the Year
- Fredericksburg Assoc. of REALTORS® – President's Award
- Fredericksburg Assoc. of REALTORS® – Code of Ethics Award
- Fredericksburg Assoc. of REALTORS® – Rookie of the Year
- Fredericksburg Assoc. of REALTORS® – Hall of Fame

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[MATTHEWRATHBUN.COM](http://MATTHEWRATHBUN.COM)



*Matthew Rathbun*



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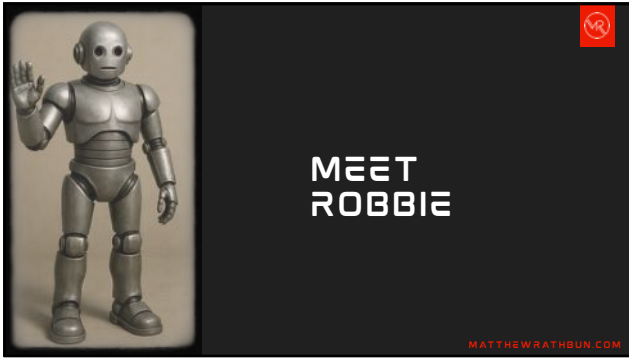
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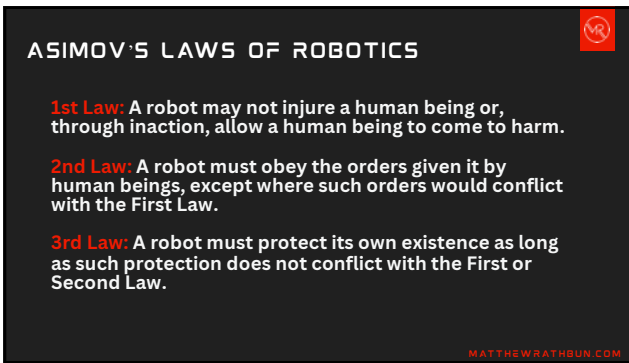
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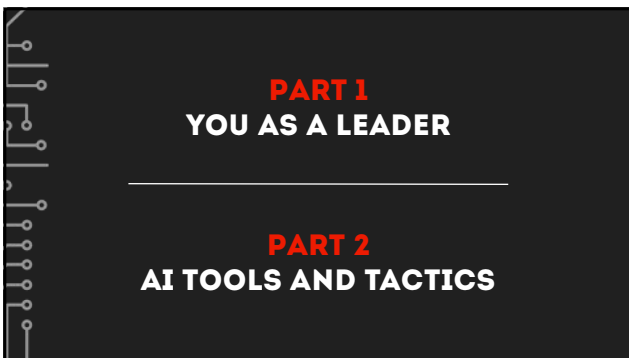
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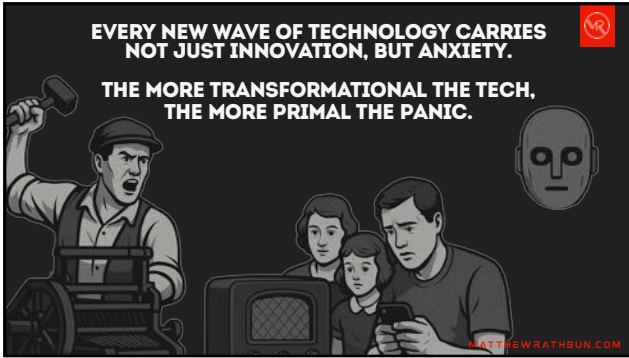
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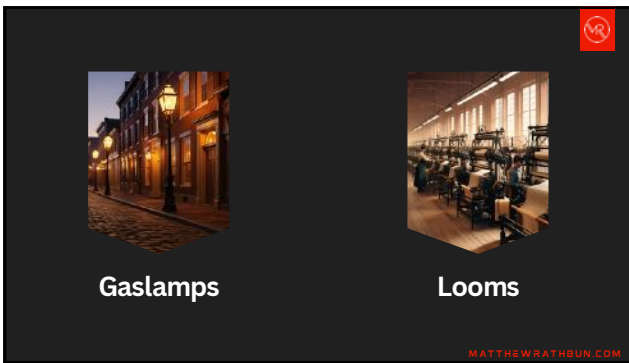
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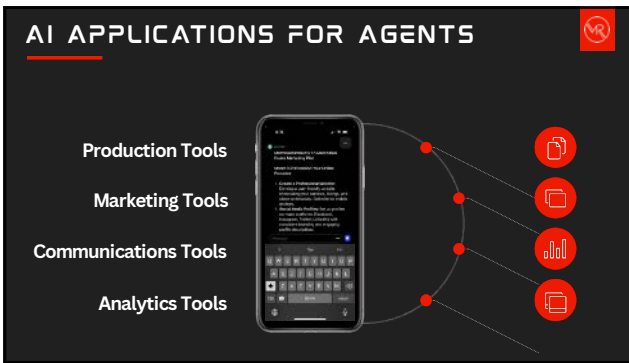
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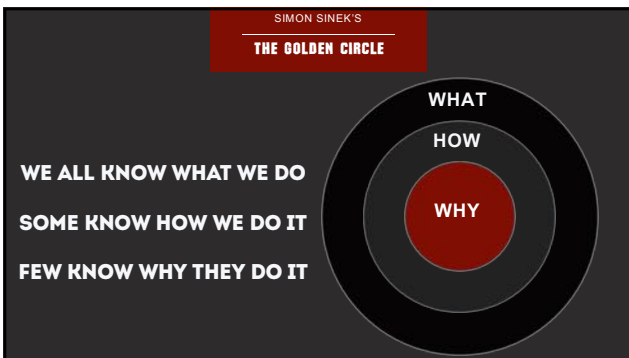
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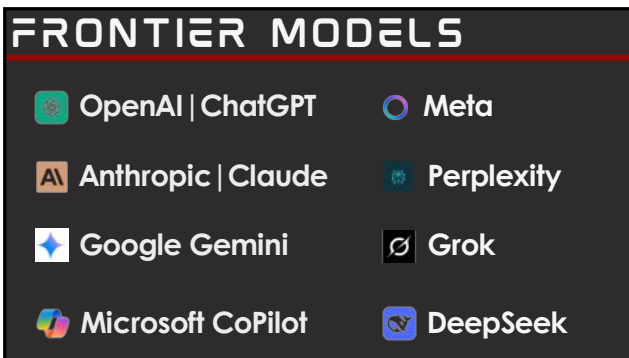
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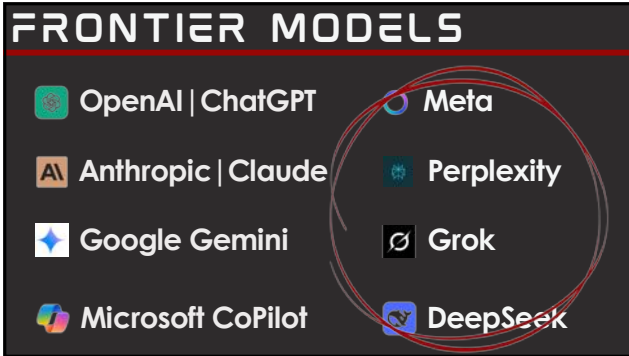
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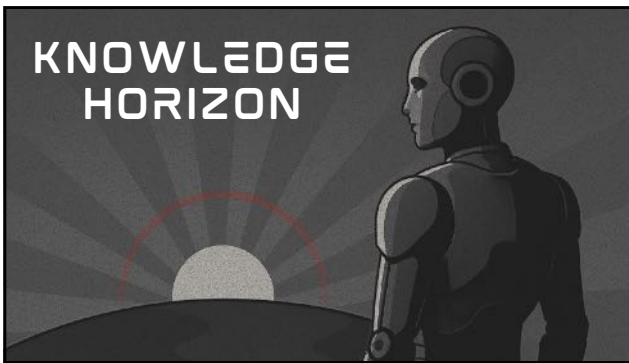
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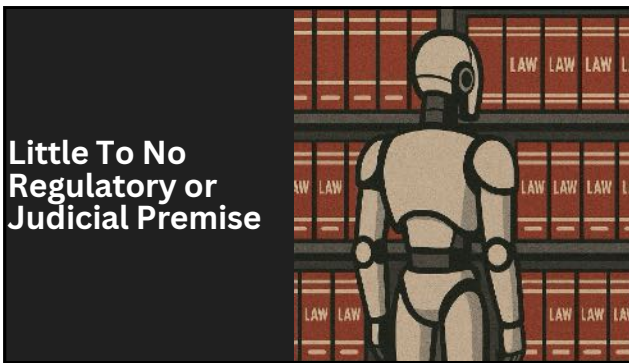
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**OPENAI'S GUARDRAILS**

- Illegal or harmful content
- Hate, harassment or discrimination
- Sexual or adult content
- Medical, legal or financial advice
- Personal or private information of others
- Creation of misinformation or disinformation
- Copyright content
- Security workarounds (hacks)
- Will only access the internet with consent

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**What policies do you have in place regarding assistants hired by agents?**



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**Do you have cyber-insurance? Does it cover AI usage?**



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**We have a limited ability to restrict access to tools for independant contractors.**



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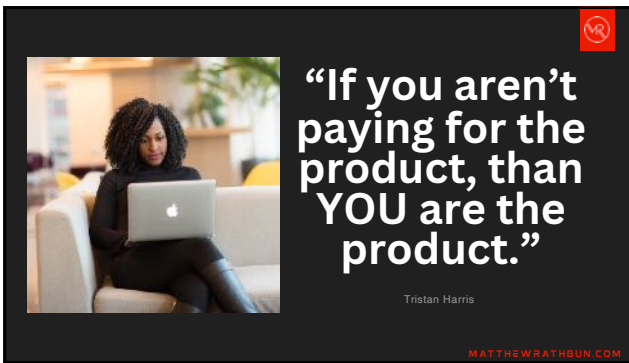
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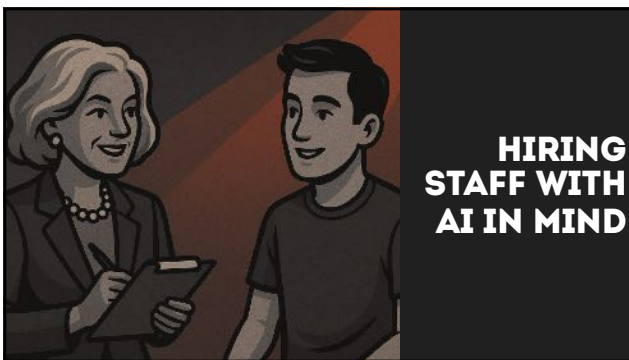
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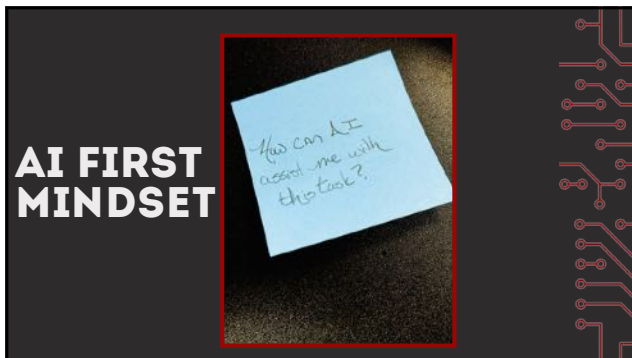
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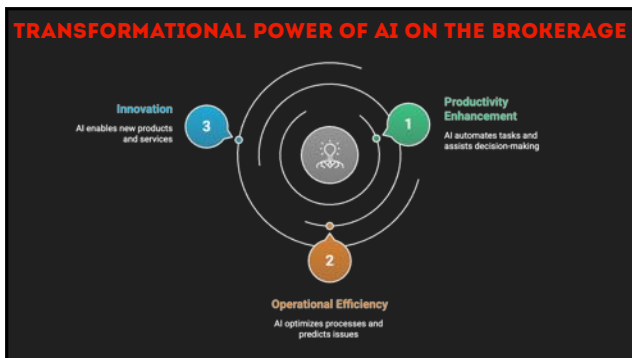
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**When used properly AI can be used to **reduce** the risk of using AI**

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**ETHICAL USE POLICY CONSIDERATIONS**

- Encourage mainstream products
- Do not upload confidential client information
- Restate that all currently regulations are applicable
- Ask for citations/confirmation prior to dissemination
- MLSs may require disclosure of generated content
- Disclose use of transcription/recording services
- Content created should be within scope of agents license status and knowledge base

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**UNDERSTANDING THE BENEFITS**



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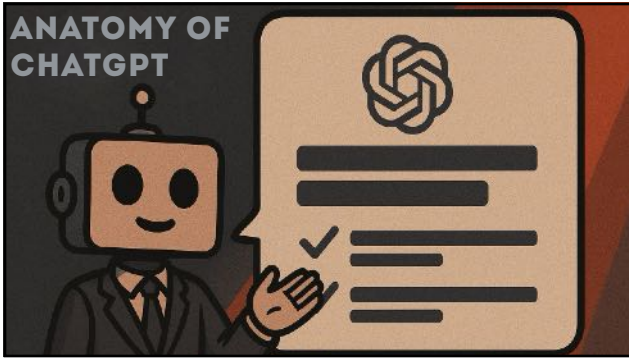
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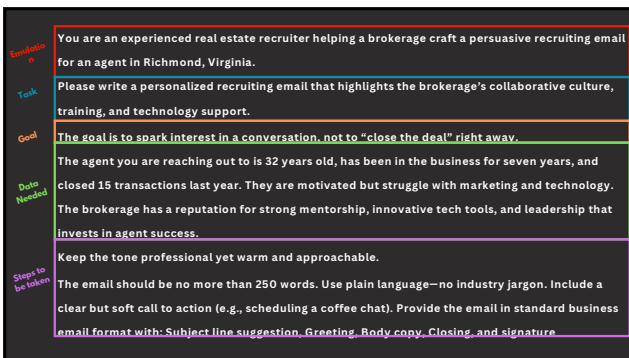
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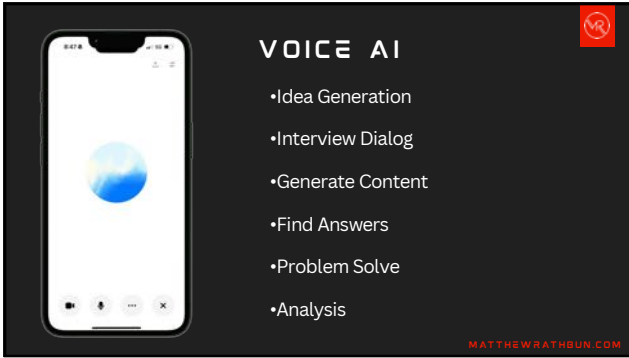
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**RECRUITMENT**

- Engagement Plans
- Recruitment Insights
- Recruitment Ideas
- Email campaigns
- Agent Personas
- Coaching Plans
- Onboarding

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**CONSUMER INSIGHTS**

- Personas
- Marketing Plans
- Engagement Plans
- Email campaigns
- Assets
- Blog Posts

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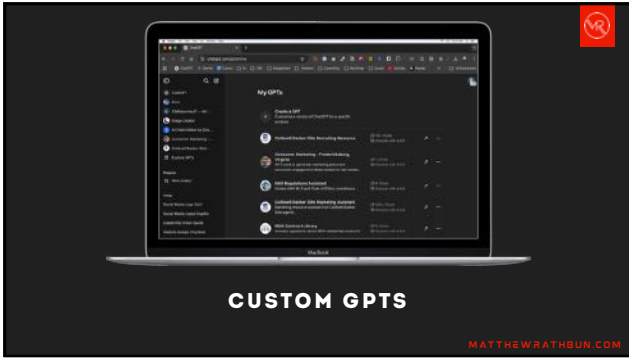
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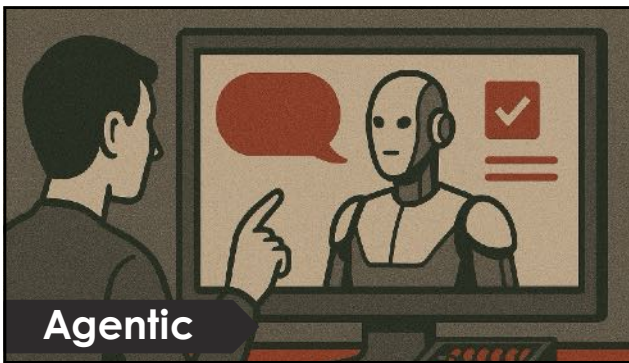
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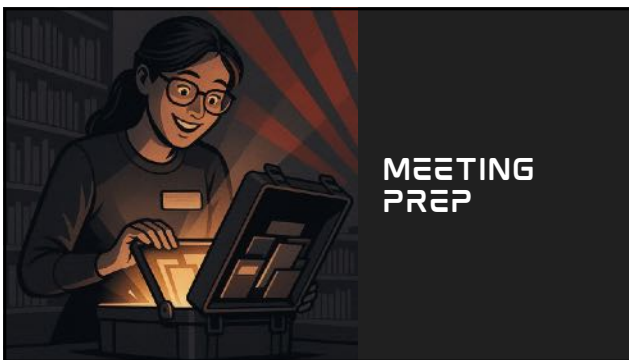
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**DRAFTING  
CONTRACT  
CLAUSES**

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**PROFESSIONAL  
COMMUNICATIONS**

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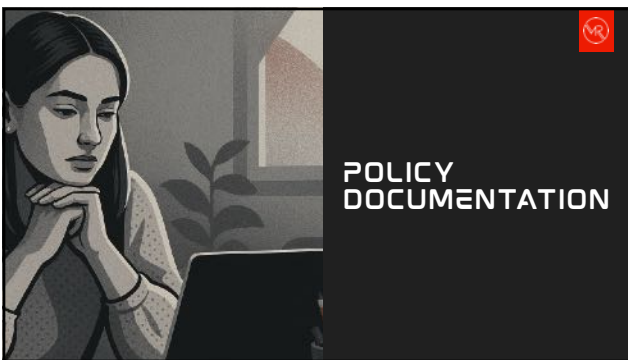
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**POLICY  
DOCUMENTATION**

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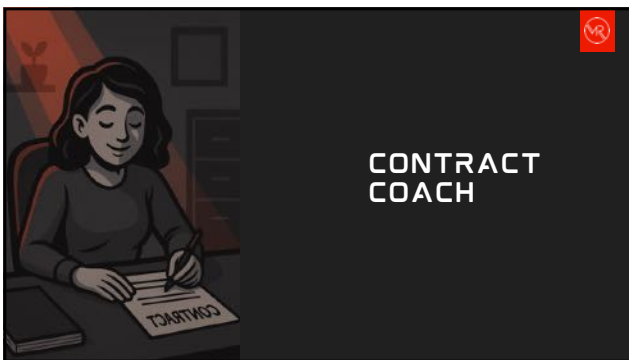
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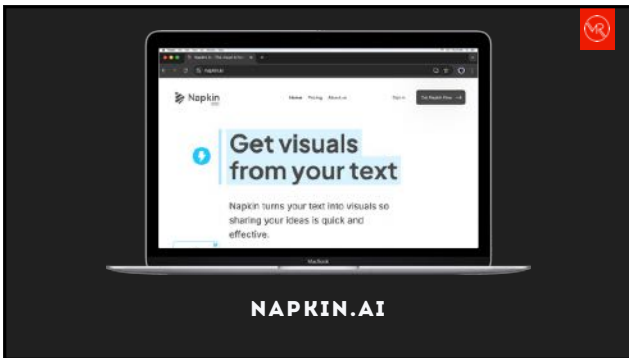
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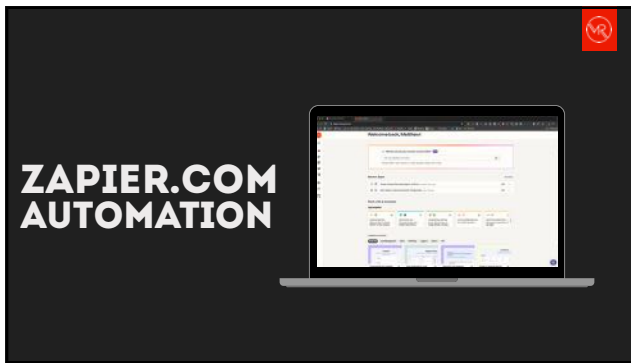
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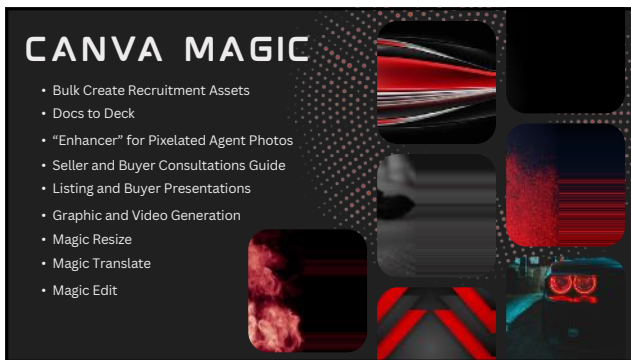
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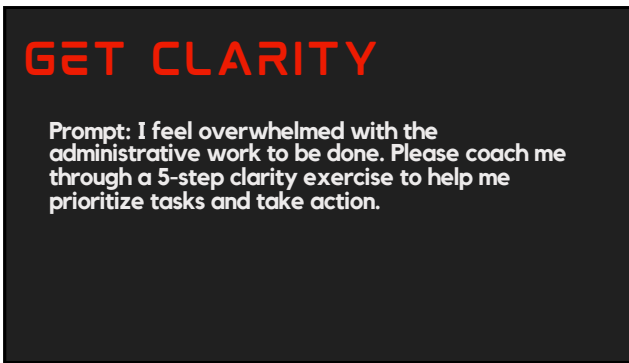
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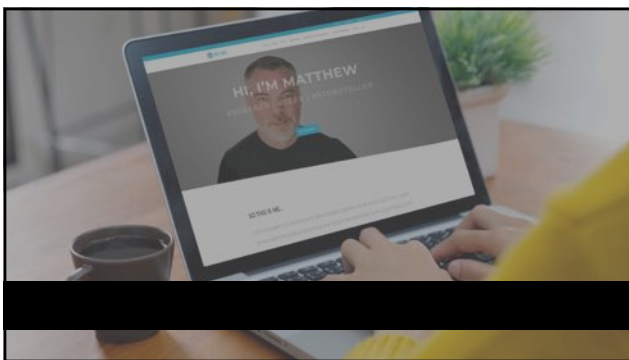
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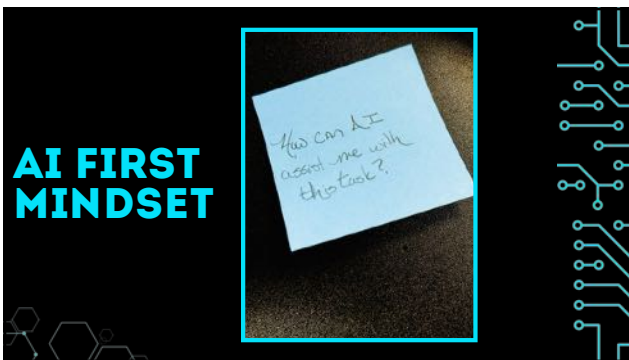
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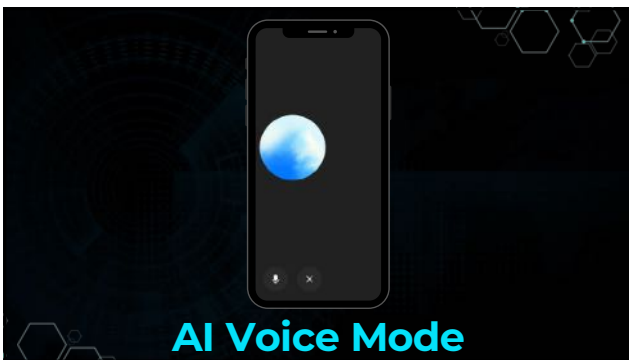
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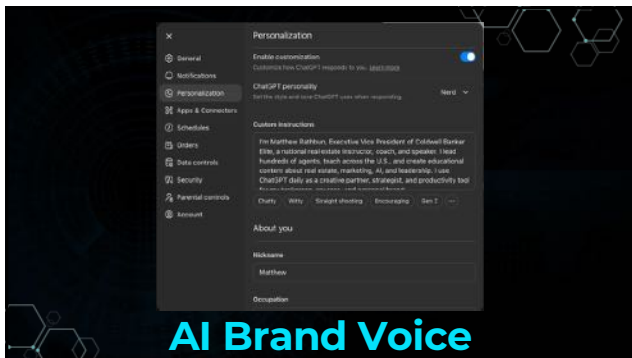
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## AI Brand Voice

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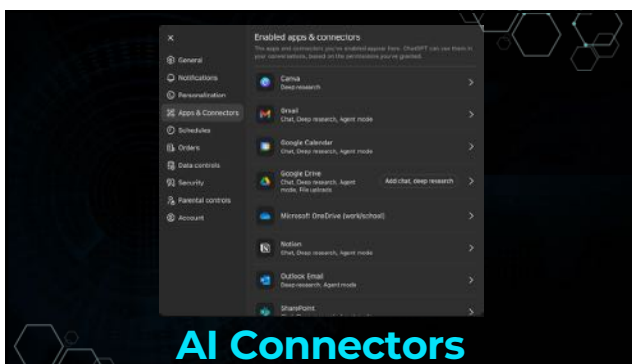
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## AI Connectors

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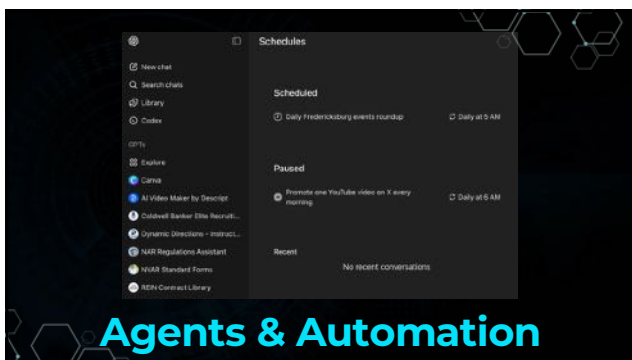
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## Agents & Automation

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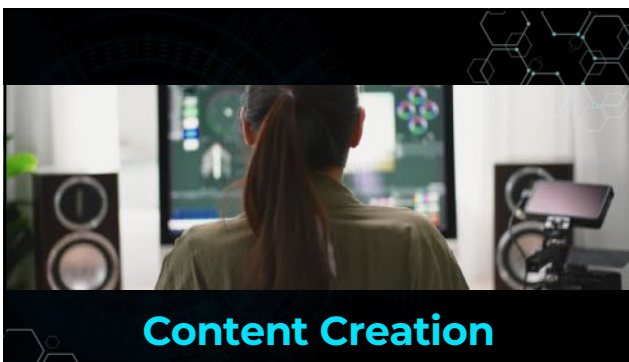
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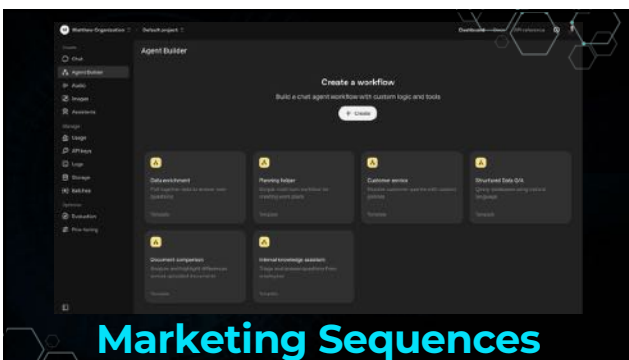
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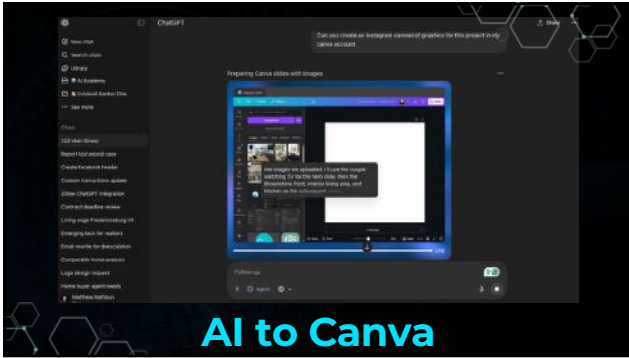
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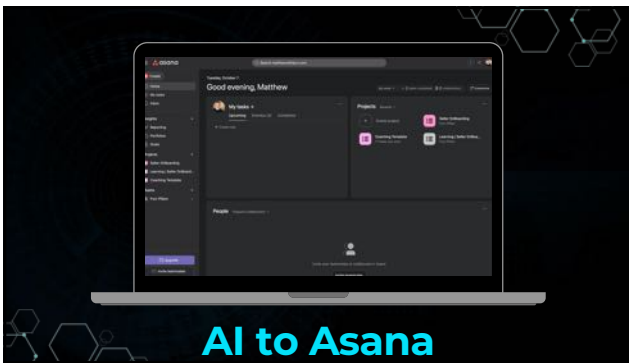
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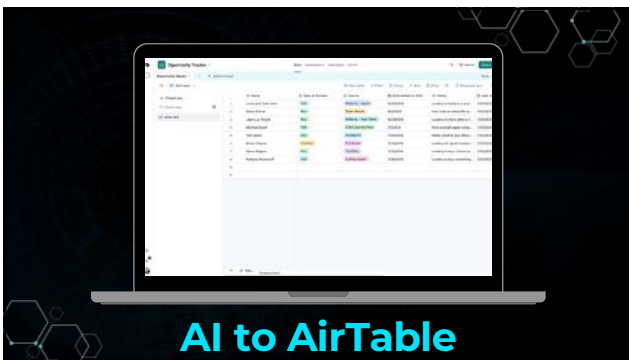
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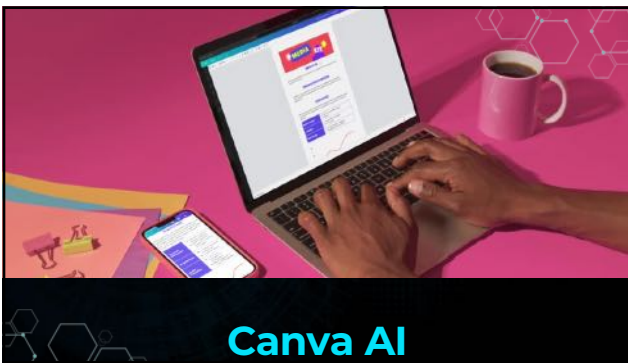
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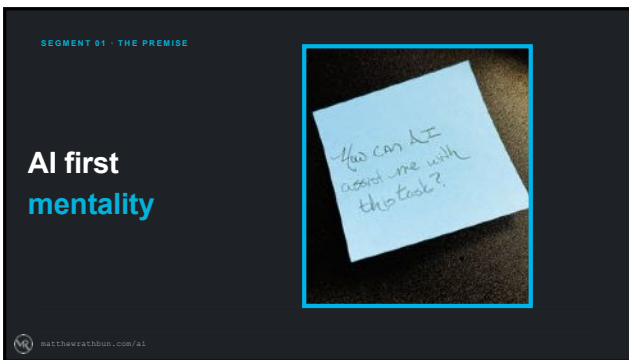
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THE DISTINCTION

**Automation replaces.**  
**Augmentation amplifies.**

<p>THE WRONG FRAMING</p> <p><b>Automation</b></p> <p>Replaces human thinking One-size-fits-all output Removes you from the work</p>	<p>THE RIGHT FRAMING</p> <p><b>Augmentation</b></p> <p>Amplifies your judgment Tuned to your voice Keeps you in control</p>
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**“How do I get more leads?”**

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**“How do I nurture more relationships?”**

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**Consumer Personas.**  
**A Targeted Approach**

**NAR Profile of Home Buyers and Sellers**

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**Consumer Personas.**  
**A Targeted Approach**

**The Opportunity Report**

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**Consumer Personas.**  
**A Targeted Approach**

**NAR RPR Residential Market Activity Report**

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**Your AI Assistant**

THE BRAIN · THOUGHT PARTNER · YOUR COACH · INSTITUTIONAL KNOWLEDGE

**Your knowledge, amplified.**

- Brainstorm plans, ideas and processes
- Reviews your transcripts and suggests improvements
- Learns your voice, examples, and philosophy
- Generates content tailored to user knowledge

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## Living memory compounds over time.

ASSET 01  
Inconsistent. Generic. Off-brand.

ASSET 05  
Voice emerging. Partially aligned.

ASSET 15  
Consistent colors. Aligned voice.

ASSET 90  
Polished. Unmistakable. Yours.

TIME → COMPOUNDING

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## Content Catchers

CAPTURE · SUMMARIZE · LIVING MEMORY

**Your voice. Literally.**

- AI Recorder - HiDock, Plaud, Wispr, Phone Apps
- Articulate and record ideas and concepts
- Transcriptions
- Brand Voice

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## Prompt Basics

Asking the PhD Assistant To Augment Your Humanity

01 Stipulate the Emulation → 02 Direct the Task → 03 Provide the Steps → 04 Set the Goal → 05 Provide the Data

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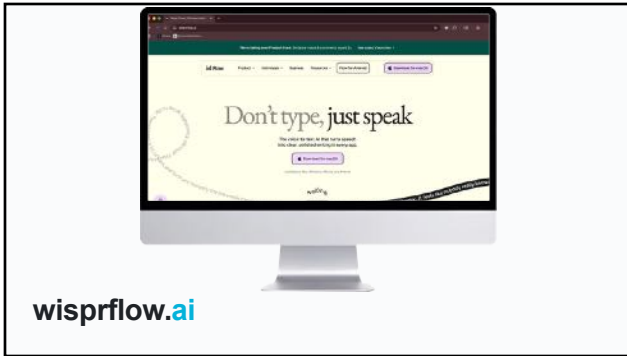
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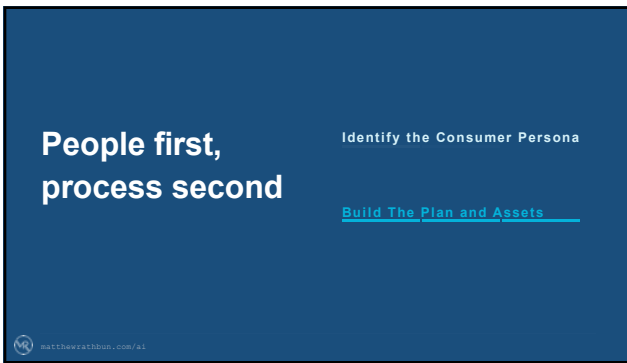
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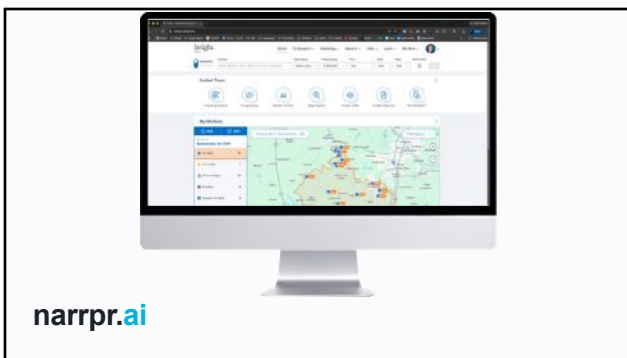
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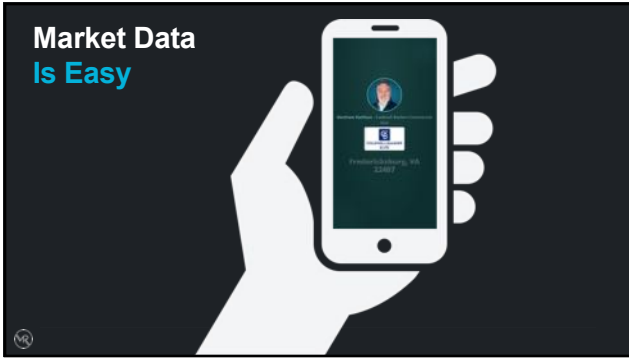
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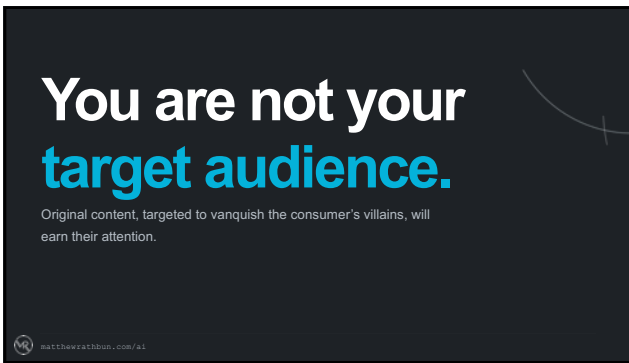
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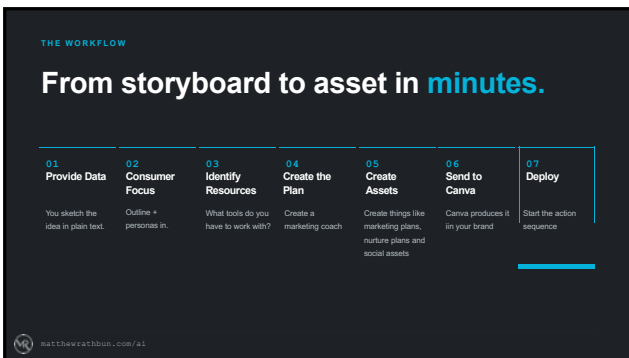
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**Nuture Sequence**

Build The Plan and Assets

- Clear promise at the top
- Segmentation before sequencing
- A rhythm the recipient can predict
- Value that isn't a sales pitch
- A built-in exit ramp to a real conversation

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**The role of the CRM**

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**Emails and Newsletters**

- Re-writing and Responding to emails
- Email templates and Onboarding
- CRM Email Campaigns
- Newsletter Content
- Listing Marketing Emails

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**Prompting Basics**

- Stipulate the Emulation
- Direct the Task
- Provide the Steps
- Set the Goal
- Provide the Data

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THE WORKFLOW

**The Process**

01	02	03	04	05	06	07
Choose AI Model	Create Brand Voice	Collect Assets	Create Personas	Ask For Interview	Create Content	Import to CMA

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**Lets Go Live!**

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**Go build something real.**

**SPEAKER** Matthew Rathbun

**ONLINE** [matthewrathbun.com/ai](http://matthewrathbun.com/ai)



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