Scale AI Pros
Automate. Scale. Dominate.

SAP PropertyLaunch

COMPLETE HOW-TO GUIDE

Launch every listing like a luxury listing.

A plain-English, step-by-step walkthrough of every part of the tool, from your first listing to the leads that come back to you.

✓ **Your first listing page is free, no card**

SAP PropertyLaunch · a product of Scale AI Pros · propertylaunch.scaleaipros.com · Updated November 2026

START HERE

What is SAP PropertyLaunch?

It's a small marketing team in one tool. You add the photos and details. It writes the script, makes a video with you on camera in your own voice, builds a listing page that catches leads, and gives you a Lead Board to follow them up.

1. Add Photos and details → **2. Create** Page, script, caption → **3. Video** You on camera, then the full reel → **4. Leads** Lead Board and follow-up

What you need before you start:

- ✓ **5 to 30 photos** of the property, and its price, beds, baths and size.
- ✓ **One clear headshot** of you, facing the camera, chest up, good light.
- ✓ **About 30 seconds** in a quiet room to read one paragraph out loud (once, ever).
- ✓ **An email address** and a password you will remember. A card is not needed to start.

Prefer to watch? Every part of this guide has a short video, about 40 seconds each, at propertylaunch.scaleaipros.com/training. Look for the yellow ▶ Watch the video lines.

Agents and investors. At sign-up you choose **real estate agent** or **real estate investor**. Agents get listing pages for buyers. Investors get deal pages and cash-buyer forms (Investor plan and above). You can change this later in Brand Kit.

You are in charge of what goes out. The tool uses AI to write and to make video and edited photos. Always read, watch and check anything before you post it. Edited photos are labelled for you, and you should keep those labels.

PART 1 · GET SET UP

Your account and your Brand Kit

A five-minute, one-time setup. After it, every listing is branded as you.

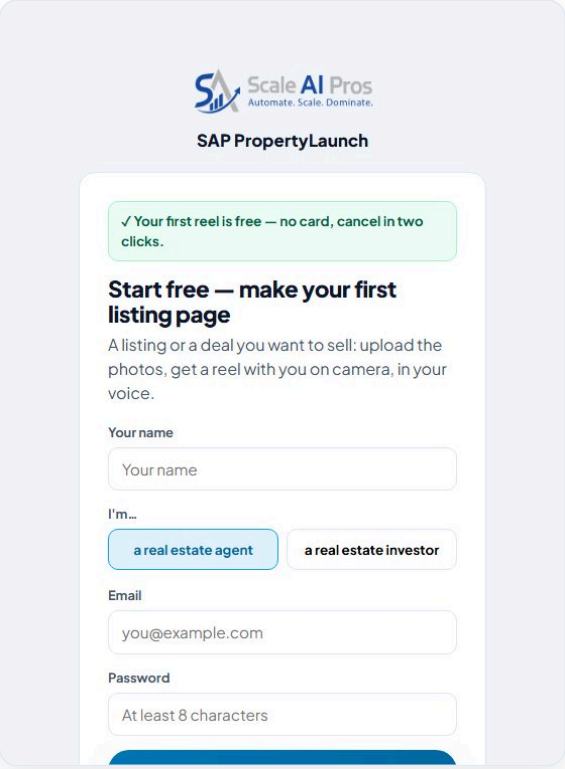
1 Create your account

Website → any "Start free" or "Launch free" button

1. Choose **a real estate agent** or **a real estate investor**.
2. Type your name, your email and a password of at least 8 characters.
3. Click **Create my account**. By doing so you agree to the Terms and Privacy Policy linked underneath.

Your **first listing page is free** (the page, the AI script and the lead form). Photo staging starts at $29 a month and video reels with you on camera start at $49 a month (see Part 4).

▶ **Watch the video: Video 1, Create your account**



The sign-up screen. Choosing agent or investor sets your starting screens.

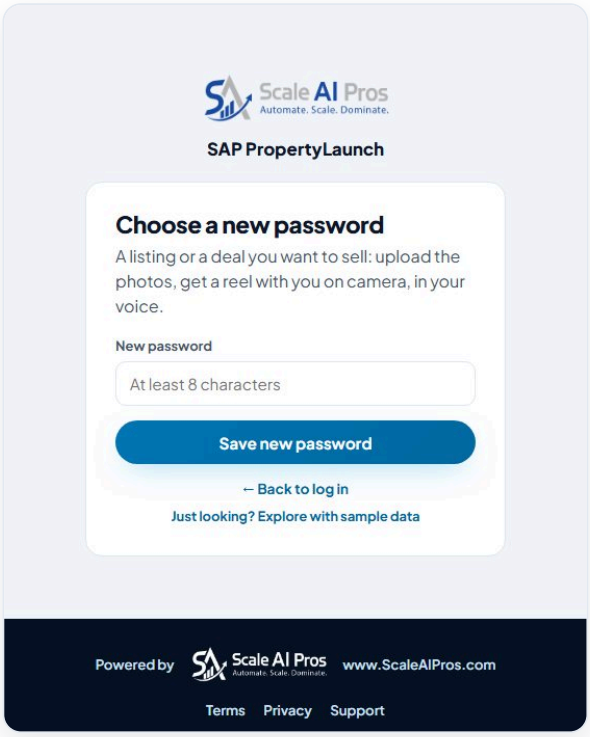
2 If you forget your password

Sign-in screen → "Forgot your password?"

1. On the sign-in screen click **Forgot your password?**
2. Type your account email and click **Email me a reset link**.
3. Open the email from SAP PropertyLaunch (look in spam if you don't see it) and click the link.
4. Choose a new password and click **Save new password**. You are signed in right away.

The link works **once** and for **1 hour**. If it has expired, ask for a new one. For your safety the page gives the same answer whether or not the email has an account.

▶ **Watch the video:** Video 1, Create your account



The "Choose a new password" screen you reach from the email.

3 Brand Kit: who you are

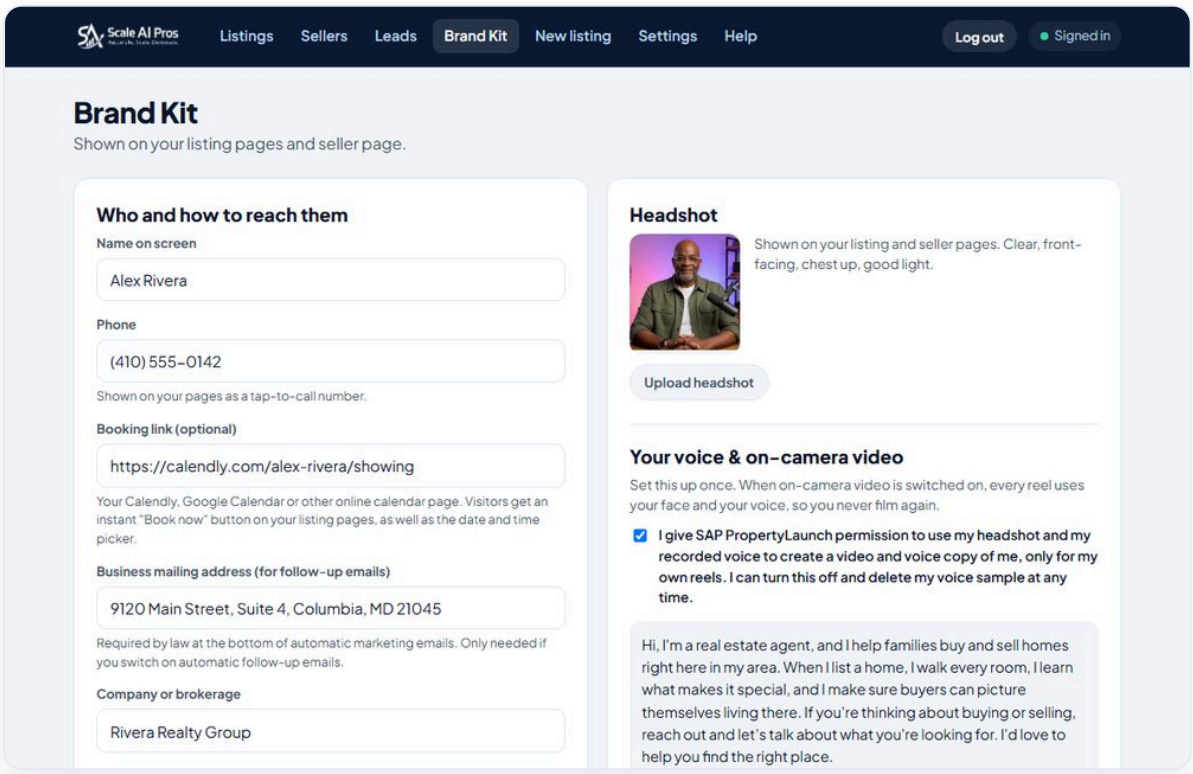
Top menu → Brand Kit

Fill these in once. They appear on your listing pages, reels and emails:

- ✓ **Name on screen**, **phone** (becomes a tap-to-call number), company or brokerage, license number, short bio and accent color.
- ✓ **Booking link** (optional): your Calendly or Google Calendar page. Visitors then see an instant "Book now" button.
- ✓ **Business mailing address**: the law requires it at the bottom of automatic marketing emails. You only need it if you switch on follow-up emails (step 16).
- ✓ **Headshot**: click **Upload headshot** and pick one clear, front-facing photo.

Click **Save** when you are done.

▶ **Watch the video: Video 2, Set up your Brand Kit**



Brand Kit, top half: your details and your headshot.

4 Brand Kit: your face and voice (Starter and above)

Brand Kit → "Your voice & on-camera video"

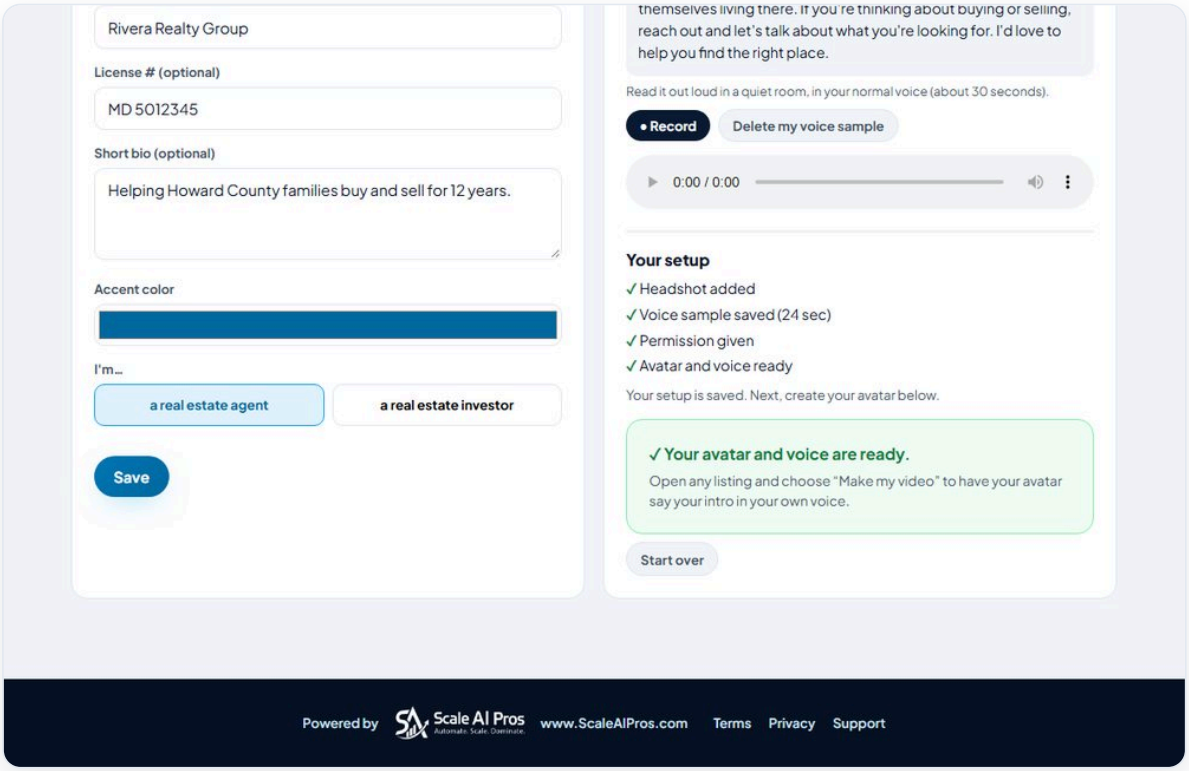
This is how every video can show **you**, speaking in **your** voice, without you ever filming again.

1. Tick the **permission box**. It says the tool may use your headshot and recorded voice to make a video and voice copy of you, only for your own reels.
2. Click **Record** and read the paragraph out loud in a quiet room, in your normal voice (about 30 seconds). Click stop, listen back, and save it.
3. Under **Your setup**, watch the ticks appear: headshot added, voice saved, permission given, then **avatar and voice ready**. The last step takes a few minutes. You can leave and come back.

You are always in control. You can untick permission, click **Delete my voice sample** or **Start over** at any time. Your stored voice sample and your digital copy are deleted when you do, and also when a paid plan ends. Only use **your own** face and voice.

Creating your avatar is part of the Starter plan and above. On the Free and Photo Studio plans you can still make listing pages and scripts.

▶ **Watch the video: Video 2, Set up your Brand Kit**



Brand Kit, lower half: permission, voice recording and the setup checklist.

PART 2 · MAKE A LISTING

From photos to a finished reel

This is the heart of the tool. Each listing becomes a page, a script, a video and a full reel.

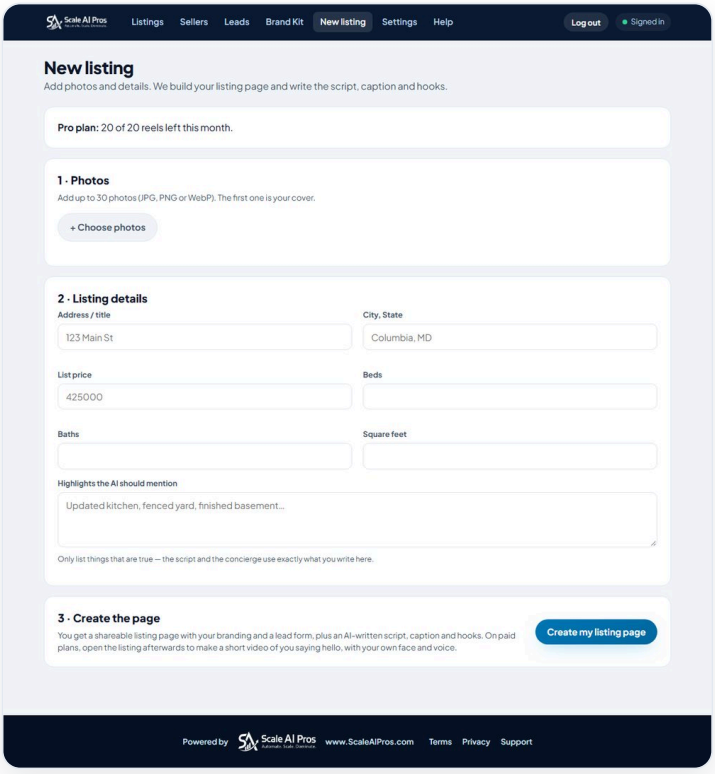
5 Add a new listing

Top menu → New listing

1. Click **Choose photos** and add up to 30 (JPG, PNG or WebP). The **first photo is your cover**.
2. Fill in the address or title, city and state, price, beds, baths and square feet.
3. In **Highlights**, list the real selling points. **Only write things that are true**: the script and the chat assistant use exactly what you write.
4. Click **Create my listing page**.

At the top you can see how many reels you have left this month. Free accounts get **one listing page, ever**. Photo Studio has 5 listing pages a month, Starter has 5 reels a month, Pro and Investor 20, Team 80. The count resets on the 1st.

▶ **Watch the video: Video 3, Add a new listing**



New listing: photos, details and highlights.

6 Your listing page, link and QR code

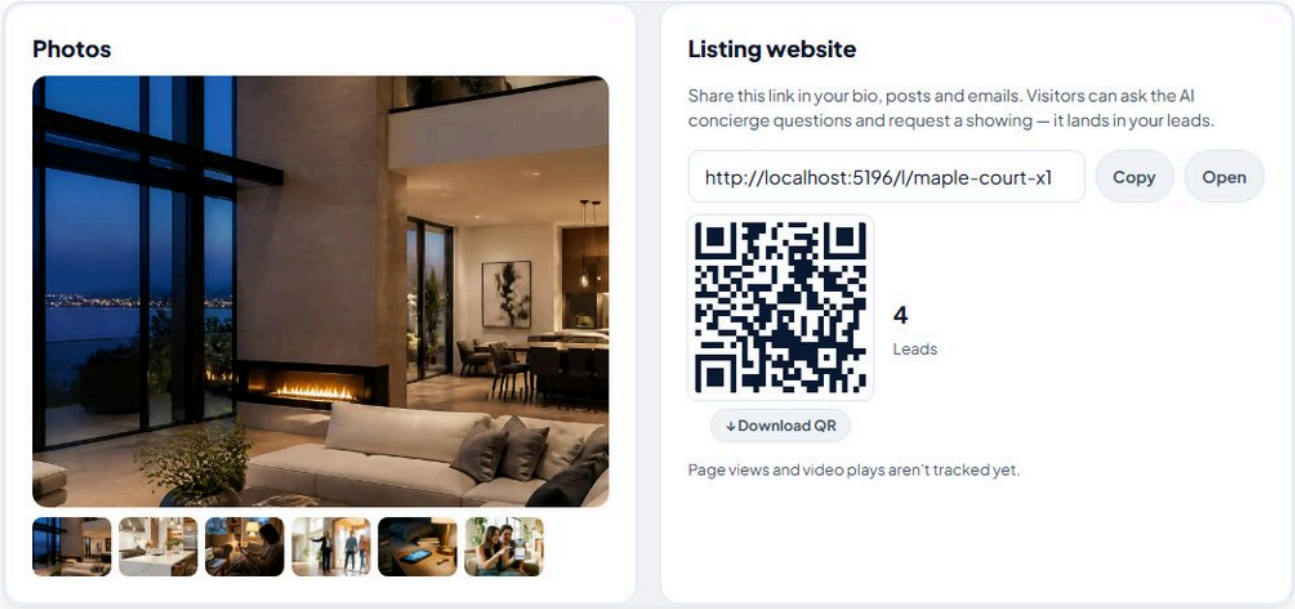
Top menu → Listings → open a listing

Seconds later the listing is ready. At the top you will find:

- ✓ **Listing link**: click **Copy** and paste it into your bio, posts and emails. **Open** shows you the page as buyers see it.
- ✓ **QR code**: click **Download QR** and put it on your yard sign or flyer.
- ✓ **Leads**: how many people have asked about this home.

Note: the tool counts **leads**. It does not yet count page views or video plays.

▶ **Watch the video: Video 4, Your listing page, link and QR code**



The photos on the left; your link, QR code and lead count on the right.

7 The AI script and caption

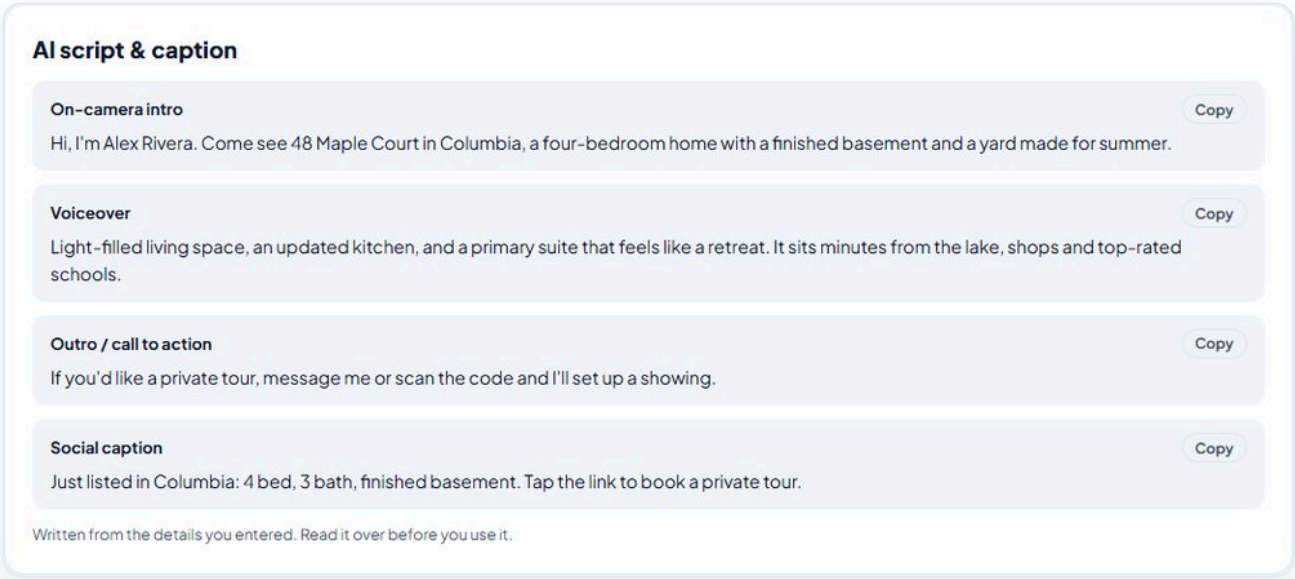
On the listing page → "AI script & caption"

The tool writes four things from the details you entered. Each has a **Copy** button:

- ✓ **On-camera intro**: what you say to open the video.
- ✓ **Voiceover**: the story over the photos.
- ✓ **Outro / call to action**: how to book a tour.
- ✓ **Social caption**: the text for your post.

Read it before you use it. It is written by AI from your details. Fix anything that is not exactly right.

▶ **Watch the video: Video 5, The AI script and caption**



The four pieces of written content.

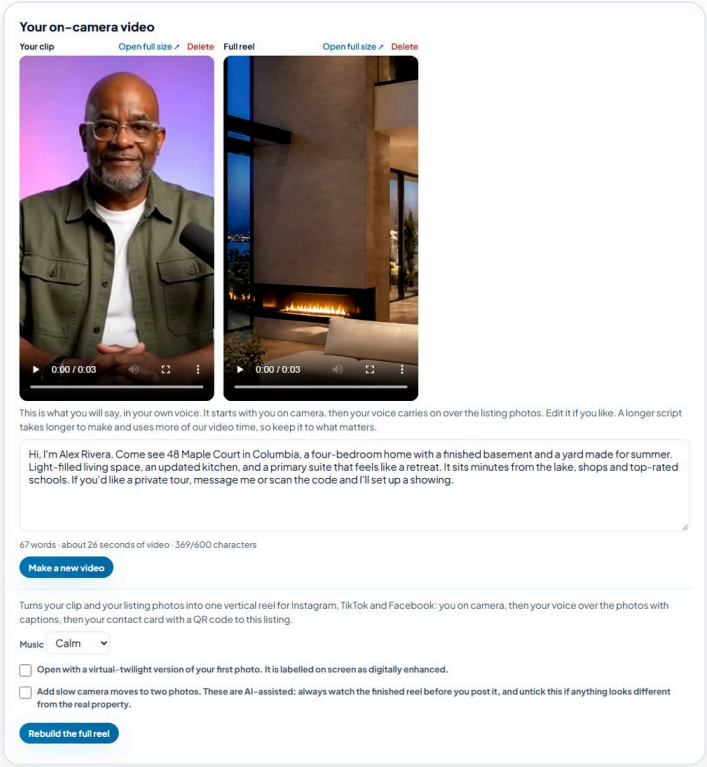
8 Make your on-camera video (Starter and above)

On the listing page → "Your on-camera video"

1. Read the script in the box. It starts with you on camera, then your voice carries on over the photos. **Edit it** if you like. Keep it short: a longer script takes longer and uses more video time (600 characters is the most, roughly 35 to 40 seconds of video).
2. Click **Make my video**. A counter shows how long it has been working.
3. You can keep working or close the page. When the clip is ready it appears under **Your clip**.

You are told when it is done. While the tool is open, a message appears at the bottom right ("Your on-camera video is ready"), and the browser tab shows a ✅. If you were away, the message is waiting when you return. Only one video is made at a time.

▶ **Watch the video: Video 6, Make your on-camera video**



Your clip on the left, the full reel on the right, with the script box and options below.

9 Build the full reel

Same section → options, then "Build the full reel"

This turns your clip and your photos into **one reel** for Instagram, TikTok, Facebook and YouTube: you on camera, then your voice over the photos with captions, then your contact card with a QR code to the listing.

- ✓ **Music**: Calm, Upbeat or Luxury.
- ✓ **Reel shape**: **Vertical 9:16** (Reels, TikTok, Stories; the default), **Portrait 4:5** (Instagram and Facebook feed) or **Wide 16:9** (YouTube, your website, TV). Wide shows your photos much larger, so more of each room is visible.
- ✓ **Virtual twilight opener** (optional): your first photo as a dusk shot. It is labelled on screen as digitally enhanced.
- ✓ **Slow camera moves** (Pro and above, optional): AI-assisted movement on two photos. **Always watch the finished reel**, and untick this if anything looks different from the real property.

A simple reel takes about **6 minutes**. With AI camera moves it takes about **14 minutes**. Made a new clip? Click **Rebuild the full reel** so it includes it.

▶ **Watch the video: Video 7, Build the full reel**

10 Photo studio: stage and fix photos

On the listing page → "Photo studio"

1. Click the photo you want to improve.
2. Choose **Which room is it?** (living room, bedroom, dining room, kitchen, bathroom, home office, basement / rec room, entry / foyer, sunroom / porch, or kids' room / nursery). This makes sure the right furniture is used. You do not need to for a fix.
3. Pick a style: **Modern, Farmhouse, Coastal, Luxury, Scandinavian, Mid-century**, or a fix: **Twilight sky, Declutter, Greener lawn, Remove signs and cars**.
4. Leave **Add wall art** ticked to have framed artwork hung on clear walls (kitchens never get wall art, because their walls are cabinets). Tick **Small room** for a small room: the furniture stays compact and the room is not made to look bigger.
5. Click **Create**. It can take up to a minute or two. Compare **Original** and **New**, then click **Add to listing**, **Add as the cover photo** or **Discard**.
6. **Open floor plan?** Click **Stage another area of this photo**, choose the next area (for example Dining room) and click Create. Everything already staged stays as it is. Each step uses one more fix.

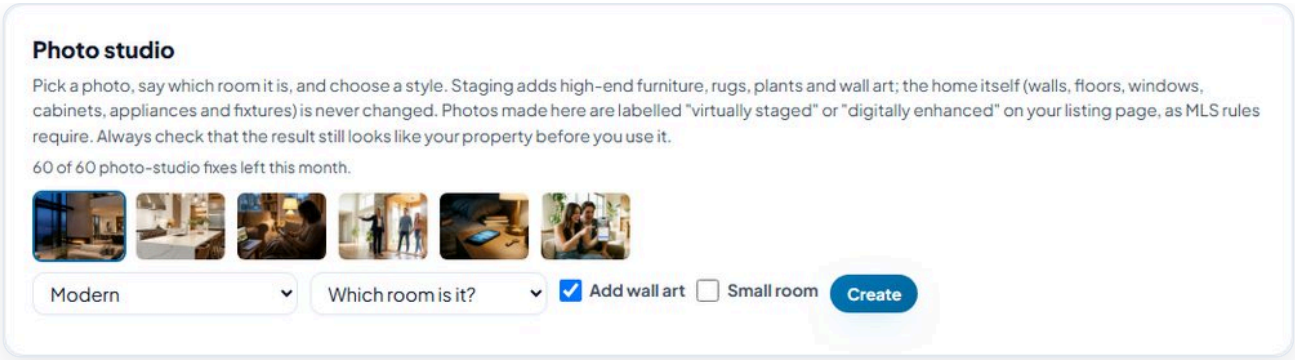
Staging looks high-end: premium furniture, rugs, plants and framed art, with light and shadow that match your room. In kitchens and bathrooms only small removable items are added, such as stools, a fruit bowl, towels, a plant and a bath mat. A basement becomes a lounge, with a sectional, a media console and TV, a game table, a bar cart and art.

Each plan has a monthly allowance (Photo Studio 30, Starter 20, Pro and Investor 60, Team 200). The count is shown above the photos.

The home itself never changes. The tool is told never to change, replace or add walls, floors, windows, doors, cabinets, appliances or fixtures. An automatic check compares every staged photo with your original. If it spots a change to the room itself (a missing window, door, closet or fireplace, or a new vent or light), the photo is thrown away and **not counted**. Just click Create again.

Always check it yourself. The check is not perfect. Look at every staged photo next to the real room before you use it, and never use a version that shows something the home does not have. Photos made here are labelled "virtually staged" or "digitally enhanced" on your listing page, as MLS rules require. Say so in your caption when you post.

▶ **Watch the video: Video 8, Photo Studio: stage and fix photos**



The Photo studio: room, style, wall art, then Create.

What staging looks like

An empty living room, then the same room staged in a Farmhouse style. Sample images, made to show the feature.



A sample empty room staged in a Farmhouse style. The room itself is unchanged.

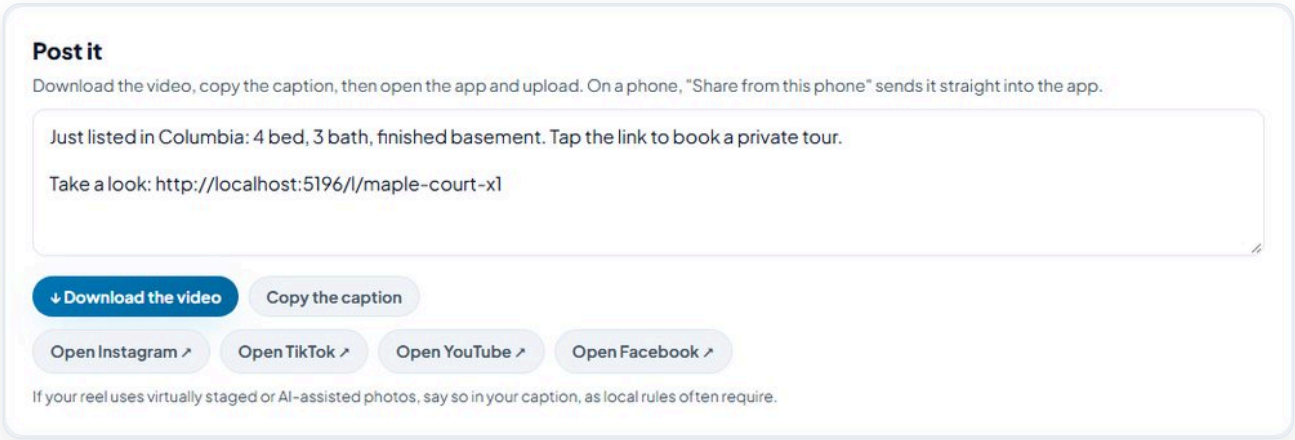
11 Post it

On the listing page → "Post it"

1. Click **Download the video**.
2. Click **Copy the caption**.
3. Open Instagram, TikTok, YouTube or Facebook with the buttons (or open the app on your phone) and upload the video with your caption.

On a phone, **Share from this phone** sends the video straight into the app. The tool does not post for you, so you stay in control of what goes live and when.

▶ **Watch the video: Video 9, Post it, and delete what you don't need**



Download, copy the caption, then open the app to upload.

12 Delete a video or a listing

Listing page

- ✓ **Just one video:** click the red **Delete** link above the clip or the full reel. You are asked to confirm. The video file is removed for good. Deleting the clip does not touch a finished reel, and deleting the reel keeps your clip so you can build it again.
- ✓ **The whole listing:** click **Delete** at the top right of the listing. Its page stops working. **Leads you already received are kept** in your Lead Board.

Deleted videos cannot be brought back.

▶ **Watch the video: Video 9, Post it, and delete what you don't need**

PART 3 · CATCH AND WORK YOUR LEADS

The money is in the follow-up

Leads land in one place, and the tool reminds you who needs a reply.

13

What buyers see

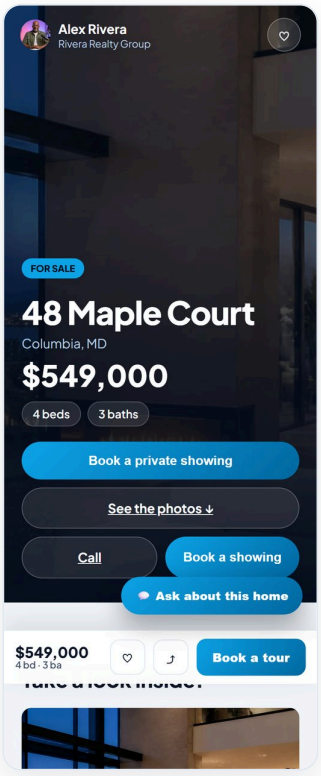
Your listing link (also reached by the QR code)

Your page is built for a phone. Visitors can:

- ✓ **Book a private showing**: they pick a day and a time of day (morning, midday, afternoon or evening) and leave their details.
- ✓ **Book a tour** on your calendar, if you added a booking link in Brand Kit.
- ✓ **Call** you with one tap.
- ✓ **Ask about this home**: the AI chat assistant answers from the details you entered. If it does not know, it says you will confirm. It asks for a name and phone or email once they are interested.
- ✓ Save the home or share it with a friend.

Every one of these can become a lead for you. Free accounts show your branding and a small "Powered by Scale AI Pros" footer. Team plans with white-label turned on show only your own brand.

▶ **Watch the video:** Video 4, Your listing page, link and QR code



The buyer's view on a phone.

14 Your Lead Board

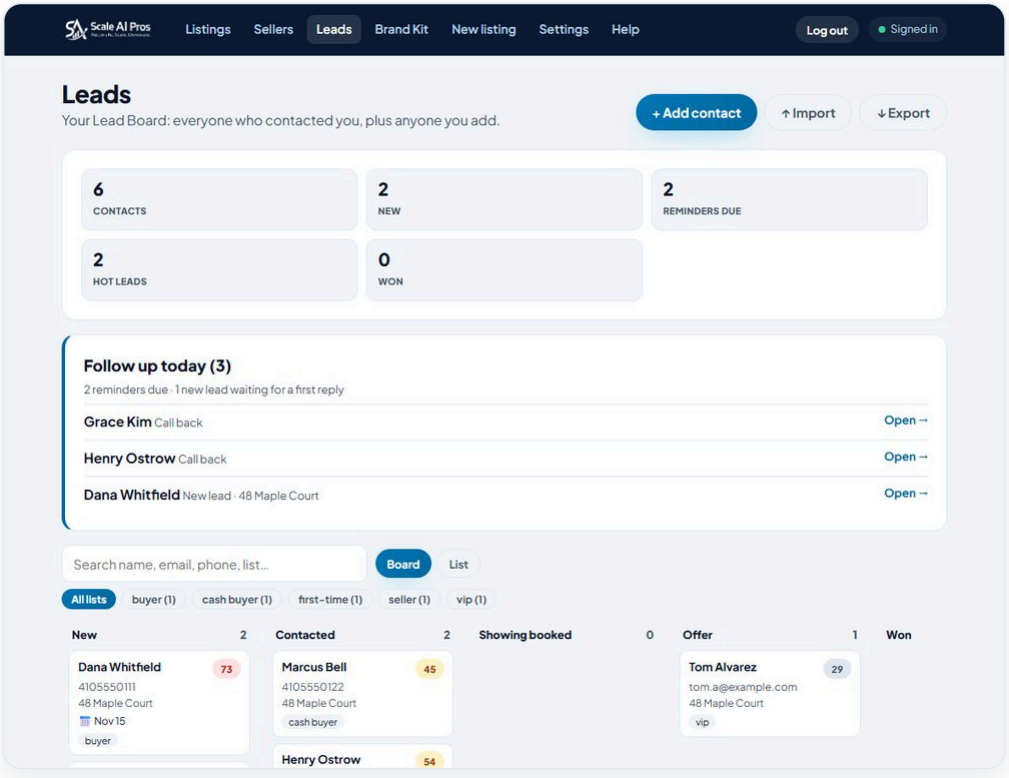
Top menu → Leads

Everyone who contacted you appears here, plus anyone you add.

- ✓ **The numbers on top**: contacts, new, reminders due, hot leads, won.
- ✓ **Follow up today**: reminders that are due and new leads still waiting for a first reply. Start here every morning.
- ✓ **Board or List**: switch with the buttons. On the board, **drag a card** between New, Contacted, Showing booked, Offer, Won and Lost.
- ✓ **The coloured number** on each card is the lead score, based on what they told you (Hot, Warm or Cold).
- ✓ **Lists** (tags) such as "buyer" or "cash buyer": click one to filter. Use **Search** for a name, email or phone.

+ Add contact adds someone by hand. **Import** brings in a spreadsheet (CSV). **Export** downloads everyone. Free accounts can look at the list; the full Lead Board is part of the Starter plan and above.

▶ **Watch the video: Video 10, Your Lead Board**



The Lead Board with "Follow up today" at the top.

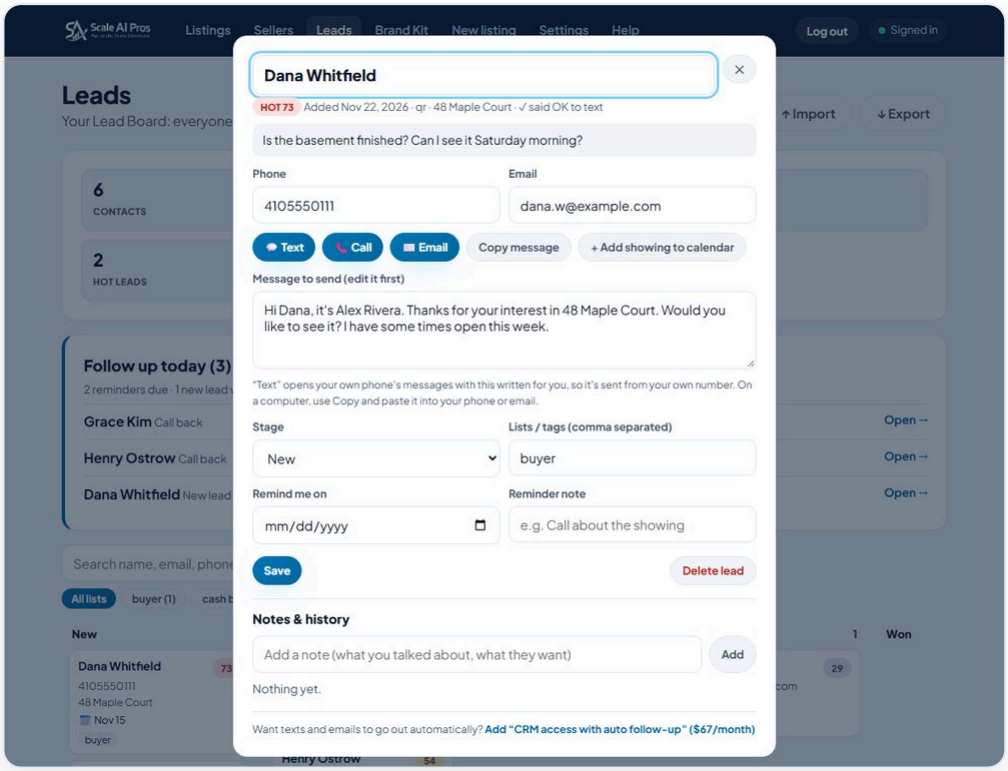
15 Work a lead

Leads → click a lead's name

1. Read what they asked and when they want to see the home. **+ Add showing to calendar** puts it on your calendar.
2. Click **Text**, **Call** or **Email**. Your own phone or email app opens with a friendly message already written. **Edit it first**, then send. It goes from **your own number**, and the tool records that you reached out.
3. Set the **Stage**, add **Lists/tags**, and use **Remind me on** with a note, such as "Call about the showing".
4. Add **notes** as you talk. The history keeps everything in one place.
5. Click **Save**.

The tool never sends text messages for you. If you add the CRM add-on (Part 4), the CRM can text and email on your behalf.

▶ **Watch the video: Video 10, Your Lead Board**



A lead card: message, stage, tags, reminder and notes.

16 Automatic follow-up emails (Pro and above)

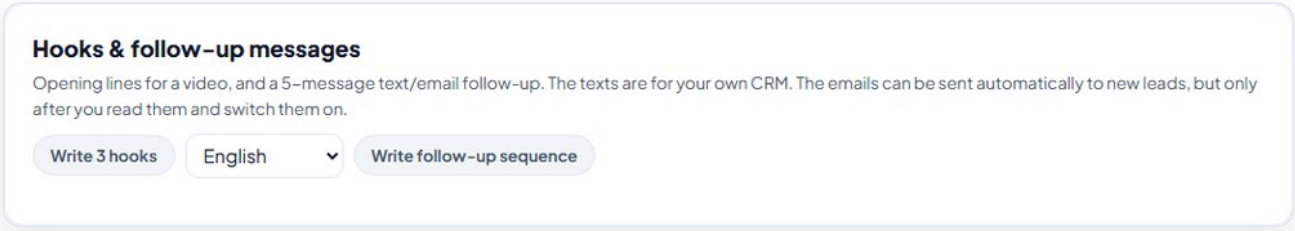
On the listing page → "Hooks & follow-up messages"

1. Choose the **Follow-up language** (English, Spanish, Portuguese, French, Chinese, Tagalog or Vietnamese).
2. Click **Write follow-up sequence**. You get a 5-message follow-up: texts for your own CRM, and emails that can be sent for you.
3. **Read every message.** Edit what you want.
4. Switch the emails on. They go to new leads on the schedule you see, from your name, and replies come to you.

Two things to know. You must add your **business mailing address** in Brand Kit first (the law requires it in every marketing email). Every email carries an unsubscribe link, and nobody who unsubscribes is ever emailed again. If you have the CRM add-on, these emails stay off so your CRM can do the follow-up and nobody is contacted twice.

Write 3 hooks gives you opening lines for your video.

▶ **Watch the video:** **Video 11, Follow-up emails and your own CRM**



Hooks and the follow-up sequence.

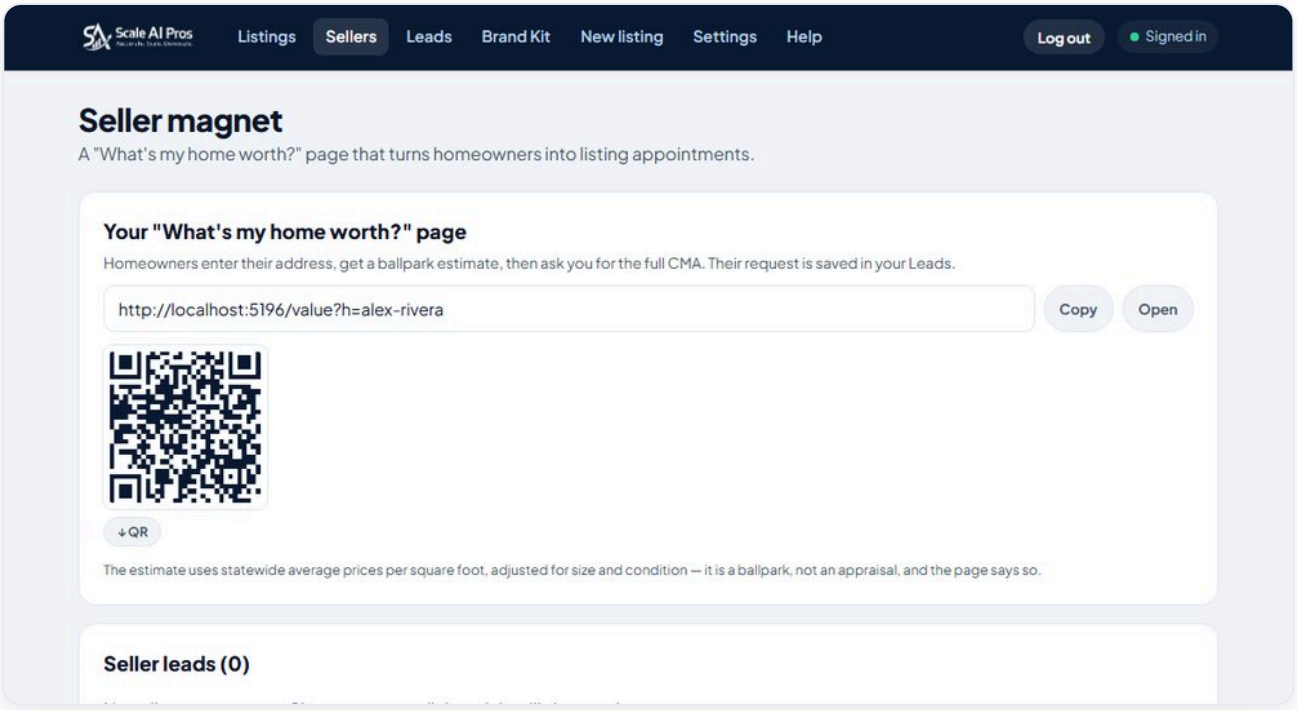
17 Win sellers: the "What's my home worth?" page

Top menu → Sellers (Pro and above)

Copy your seller link (or download its QR code) and share it. A homeowner types an address, sees a ballpark estimate, and can ask **you** for the full CMA. Their request lands in your Lead Board. The page says clearly that the estimate is a ballpark, not an appraisal.

The **Market-note writer** drafts a short, general note for homeowners to paste into an email or post. It uses no live market data.

▶ **Watch the video:** Video 12, Win sellers with the Sellers page



Your seller page link and QR code.

18 Send leads to your own CRM

Settings → "Send my leads to my CRM"

Paste the incoming-leads address from Zapier, Make, Follow Up Boss, kvCORE or your CRM. Every new lead is also sent there. Click **Save & send a test lead** to check it works. Leads are always kept in your Lead Board too.

▶ **Watch the video:** Video 11, Follow-up emails and your own CRM

PART 4 · PLANS, TEAM AND YOUR ACCOUNT

The business side

19 Your plan and billing

Top menu → Settings → Plan & billing

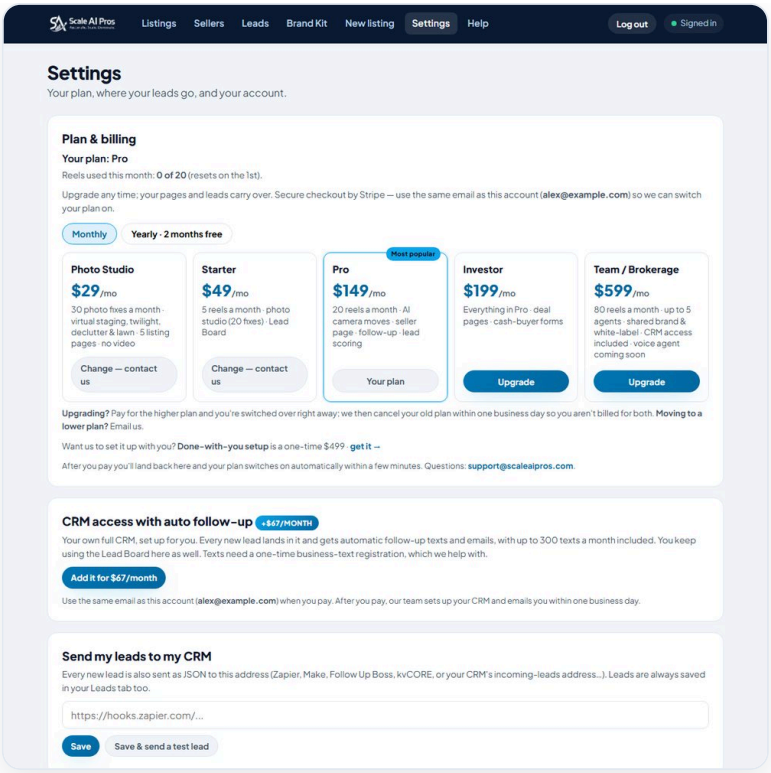
Everyone starts free. Pick a plan and pay with the **same email as your account**. After you pay you come back to the app and your plan switches on by itself within a few minutes. Your listings and leads carry over.

Plan	Price	What you get
Free	**$0**	Your first listing page, chat assistant, script and lead form (no video, no photo studio)
Photo Studio	**$29/mo**	30 photo fixes a month (virtual staging, twilight, declutter, lawn) · 5 listing pages · no video
Starter	**$49/mo**	5 reels a month · photo studio (20 fixes) · Lead Board
Pro	**$149/mo**	20 reels · AI camera moves · seller page · follow-up emails · lead scoring
Investor	**$199/mo**	Everything in Pro · deal pages · cash-buyer forms
Team / Brokerage	**$599/mo**	80 reels · up to 5 agents · shared brand and white-label · CRM access included

Photo Studio is for agents who only want the photo editor: virtual staging and photo fixes, with no video and no Lead Board. It is monthly only. A **Yearly** option (two months free) is available on Starter, Pro, Investor and Team. To move **up**, pay for the higher plan and you are switched over right away; we cancel your old plan within one business day so you are not billed twice. To move **down**, email support.

Founding-member price: while you are on the Free plan, Settings shows a banner offering **Starter for $39 a month** instead of $49, locked in for as long as you stay. It is limited to the first 25 customers.

▶ **Watch the video:** **Video 13, Plans, billing and your account**



Settings: your plan, the plans on offer, and the monthly reel count.

20 CRM add-on and done-with-you setup

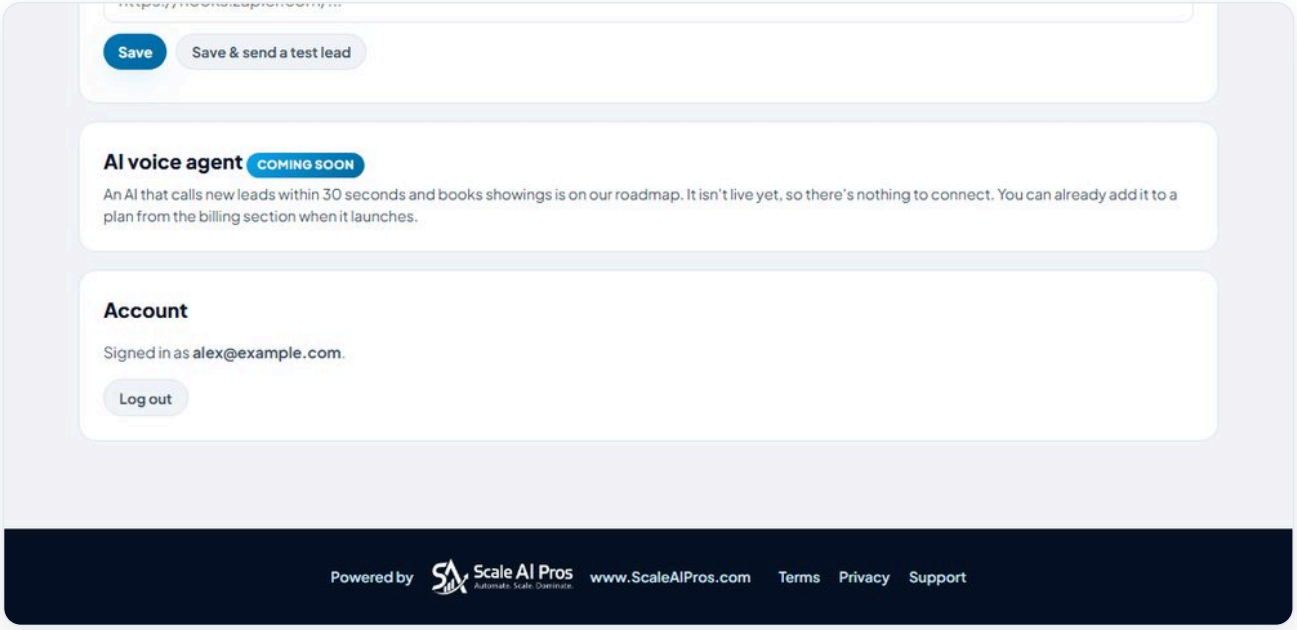
Settings, lower half

CRM access with auto follow-up (+$67 a month): your own full CRM, set up for you. Every new lead lands in it and gets automatic follow-up texts and emails, with up to 300 texts a month. Pay with your account email and our team sets it up and emails you within one business day. Texts need a one-time business-text registration, which we help with. It is included on Team.

Done-with-you setup is a one-time $499 if you would rather have us set the whole tool up with you.

An **AI voice agent** that calls new leads is on our roadmap and is not live yet.

▶ **Watch the video: Video 13, Plans, billing and your account**



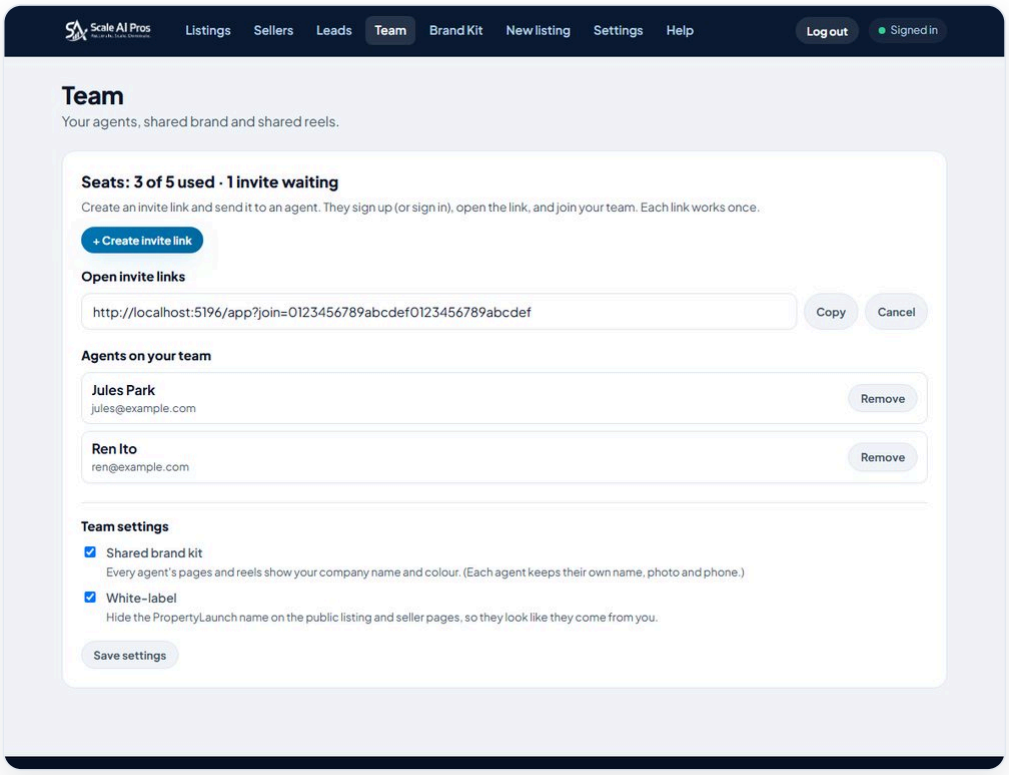
The CRM add-on, the lead webhook and your account.

21 Team plan: agents, shared brand, white-label

Top menu → Team (Team plan)

1. Click **+ Create invite link** and send it to an agent. Each link works once. You can have up to 5 people on the team including you.
2. The agent signs up (or signs in) with a **free** account, opens the link, and joins. They use your shared monthly reel allowance.
3. Under **Team settings** choose **Shared brand kit** (everyone's pages show your company name and colour; each agent keeps their own name, photo and phone) and **White-label** (hides the PropertyLaunch name on public pages).
4. Click **Remove** beside an agent to take them off. They move back to the Free plan and keep their own listings.

▶ **Watch the video:** Video 14, The Team plan



The Team page: seats, invite links, agents and settings.

22 Refunds, cancelling and your data

Terms · Privacy · support

- ✓ **First-month refund:** ask within **7 days** of your first paid charge and we refund it if you have made 2 or fewer reels and have not built a full reel. Email support@scaleaipros.com from your account email. Renewals are not covered.
- ✓ **Cancelling:** you can cancel any time and it stops the next renewal. If you can't find how, email support and we will do it. Your account then returns to Free; your listings and leads stay.
- ✓ **Your face and voice:** deleted when you withdraw permission, click Delete, Start over, or your paid plan ends.
- ✓ **Read the details:** Terms and Privacy Policy are linked at the bottom of every page.

▶ **Watch the video:** **Video 13, Plans, billing and your account**

HELP

If something does not look right

What you see	What to do
I can't find "Make my video"	It needs the Starter plan or above and an avatar that shows **ready** in Brand Kit. Check the permission box, headshot and voice sample are all ticked.
My video didn't finish	Open the listing and click **Make my video** again. Only one video can be made at a time, so wait for the first to finish or fail.
"You've used all your reels"	Your monthly allowance resets on the 1st. Or move up a plan in Settings.
My plan didn't switch on	Make sure you paid with the same email as your account. Wait a few minutes, then log out and in. Still nothing? Email support.
I forgot my password	Click **Forgot your password?** on the sign-in screen (step 2).
My account says "switched off"	Email support@scaleaipros.com and we will look into it.
A staged photo looks wrong	Don't use it. Try **Create** again with another style, or use the original photo.

That's the whole tool.

Add the photos, make the video, share the link, and let the Lead Board tell you who to call. Your first listing page is free.

Questions? support@scaleaipros.com

Powered by Scale AI Pros Automate. Scale. Dominate. www.ScaleAIPros.com