Scale AI Pros
Automate. Scale. Dominate.

**SAP PropertyLaunch**

YOUR QUICK-START GUIDE

# Your first listing reel in about 15 minutes.

Add your photos. We write the script, make the video with you on camera in your own voice, build the page, and catch the leads for you.

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

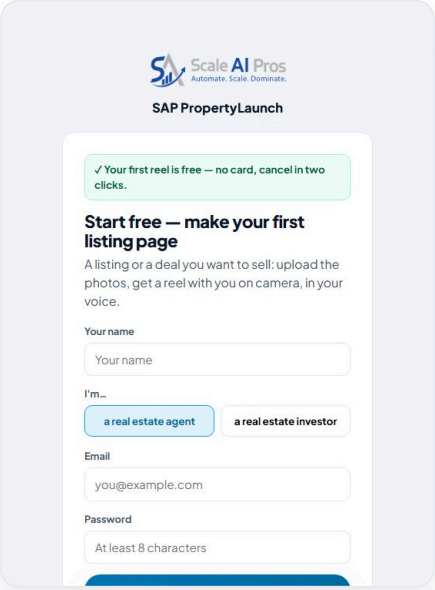
# Welcome! Here is the whole thing in 7 steps.

No tech skills needed. If you can upload a photo and read a paragraph out loud, you can do this.

## 1 Start free

Click any **Start free** button. Choose **agent** or **investor**, enter your name, email and a password (8 or more characters), and click **Create my account**. No credit card. Your first listing page is on us.

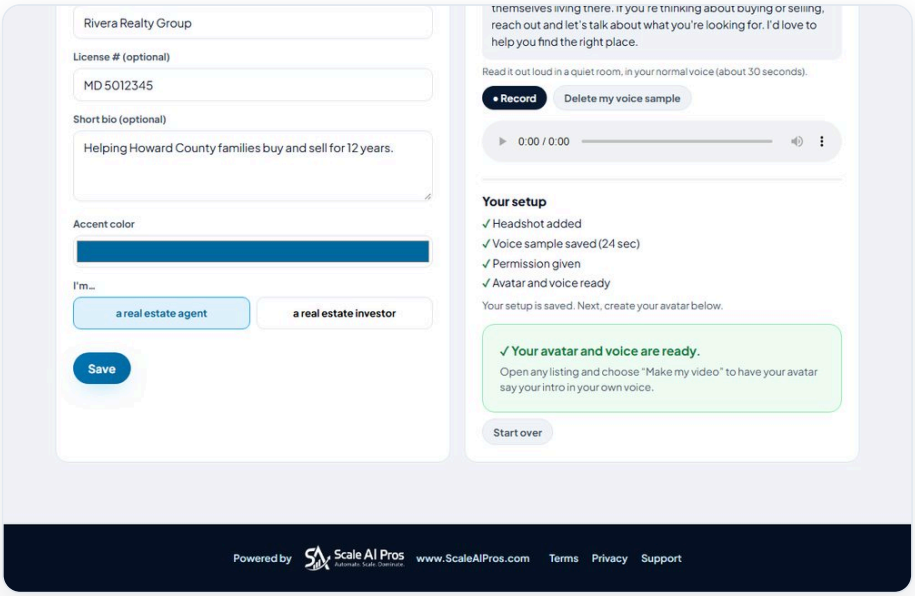
**Forgot your password later?** Click **Forgot your password?** on the sign-in screen and we email you a link.




The free sign-up screen.

## 2 Set up your face and voice (once)

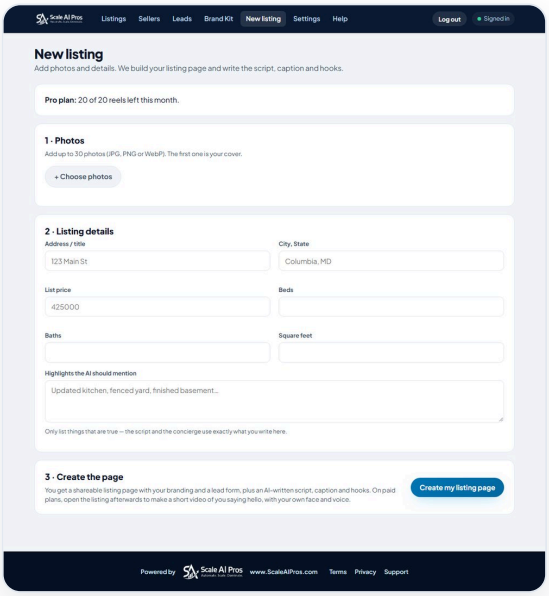
Open **Brand Kit**. Add your details and one clear headshot. Tick the permission box, then click **Record** and read the paragraph out loud (about 30 seconds). Once the checklist says **avatar and voice ready**, you will never need to film again. *(This part is on paid plans.)*




Do this once. It is used on every future listing.

## 3 Add your listing

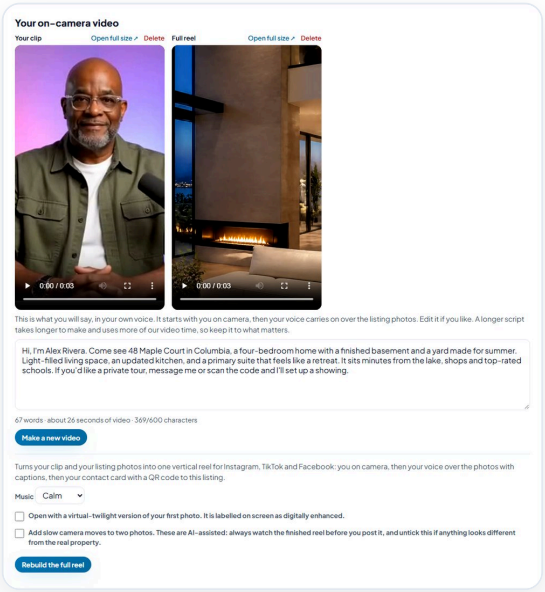
Go to **New listing**. Add up to 30 photos (the first is your cover), type the address, price, beds, baths and square feet, and list the real highlights. Click **Create my listing page**.




Photos, details and highlights.

## 4 Make your video and your reel (Starter and above)

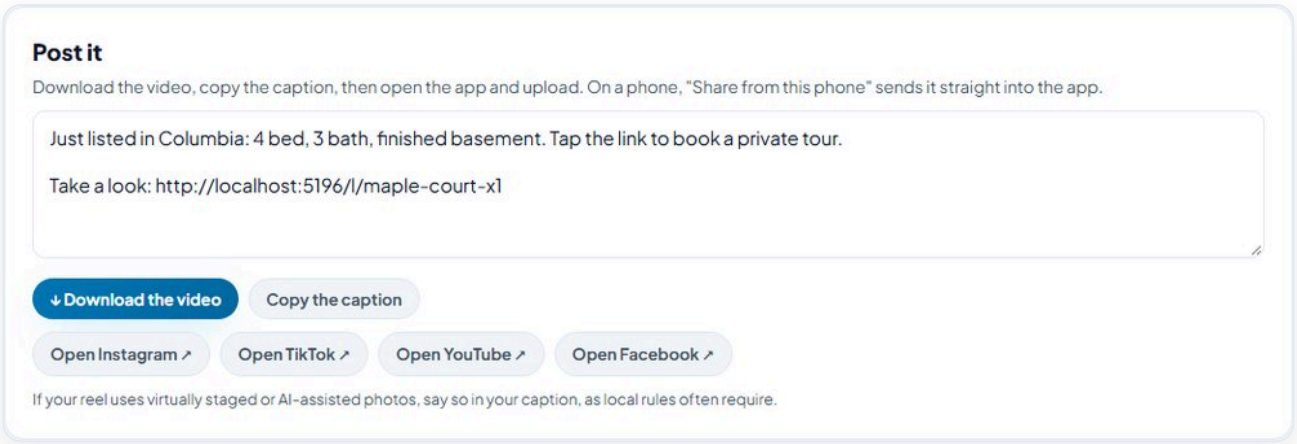
Open your listing. Read the script and edit it if you like, then click **Make my video** for the clip with you on camera. Then click **Build the full reel** to add your photos, captions and a contact card with a QR code. You will get a message in the tool when each one is ready (a simple reel takes about 6 minutes). Want to improve a photo? Use the **Photo studio** on the same page.




Your clip, your full reel, and the options for building it.

## 5 Share it

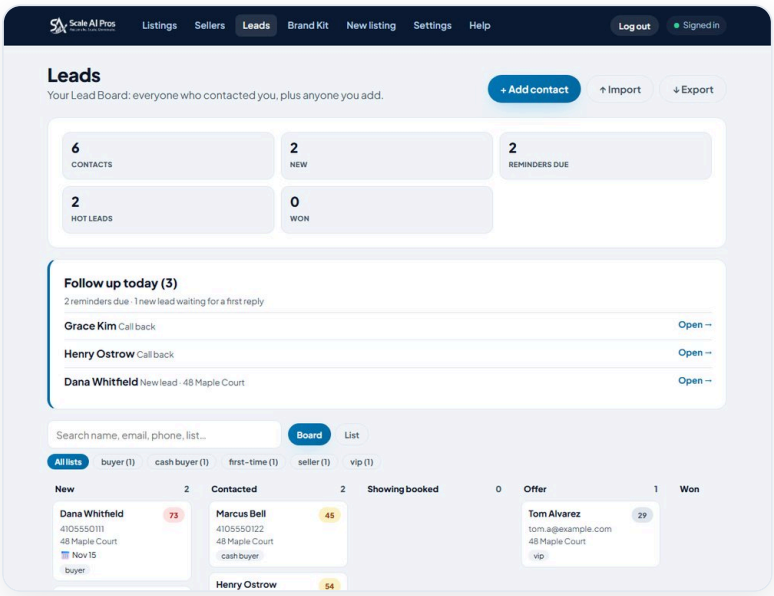
Click **Download the video** and **Copy the caption**, then post to Instagram, TikTok, YouTube or Facebook. Copy your **listing link** into your bio and emails, and print the **QR code** for your yard sign. If you used staged or AI-assisted photos, say so in your caption.




Download the video, copy the caption, post it.

## 6 Leads come to you

Open **Leads**. Everyone who asks about your home is here. Start with **Follow up today**. Click a name, then tap **Text**, **Call** or **Email**: your own phone opens with a friendly message already written. Drag cards along the board as people move from New to Showing to Offer to Won.




The Lead Board: your leads, your reminders, your next calls.

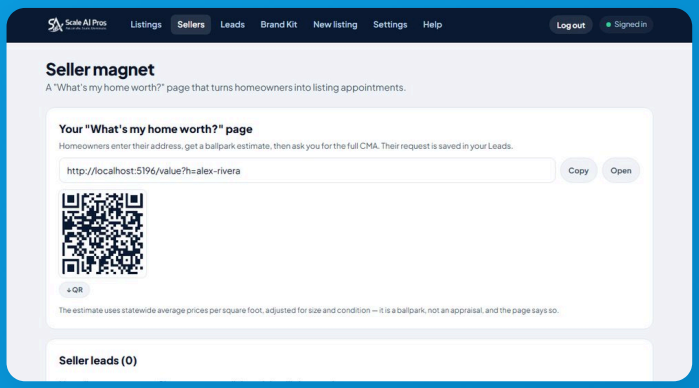
## 7 Need help?

Our full **How-To Guide** walks through every screen. For anything else, email **support@scaleaipros.com**. Your first-month refund rule, cancelling, and how we handle your face and voice are all in the Terms and Privacy pages at the bottom of every page.

Bonus

## Win sellers, too

Share your **"What's my home worth?"** page from the **Sellers** tab (Pro and above). Homeowners get a ballpark estimate, then ask you for the full CMA, and land on your Lead Board as seller leads.



Which plan?

## Start free, then pick what fits

| Plan | Price | What you get |
|---|---|---|
| **Free** | **$0** | Your first listing page, script and lead form |
| **Photo Studio** | **$29/mo** | 30 virtual-staging and photo fixes a month, no video |
| **Starter** | **$49/mo** | 5 video reels with you on camera, photo studio, Lead Board |
| **Pro** | **$149/mo** | 20 reels, AI camera moves, seller page, follow-up emails |

**Founding-member price:** Starter for **$39 a month** for the first 25 customers, locked in while you stay. Investor ($199) and Team ($599) are in the How-To Guide.

## Ready? Your first listing page is free.

Add your next listing and have a page, a script, a video and a follow-up plan ready before your coffee is cold.

**Questions? support@scaleaipros.com**