

AI Listing Intelligence

What Is AI Listing Intelligence?

AI Listing Intelligence is mainly used to track and understand **lead engagement**. By using these AI-driven alerts, the system can identify how interested a lead is based on their property views, favorites, and search behavior — and automatically assigns relevant listing alerts (New Listings, Price Drops, Open Houses) accordingly.

Alerts adapt to that engagement level: frequency reduces or pauses when a lead's interest wanes, and resumes when the lead becomes active again. Trigger thresholds can be customized, alerts can be manually paused for specific users, and filters can be refined at any time for a more personalized experience.

Access AI Listing Intelligence

1. Click your profile icon.
2. Select **AI Hub** from the left sidebar.
3. Select **AI Listing Intelligence**.

The AI Listing Intelligence page will be displayed.

From this page, you can view and configure:

- AI Listing Intelligence (enable/disable toggle)
 - AI Engagement Detection (Smart Triggers)
 - AI Property Activity Alerts (Notify Lead)
 - AI Conflict Prevention (Auto-Pause)
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Enable/Disable AI Listing Intelligence

1. Navigate to **AI Hub > AI Listing Intelligence**.
 2. Use the **AI Listing Intelligence** toggle at the top-right (labeled **ENABLED**/disabled) to turn the feature on or off.
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Configure AI Engagement Detection

1. Navigate to **AI Hub > AI Listing Intelligence**.
2. Under **AI Engagement Detection**, set the engagement-level slider for each alert type. This is where the system identifies a lead's engagement level and decides whether that alert should be triggered:
 - **Assign a New Listing Alert when** — AI recommends *Moderate*.
 - **Assign a Price Drop Alert when** — AI recommends *High*.
 - **Assign an Open House Alert when** — AI recommends *Low*.
3. Drag each slider between **Low**, **Moderate**, **High**, and **Very High** to set the engagement threshold required before that alert type is assigned to a lead.

“ **Note:**

Alert frequency and timing adapts automatically based on lead engagement. Set a slider to **Low** if you do not wish to assign alerts for that type.

Configure AI Property Activity Alerts

1. Navigate to **AI Hub > AI Listing Intelligence**.
2. Under **AI Property Activity Alerts**, use the toggles to notify leads when:
 - The property viewed has been sold.
 - The property viewed has a price change (Drop / Hike).
 - The property viewed has an Open House.

These alerts are disabled (off) by default and can be turned on individually per event type.

AI Conflict Prevention

Under **AI Conflict Prevention**, the **Automatically pauses to avoid duplicate alerts** toggle is enabled by default.

When a new alert (New Listing / Price Drop / Open House) is assigned from the website or from the CRM, AI automatically pauses overlapping alert sequences — identifying potential overlap in engagement signals — to prevent alert fatigue and ensure a consistent lead experience.

Save Settings

1. After making changes to any section above, click **Save Settings** (bottom-right).

2. To discard unsaved changes and revert to the last saved configuration, click **Reset**.

Conclusion

You have successfully learned how to configure AI Listing Intelligence in AgentRoof CRM, and how it uses lead engagement signals to drive smarter listing alerts.

Revision #10

Created 2026-06-01 15:31:01 UTC by AgentRoof

Updated 2026-08-17 05:25:41 UTC by AgentRoof