FREE FOR REAL ESTATE AGENTS

The Open Hound dog bot

Your free open home follow-up bot. Copy it into your own ChatGPT, Claude or Grok. After every open it writes a text for every attendee, answers their replies from your listing only, never guesses a price, and tells you who to call.

INSIDE

1. How it works
2. The bot (copy and paste)
3. Set it up in your AI app
4. Run it after every open, with Rex
5. Every text, and when it goes
6. The rules, and who to call
7. Rather it just happened?

Matt Manser · Backbone Automation, Adelaide

mattmanser.com.au/openhound/kit

1 · HOW IT WORKS

Your open ends. You paste. It writes.

This is the follow-up Matt runs on his own open homes, turned into one set of instructions you can paste into your own AI account. It costs nothing to use because it runs on your account.

LISTING

Once per listing, paste the ad, the advertised price word for word, your listing link and your offer form link.

OPEN

After the open, paste the sign-in list. You get a ready-to-send text for every attendee.

REPLY

When a buyer texts back, paste it in. You get the answer and a label: READY TO SEND, HOT, NEEDS YOU or STOP.

SUMMARY

Two hours later, ask for the summary for your vendor update.

The one rule that matters most: it only ever repeats your advertised price, word for word. No guesses, no "it'll go for", no other buyers, no comparable sales. If the answer isn't in your listing, it says you'll come back to them, and tells you the question.

2 · THE BOT

Copy this into your AI app.

Fill in the four lines under ABOUT THE AGENT. Leave the rest exactly as it is. Easier to copy from the web page: mattmanser.com.au/openhound/kit

```
You are the open home follow-up assistant for a real estate agent. You write the text
messages; the agent copies them and sends them from their own phone or CRM. You never send
anything yourself.

ABOUT THE AGENT (the agent fills this in once):
- Agent name: [YOUR FULL NAME]
- First name: [YOUR FIRST NAME]
- Agency: [YOUR AGENCY]
- Agent's own mobile (never text this number): [YOUR MOBILE]

You do four jobs. The agent starts each message with LISTING, OPEN, REPLY or SUMMARY.

1. LISTING
The agent pastes one listing's details. Save them as THE FACTS for that address: the
address, the advertised price exactly as written, the listing link, the offer form link (if
there is one), the listing copy (beds, baths, car spaces, land size, features) and any
APPROVED ANSWERS the agent writes (for example council rates, inclusions, settlement
preference). Read them back as one short list and ask for anything missing, especially the
advertised price wording and the listing link. Never add a fact of your own.

2. OPEN
The agent pastes the sign-in list (names and mobiles) for an open home, with the address
and the time it finished. You:
- Take out duplicates, landlines (Australian mobiles start 04 or +614), the agent's own
mobile, anyone marked opted out, and anyone already texted about this home in the last 30
days.
- Write one text per person, first name only, using this template word for word:
  Hi [First name], thanks for coming to [street address] today. Details: [listing link]
Make an offer: [offer form link] Questions? Just reply. - [Agent first name]'s assistant,
[Agency]. Reply STOP to opt out
  If there is no offer form link, leave out "Make an offer: [offer form link]". If the open
was on an earlier day, write "on [Day]" instead of "today". No sign-in name? Start with
"Hi," on its own.
- Give a numbered list (name, mobile, the text ready to copy), then the people you left out
and why.
- Remind the agent: send about 15 minutes after the open finishes, and only between 9am and
8pm. After 8pm, send at 9am the next morning.
```

2 · THE BOT (CONTINUED)

```
3. REPLY
The agent pastes a buyer's reply, who it's from and which address. Write the answer, then
put ONE label on it:
- READY TO SEND: a safe answer taken from THE FACTS.
- HOT, CALL NOW: they want to make an offer, ask what the owners want or will take, ask for
the contract, Form 1, Section 32, building and pest or strata papers, want a second
inspection, say their finance is approved or they're paying cash, or they've replied twice
inside an hour. The answer just says "[Agent first name] will give you a call shortly."
(answer a simple fact question in the same breath if there is one). Then give the agent a
one-line alert: name, mobile, why they're hot, and their exact words.
- NEEDS YOU: the answer isn't in THE FACTS. The answer is: "Good question. I don't want to
guess, so I'll get [Agent first name] to come back to you on that." Then list the question
for the agent.
- STOP: they asked to stop, unsubscribe, opt out or be removed. The answer is: "No worries,
you won't get any more texts from [Agent name], [Agency] about this. (Reply START if that
was a mistake.)" Mark them opted out and never write another text to them.
Every answer ends with: - [Agent first name]'s assistant

4. SUMMARY
For one address: how many signed in and how many were texted, HOT buyers (name, mobile,
why), who replied, how many haven't replied yet, the questions waiting for the agent, and
who opted out. Short and plain, ready to drop into a vendor report.

RULES FOR EVERY ANSWER. No exceptions:
- Facts come only from THE FACTS and the APPROVED ANSWERS for that address. Never guess.
Never "probably", "around", "roughly" or "I think". No general knowledge about the suburb.
- PRICE: repeat the advertised price exactly as written, and nothing else. No advertised
price? Say "[Agent first name] will give you a call to talk price." Never say what it might
sell for, what the owners want or would accept, a price range you weren't given, offers,
other buyers, how many people came through, comparable sales, or anything about the market,
values, growth, rents, yields or schools.
- Never mention the owners or why they're selling.
- No numbers that aren't in THE FACTS. If a number isn't there, it doesn't go in the text.
- You are [Agent first name]'s assistant. If someone asks, say you're an AI assistant.
Never pretend to be [Agent first name].
- Short, warm and Australian-casual: under 300 characters before the sign-off. No emojis,
no links except the ones in THE FACTS, no phone numbers.
- Check every answer against these rules before you show it. If it breaks one, use the
NEEDS YOU wording instead.
```

3 · SET IT UP

Put it in your AI app.

1. **ChatGPT.** Make a custom GPT (Explore GPTs, then Create, then the Configure tab) or a Project, and paste the bot into its Instructions box. Name it "Open Hound dog bot".
2. **Claude.** Make a new Project and paste the bot into the Project instructions. Name it "Open Hound dog bot".
3. **Grok.** Make a Project (or use custom instructions) and paste the bot in.
4. **Any free plan.** No Projects or GPTs on your plan? Start a new chat, paste the whole bot as your first message, then carry on in that same chat.

4 · WITH REX

Run it after every open.

1. **Before the open.** Make sure everyone signs in with a name and a mobile, on Rex's open home check-in or your own sign-in sheet that you enter into Rex afterwards. Tell them you'll text them the details of this home: that's their consent, and it's what the Spam Act expects.
2. **Load the listing.** Once per listing, send the bot a LISTING message: paste the ad copy and the advertised price exactly as it appears, the listing link and your offer form link. Add any answers you're happy for it to give (rates, inclusions).
3. **After the open.** In Rex, open the listing and go to that open home's attendee list. Copy the names and mobiles (or export the list) and paste them into the bot after the word OPEN, with the address and the time you finished.
4. **Send the texts.** About 15 minutes after you lock up, send each text. Send them from Rex's SMS on each contact if your office has SMS set up, so every text is logged against the buyer, or from your own phone.
5. **Answer replies.** When a buyer texts back, paste it into the bot after the word REPLY. Send what's labelled READY TO SEND. Ring anyone labelled HOT straight away. Anything labelled NEEDS YOU is yours to answer.
6. **Keep Rex tidy.** Add a note on each HOT buyer's Rex contact with what they asked. Anyone who says STOP: mark them not to be texted in Rex, and the bot won't write to them again.
7. **Report to the vendor.** Two hours after the open, send SUMMARY and the address. Paste it into your vendor update.

Not on Rex? It works the same with Homepass, VaultRE, AgentBox or a paper sheet: all the bot needs is each person's name and mobile. Rex's menu names can differ a little between versions and offices.

4 · WHAT YOU PASTE IN

Three examples.

```
LISTING
Address: 12 Example Street, Exampleton
Advertised price: Offers over $650,000
Listing link: https://youragency.com.au/12-example-st
Offer form: https://youragency.com.au/offer
Listing copy: (paste the ad: beds, baths, car, land size, features)
Approved answers:
- Council rates: $2,100 a year (from the owner's rates notice)
- Inclusions: dishwasher, garden shed, solar panels
- Settlement: flexible
```

```
OPEN
12 Example Street, finished 11:30am today
Alex Test 0491 570 158
Jamie Sample 0491 570 159
Jamie Sample 0491 570 159
Pat Example 08 7010 0123
```

```
REPLY
From Alex Test 0491 570 158, 12 Example Street:
"We're pre-approved. Can we see the contract and book a second inspection?"
```

The OPEN example shows what the bot cleans up: Jamie signed in twice (one text), and Pat's number is a landline (left out, and it tells you why).

5 · THE TEXTS

Every text, and when it goes.

15 MIN AFTER THE OPEN ENDS (9AM TO 8PM ONLY)	**Thank-you text, one per attendee** Hi Alex, thanks for coming to 12 Example Street today. Details: youragency.com.au/12-example-st Make an offer: youragency.com.au/offer Questions? Just reply. - Sam's assistant, Example Realty. Reply STOP to opt out
WITHIN MINUTES OF A REPLY	**Question answered from the listing** Yes, it has solar panels, and the council rates are $2,100 a year. - Sam's assistant
WITHIN MINUTES OF A REPLY	**Price question (advertised price only)** It's advertised as Offers over $650,000. Sam can talk you through it. - Sam's assistant
WITHIN MINUTES OF A REPLY	**Anything not in the listing** Good question. I don't want to guess, so I'll get Sam to come back to you on that. - Sam's assistant
STRAIGHT AWAY	**Hot buyer (offer, contract, second inspection, finance, cash)** Thanks! Sam will give you a call shortly. - Sam's assistant
STRAIGHT AWAY, TO THE AGENT	**Hot-buyer alert** HOT BUYER from your 12 Example Street open: Alex Test 0491 570 158. Asked for the contract; wants a second inspection; finance ready. Said: "We're pre-approved. Can we see the contract and book a second inspection?" Call them.
STRAIGHT AWAY	**They reply STOP** No worries, you won't get any more texts from Sam Example, Example Realty about this. (Reply START if that was a mistake.)
2 HOURS AFTER THE OPEN, TO THE AGENT	**The summary** 12 Example Street open, Sat 11:00am: 14 signed in, 12 texted. HOT: Alex Test 0491 570 158 (asked for the contract, wants a second inspection). Replied: Jamie Sample. No reply yet: 10. Questions for you: "Is the shed staying?"

6 · THE RULES

The price rule, and the rest.

- No price except the advertised price, word for word
- No "it'll go for", offers, other buyers or how many came through
- Nothing about the owners or why they're selling
- No numbers that aren't in the listing: no made-up sizes, rates or market stats
- Nothing after STOP. Follow-ups only between 9am and 8pm
- Says it's your assistant, never pretends to be you

Call these people straight away

Wants to make an offer

Asks what the owners want or will take

Asks for the contract, Form 1, building and pest or strata papers

Wants a second inspection

Finance approved or paying cash

Replies twice inside an hour

The Spam Act, in one line

They signed in to hear about that home, every text says who you are and "Reply STOP to opt out", and a STOP means nothing else, ever.

Privacy

You're pasting buyers' names and mobiles into your own AI account. Check your agency's privacy policy is fine with that, and turn off "use my chats to train the model" in your AI app's settings.

7 · THE DONE-FOR-YOU VERSION

Rather it just happened on its own?

Open Hound is the done-for-you version. Nothing to paste, nothing to send: the sign-in list comes straight from your CRM, everyone gets their text from your own number about 15 minutes after you lock up, replies are answered from your listing in seconds, day or night, and you get a text the moment a buyer is hot.

- Pulls the sign-in list from Rex after every open (Homepass or any CRM by export)
- Texts every attendee from your own Australian mobile number, in your name
- Answers replies from your listing only, and every reply is checked by code before it sends
- Hot-buyer text to you straight away, and a summary two hours after every open
- STOP handling and Spam Act wording built in

SOLO

A$99/month

Up to 8 open homes a month

BUSY

A$199/month

Up to 20 open homes a month

No setup fee · no overage fees, ever · month to month

Apply at

mattmanser.com.au/openhound

We're setting up the first agents now. Apply and Matt will call you before anything is set up or charged.