TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude AI for Real Estate — a Tygart Media field sheet

1M-context transaction analysis, MLS listing workflows, CMA narratives, RESPA rules, and Pro/Max/Ultra/Team pricing.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-ai-for-real-estate/ · Official Anthropic: claude.com/solutions/small-business

DIRECT ANSWER · VERIFIED 2026-11-13

Agents & brokerages apply Claude to MLS copy, CMA client narratives, transaction summaries (**1M-token context window**), and buyer/seller communication (claude.com/solutions/small-business). Start on **Pro ($20/mo; $17 annual)**, scale solo volume with **Max ($100) / Ultra ($200)**, or share brokerage Projects on **Team Standard ($20 annual / $25 mo)**.

1. Five Real Estate Workflows Saved Every Week

- **MLS Listing Descriptions:** Convert room specs, upgrades, and neighborhood highlights into 3 tone variations in seconds.
- **CMA Narrative Reports:** Upload 8–10 comps and get clear client-ready rationale for list price recommendations.
- **1M-Context Packet Review:** Summarize inspection reports, HOA docs, and disclosures into punch-lists and buyer follow-ups.
- **Follow-Ups & Newsletters:** Draft post-showing recaps, price-reduction calls, and monthly local market updates.

2. Fair Housing, MLS & Compliance Boundaries

- **Fair Housing Screen:** Always audit listing copy to ensure objective property/location facts with zero discriminatory phrasing.
- **No Direct MLS Feed & No PII:** Paste sanitized comp exports manually; use Team/Enterprise and strip client financial PII.

Verified Claude Plan & Pricing Snapshot (Verified 2026-11-13)

Agent / Brokerage Stage	Verified Plan (2026-11-13)	Context & Capacity	Compliance & Usage Notes
Occasional Agent	Free ($0)	5 Projects, 5-hr & weekly caps (Sonnet/Haiku)	No protected PII or SSN/loan docs; test voice prompts
Active Solo Producer	Pro ($20/mo; $17 annual)	5× Free usage, **1M context** (Opus/Sonnet 5.5)	Unlimited Projects for listings, neighborhoods & CMA templates
Top Team Lead / High Vol	Max ($100) · Ultra ($200)	Max 5× Pro · **Ultra 10× weekly, no 5-hr verified cap**	Handles multi-packet inspection/HOA/appraisal synthesis
Brokerage / Multi-Agent	Team Std ($20/$25) · Enterprise ($20+API)	2–150 seats (Team); Premium $100/$125 (5× Std)	Shared neighborhood voice Projects + no training by default

Verified 2026-11-13 (note: claude.com/solutions/real-estate does not exist; small-business & pricing are official hubs). Companion Skills: tygartmedia.com/ai-real-estate-agents/.

Next Steps & Implementation Checklist

- ■ Build one Brokerage Voice Project containing neighborhood guides and Fair-Housing-checked listing examples.
- ■ Install the 4 copy-paste Real Estate Agent Skills from tygartmedia.com/ai-real-estate-agents/.
- ■ Never enter SSNs, bank statements, or unredacted closing disclosures into consumer Free chats.

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-ai-for-real-estate/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/small-business