Leverage: How Larissa Butler Uses AI to Win Back Her Time

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System shared by Larissa Butler — Keller Williams Puyallup, Puyallup, Washington.

Thanks to Larissa Butler.

Early in her career, Larissa Butler worked 60- and 70-hour weeks. After leaving a team and having her second son, she decided she wasn't willing to keep working that way — and built her way out. Today she runs a **$500K+ GCI business in under 30 hours a week**, supported by a team of AI bots that handle work in the background while she steps in to review and approve. In this live interview she breaks down the shift that made it possible: from asking AI to generate something and then managing the result, to systems that prompt her, remind her, and do parts of the work for her.

> **“The goal isn't to automate the relationship. It's to get administrative work off my plate so I can spend more time on the relationship.”**

The model: Larissa's Leverage System

1. Start with the plan, not the tool. Every new task or idea gets checked against her 1-3-5 plan and business priorities first. Her Life by Design budget, business plan, lead-generation model, and other planning information live in one workbook her bots can refer to, connected to her project plan so tasks have structure and timing. Guardrails are essential: she wants the AI to compare ideas against her goals and tell her when something doesn't fit. A new idea isn't automatically a good use of time. Recently, she had Grok review her 135 items — it identified 61 it could complete and handled those, and assigned the remaining items to her based on her calendar.

2. Ask the system question. When a task or problem comes up, her first question is whether she already has a bot or system that handles it — and if not, whether she should build one — instead of automatically writing it down to deal with later. Driving to the gym, she asked Grok whether it could replace her storefront of links and downloadable resources. It found the existing storefront, gathered the materials, recreated the content on her website, and showed her the result to review. She checked it between sets and canceled the storefront subscription.

3. Build bots that do the work. Her business is supported by about 11 agentic bots. They handle work in the background; she steps in to review or approve it. Her first build was a business analyzer: she uploads her profit-and-loss statement herself — she doesn't give the tool direct access to QuickBooks — and it reviews her pipeline, 1-3-5 plan, CRM metrics, and social media analytics, then reports whether she's on track, what might need to change, and which projects she has moved forward. She decides what to accept.

4. Turn repeat work into a process. Her weekly listing report used to mean assembling showing data, listing activity, market information, and comparable properties by hand — 20 to 30 minutes per client. Now she uploads the available showing and listing activity data and the system prepares the email and PDF with the client's information, comparables, market context, and week-over-week changes. Review and prep take about three minutes per client. She still checks the report before it goes out — and her seller conversations are now about what the numbers mean and what to do next, including pricing, instead of assembling or reading out numbers.

5. Apply the relationship filter. Her test for every task: does this task require me to be with a client or build the relationship? If it does, she wants to be involved. If it doesn't, she looks for ways to streamline it. The same filter governs her social media: AI helps with idea generation, thumbnails, and scripts — and a system can draft a listing script when a related task comes up in her project plan — but she stopped having AI write her captions. Her metrics improved, and her own voice stayed in her content.

6. Remove before you add. Don't add another AI project until you've learned one, put it to work, and actually removed something from your plate. Start with the tasks that are taking up your time — especially the transactional and administrative work that keeps you from lead generation. Find one task to take off your plate and build a system for it, then move on to the next. Start with the problem you're actually trying to solve — not with a stack of new tools.

Proof it works — the weekly listing report

When Larissa had several listings, every seller expected a weekly update — and assembling showing data, listing activity, market information, and comparable properties for each one took 20 to 30 minutes of manual work per client. She built a repeatable process instead: she uploads the activity data, the system prepares the email and PDF, and her review takes **about three minutes per client**. Clients get data and transparency every week; Larissa gets her Mondays back for the conversation — what the numbers mean, and what to do about them.

By the numbers

Her business	$500K+ GCI in under 30 hours a week
Where she started	60- to 70-hour weeks early in her career; nine years in real estate
Her AI team	About 11 agentic bots working in the background — she reviews and approves
Weekly listing report	About 3 minutes per client to review and prepare — vs. 20–30 minutes by hand
The 1-3-5 review	Grok reviewed her 135 items, completed 61, and assigned the rest to her by calendar
Her hub	ClickUp — transactions, business projections, and projects, with Claude and ChatGPT; Grok more recently
First build	The business analyzer — P&L, pipeline, 1-3-5 plan, CRM and social metrics in one report

Questions this session answers

- How does a top-producing agent use AI day to day — beyond writing listing descriptions?
- What's the difference between experimenting with AI and building systems around it?
- What should an agent hand to AI first?
- How do I decide whether a new task gets a system, gets done by hand, or gets dropped?
- What does a workflow that runs without you actually look like, step by step?
- How do you run $500K+ GCI in under 30 hours a week — where did the hours come back?
- How do I decide what AI does and what stays with me?
- What should AI never get access to?
- Where does an agent with no stack start this week?

Your next step

Turn today's ideas into your 2027 numbers: set your target in the planning tool — themindsetmasteryclub.com/planning-tool.html

Next live session: **The Upside of a Hard Market: Finding the Opportunity Inside Every Challenge** — Tuesday, December 8, 2026 · 1:00 PM Eastern · themindsetmasteryclub.com/the-upside-of-a-hard-market

Thanks to Larissa Butler. The Mindset Mastery Club — for agents & leaders who refuse to settle.