

RAIN

REAL ESTATE'S AI NETWORK



ABOUT BLAIR KNOWLES

Blair is the CEO of RAIN and mom of two daughters under four—so she knows firsthand how precious time is.

Blair started in real estate sales in 2013 and launched her own brokerage, Ridgeline Real Estate, in 2020. Today, Ridgeline is home to more than 25 agents and staff. In 2025, the firm will celebrate its first \$100M year and surpass \$500M in lifetime sales.

Now she's bringing that same momentum to RAIN—a coaching and training community for agents who are ready to use AI in their businesses, but don't have hours to waste on figuring it out. RAIN is built for traction, not theory. The trainings are short, the tools are vetted, and the focus is on implementation—not overwhelm.

Blair's mission is to help agents—especially women and working moms—leverage AI to build more efficient, sustainable businesses without sacrificing what matters most.

Her first bot, BrokerInABot, was built during nap time to help delegate smarter. And yes—she still sneaks in a 5K when she can.

SUGGESTED TOPICS

1. Saying No to Overwhelm: The 5 AI Tools Every Agent Should Actually Be Using
2. Using AI to Deepen Trust Not to Replace Relationship Building
3. How I Use AI Tools to Build My Business During Nap Time
4. How to Market a Listing in Half the Time with AI
5. Don't Let AI Scare You! What You Need to Know Now to Stay One Step Ahead

SAMPLE QUESTIONS



- You're running a brokerage, building RAIN, and raising two young daughters. How has being a mom shaped the way you think about time, systems, and delegation?
- Answer Engine Optimization is a new term for a lot of agents. Can you explain what it is, and why it may matter more than traditional SEO moving forward?
- Agents often worry that AI could replace the human side of the business. How do you see AI strengthening, not replacing, relationship building with clients?
- What specific AI tools should agents actually be using today? Which ones have helped you, your team, or your business?
- Walk us through the listing marketing process. How can AI cut that time in half without sacrificing quality or compliance?
- You launched RAIN to help agents filter through the noise. What patterns do you see in agents who adopt AI successfully versus those who never quite get traction?
- You're clearly ambitious, but also intentional about not sacrificing what matters most. What boundaries or practices have helped you hold that line?
- What would you say to the agent who admits, 'AI scares me'? How do they take the first step without feeling overwhelmed?
- If you could give agents one piece of advice for reclaiming time—whether through AI, systems, or mindset—what would it be?
- Looking ahead 12–18 months, where do you see the biggest shifts in how AI will change real estate lead gen, marketing, or client service?

CONTACT

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