

PROJECT BUILD REPORT

Brenda

AI Voice Calling Agent for Real Estate Lead & Appointment Management

Agent Name	Core Stack	Customization	Document Type
Brenda	Vapi + n8n + ElevenLabs	Fully Customizable	Client / Recruiter Overview

1. Project Overview

Brenda is a fully voice-based AI calling agent built for real estate teams. She makes outbound calls to leads, answers inbound customer calls, and handles the entire appointment lifecycle — all in natural, professional conversation. After every call, Brenda automatically logs detailed notes into a connected spreadsheet and briefs the realtor ahead of time on exactly what each upcoming caller wants to discuss.

In short: Brenda acts as a real, professional-sounding front-line voice agent — she calls leads, takes calls, books/reschedules/cancels appointments, and hands the realtor a clean, pre-briefed record of every conversation, with zero manual note-taking.

4 Key Highlights

01 Real, Natural Voice Calling Makes outbound calls and handles inbound calls with professional, human-like conversation powered by ElevenLabs voice.	02 Full Appointment Handling Books, reschedules, and cancels appointments directly over the call, without needing a human to step in.
03 Automatic Call Logging Every completed call is logged into a spreadsheet with full call notes, automatically, right after the call ends.	04 Realtor Pre-Call Briefing For upcoming bookings, Brenda tells the realtor in advance what the client wants to talk about — no surprises.

2. Full Project Description

Brenda is built to function as a real voice-based team member for a real estate business — handling the volume of calls a growing agency can't manually keep up with, while keeping every interaction professional, consistent, and properly recorded.

2.1 Brenda — Full Function List

Function	What It Does
Outbound Lead Calling	Calls leads directly to follow up, qualify interest, or move them toward booking a viewing or meeting.
Inbound Call Handling	Answers incoming customer calls and manages the full conversation professionally.
Query Handling	Answers customer questions about listings, process, and next steps in natural spoken conversation.
Appointment Booking	Books property viewings or meetings directly during the call.
Rescheduling	Moves an existing appointment to a new date/time when a client requests it mid-call.
Cancellations	Processes appointment cancellations cleanly and updates the schedule accordingly.
Automatic Call Logging	After each call ends, logs full call notes and outcomes directly into a connected sheet.
Realtor Briefing	For every upcoming booked call, tells the realtor in advance what the client intends to discuss.
Professional Conversation Style	Speaks in a natural, polished, professional tone throughout every call, inbound or outbound.
Full Customization	Voice, script, tone, and workflow logic can all be adjusted per client or brand.

2.2 Core Workflow Architecture

Brenda runs on a small set of connected automations built in **n8n**, using **Vapi** for call handling/routing and **ElevenLabs** for natural voice generation. Splitting the system into isolated workflows keeps call handling, logging, and briefing independent of each other.

- 1

Call Handling Workflow — manages both outbound lead calls and inbound customer calls, powered by Vapi for call routing and ElevenLabs for natural voice output.
- 2

Appointment Workflow — handles booking, rescheduling, and cancellations live during the call, syncing directly with the scheduling system.
- 3

Logging & Briefing Workflow — automatically writes call notes to the spreadsheet after each call and prepares the realtor's pre-call briefing for upcoming bookings.

Why separate workflows? Call handling, appointment logic, and logging/briefing each run independently. If the logging workflow needs an update, Brenda can keep making and taking calls without any interruption — only note-taking is paused. This separation makes the system reliable, easy to debug, and simple to customize per client without touching the core calling logic.

3. System Breakdown

3.1 Call Flow

Every call — whether Brenda initiates it or receives it — follows the same reliable structure, so nothing falls through the cracks.

- Call connects through Vapi, with ElevenLabs handling natural-sounding voice output
- Brenda identifies the caller's intent — question, booking, reschedule, or cancellation
- Appointment actions are confirmed and synced live during the call
- Once the call ends, notes and outcomes are logged automatically
- For any upcoming booked appointment, the realtor receives a briefing on what the client wants to discuss

3.2 Call Logging & Realtor Briefing

Nothing about a call is lost once it ends. Brenda keeps the realtor informed both after the fact and ahead of time.

- Full call notes recorded into a spreadsheet immediately after each call
- Call outcomes tracked — booked, rescheduled, cancelled, or informational only
- Upcoming appointments come with a pre-call summary of client intent for the realtor
- Keeps realtors prepared without them needing to review raw call recordings

Because logging and briefing run as their own workflow, adding new fields to the call log or changing what gets included in the realtor briefing doesn't require touching the calling or appointment logic at all.

4. Technical Details

This section is separated from the functional overview above and is intended for technical evaluators.

4.1 System Components

Layer	Responsibility
Call Infrastructure (Vapi)	Handles outbound dialing, inbound call routing, and real-time call management
Voice Layer (ElevenLabs)	Generates natural, professional-sounding speech for all of Brenda's spoken responses
Automation Layer (n8n)	Orchestrates the appointment logic, call logging, and realtor briefing workflows
Scheduling Sync	Keeps bookings, reschedules, and cancellations in sync with the realtor's calendar in real time
Data Logging Layer	Writes structured call notes and outcomes into a connected spreadsheet after every call

4.2 Tech Stack

Vapi

n8n

ElevenLabs

4.3 Design Principles

- **Workflow isolation** — call handling, appointments, and logging/briefing each run independently
- **Natural voice first** — ElevenLabs ensures calls sound professional and human, not robotic
- **Zero manual note-taking** — every call is logged automatically, with no realtor effort required
- **Fully customizable** — voice, script, and workflow logic can be tailored to any real estate brand

Built for real agency use: Brenda is designed to sound and act like a real, professional team member on the phone — while quietly keeping every realtor briefed, every call logged, and every appointment perfectly in sync in the background.