

One Click SEO Launches 'Silas on Demand,' a AI Voice Assistant for Real Estate Agents for Everyday CRM Work

New feature inside the Agentic Tools real estate CRM answers questions and takes real actions — booking appointments, drafting messages, requesting signatures

NEW ORLEANS, LA, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- [One Click SEO](#) today announced the launch of Silas on Demand, an AI assistant built into [Agentic Tools](#), its white-label real estate CRM. Silas on Demand replaces an earlier, fragmented chatbot experience with a single assistant that agents can reach by chat or live voice from anywhere in the app, and it introduces a dedicated real estate compliance knowledge base — grounded in the federal Fair Housing Act and the NAR Code of Ethics — that flags compliance-sensitive marketing and communication questions and, where appropriate, prompts agents to consult their broker or legal counsel.

Real estate agents have adopted AI tools broadly but remain skeptical of their day-to-day value. According to an industry report cited by HousingWire, 82% of real estate professionals now use AI in their work, but only 35% say it is genuinely helpful — the largest adoption-to-value gap of any industry surveyed. Separate reporting has found that sector-specific AI tool adoption for real estate tasks such as MLS research, market analysis, and client matching sits at only 21–25%,



Agentic Tools is a first of it's kind real estate CRM and toolset for real estate



meaning most agents are relying on generic AI tools with no built-in understanding of property data, transaction workflows, or industry-specific compliance rules.

Silas on Demand is built to address that gap by grounding every answer in the agent's own CRM data and in real estate-specific knowledge purpose AI with no built-in access to the agent's own CRM or property data.

Every answer Silas gives is sourced from a defined set of grounded knowledge bases rather than generated freely: live CRM data (contacts, deals, calendar, listings, and (templates and pending or signed envelopes), social and reputation how-to guidance, and product documentation for the app itself, which has been upgraded with semantic search so Silas can find the right answer even exact keywords with the underlying docs.

The newest addition is a real estate domain knowledge base covering two areas: fair housing compliance and industry vernacular. On the compliance side, Silas draws on the Fair of Ethics to help agents avoid problematic language in listing descriptions, ad copy, and client communications, and it is designed to add a disclaimer recommending broker or legal review when a question touches vernacular side, Silas is built to understand how agents actually talk about their business and translate that into the way the CRM organizes deals, listings, and contacts.



Dean Cacioppo



Beyond answering questions, Silas on Demand can take real actions inside Agentic Tools on an agent's behalf, with explicit confirmation required for anything consequential: booking, rescheduling, or canceling appointments; drafting and sending messages; requesting e-signatures; approving or denying buyer showing requests; and generating branded marketing flyers for listings.

A review of AI assistants across several widely used real estate CRMs found none that market a built-in, feature as part of their AI assistant, and industry and legal commentary — including guidance from NAR — treats AI and fair housing as an unresolved, brokerage-level policy problem. Agentic Tools is not alone in exploring this territory — at least one smaller, California-focused real estate CRM markets a sit" for AI-drafted content — but the feature remains uncommon among the CRM platforms most agents currently use.

"Most real estate agents don't actually like using their CRM — but they're great talkers. That's the idea behind Silas on Demand: instead of clicking through buttons a to it the way they'd talk to an assistant. Clicking around software has always been the biggest usability barrier in this industry, and voice removes it." — Dean Cacioppo, Founder & CEO, One Click SEO

Silas on Demand is rolling out to Agentic Tools on 8-15-2026 as a phased rollout.

About Agentic Tools

Agentic Tools is a white-label real estate CRM. In addition to Silas on Demand, the platform includes tools for managing contacts, deals and transactions, calendars, listings, showings, e-signature workflows, and [social media](#) and reputation management, pre-built workflows and terminology.

About One Click SEO

One Click SEO is a digital marketing agency out of New Orleans, Louisiana, founded and led by Dean Cacioppo. The company works across search engine optimization, AI-search visibility, and technical and local SEO, with a particular focus on the real estate industry, as and AI-powered tools to other agencies. Dean Cacioppo has spent more than two decades in real estate technology and marketing roles, including serving as president of one of Louisiana's largest MLS organizations.

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