

AI Platform Eliminates Real Estate Income Guesswork with First Reverse-Engineered Planning System

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Miami, Oklahoma - September 10, 2025 -
Power Unit Coaching (PWRU), an established real estate training company, today announced the launch of PULSE Intelligence AI, a comprehensive technology platform designed to assist real estate agents in converting income targets into structured daily business plans. The software incorporates methods from PWRU's existing coaching programs, which the company reports have been used by agents who collectively generated more than $100 million in commissions since 2018.

The platform represents the digital evolution of the PULSE Method, a business framework created by founder Chastin J. Miles to help agents transition from irregular production patterns to more predictable business outcomes. PULSE Intelligence AI is designed to translate this established framework into an AI-assisted system that provides accessible, on-demand guidance for real estate professionals at various career stages.

Industry data from the National Association of Realtors indicates that a significant percentage of licensed real estate agents leave the profession within their first five years, with many citing unclear business direction and

inconsistent income as primary factors. While traditional one-on-one coaching has provided support for some professionals, these services often remain financially inaccessible to many agents early in their careers.

PWRU developed PULSE Intelligence AI to address this gap by offering systematic business planning at scale. The platform allows agents to input specific income targets, and using multiple factors including local transaction values, commission structures, and individual conversion metrics, it calculates customized monthly and daily production goals. The system then generates corresponding task recommendations, including outreach activities, appointment targets, and follow-up procedures aligned with those objectives.

"Successful agents typically rely on systems rather than chance," said Chastin J. Miles, founder of PWRU. "This platform is designed to make systematic business planning accessible to more professionals, offering clarity about which specific actions can help advance their business goals."

PULSE Intelligence AI integrates multiple business planning tools into a single platform. Its core income planning feature uses automated calculations to break down target net income into daily production objectives, taking into account individual market conditions and business expenses. The system provides a performance scoring mechanism based on five key business metrics: planning, urgency, leads, systems, and execution. This scoring is intended to help agents track progress and identify areas requiring attention.

The platform also includes a voice-enabled conversation simulator that allows agents to practice various client interaction scenarios, including objection handling and listing presentations. Additionally, it provides regularly updated hyperlocal market data reports and automated marketing content generation designed to help agents maintain consistent market presence.

Chastin J. Miles founded Power Unit Coaching in 2018 to provide system-based training for real estate professionals. His approach to real estate business development has been featured in industry publications and national media outlets including The New York Times and Forbes. Miles was recognized in D Magazine's Best Real Estate Agent list in 2017 and has since developed training programs implemented by agents across North America.

"This platform is based on the idea that sustainable success often comes from following proven steps, not just working harder," Miles noted. "PULSE Intelligence AI is designed to provide those steps in a guided, practical format that adapts to individual market conditions and business goals."

The real estate industry has increasingly embraced technological solutions to address traditional business challenges. According to industry reports, many agents seek tools that can help standardize business practices while allowing for customization to individual markets and specialties.

PULSE Intelligence AI incorporates local market data to ensure that recommendations account for regional variations in home prices, market velocity, and seasonal patterns. The system's algorithm adjusts for factors such as typical commission splits in different markets and average conversion rates for various lead sources.

Early testing involved real estate professionals from different market segments and experience levels. Participants reported that the structured approach helped create clearer connections between daily activities and overall business objectives.

"The transition from abstract goals to concrete daily actions represents a significant challenge for many professionals," Miles observed. "By providing a clear framework that aligns activities with outcomes, we believe agents can make more efficient use of their time and resources."

For more information about PULSE Intelligence AI, visit PWRU's website. The platform is designed to integrate with existing business practices while providing structured guidance for real estate professionals seeking to implement more systematic approaches to their business development.

About PWRU (Power Unit Coaching)

Founded by Chastin J. Miles, Miami-based Power Unit Coaching (PWRU) helps real estate professionals achieve predictable, scalable success through systematic training. The company?s proven PULSE Method has been implemented by real estate professionals across North America, with documented results in diverse market conditions. Miles is the author of "The Real Before The Estate: What I Wish I Knew Before Real Estate" and maintains an active social media presence with over 500,000 combined followers across platforms, using his influence to bridge wealth gaps through real estate education and entrepreneurship. Since 2018 Power Unit has been changing that by delivering actionable, real-world training with no fluff and no filters.

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Power Unit Coaching LLC

Power Unit Coaching (PWRU) provides business training, technology, and coaching for real estate professionals. The company?s PULSE Method framework has been implemented by agents across North America.

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