



AI COACHING

The Arena

Every practice call scored, coached, and repeatable — without a human coach on retainer.

OVERVIEW

The Arena is a real-time AI role-playing simulator built for real estate agents who want to sharpen their pitch without the cost or scheduling constraints of a human coach. It features a Mission Control interface with live voice transcription, sentiment analysis, and AI personas that simulate buyers, sellers, and objection scenarios with realistic emotional dynamics.

Agents practice cold calls, listing presentations, buyer consultations, and tough objections in a zero-risk environment. Every session is scored, tracked, and repeatable — building a performance history that reveals exactly where an agent is improving and where they still break down under pressure. No scheduling, no retainer, no judgment.

BY THE NUMBERS

Real-Time

VOICE ANALYSIS

AI

PERSONA ENGINE

100%

ZERO-RISK REPS

0

SCHEDULING REQUIRED



KEY CAPABILITIES

What sets it apart.

AI Personas

Simulated buyers, sellers, FSBs, expired listings, and investor scenarios — each with realistic objection patterns, emotional triggers, and negotiation styles that adapt in real time.

Live Voice & Sentiment

Real-time voice transcription with a sentiment meter that tracks the emotional arc of every conversation — so agents learn to read and steer tone, not just recite scripts.

Scored Performance

Every rep is scored across multiple dimensions: objection handling, rapport building, closing technique, and confidence. Performance history tracks growth over time.

Local Context Engine

Dynamic local points-of-interest data feeds into role-play scenarios — neighborhood stats, school ratings, market comps — so practice feels like the real thing.



HOW IT WORKS

Three steps.

01

Pick your scenario

Choose from cold call, listing presentation, buyer consultation, expired listing, FSBO, or custom objection drill.

02

Run the session

Engage the AI persona in real time — voice or text. The sentiment meter tracks emotional dynamics as the conversation unfolds.

03

Get your scorecard

Instant scored feedback across objection handling, rapport, closing technique, and confidence — plus a full transcript to review.

Ready to see The Arena in action?

Visit [to get started.](#)

[VISIT THE ARENA](#)

Built by J. Allyn Works · Rancho Santa Margarita, California