Tim Schroeder

AI Product Builder · AI Automation & Implementation · Real Estate

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SUMMARY

I build AI products, internal tools and automations that businesses rely on every day. I bring 20 years of running my own marketing and e-commerce companies, and 12 years selling homes in Central Florida. In 2026 I launched four AI web apps, an AI Mac app and a set of internal automations: plain-English questions over business data, automatic report and document generation, scheduled AI briefings, and controls for AI quality, cost and security.

How I build: I use AI coding agents (Claude Code) to write the code. I own everything around it: the requirements, the design, the data rules, the tests, the security reviews, the launch and the daily operation.

SELECTED RESULTS

- **Natural-language data access:** built "Ask My Home", an AI assistant that answers plain-English questions about a home's maintenance, warranties, documents and appliances.
- **Automated documents:** built a tool that pulls MLS sales data (read-only) and produces branded comparative market analysis (CMA) reports as web pages and PDFs.
- **Scheduled AI reporting:** set up an AI agent that researches the Orlando and Winter Garden market every day and emails a brief that compares today with yesterday, including mortgage rates.
- **Dashboards:** built an admin dashboard with revenue, AI cost per action and background-job health, and a spending dashboard that tracks every AI and software subscription and updates every hour.
- **AI quality testing:** built a test set of questions with known correct answers. It caught a critical safety failure (gas-leak advice with no safety warning) before release. Fixed and re-tested for about $6.
- **Tool selection by evidence:** ran a blind test of two AI models on 25 real questions. The stronger model won 21 of 25 at about 3× the cost, so I used it only where quality mattered most.
- **AI governance and security:** commissioned a security audit that closed 1 critical and 5 high-severity issues. Added daily AI spending limits, role-based admin access with audit logs, and a switch that stops all paid AI calls within 30 seconds.

EXPERIENCE

Founder and AI Product Builder — Independent

Orlando, FL · 2026 – Present

- **Property Station** (propertystation.com): a portal for homebuilders and homeowners. The builder loads a new home's full record (documents, warranties, appliances, maintenance plan) and hands it to the buyer at closing. Secure multi-customer database with 88 tables and per-customer access rules, about 2,000 automated tests, accessibility and page-speed checks, backups, uptime monitoring and written incident guides.
- **PublishBench** (publishbench.com): a research-to-publish workspace for YouTube creators. Designed a six-stage AI content pipeline (brief, write, repair, review, revise, illustrate) that runs on a schedule with no one watching, and an AI reviewer that can reject weak work. 13 scheduled background jobs, with the AI cost of every step tracked.
- **ThumbnailBench** (thumbnailbench.com): an AI image product with live Stripe billing, error tracking (Sentry) and product analytics (PostHog).
- **AI Craftbook** (aicraftbook.com): a catalog of AI tools and automations. Built a repeatable way to test AI tools: tasks fixed in advance, before-and-after runs, and a blind AI grader (54 scored runs).
- **Infinity Dictate** (infinitydictate.com): an AI voice dictation app for Mac. Speak in any app and get clean, formatted text at your cursor. A native Swift app of about 31,000 lines, with 13 cloud functions for AI, transcription, usage limits and Stripe billing, plus an admin console. Built with Claude Code. I own the design, testing and launch.

- **Multi-agent operations:** run five AI agents (Hermes Agent) for coding, research, real estate, product and general work, with scheduled jobs and email access. Built a business-idea research platform with 16 research agents on the Claude Agent SDK, hosted on Railway.
- **Public data pipeline:** pulls Florida property-tax records from a public state data service and writes fact boxes (number of homes, build years, median sale price) for 73 community pages on infinityrealtygroup.com.
- **Other builds:** a real-estate social-post generator with fact checks, real-estate video Shorts with map flybys, and automated YouTube video production.

Realtor and Marketing Lead — Infinity Realty Group

Orlando, FL · 2014 – Present · Florida real estate license since June 2014

- Sold hundreds of homes in Central Florida. I know the buyer, contract and closing process first-hand.
- Run the brokerage's Google, Facebook, YouTube and TikTok advertising, its CRM and its direct mail.
- Built a buyer and seller client portal (client.infinityrealtygroup.com): invitation-only, with transaction milestones and key dates, documents, inspection, HOA and warranty guides, and an admin console for prospects and commission projections. A security review found and closed a gap that let one client see another's records.
- Built the brokerage's AI tools: the CMA report generator, the daily market brief, and site speed and AI-search improvements on infinityrealtygroup.com.

Owner — Agent Marketing Essentials LLC

2020 – 2024

- Built and ran an online store of real-estate marketing templates on WordPress, WooCommerce and Stripe, with Google Shopping, SEO and affiliate sales.
- Managed a full-time offshore designer. Used AI writing tools, with human editing, for product and SEO content.

Owner — ePressive LLC (performance and affiliate marketing)

2004 – 2015

- Ran paid traffic full time on Google, Bing, display, mobile and email for dozens of sites. Profit depended on tracking every click to revenue, so I set up and ran conversion tracking (Google Analytics, CPVlab, Tracking202) and automated email sequences (Aweber, GetResponse, MailChimp).

Earlier (2004–2006): built SEO landing pages for Spectorsoft.

TOOLS AND PLATFORMS

I choose, set up, connect and run these. AI coding agents write the code.

Automation and integration: Zapier, REST APIs and webhooks, scheduled jobs, Playwright browser automation, Google Sheets, Gmail, Stripe, Resend, Google Search Console, YouTube Data API, Stellar MLS (read-only), public ArcGIS data.

AI agents: Claude Code (20+ custom skills, subagents, MCP servers), Claude Agent SDK, Hermes Agent, Google Antigravity, OpenAI Codex.

AI models and services: Claude, OpenAI (GPT, Whisper, embeddings), Gemini, Grok, OpenRouter, ElevenLabs, HeyGen, Deepgram, Kie.ai, fal.ai, Replicate, Midjourney.

Web data: Exa, Firecrawl, Apify, Google Maps and Places, Mapbox, U.S. Census, OpenWeatherMap.

Hosting and data: Vercel, Railway, Supabase (Postgres with row-level security), Cloudflare, Netlify, Docker Desktop, GitHub and GitHub Actions, SQLite.

App stack: Next.js, React, TypeScript, Tailwind CSS, Remotion (video), Swift and Xcode (macOS app). Testing with Vitest, Playwright, axe and Lighthouse.

Monitoring and analytics: Sentry, PostHog, Umami, Google Analytics 4.

Business: residential real estate, Google/Meta/Reddit ads, SEO, WordPress, WooCommerce, CRM, requirements writing, process documentation.

EDUCATION AND LICENSE

BBA, Business Administration — Management Information Systems, University of Central Florida, 2002

Associate degree, Armstrong Atlantic, 1999 · Florida Real Estate License (active)