

Guillermo Requejo

Real Estate Broker | Disaster Housing Inspector (WSP) | AI & Automation Strategist | Crypto Portfolio Analyst

Puerto Rico | sevendetucasa.com | guillermorequejo.com | 787-627-8554 | requejo@mac.com

Professional Profile

Hybrid professional with direct experience in post-disaster inspections, real estate operations, automation systems, and crypto strategy.

Founder of Sevendetucasa.com and creator of ARES, a local AI assistant capable of processing contracts, analyzing portfolios, extracting key data, and storing operational memory. I operate at the intersection of field execution, system design, and capital strategy. After Hurricane María in 2017, I transitioned fully from audiovisual production into hands-on real estate and systems automation, leveraging everything I had learned to solve real-world problems.

Key Experience

- Licensed Real Estate Broker

sevendetucasa.com (2019 - present)

- Real estate transactions, contracts, rentals and sales in Puerto Rico
- Created and implemented ARES, an AI system that automates legal documents and real estate memory
- Integrated crypto investment logic and automation for portfolio management

- Disaster Housing Inspector

WSP Inspection Services (2018 - present)

- Field inspections for disaster housing missions activated under federal programs
- Property and structural assessments post-disaster

- Founder / Director

Requejo Films & Productions (2000 - 2019)

- Directed over 1,000 audiovisual productions for clients like DirecTV, Televisa, AVON, L'Oréal
- Coordinated international shoots in Mexico, Panama, and France
- Specialized in visual storytelling, branding, and high-impact delivery

- Facebook Lead Generation Project (2018–2024)

Sectors: Real estate (PR), home security, solar energy, health, and veterinary.

Tasks: Created and managed 10+ Facebook pages, ran Meta Ads campaigns, captured and followed up on qualified leads, used basic smart automation.

Results: Over 1,200 leads generated (organic and paid), multiple documented closings, and ****positive ROAS****, even on low-budget campaigns (meaning ad return exceeded cost).

Key Skills

- Real Estate Development
- Process Automation
- Artificial Intelligence (AI)
- Investment Strategy
- Housing Inspections
- Content Strategy
- Contract Structuring
- HubSpot CRM (training in progress)

Current Projects

- ARES: A local offline AI assistant built to manage legal memory, crypto portfolios, and documents.
- Automated Crypto Portfolio: Strategy-driven automation based on volume, news, and confirmation logic.

Affiliations

San Juan Board of Realtors

Active Member since 2019. Being part of the Board grants the legal title of 'Realtor®' in Puerto Rico, providing credibility and distinction in the market. It represents a recognized endorsement of professional standards and ethics.

Availability

Open to remote consulting, tactical collaborations, project-based contracts, and short-term field assignments (up to 3 months). Available to work with teams based in the U.S., Europe, or other international markets, as long as remote or hybrid work is feasible.