

30 AI Prompts for Multifamily Marketers

Copy-paste prompts organized by category.

Listing Descriptions & Leasing Copy

1. Unit listing generator

- "Write 3 versions of a listing description for a [1BR/2BR/etc.] apartment at [property name] in [city]. Amenities: [list]. Keep it under 150 words, avoid generic phrases like 'luxury living,' and write for someone searching Apartments.com at 11pm on their phone."

2. Subject line A/B variants

- "Give me 10 subject lines for an email promoting a move-in special of [offer] at [property]. Half should use urgency, half should use curiosity. Keep all under 50 characters."

3. ILS listing audit

- a. "Here's our current Apartments.com listing description: [paste]. Rewrite it to be more specific, eliminate filler words, and front-load the details renters actually filter for (pet policy, parking, in-unit laundry, price)."

4. Seasonal leasing campaign brief

- a. "Create a 4-week marketing campaign brief for peak leasing season (June-August) for a 300-unit Class B community in [city]. Include weekly email themes, 2 social posts per week, and one resident event idea per month. Budget: [amount]."

5. Tour follow-up email sequence

- a. "Write a 3-email follow-up sequence for prospects who toured but didn't apply. Email 1: same day. Email 2: 3 days later. Email 3: 7 days later. Property: [name], key selling points: [list]. Make each under 100 words and sound human, not corporate."

Reputation & Reviews

6. Negative review response

- a. "Write a professional, empathetic response to this Google review. Acknowledge the issue without admitting liability, invite them to contact us offline, and keep it under 75 words: [paste review]"

7. Review response templates by category

- a. "Create 5 response templates for each of these common review themes: maintenance delays, noise complaints, front office praise, move-out charges, and amenity compliments. Each should feel personal, not copy-pasted."

8. Review generation campaign

- a. "Write a text message and an email that asks current residents to leave a Google review after a positive maintenance interaction. Keep the text under 160 characters. Make it feel like a genuine request, not a marketing ask."

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9. Reputation audit summary

- a. "Here are our last 20 Google reviews [paste or summarize]. Identify the top 3 recurring complaints, top 3 recurring praises, and give me a one-paragraph summary I can share with my regional manager."

10. Competitive review analysis

- a. "Here are the most recent Google reviews for our top 3 comps: [paste or summarize]. What are renters complaining about at competing properties that we could highlight as strengths in our own marketing?"

Social Media Content

11. Monthly content calendar

- a. "Build a 30-day social media content calendar for an apartment community Instagram. Mix: 40% lifestyle/neighborhood, 30% property features, 20% resident spotlights, 10% promotions. Give me the caption and a description of the visual for each post."

12. Reel / TikTok script

- a. "Write a 30-second script for an apartment tour Reel at [property name]. Start with a hook in the first 2 seconds, show 3 key features, and end with a CTA to book a tour. Conversational tone, not salesy."

13. Resident event social posts

- a. "We're hosting a [pool party/food truck Friday/holiday event] at [property] this Saturday. Write an Instagram caption, a Facebook event description, and a story slide sequence (3 slides) to promote it."

14. Neighborhood guide content

- a. "Create 5 Instagram carousel post outlines highlighting the best [restaurants/coffee shops/parks/date nights/dog-friendly spots] within 10 minutes of [property address in city]. Each carousel should be 5-7 slides with a headline and short blurb per slide."

15. UGC request templates

- a. "Write 3 different ways to ask residents to share photos or videos of their apartment for us to repost. One for email, one for a flyer in the clubhouse, one for an Instagram story. Include what's in it for them (gift card drawing, feature on our page, etc.)."

Resident Retention & Communication

16. Renewal offer letter

- a. "Write a lease renewal letter for a resident whose lease expires in 60 days. Current rent: [amount]. New rent: [amount]. Frame the increase positively by referencing recent property improvements: [list]. Keep it warm and under 200 words."

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17. Resident newsletter

- a. "Create a monthly resident newsletter for [property name] for [month]. Include: a maintenance tip, an upcoming event, a local business spotlight, and a reminder about [policy/seasonal item]. Tone: friendly neighbor, not corporate landlord."

18. Move-in welcome sequence

- a. "Write a 3-email welcome sequence for new residents. Email 1 (move-in day): logistics and emergency contacts. Email 2 (day 3): neighborhood tips and how to submit maintenance requests. Email 3 (day 14): ask how they're settling in and invite them to rate us on Google."

19. Difficult resident communication

- a. "Help me write a professionally worded notice to residents about [noise policy enforcement/pool rule changes/parking changes]. Acknowledge the inconvenience, explain the why, and keep the tone firm but respectful."

20. Resident survey questions

- a. "Give me 10 survey questions to measure resident satisfaction at a 200-unit apartment community. Focus on actionable feedback we can actually fix — skip vague questions like 'rate your overall experience.' Include a mix of multiple choice and one open-ended."

Paid Ads & Lead Gen

21. Google Ads copy

- a. "Write 5 responsive search ad variations for a Google Ads campaign targeting '[city] apartments for rent.' Include 15 headlines (30 characters max each) and 4 descriptions (90 characters max each). Focus on: [key differentiators]."

22. Facebook / Instagram ad copy

- a. "Write ad copy for 3 Facebook ad variations promoting [property name] in [city]. One focused on amenities, one on location/neighborhood, one on a current special. Primary text under 125 characters, headline under 40 characters."

23. Landing page copy audit

- a. "Here's the text from our apartment community landing page: [paste]. Rewrite the hero section and CTA to reduce friction for someone comparing 3-4 communities. Focus on what makes us different, not generic claims."

24. Lead nurture re-engagement

- a. "Write a re-engagement email for apartment leads who inquired 30+ days ago but never toured. Mention one new reason to visit (new amenity, seasonal special, limited availability) without being pushy. Under 100 words."

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Reporting & Strategy

25. Marketing report narrative

a. "Here are my marketing metrics for this month: [paste numbers — leads, tours, leases, cost per lead, cost per lease, conversion rates]. Write a 3-paragraph executive summary for my VP that highlights wins, flags concerns, and recommends one action item."

26. Comp analysis framework

a. "I need to do a competitive analysis for [property name] against 4 nearby competitors. Give me a comparison framework with the 10 most important factors to evaluate, and a scoring rubric I can fill in after doing my research."

27. Budget justification memo

a. "Help me write a one-page memo justifying a [dollar amount] increase in our digital marketing budget for Q3. Our current cost per lease is [amount], occupancy is [percent], and we need to fill [number] units before [date]. Include projected ROI."

28. Lease-up marketing strategy

a. "We have a new 250-unit property opening in [city] in 90 days. Current pre-leases: [number]. Create a phased marketing strategy covering pre-lease, grand opening, and stabilization. Include channel mix recommendations and milestones."

AI-Powered Operations

29. Maintenance request categorizer

a. "Here are 20 recent maintenance requests from our resident portal [paste]. Categorize each by urgency (emergency/high/medium/low), type (plumbing/electrical/HVAC/appliance/general), and flag any that suggest a recurring building issue."

30. Market rent analysis

a. "I have rent data for [number] comps in [submarket]. Here's the data: [paste]. Calculate the average rent per unit type, identify where our property sits relative to the market, and suggest whether we have room to push rents or need concessions."