

AN EVERYDAY LEARNING FINDS PROMPT PACK

AI Prompts for Real Estate Agents

51 copy-paste prompts that turn ChatGPT into a listing writer, marketing assistant, and follow-up machine — written in real-estate language, for real-estate jobs.

51 COPY-PASTE PROMPTS • PRINTABLE CHEAT SHEET INCLUDED

AN EVERYDAY LEARNING FINDS GUIDE

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How this pack works: Every prompt is a complete, copy-paste-ready block. Replace the **[bracketed slots]** with the details of the property, client, or situation, paste it into ChatGPT (free version works fine), and get professional output in seconds. Each prompt includes a When to use it line and a Pro tip for getting the best result.

Introduction: The Agent's Unfair Advantage

Every agent has access to ChatGPT. Almost none of them get good results from it. That gap — between having the tool and knowing how to use it — is the entire opportunity.

Here is what usually happens: an agent types "write a listing description for a 3-bed house" and gets back bland, robotic copy that sounds like every other listing on the MLS. "Charming," "cozy," "won't last long." Then the agent concludes AI doesn't work for real estate, and goes back to staring at a blank screen for forty-five minutes per listing.

The problem was never the AI. The problem was the prompt. Generic prompts produce generic output. Specific, professional prompts produce specific, professional output.

That is what this pack is: **51 prompts written in real-estate language for real-estate jobs** — listings, client emails, social content, follow-up sequences, CMA narratives, open house materials. Each one is built the way a top-producing agent would brief a talented assistant: full context, clear instructions, the right tone, and room for the details that make this property, this client, this situation unique.

The math is simple. If better prompts save thirty minutes a day on writing tasks, that is over 120 hours a year — three full work weeks — returned to showings, negotiations, and closings. The activities that actually pay.

> **The Everyday Learning Finds promise:** No theory, no fluff, no "AI will change everything" hype. Just copy, paste, customize the **[brackets]**, and get professional output in seconds — starting with the very first prompt.

One rule before beginning, and it matters more than all 51 prompts combined: **the agent reviews everything before it goes out.** AI drafts; the agent decides. Names, prices, dates, square footage, school information, and every legal claim get verified by a human. Chapter 1 explains exactly how to work this way. Read it first — it takes five minutes and it makes every prompt in this pack twice as effective.

Chapter 1: How to Talk to AI (Read This First)

Every prompt in this pack follows the same five principles. Understanding them takes five minutes and makes the difference between output that sounds like a robot and output that sounds like a professional.

1. Give context — the AI knows nothing about the situation

ChatGPT has no idea which property, which client, or which market is involved. The prompts in this pack front-load that context: the property details, the client type, the goal of the message. The more specific the context, the less generic the output. "A 4-bed colonial in a top-rated school zone, listed at $485,000, sitting 21 days" produces radically better copy than "a house for sale."

2. Be specific about format and length

Vague requests get vague results. Every prompt in this pack specifies the deliverable: 150 words, three email options, a 7-message sequence, bullet points, not paragraphs. When writing custom prompts later, always include the format. "Write an email" is a wish. "Write a 120-word email with a subject line, a clear call to action, and a warm professional tone" is a brief.

3. Assign a role

Starting a prompt with "Act as an experienced real estate copywriter..." or "Act as a buyer's agent explaining..." sets the AI's frame of reference. It reaches for professional language instead of generic filler. Most prompts in this pack include a role assignment — keep it when customizing.

4. Iterate — never accept the first draft

The first draft is a starting point, not a finished product. The professionals getting the best results treat AI output like a junior assistant's draft: good bones, needs a pass. Useful follow-ups:

- "Make it warmer and less formal."
- "Shorten this to 100 words without losing the key features."
- "Rewrite the opening line — it's too cliché."
- "Give me three alternatives for the closing paragraph."

Two or three rounds of iteration turn decent output into excellent output. Each round takes seconds.

5. The [bracket] convention

Throughout this pack, **[bracketed text]** marks a slot to customize: **[address]**, **[beds]**, **[client name]**. Replace every bracket with the real detail before pasting. A prompt with brackets still in it produces placeholder-sounding copy — the thirty seconds of customization is where the quality comes from.

The 30-second customization checklist

Before pasting any prompt, confirm: **(1)** every **[bracket]** is filled with real details; **(2)** the tone matches the client (first-time buyer vs. seasoned investor); **(3)** all facts the AI will state — price, beds, baths, square footage, dates — are accurate. The AI cannot verify facts. That job belongs to the agent.

What AI is bad at (the non-negotiable part)

AI is a writing engine, not a fact-checker and not a lawyer. It will confidently invent square footage, misstate school zones, and hallucinate HOA fees if the details are vague. Treat every number in AI output as a draft until verified against the MLS sheet, the listing agreement, or the source document.

> **Fair housing compliance — read carefully:** Never let AI write language that describes, prefers, or excludes people. That means no "perfect for young families," no "walk to church," no "near great nightlife for singles," no "quiet neighborhood, no kids." Describe the property — never the people who should live there. The prompts in this pack are written to steer clear of this, but the agent reviews every word before anything is published. When in doubt, ask the broker. This pack is a writing tool, not legal advice.

Also off-limits for unsupervised AI output: legal claims ("this is a great investment"), guaranteed outcomes ("your home will sell in a week"), and anything resembling legal or tax advice. The AI drafts; the licensed professional decides.

> **The golden rule:** If a sentence contains a number, a name, a date, a legal claim, or a promise — verify it. Everything else, edit for voice. This one habit makes AI output safe to use at professional scale.

Chapter 2: Listing Descriptions & Property Marketing

The listing description is the hardest-working paragraph in real estate — it has to sell the showing in under 200 words. These ten prompts cover the full lifecycle: the core description, headlines, flyers, video scripts, teasers, price changes, and announcements.

PROMPT 1 When to use it: every new listing goes live

Act as an experienced real estate copywriter. Write a 150-word MLS-ready listing description for a **[beds]**-bed, **[baths]**-bath **[style, e.g., brick ranch]** at **[address or neighborhood]**, **[city, ST]**, listed at **[price]**. Highlight these three standout features: **[feature 1]**, **[feature 2]**, **[feature 3]**. Tone: warm and inviting, confident but not pushy. Open with the strongest selling point, not the bedroom count. End with a call to schedule a showing. Describe only the property itself — no language about who should live there. Avoid clichés like "charming," "cozy," and "won't last long."

Pro tip: Paste the actual feature sheet into the brackets instead of summarizing it. The AI writes noticeably better copy when it can see specifics like "quartz waterfall island" instead of "updated kitchen."

PROMPT 2 When to use it: luxury or high-end listings

Act as a luxury real estate copywriter for high-end publications. Write a 200-word listing description for a **[beds]**-bed, **[baths]**-bath **[style, e.g., modern estate]** at **[address]**, listed at **[price]**. Key details: **[standout luxury features — e.g., imported marble, smart home system, resort-style pool]**. Tone: refined and understated — sell the lifestyle through specifics, not superlatives. No exclamation points. No "stunning" or "breathtaking." Let the details create the desire. Mention **[proximity to desirable amenities, e.g., golf course, waterfront]** factually. End with private showing information.

Pro tip: Luxury buyers are repelled by hype. If the output feels salesy, follow up with: "Rewrite with half the adjectives and twice the specifics."

PROMPT 3 When to use it: fixer-uppers, estate sales, value opportunities

Act as a real estate copywriter who specializes in investment and value properties. Write a 130-word listing description for a **[beds]**-bed, **[baths]**-bath **[style]** at **[address]**, listed at **[price]**. Be honest about condition: **[honest condition notes, e.g., needs cosmetic updates, original 1970s kitchen]**. Frame the opportunity around these positives: **[positives — e.g., solid foundation, new roof 2022, large lot, desirable street]**. Tone: straightforward and optimistic — speak to buyers who see potential. Do not use the words "handyman special" or "TLC" — find fresher language. Describe the property only.

Pro tip: Honesty in the description filters out disappointed showings. Tell the AI the real condition; it will find the honest upside better than vague spin will.

PROMPT 4 When to use it: need headline options for MLS, portals, or ads

Write 10 headline options (under 12 words each) for a real estate listing: **[beds]**-bed, **[baths]**-bath **[style]** in **[neighborhood, city]** at **[price]**. Standout feature to lead with: **[feature]**. Vary the approach across the ten: some leading with the feature, some with the location, some with lifestyle, some with value. No clichés ("dream home," "must see," "priced to sell"). Keep every headline factual and fair-housing safe.

Pro tip: Portals truncate long headlines. After generating, ask: "Rank these by click appeal for a buyer scrolling on a phone, and tell me why the top 3 win."

PROMPT 5 When to use it: property flyers, feature sheets, brochure copy

Act as a real estate marketing assistant. Create feature-sheet copy for **[address]**: a **[beds]**-bed, **[baths]**-bath **[style]** listed at **[price]**. Output: (1) a 40-word property summary paragraph, (2) 8 bullet points of the strongest features, each under 10 words, ordered from most to least impressive, (3) a one-line "location highlight" stating factual proximity: **[e.g., 6 minutes to downtown, adjacent to greenway trail]**. Features to draw from: **[list of features]**. Tone: crisp and factual — this is a handout, not a novel.

Pro tip: Feed the AI the full room-by-room feature list and let it pick the top 8. Agents consistently under-sell their own listings; the AI has no modesty problem.

PROMPT 6 When to use it: video tours, Reels walkthroughs, virtual tour narration

Write a 60-second video tour narration script for **[address]**, a **[beds]**-bed, **[baths]**-bath **[style]** at **[price]**. Structure it as a walkthrough in this order: **[room order, e.g., entry → living room → kitchen → primary suite → backyard]**. Write it in spoken language — short sentences, natural transitions like "now step into..." — timed for about 130 words total. Note where to pause for a visual moment with [PAUSE] tags. Key features to mention: **[features]**. Tone: enthusiastic but genuine, like a knowledgeable friend showing the home. No fair-housing-risk language.

Pro tip: Read the script aloud once before filming. Any line that feels awkward spoken will feel awkward to viewers — ask the AI to rewrite just that line.

PROMPT 7 When to use it: "coming soon" teaser before the listing hits the MLS

Write a "coming soon" teaser for social media and email: a **[beds]**-bed, **[baths]**-bath **[style]** in **[neighborhood]** hitting the market **[date or timeframe]**. Reveal just enough to create curiosity: **[one teaser detail, e.g., chef's kitchen with double ovens]** — hold back the address, price, and full photos. Include a call to action to message for early details. Keep it under 60 words. Check compliance with local MLS coming-soon rules before posting — this copy assumes a compliant teaser is permitted.

Pro tip: Coming-soon rules vary by MLS. Verify the local policy first, then let the AI handle the wording — never the other way around.

PROMPT 8 When to use it: announcing a price improvement without sounding desperate

Write a tasteful price-improvement announcement for **[address]**: **[beds]**-bed, **[baths]**-bath **[style]**, reduced from **[old price]** to **[new price]**. Frame it as an opportunity for buyers — new pricing, fresh attention — without apologizing or signaling distress. Mention **[one strong feature to re-spotlight]**. Output two versions: (1) a 50-word social media post, (2) a 100-word email to the agent's buyer list. Factual tone, no hype, no "motivated seller" language.

Pro tip: Never let the AI write "motivated seller" or "priced to sell" — both signal distress and weaken negotiation position. The prompt already excludes them; keep that guardrail in edits too.

PROMPT 9 When to use it: just-listed email to sphere and past clients

Write a "just listed" announcement email to a real estate agent's sphere of influence. Property: **[beds]**-bed, **[baths]**-bath **[style]** at **[address, city]**, **[price]**. Standout features: **[2-3 features]**. The email should do two jobs: inform the sphere about the listing, and ask who they know that might be looking in **[area]**. Tone: personal and warm, like an update from someone they know — not a blast. Under 150 words. Subject line options: give 3. Sign off as **[agent name, brokerage]**.

Pro tip: Sphere emails perform best when they sound like they came from a person. After generating, add one genuine personal sentence at the top — the AI can't fake a real relationship.

PROMPT 10 When to use it: paid ad copy for a listing (Facebook, Instagram, Google)

Act as a direct-response copywriter for real estate. Write ad copy for **[address]**: **[beds]**-bed, **[baths]**-bath **[style]** in **[neighborhood]**, **[price]**. Output: (1) 3 primary-text options under 125 characters each for Facebook/Instagram, (2) 3 headline options under 40 characters, (3) one call-to-action line. Lead with **[strongest hook — feature, location, or value]**. All copy must comply with fair housing advertising standards and platform ad policies — describe the property only, make no claims about the neighborhood's residents, and avoid any language suggesting preference or exclusion.

Pro tip: Housing ads face special-category restrictions on major platforms. Write the copy here, then double-check the platform's current housing-ad rules before spending a dollar — policies change.

Fair housing checkpoint for this chapter: Listing copy is the highest-risk writing an agent publishes. Before any description goes live, scan for: references to who should live there (families, singles, retirees), proximity to religious or ethnic institutions framed as a selling point, and coded words like "exclusive" or "private community" used to imply exclusion. Describe the property. Let buyers decide if it fits their life.

Chapter 3: Buyer & Seller Client Communication

Clients judge an agent's professionalism by the writing they receive. These nine prompts handle the conversations agents have every week — explanations, updates, difficult news, and the messages that earn reviews and referrals.

PROMPT 11 When to use it: after every buyer consultation meeting

Write a follow-up email summarizing a buyer consultation. Client: **[client name]**, **[first-time buyer / move-up buyer / investor]**. Key points discussed: **[e.g., budget up to $425K, wants 3+ beds, prefers north side, pre-approval in progress]**. Next steps agreed: **[e.g., agent to set up listing alerts, client to finalize pre-approval by Friday]**. Tone: warm, organized, professional — the client should feel heard and clear on what happens next. Under 200 words. End with an easy reply prompt ("Just reply to this email if anything changes"). Sign as **[agent name]**.

Pro tip: Send this within two hours of the meeting. Speed signals professionalism louder than perfect wording — this prompt makes speed possible.

PROMPT 12 When to use it: first-time buyer doesn't understand the offer process

Act as a patient buyer's agent. Write a plain-English explanation of how making an offer works, for a first-time homebuyer named **[name]**. Cover in simple terms: what goes into an offer (price, earnest money, contingencies, closing timeline), what happens after submitting, and what "multiple offers" means. Use an analogy or two — no jargon without an immediate definition. Tone: reassuring, never condescending. Under 300 words. End by inviting questions ("no question is too small"). Do not give legal advice — frame everything as general process information and note that specifics go through the contract and attorney/title as applicable in **[state]**.

Pro tip: Save the best version of this as a template. First-time buyers ask the same questions on every transaction — answer once, reuse forever.

PROMPT 13 When to use it: preparing talking points for a listing appointment

Act as a listing specialist preparing for an appointment. Create structured talking points for a listing presentation for **[address]**. Homeowner situation: **[e.g., relocating for work, needs to sell within 90 days]**. Include: (1) 3 questions to ask the seller first, to understand their goals before pitching; (2) 5 concise points on the agent's marketing plan; (3) 3 data points to reference from the CMA: **[key comps or stats]**; (4) 2 graceful ways to handle the objection "your commission is too high." Tone of the talking points: confident, consultative, seller-focused. Format as bullet points the agent can glance at during the meeting.

Pro tip: The "questions first" section is the most valuable part. Sellers hire the agent who listened best, not the one with the glossiest packet.

PROMPT 14 When to use it: a low offer comes in and the seller is offended

Write an email to a seller, **[seller name]**, who just received an offer of **[offer price]** on their home listed at **[list price]** at **[address]**. The seller's emotional reaction: **[e.g., insulted, wants to reject outright]**. The email should: acknowledge the frustration without feeding it, present the facts of the offer neutrally, explain the three options (accept, reject, counter) with one-line pros/cons of each, and recommend a calm counter strategy: **[suggested counter approach]**. Tone: steady, professional, on the seller's side — a calm advisor, not a scold. Under 250 words.

Pro tip: Never forward a low offer with just "thoughts?" — that dumps the emotional labor on the seller. This email does the framing work that protects the deal.

PROMPT 15 When to use it: inspection report comes back with issues to negotiate

Act as a buyer's agent drafting a negotiation message. Situation: inspection on **[address]** revealed **[issues, e.g., aging HVAC, minor roof wear, outdated electrical panel]**. Purchase price: **[price]**. The buyer wants: **[ask — e.g., $8,000 credit toward HVAC replacement]**. Draft a professional request to the listing agent that: states the findings factually without drama, cites the relevant inspection report sections, makes the specific ask, and keeps the tone collaborative ("let's find a path to closing") rather than adversarial. Under 200 words. Do not exaggerate defects or issue ultimatums.

Pro tip: Tone wins repair negotiations. Ask the AI for a second version "10% firmer" and choose between them — having both ready beats rewriting under pressure.

PROMPT 16 When to use it: reaching out to expired listings with a fresh plan

Write an outreach letter to the owner of an expired listing at **[address]**. The home was listed at **[price]** for **[days on market]** days with **[previous brokerage or "another brokerage"]** and did not sell. The letter should: empathize without criticizing the previous agent, offer one honest observation about why it may not have sold (**[e.g., pricing ahead of comparable sales, limited showing availability, photography]**), and propose a brief conversation about a different approach — not a hard pitch. Tone: respectful, confident, peer-to-peer. Under 200 words. No disparaging the previous agent by name. Sign as **[agent name, brokerage, phone]**.

Pro tip: One specific observation beats ten generic promises. "Your home showed 40% fewer times than comparable listings" earns the call; "I have a proven marketing system" gets recycled.

PROMPT 17 When to use it: buyer is confused about closing costs

Act as a buyer's agent. Write a clear, jargon-free breakdown of closing costs for a buyer purchasing a **[price]** home in **[city, state]**. Explain the major categories in plain English: lender fees, title/escrow fees, prepaid items (taxes, insurance), and recording/government fees. Use a realistic example total range for this price point: **[e.g., 2–5% of purchase price]**. Clarify which costs are negotiable or seller-payable in this market vs. which are fixed. Tone: educational and calming — this is the email that prevents closing-day panic. Under 350 words. Include the disclaimer that exact figures come from the lender's Loan Estimate, not this email.

Pro tip: Pair this with the actual Loan Estimate when it arrives: "Here's what each line means in plain English." Clients remember who demystified the scariest document.

PROMPT 18 When to use it: appraisal comes in below the purchase price

Write an email to a buyer, **[buyer name]**, delivering difficult news: the appraisal on **[address]** came in at **[appraised value]**, below the agreed purchase price of **[purchase price]** — a gap of **[gap amount]**. Explain in plain English what this means and the four paths forward: (1) renegotiate the price, (2) buyer covers the gap in cash, (3) meet in the middle, (4) walk away per the appraisal contingency. Give one honest sentence on the likelihood of each given **[market context, e.g., strong seller's market, appraiser used dated comps]**. Tone: calm, honest, solution-oriented — bad news delivered by a steady professional. Under 300 words. Recommend a call to discuss.

Pro tip: Send this email, then call within the hour. The email prevents blindsiding; the call handles the emotion. Never deliver a low appraisal by text alone.

PROMPT 19 When to use it: after closing — thank-you plus review request

Write a post-closing thank-you message to **[client name]**, who just closed on **[address]**. Reference something specific from their transaction: **[personal detail, e.g., the bidding war they won, their kids' excitement about the backyard]**. Then make a natural, low-pressure ask: a Google/Zillow review would mean a great deal, with the direct review link: **[review link]**. Offer two sentence-starters in case writing a review feels hard ("What I appreciated most about working with [agent] was..."). Tone: genuinely grateful, zero pressure — the kind of message that gets answered. Under 150 words. Suitable for email or text.

Pro tip: The specific personal detail is everything. A generic "thanks for your business" gets ignored; "I still think about your daughter's face when she saw the backyard" gets a five-star review.

Chapter 4: Social Media & Content

Consistency beats virality. These nine prompts build a content system an agent can actually maintain: a monthly calendar, ready-to-film scripts, market updates from real numbers, and captions that don't sound like everyone else's.

PROMPT 20 When to use it: planning the month's content in one sitting

> Act as a social media strategist for a real estate agent in **[city/market]**. Create a 30-day content calendar: 12 posts (3 per week) mixing these pillars — market education, listings/sold highlights, personal/behind-the-scenes, and community spotlights. For each post give: the pillar, a working title, a 2-sentence description of the content, and the best format (Reel, carousel, static photo, Story). The agent's differentiator: **[e.g., first-time buyer specialist, 10 years in the north metro]**. Keep ideas realistic for a solo agent to produce with a phone. No dancing trends, no lip-syncs.

Pro tip: Generate the calendar once, then use Prompts 21–28 to actually write the individual posts. Batching planning and writing into separate sessions doubles output.

PROMPT 21 When to use it: filming an educational Reel or TikTok

> Write a 45-second Reel script for a real estate agent on this topic: **[e.g., "3 things to check at an open house besides the kitchen"]**. Structure: a 3-second hook that stops the scroll (a bold claim or question), three quick points with one sentence each, and a closing line with a soft call to action ("follow for weekly buyer tips"). Write it in spoken, conversational language — contractions, short sentences, no jargon. Include [B-ROLL] notes for what to show on screen during each point. Total script: under 130 words. Target audience: **[e.g., first-time buyers in their late 20s]**.

Pro tip: The hook is 80% of the performance. Ask for "5 alternative hooks for this script, ranked by scroll-stopping power" and film the winner.

PROMPT 22 When to use it: high-engagement carousel posts (myth vs. fact format)

Create a 7-slide Instagram carousel debunking this real estate myth: **[e.g., "You need 20% down to buy a home"]**. Slide 1: the myth stated boldly as a hook. Slides 2–5: the reality, one clear fact per slide with a brief explanation (include real numbers where possible: **[e.g., FHA 3.5%, conventional 3–5% options]**). Slide 6: what this means for someone in **[market]** specifically. Slide 7: soft call to action. Write slide text as short punchy lines, not paragraphs. Add a caption under 100 words with 5 relevant hashtags.

Pro tip: Myth-busting carousels get saved and shared — the two metrics that matter most. Keep a running list of myths clients actually believe; each one is a post.

PROMPT 23 When to use it: monthly or weekly market update posts

Turn these local market stats into an engaging social media post for **[market/neighborhood]**: median price **[number]** (**[up/down X%]** vs. last month), average days on market **[number]**, active listings **[number]**, months of inventory **[number]**. Output: (1) a hook line that makes a non-agent care about these numbers, (2) the stats translated into plain English — what each number means for buyers and sellers right now, (3) one honest takeaway ("what I'm telling my clients this month"). Under 150 words. Factual and calm — no hype, no doom. No predictions presented as certainties.

Pro tip: The "what I'm telling my clients" line is the differentiator. Data is free everywhere; interpretation is what followers can't get from a portal.

PROMPT 24 When to use it: before/after staging or renovation content

Write a before-and-after transformation post for **[address or "a recent listing"]**. The transformation: **[e.g., dated living room → staged with modern furniture and fresh paint]**. What was done: **[brief list — decluttered, painted agreeable gray, staged primary suite]**. Approximate cost of the transformation: **[e.g., under $2,000]**. The post should make the point that presentation sells — without insulting how the home looked before. Include a question to drive comments ("Which room changed the most?"). Under 100 words plus hashtags. Warm, encouraging tone toward sellers watching.

Pro tip: Sellers follow agents for months before listing. Every transformation post is a quiet audition for their future listing — keep the tone respectful of "before."

PROMPT 25 When to use it: "why work with me" credibility post

Write an agent introduction post for **[agent name]**, a **[buyer's/seller's]** agent in **[market]** with **[years]** years of experience. Credentials and proof points: **[e.g., 120+ families served, top 5% in the brokerage, lifelong resident]**. Personal details that humanize: **[e.g., coaches youth soccer, knows every coffee shop on the east side]**. The post should answer "why should a stranger trust this person with the biggest purchase of their life" without bragging — confident, warm, specific. Under 150 words. End with an invitation to message with any real estate question, no strings attached.

Pro tip: Specifics build trust; adjectives don't. "120 families" beats "experienced," and "coaches U10 soccer" beats "community-minded."

PROMPT 26 When to use it: turning a client testimonial into a story post

Turn this client testimonial into a compelling social media story post. The testimonial: "**[paste the client's words]**." The backstory: **[e.g., first-time buyers, lost two bidding wars, won the third with an escalation clause]**. Write it as a mini-narrative: the challenge, the turning point, the outcome — with the client's words woven in as a quote. Protect privacy: use first names only or no names per **[client permission level]**. Under 150 words. End with a line that speaks to readers in a similar situation. No embellishment beyond what the testimonial and backstory support.

Pro tip: Always get written permission before posting any client story, even with names removed. Screenshot the permission and file it.

PROMPT 27 When to use it: neighborhood spotlight / community content

Write a neighborhood spotlight post for **[neighborhood, city]**. Factual highlights to include: **[e.g., median home price, typical home styles, commute times to downtown, parks/trails, school district name]**. Local favorites: **[e.g., Saturday farmers market, the taco truck on 5th]**. The angle: "what it's actually like to live here" — useful for relocating buyers. Describe amenities and facts only. Do not characterize the residents, safety in comparative terms, or the "type of people" who live there — keep every line fair-housing safe. Under 180 words. End with a question inviting locals to add their favorite spot.

Pro tip: Neighborhood content attracts relocating buyers months before they contact an agent. One spotlight per month builds a library that works while the agent sleeps.

PROMPT 28 When to use it: every listing photo post needs a caption fast

Write 3 caption options for a real estate listing photo post. The photo shows: **[e.g., the kitchen with island and pendant lighting]**. Property: **[beds]**-bed, **[baths]**-bath in **[neighborhood]** at **[price]**. Each caption under 40 words, each with a different angle: one feature-focused, one lifestyle-focused, one question-driven to spark comments. Include 8–10 relevant hashtags per caption (mix of broad: #realestate, and local: **[e.g., #AustinRealEstate]**). Fair-housing safe throughout — describe the property, not the people.

Pro tip: Rotate the three angles across posts instead of always leading with features. Accounts that vary the angle get measurably better engagement than feature-only feeds.

Chapter 5: Follow-Up & Lead Nurturing

The fortune is in the follow-up — and follow-up is where most agents quietly quit. These eight prompts build the sequences that convert cold leads into closings: speed-to-lead, nurture campaigns, re-engagement, and the outreach letters that still work.

PROMPT 29 When to use it: a new portal lead comes in — respond in under 5 minutes

Write a speed-to-lead text message for a new inquiry from **[Zillow / Realtor.com / website]**. The lead asked about **[address]**, listed at **[price]**. The text must: reference the specific property (proves it's not a bot), ask one easy question to start a conversation (**[e.g., "Are you looking in that neighborhood specifically, or browsing a few areas?"]**), and sound like a real person typing on a phone — under 40 words, no corporate polish. Sign as **[agent first name]**. Do not include links in the first text.

Pro tip: Save the winning version as a phone shortcut. Speed-to-lead is a systems problem, not a writing problem — this prompt builds the system once.

PROMPT 30 When to use it: building a nurture sequence for buyer leads not ready yet

Act as a real estate follow-up specialist. Write a 7-touch buyer lead nurture sequence for leads who inquired but aren't ready to buy for 3–6 months. The agent's market: **[city]**; specialty: **[e.g., first-time buyers]**. Spread the touches over 90 days. Each touch: the channel (text/email), the timing (day 1, day 3, week 2…), and the full message under 100 words. Every message must deliver value (a tip, a market insight, a useful link) — no "just checking in" messages allowed. Vary the angle across touches: education, market update, social proof, soft offer of help. Warm, human tone throughout. No pressure tactics.

Pro tip: "Just checking in" is the sound of a sequence with nothing to say. If any touch can't answer "what does the lead get from this," delete it and write one that can.

PROMPT 31 When to use it: re-engaging a lead that went cold months ago

Write a re-engagement message to a buyer lead, **[name]**, who went quiet **[e.g., 6]** months ago. Last context: **[e.g., was looking for 3-bed homes under $400K on the west side, then stopped responding]**. New hook to reference: **[e.g., rates dipped slightly, three new listings hit their criteria this week]**. The message should feel like a genuine, specific reason to reach out — not a mass blast. Acknowledge the gap lightly, share the relevant update, ask one low-pressure question. Under 80 words. Suitable for text or email. Tone: friendly, zero guilt-trip.

Pro tip: The specific hook is what separates this from spam. "Rates moved and I thought of your search" reopens conversations; "just following up" doesn't.

PROMPT 32 When to use it: FSBO outreach — the highest-ROI letter in real estate

Write a for-sale-by-owner outreach letter to the owner of **[address]**, listed FSBO at **[price]**. The letter should: respect their decision to try it alone (no condescension), share one genuinely useful insight about selling in **[market]** right now (**[e.g., average days on market, the showing-feedback gap FSBO sellers face]**), and offer a no-obligation conversation — not a listing pitch. Include a soft credibility line: **[e.g., "I've sold 14 homes within a mile of yours this year"]**. Under 200 words. Professional letter format. No "I can get you 20% more" claims — nothing the agent can't substantiate.

Pro tip: FSBO owners get a stack of identical agent letters weekly. Hand-write the envelope and the P.S. — the AI writes the letter, the pen earns the open.

PROMPT 33 When to use it: expired-listing outreach letter (the mailed version)

Write a mailed letter to the owner of an expired listing at **[address]** — previously listed at **[price]** for **[days]** days. Structure: (1) an opening that shows homework was done (reference something specific: the home's standout feature, the street, the season it was listed); (2) one honest, respectful hypothesis for why it didn't sell: **[e.g., launched in the slowest month with premium pricing]**; (3) what would be done differently, in 3 concrete bullets; (4) a low-pressure invitation to a 15-minute conversation. Under 250 words. Confident but humble — this homeowner has been burned once. No criticism of the previous agent.

Pro tip: Expired owners interview agents. This letter's job isn't to win the listing — it's to win the interview. Concrete and humble beats glossy every time.

PROMPT 34 When to use it: annual past-client check-in (referral engine)

Write an annual check-in message to past clients, **[names]**, who bought **[address] [X]** years ago. Include: a warm personal opener referencing **[memory from the transaction]**, a useful homeowner touch — a current estimated value range for their home based on **[recent nearby sales]** framed as "thought you'd enjoy seeing this," and one seasonal home tip: **[e.g., fall furnace filter reminder]**. Close with a natural referral seed: "If anyone you know is thinking about a move, I'm never too busy for your introductions." Under 180 words. Genuine warmth, not a template feel.

Pro tip: The home-value update is the highest-opened message an agent can send. Verify the estimate against real comps before sending — never let the AI invent the number.

PROMPT 35 When to use it: following up with open house visitors

Write a same-evening follow-up text to open house visitors at **[address]**. The visitor: **[name, if captured]**; their situation: **[e.g., pre-approved, looking in the area, "just browsing"]**. The message should: thank them for coming, reference one thing they seemed interested in (**[e.g., the finished basement]**), and offer one helpful next step — not a sales push (**[e.g., "I can send you the disclosure and HOA docs if you'd like a closer look"]**). Under 60 words. Warm and personal. If they were "just browsing," keep it lighter and relationship-focused.

Pro tip: Note one personal detail per visitor on the sign-in sheet. "How's the new puppy?" in a follow-up text outperforms any script ever written.

PROMPT 36 When to use it: "thinking of selling?" email to the sphere

Write a "thinking of selling?" email to a real estate agent's sphere of influence. The hook: current market conditions in **[market]** — **[e.g., inventory at a 6-month low, well-priced homes averaging 9 days on market]**. The email should: share the market insight conversationally, offer a no-pressure home valuation ("takes me 20 minutes, no strings"), and include one brief proof point: **[e.g., "sold 22 homes in your zip code last year"]**. Under 150 words. Three subject line options. Tone: helpful neighbor who happens to be an expert — not a salesperson hunting listings.

Pro tip: Send this quarterly, not monthly. Scarcity of asking preserves the relationship; the agents who ask constantly train their sphere to ignore them.

The follow-up math: Industry data consistently shows most sales happen after the 5th contact — and most agents stop at 2. These sequences exist so the agent never has to

> decide "what do I say next" in the moment. The decision is made once, here, and then the system runs.

Chapter 6: Market Analysis & CMA Narratives

Data doesn't persuade — explained data persuades. These seven prompts turn comparable sales and market stats into narratives that help sellers price right and buyers act with confidence.

PROMPT 37 When to use it: writing the executive summary page of a CMA

Act as a real estate pricing analyst. Write a one-page CMA executive summary for **[address]**, a **[beds]**-bed, **[baths]**-bath **[style]** in **[neighborhood]**. The comparable sales: **[list 3-5 comps with address, sold price, sold date, beds/baths, sqft]**. The analysis should: explain which comps are most relevant and why, note key differences requiring adjustment (**[e.g., Comp 2 has a renovated kitchen; Comp 3 backs to a busy road]**), and present a recommended list-price range: **[range]** with a one-paragraph rationale. Plain English throughout — the seller is not an appraiser. Under 400 words. Factual, confident, no guarantees about selling price or timeline.

Pro tip: Paste the raw comp data and let the AI draft the narrative — then verify every number against the MLS before the appointment. The AI structures; the agent certifies.

PROMPT 38 When to use it: seller wants to overprice — needs data, not argument

Write a diplomatic pricing conversation guide for a seller who wants to list at **[desired price]** when comparable sales support **[supported range]** — a gap of **[gap]**. Property: **[address]**. The guide should include: (1) an empathetic opening that validates why the seller feels the home is worth more (**[their reasoning, e.g., the upgrades they did]**); (2) three data-driven points showing what overpricing costs — days on market data for **[market]**, the "stale listing" price-reduction pattern, and final sale prices of overpriced-then-reduced homes vs. correctly priced ones; (3) a collaborative close proposing a test: list at **[strategic price]** and review in 14 days. Tone: advisor, not adversary. The seller should feel respected into the right price, not argued into it.

Pro tip: Never email this cold — it's a conversation guide for the appointment. Data on paper persuades; data read aloud from a script sounds like a lecture.

PROMPT 39 When to use it: explaining days-on-market trends to sellers or buyers

Turn these market statistics into a plain-English explanation of what "days on market" means right now in **[market]**: current average DOM **[number]**, median DOM **[number]**, DOM trend over the last 6 months **[e.g., rising from 18 to 34]**, and the sale-price-to-list-price ratio at different DOM bands **[e.g., under 14 days: 101%; 30–60 days: 97%; 90+: 93%]**. Write two short versions: one for a seller (why pricing right on day one matters) and one for a buyer (what DOM tells them about negotiating leverage). Each under 150 words. No jargon without definitions. No predictions stated as facts.

Pro tip: The DOM-band price ratios are the most persuasive numbers in real estate. Memorize the local version — it ends pricing arguments in one sentence.

PROMPT 40 When to use it: buyer asks "is now a good time to buy?"

Write an honest, balanced answer to a buyer asking "is now a good time to buy in **[market]**?" Current conditions: **[e.g., rates at 6.5%, inventory rising, prices flat year-over-year]**. The response should: acknowledge the question is really about fear of making a mistake, present the relevant facts neutrally (rates, inventory, price trends, the buyer's personal timeline: **[e.g., planning to stay 7+ years]**), reframe the decision around personal readiness rather than market timing, and avoid both cheerleading ("it's always a good time!") and doom. Under 250 words. End with an offer to run the numbers on a specific property together. No financial advice beyond general educational information.

Pro tip: Buyers remember who talked them out of a bad purchase more than who pushed them into one. Honesty here creates clients for life — and their referrals.

PROMPT 41 When to use it: seller doesn't understand why comps were adjusted

Act as a patient listing agent. Explain comparable-sale adjustments in plain English for a seller at **[address]**. The comps and adjustments: **[e.g., "123 Oak sold for $410K but has one fewer bedroom — adjusted up $15K; 456 Pine sold for $425K with a renovated kitchen — adjusted down $12K"]**. Use a simple analogy (like comparing used cars with different mileage and features). Explain why raw sold prices can't be compared directly, and how adjustments arrive at the suggested range of **[range]**. Under 250 words. Reassuring tone — the seller should feel the pricing is rigorous, not arbitrary.

Pro tip: Walk through this with a printed comp sheet and a highlighter. The visual of adjustments on paper does more persuading than any paragraph.

PROMPT 42 When to use it: one-page neighborhood snapshot for buyers or sellers

Create a one-page neighborhood market snapshot for **[neighborhood, city]**. Data to include: **[median sold price, price trend 12 months, average DOM, active listings, sale-to-list ratio]**. Format: a headline takeaway sentence, then 5 stat blocks each with the number, a one-line plain-English meaning, and an arrow or indicator of trend direction. Then a 3-sentence "what this means" summary — one sentence each for buyers, sellers, and the curious. Factual and neutral. Describe the market, not the residents. Under 300 words total.

Pro tip: Brand this one-pager and hand it out at every open house. It's the leave-behind that gets kept — and it has the agent's name on it.

PROMPT 43 When to use it: seller says "but Zillow says my home is worth X"

Write a respectful, educational response for a seller whose Zestimate (**[Zestimate value]**) differs from the agent's CMA range (**[CMA range]**) for **[address]**. Explain in plain English: what automated valuations actually measure (public records, algorithms, comparable modeling), what they can't see (**[e.g., the renovated primary bath, the busy-road lot, the true condition]**), and why the local agent's analysis differs — referencing **[2-3 specific local factors the algorithm missed]**. Never mock the seller for checking Zillow — validate the instinct, then educate. Under 250 words. Confident but kind.

Pro tip: Pull the Zestimate history before the appointment. Showing the seller how much it's swung in 12 months makes the accuracy point without the agent having to argue it.

Numbers discipline for this chapter: Every stat the AI writes must be traceable to a real source — the MLS, a market report, the lender's documents. AI can format numbers beautifully and invent them just as beautifully. The agent's initials go on the CMA, not the AI's. Verify, then present.

Chapter 7: Admin, Transaction & Open House

Deals die in the details — missed deadlines, confused clients, chaotic open houses. These eight prompts systematize the unglamorous work that keeps transactions smooth and clients raving.

PROMPT 44 When to use it: buyer goes under contract — set expectations immediately

Write a "what happens next" email for buyers, **[names]**, who just went under contract on **[address]** at **[price]**. Lay out the transaction timeline in plain English: earnest money due **[date]**, inspection period ending **[date]**, appraisal ordered by **[date]**, financing contingency through **[date]**, final walkthrough **[date]**, closing **[date]**. For each milestone: what it is in one sentence, what the buyer needs to do, and what happens if the deadline passes. Tone: organized and calming — this email should reduce anxiety, not create it. Under 400 words. End with: "Save this email — it's your roadmap to closing day."

Pro tip: Customize the dates from the actual contract before sending — never let the AI guess at deadlines. One wrong date here creates real liability.

PROMPT 45 When to use it: weekly seller updates during the listing

Write a weekly listing update email template for sellers at **[address]**. The template should have fill-in sections for: showings this week (**[number]**), total showings to date, online views/saves, buyer feedback themes (**[e.g., "two buyers loved the kitchen; one felt the backyard was small"]**), any new comparable sales, and the agent's recommendation for the coming week. Include guidance in brackets for what to write when the news is slow — honest, proactive, with a plan, never silent. Tone: transparent partner, not cheerleader. The template should work whether the week was great or quiet.

Pro tip: The update sent during a slow week matters more than the one sent during a busy week. Silence breeds anxiety; a plan breeds trust. Send it every week, same day.

PROMPT 46 When to use it: coordinating inspectors, appraisers, contractors

Write a vendor coordination email for **[vendor type, e.g., home inspector]** regarding **[address]**. Include: the property address and access details (**[lockbox code / showing instructions]**), the needed date window (**[dates]**), the scope of work (**[e.g., full buyer inspection including radon]**), who receives the report (**[agent email]**), and the deadline the report is needed by (**[date, tied to the inspection contingency]**). Professional, concise, complete — the vendor should be able to act without a follow-up call. Under 150 words.

Pro tip: Keep a vendor list with a one-line note on each ("fast reports, thorough radon"). Paste the right vendor's details into this prompt and coordination takes ninety seconds.

PROMPT 47 When to use it: open house this weekend — prep checklist and signage

Act as an experienced listing agent. Create an open house preparation package for **[address]**, open **[day, date, time]**. Output: (1) a 12-item prep checklist for the seller (declutter, lights, temperature, curb appeal, valuables secured, pets arranged); (2) sign-in sheet header copy that encourages visitors to share contact info without feeling interrogated; (3) text for 3 directional signs (short, readable at driving speed); (4) a 50-word social media announcement with the key details. Practical and complete — nothing that makes the agent look unprepared.

Pro tip: The sign-in sheet is the whole point of the open house. "Enter to win a $25 coffee card — drawing at 4pm" triples sign-ins versus a bare clipboard.

PROMPT 48 When to use it: turning open house visitors into clients

Create an open house visitor follow-up system for **[address]**. Design 3 message tracks based on visitor type: (1) the serious buyer who asked detailed questions — follow up same evening with answers and an offer to set up a private showing; (2) the "just looking" neighbor — friendly, light, plant the seed for a future listing conversation; (3) the unrepresented buyer who liked the house — helpful next steps toward representation. Write the actual first message for each track (under 60 words each), plus when to send it. Warm, professional, no pressure.

Pro tip: Sort visitors into the three tracks before leaving the open house, while faces are fresh. Monday-morning sorting from memory loses half the context.

PROMPT 49 When to use it: systematically collecting reviews after every closing

Design a 3-message review request sequence for after closing on **[address]** with clients **[names]**. Message 1 (day of closing): pure celebration and thanks, no ask. Message 2 (3 days later): the review ask with the direct link **[review link]**, one sentence on why reviews matter to a local agent's business, and two sentence-starters to make writing easy. Message 3 (10 days later, only if no review yet): a light, gracious nudge — one line, zero guilt. Write all three messages fully, each under 100 words. Warm and genuine throughout.

Pro tip: Message 1 with no ask is what makes Message 2 work. Asking in the same breath as congratulating feels transactional; separating them feels human.

PROMPT 50 When to use it: asking for referrals without being awkward

Write a natural referral request message to past clients, **[names]**, **[timeframe, e.g., 6 months]** after closing on **[address]**. Reference something genuine: **[e.g., "hope the kitchen remodel turned out great"]**. Then make the ask conversationally — frame it as helping their friends get the same experience they had, not as doing the agent a favor. Include an easy forwardable line they can copy-paste to a friend: one sentence describing what the agent does and for whom. Under 120 words. If it reads like a script, rewrite it until it reads like a text from someone they like.

Pro tip: The forwardable one-liner does the real work. "She helped us buy our first home and explained everything — here's her number" travels further than any ask.

PROMPT 51 When to use it: end-of-year client appreciation (stays top-of-mind)

Write an end-of-year message to the agent's past clients and sphere. It should: genuinely thank them for their trust and referrals this year, share one brief highlight (**[e.g., "helped 34 families move in 2026"]**) without bragging, include one useful year-end homeowner note (**[e.g., homestead exemption deadline reminder, or a winter maintenance tip]**), and close with warm wishes — no sales pitch, no ask. Under 150 words. The kind of message people screenshot and remember. Sign as **[agent name]**.

Pro tip: No ask in this one — that's the point. The agents who only contact their sphere when they want something get ignored in January. Give without asking once a year.

The One-Page Cheat Sheet

Print this page and keep it by the desk. Find the task, grab the prompt number, fill the key customization — done.

Task	Prompt #	Key customization
MLS listing description	**1**	Beds, baths, style, 3 standout features
Luxury listing description	**2**	High-end finishes, lifestyle details, no hype
Fixer-upper / value listing	**3**	Honest condition notes + real positives
Listing headlines (10 options)	**4**	Strongest hook: feature, location, or value
Flyer / feature sheet copy	**5**	Full room-by-room feature list
Video tour narration script	**6**	Room walkthrough order
"Coming soon" teaser	**7**	One teaser detail; verify MLS rules first
Price improvement announcement	**8**	Old price → new price, one re-spotlight feature
Just-listed sphere email	**9**	One personal sentence at the top
Paid ad copy for a listing	**10**	Hook + platform housing-ad policy check
Buyer consult follow-up	**11**	Discussion points + agreed next steps
Explaining the offer process	**12**	Save best version as a reusable template
Listing appointment talking points	**13**	Seller's situation + key CMA data points
Responding to a low offer	**14**	Offer price, list price, calm counter plan
Inspection negotiation message	**15**	Findings + specific ask, collaborative tone
Expired listing outreach	**16**	One honest observation, no agent-bashing
Closing costs explained	**17**	Price point + disclaimer (see Loan Estimate)
Low appraisal — delivering the news	**18**	Email first, then call within the hour
Post-closing thank-you + review ask	**19**	One specific personal detail from the deal
30-day content calendar	**20**	Agent's differentiator + market
Reel / TikTok script	**21**	Topic + 5 hook options, film the winner
Myth-vs-fact carousel	**22**	A myth clients actually believe
Market update post	**23**	Local stats + "what I'm telling clients"
Before/after transformation post	**24**	Cost of transformation, respectful tone

"Why work with me" post	**25**	Specific proof points, not adjectives
Testimonial → story post	**26**	Client words + written permission on file
Neighborhood spotlight	**27**	Facts only — fair-housing safe
Listing photo captions	**28**	Rotate the 3 angles across posts
Speed-to-lead text	**29**	Property reference + one easy question
7-touch nurture sequence	**30**	Every touch must deliver value
Cold lead re-engagement	**31**	One specific new hook, zero guilt
FSBO outreach letter	**32**	Useful insight + hand-written envelope
Expired listing letter (mailed)	**33**	Concrete plan, humble tone
Annual past-client check-in	**34**	Verified home-value update
Open house visitor follow-up	**35**	One personal detail from the sign-in sheet
"Thinking of selling?" sphere email	**36**	Send quarterly, not monthly
CMA executive summary	**37**	Raw comp data in, verify numbers after
Seller wants to overprice	**38**	Conversation guide — use at appointment
Days-on-market explainer	**39**	Local DOM-band price ratios
"Is now a good time to buy?"	**40**	Personal timeline over market timing
Comp adjustments explained	**41**	Walk through with printed comps
Neighborhood market snapshot	**42**	Brand it — the leave-behind that gets kept
"But Zillow says..."	**43**	Pull Zestimate history first
Under-contract roadmap email	**44**	Real contract dates — never AI-guessed
Weekly seller update	**45**	Same day every week, slow weeks included
Vendor coordination	**46**	Access details + report deadline
Open house prep package	**47**	Sign-in incentive triples sign-ins
Open house follow-up system	**48**	Sort visitors into tracks same-day
Review request sequence	**49**	Celebrate first, ask three days later
Referral ask	**50**	Include a forwardable one-liner
Year-end appreciation message	**51**	No ask — that's the point

Closing: Start With Three Prompts Today

Fifty-one prompts can feel like a lot. The way to use this pack is not to read it cover to cover — it is to pick three and use them today.

Everyday Learning Finds suggests this starting trio:

1. **Prompt 1** — rewrite the current listing description. Compare the AI draft against what's live on the MLS. Keep whichever is better; most agents keep the new one.
2. **Prompt 29** — set up the speed-to-lead text as a phone shortcut. The next portal inquiry gets a human-sounding response in under a minute.
3. **Prompt 45** — build the weekly seller update template. Sellers who hear from their agent every week don't call anxiously, don't doubt the process, and refer friends.

Three prompts, three systems, one afternoon. Everything else in this pack is there when the situation calls for it — the cheat sheet on the previous page makes finding the right one instant.

> **The habit that makes it stick:** Before any writing task — a description, an email, a post — ask one question: "Is there a prompt for this?" After two weeks, the answer is usually yes, and the blank screen stops being part of the job.

A note on what's next: This pack is the first in the Everyday Learning Finds profession series. More packs are coming — each one built the same way: real language, for real jobs, in a specific profession. The agents who master these prompts now will be fluent while everyone else is still typing "write a listing description" and wondering why the output sounds like everyone else's.

The tool is free. The knowledge of how to use it is now in hand. The only remaining step is the simplest one: open ChatGPT, pick a prompt, fill the brackets, and paste.

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