AI PROMPT PACK | 2026 EDITION



AI Prompts for Real Estate Agents

List, Sell & Close Faster

150 COPY-PASTE PROMPTS

Works with ChatGPT | Claude | Gemini AIPDFBUNDLES.COM

AI PROMPT PACK | 2026 EDITION

AI Prompts for Real Estate Agents

List, Sell & Close Faster

150	10	3
COPY-PASTE PROMPTS	CHAPTERS	AI TOOLS SUPPORTED

Real estate agents write constantly: listings, follow-ups, social posts, market updates and client emails. This pack gives you 150 ready-to-use AI prompts built around the real daily workflow of an agent.

Important notice

Copy a prompt, paste it into ChatGPT, Claude or Gemini, and replace the [PLACEHOLDERS] with your property or client details. Always verify facts, and follow Fair Housing and local advertising rules before publishing. Prompts are starting points and do not guarantee any particular result. You are responsible for reviewing, editing and verifying every AI output before you use it.

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Welcome and How to Use This Pack

This pack is built so you can open it, copy a prompt, and get a useful first draft in minutes. Every prompt is original, follows the same simple layout, and is written to work with ChatGPT, Claude, Gemini and similar AI assistants.

Start in 5 steps

1. **Pick a chapter** that matches the task in front of you today.
2. **Copy the prompt** from its shaded box and paste it into your AI tool.
3. **Replace every [BRACKET]** with your real details: names, numbers, audience, goal, tone.
4. **Read and refine.** Ask follow-ups such as make it shorter, more formal, or give me three options.
5. **Save your winners** in the Prompt Tracker at the end so your best prompts are one click away.

How the prompt cards work

> **EXAMPLE Prompt title tells you the use case**
>
> The shaded text is the exact prompt to copy. Anything in **[BRACKETS]** is a placeholder you fill in, for example **[YOUR AUDIENCE]** or **[TONE]**.

Get better results every time

- **Add context.** The more specific your details, the more useful the answer. Include audience, goal and constraints.
- **Name the format.** Ask for a table, a checklist, three variations, or a word limit when you need one.
- **Iterate.** Treat the first reply as a draft. One or two follow-up messages usually double the quality.
- **Keep your voice.** Paste a short sample of your own writing and ask the AI to match its tone.
- **Verify.** Check facts, figures, names and any rules that apply to you before publishing or sending.

Privacy reminder: never paste passwords, payment details or sensitive personal or client information into an AI tool. Use placeholders or anonymized examples instead.

CHAPTER 1 5 PROMPTS

Getting Started: How to Prompt for Real Estate

Role setup, tone settings, the property data template, Fair Housing safety checklist

Great real estate output starts with great inputs. These setup prompts teach your AI assistant who you are, who you serve and which rules to follow, so every later prompt produces work that sounds like you.

001 Agent Profile Setup

Act as my real estate marketing assistant. My name is **[YOUR NAME]**, I work with **[BROKERAGE]** in **[CITY/AREA]**, and I mainly serve **[BUYERS/SELLERS/INVESTORS]**. My tone is **[FRIENDLY/PROFESSIONAL/LUXURY]**. Ask me five questions to learn my style, then summarize it in one paragraph.

002 Property Data Template

Create a fill-in property fact sheet I can reuse for every listing. Include address, price, beds, baths, square footage, lot size, year built, upgrades, neighborhood highlights, HOA details and nearby amenities, formatted as a clean checklist I can paste into future prompts.

003 Fair Housing Safety Check

Review the following marketing text and flag any wording that could imply preference or discrimination based on race, religion, family status, disability, national origin or other protected classes. Suggest neutral replacements and explain each change briefly: **[PASTE TEXT]**

004 Ideal Client Profile

Help me define my ideal **[BUYER/SELLER]** client in **[AREA]**. Describe their goals, budget range, common worries, questions they ask, and where they look for information. Present it as a one-page profile I can use to guide my content.

005 Brand Voice Extractor

Read this sample of my writing and describe my brand voice in five bullet points covering tone, sentence length, vocabulary and personality. Then give me a short style guide I can paste into future prompts: **[PASTE SAMPLE]**

PRO TIP Save your Agent Profile prompt in a note and paste it at the start of every new chat. It takes five seconds and improves every answer that follows.

CHAPTER 2 20 PROMPTS

Listing Descriptions and Headlines

MLS descriptions, luxury, starter home, investment, land, rental, rewrites

Listing copy sells the first showing. Use these prompts to turn raw property facts into clear, vivid descriptions for the MLS, portals and social media, then adapt them for different buyers.

006 MLS Listing Description

Write an MLS-ready listing description of about [150] words for a [PROPERTY TYPE] at [ADDRESS]. Highlight [TOP 3 FEATURES], mention [NEIGHBORHOOD PERKS], and end with a clear invitation to book a showing. Use accurate, compliant language and avoid exaggeration.

007 Five Headline Options

Give me five attention-grabbing listing headlines for a [BEDS]-bedroom home in [NEIGHBORHOOD] priced at [PRICE]. Mix emotional, feature-led and lifestyle angles, and keep each under 12 words.

008 Luxury Listing Story

Write a refined, story-driven description for a luxury property with [KEY FEATURES] in [LOCATION]. Use elegant, understated language, focus on lifestyle and craftsmanship, and keep it under [200] words.

009 Starter Home Appeal

Write a warm listing description for a first-time buyer friendly [PROPERTY TYPE] with [FEATURES]. Emphasize low-maintenance living, commute convenience, and growth potential without making promises about future value.

010 Investment Property Pitch

Write a listing description aimed at investors for a [PROPERTY TYPE] with [CURRENT RENT/POTENTIAL RENT]. Present the facts clearly, including location demand drivers, and add a note that buyers should confirm numbers with their own advisers.

011 Land and Lot Listing

Write a listing description for a [ACRES]-acre parcel in [AREA] with [ZONING/UTILITIES/ACCESS]. Explain possible uses at a general level, mention nearby landmarks, and remind readers to verify zoning with local authorities.

012 Rental Listing Copy

Create a rental listing for a **[BEDS]**-bed unit at **[RENT]** per month. Include lease terms **[TERMS]**, pet policy **[POLICY]**, included utilities **[UTILITIES]**, and nearby transit. Keep the tone clear, friendly and scannable.

013 Rewrite a Weak Listing

Rewrite this tired listing description so it feels fresh and specific. Remove cliches, keep every factual detail, and improve flow and structure: **[PASTE DESCRIPTION]**

014 Feature to Benefit Translator

Turn this list of property features into buyer benefits in plain language, one sentence each. Make sure every benefit is truthful and tied to the feature: **[LIST FEATURES]**

015 Short Portal Summary

Condense this full listing description into a 50-word summary for portal previews and ad text, keeping the strongest selling point first: **[PASTE DESCRIPTION]**

016 Video Walkthrough Script

Write a 60-second narration script for a video tour of a **[PROPERTY TYPE]** with these rooms and features: **[LIST]**. Add camera cues in brackets and a closing call to action to book a viewing.

017 Virtual Staging Ideas

Suggest staging ideas for these rooms: **[ROOMS]** in a **[STYLE]** home aimed at **[BUYER TYPE]**. Give budget-friendly changes first, then higher-impact upgrades, and list what to remove or declutter.

018 Photo Shot List

Create a photographer shot list for a listing with these features: **[FEATURES]**. Include angles, time of day, rooms to prioritize, detail shots and a checklist for preparing the property before the shoot.

019 Open House Teaser Caption

Write three short teaser captions announcing a listing at **[AREA]** for social media. Each should include one standout feature, the date **[DATE]** and a friendly call to action.

020 Price Change Announcement

Write a tactful announcement for a price improvement on **[ADDRESS]** from **[OLD PRICE]** to **[NEW PRICE]**. Provide versions for social media, email and a text message, each focused on opportunity for buyers.

021 Just Listed Post

Create a just listed post for **[ADDRESS]** with a hook, three bullet highlights, the price, and a call to action. Provide an Instagram version and a Facebook version.

022 Just Sold Post

Write a just sold post that celebrates my clients **[FIRST NAMES, WITH PERMISSION]** and the home at **[GENERAL AREA]**. Include a short story about the process and a soft invitation for neighbors thinking of selling.

023 Property FAQ Sheet

Based on these property details, draft a seller-side FAQ sheet answering the ten questions buyers ask most about this home. Mark anything that needs verification as **[CONFIRM]**: **[DETAILS]**

024 Neighborhood Highlight Blurb

Write a 100-word neighborhood blurb for **[NEIGHBORHOOD]** covering atmosphere, dining, parks, schools to research and commute options. Keep it factual and suggest buyers verify details themselves.

025 Staging Before and After Caption

Write a caption for a before and after staging reveal of **[ROOM]** at **[AREA]**. Describe what changed, why it helps buyers picture themselves in the space, and invite followers to guess the budget.

PRO TIP Always feed the AI real facts and one or two unique features. Specific details such as a south-facing patio beat generic phrases like beautiful home every time.

CHAPTER 3 20 PROMPTS

Buyer Lead Generation and Follow-Up

First response, 7-day nurture, no-show, open house follow-up

Speed to lead wins business. These prompts help you respond quickly, stay in touch consistently, and keep buyers moving from first inquiry to the keys in their hands.

026 First Response to a Buyer Inquiry

Write a friendly reply to a buyer who asked about [PROPERTY]. Thank them, answer [QUESTION], ask two questions about their timeline and budget, and offer two times for a call. Keep it under 90 words.

027 Text Message Follow-Up

Write three short text messages I can send to a new buyer lead who has not replied. Space them across a week, keep each under 40 words, and make every message feel helpful rather than pushy.

028 Seven-Day Nurture Sequence

Create a seven-day email nurture sequence for a new buyer lead in [AREA]. Each email should offer one useful tip, one local insight and a soft call to action. Give subject lines and 80-word bodies.

029 Buyer Needs Discovery Questions

Give me twenty discovery questions for a first buyer consultation covering budget, timing, must-haves, deal breakers, lifestyle and financing. Group them by topic and mark the five most important.

030 Buyer Consultation Agenda

Create a 30-minute buyer consultation agenda with talking points for each segment, including how I explain the process, my services, agency and next steps.

031 Pre-Approval Reminder Email

Write an encouraging email to a buyer who has not yet spoken with a lender. Explain why pre-approval helps in a competitive market, offer to introduce trusted lenders, and avoid giving financial advice.

032 Showing Schedule Message

Draft a message confirming a home tour for [DATE/TIME] with [NUMBER] properties. Include the route order, estimated time at each stop, what to bring and how to give feedback afterwards.

033 Post-Showing Feedback Request

Write a short message asking a buyer for honest feedback after seeing **[PROPERTY]**. Ask three targeted questions about layout, price and location, and make replying easy.

034 Compare Homes Summary

Create a side-by-side comparison table for these three homes using the facts provided. Add a neutral summary of trade-offs without telling the buyer which to choose: **[PASTE DETAILS]**

035 First-Time Buyer Guide Email

Write an email explaining the home buying process for first-time buyers in plain English, covering steps from pre-approval to closing. Keep it friendly, under 300 words, and invite questions.

036 Buyer Objection: Waiting for Rates

Help me respond to a buyer who wants to wait for lower interest rates. Provide a calm, honest conversation outline with questions to ask and general points to consider, without predicting the market.

037 Buyer Objection: Too Expensive

Give me a respectful script for a buyer worried that prices in **[AREA]** are too high. Include empathy statements, ways to explore options such as nearby areas or property types, and next steps.

038 Offer Preparation Checklist

Create a checklist for preparing a buyer to make an offer, including documents, comparable sales review, contingencies to discuss, earnest money and timeline considerations.

039 Lost Lead Re-Engagement

Write a re-engagement email to a lead who went quiet three months ago. Reference **[AREA]** market activity, ask one easy question, and offer a no-pressure update on new listings.

040 Past Client Check-In

Write a warm check-in message to a buyer who purchased **[TIME]** ago. Ask how the home is working for them, share one useful maintenance tip for the season and gently invite referrals.

041 Relocation Buyer Welcome

Draft a welcome email for a buyer relocating to **[CITY]**. Include a short guide to neighborhoods, commute options, what to research and an offer for a video call to start the search.

042 Investor Buyer Intake

Create a questionnaire for a new real estate investor client covering goals, budget, strategy, target areas, risk comfort and timeline. Add a short intro message to send with it.

043 New Listing Alert Template

Write a reusable new listing alert email template for buyer clients. Include a headline, three photo captions, key facts and a clear button text to schedule a showing.

044 Closing Day Congratulations

Write a heartfelt congratulations message for a buyer on closing day. Mention next steps such as utilities and change of address, and thank them for their trust.

045 Review Request Message

Write a polite request for an online review after closing. Offer a short version for text and a longer version for email, and make it easy to say no.

PRO TIP Personalize the first line of every message with one real detail from the lead's inquiry. It lifts reply rates more than any clever subject line.

CHAPTER 4

18 PROMPTS

Seller Lead Generation and Listing Presentations

Expired and FSBO outreach, CMA talking points, pricing conversations

Sellers choose the agent who looks prepared and communicates clearly. Use these prompts to open conversations, build your listing presentation and set honest expectations.

046 Expired Listing Outreach

Write a respectful outreach letter to the owner of an expired listing at **[ADDRESS]**. Acknowledge their frustration, share a fresh approach in three bullet points, and offer a no-obligation conversation.

047 For Sale By Owner Outreach

Write a friendly message to a for-sale-by-owner homeowner offering help. Focus on value I can add, such as pricing support and paperwork guidance, without criticizing their effort.

048 Seller Lead First Call Script

Create a conversational phone script for a first call with a potential seller. Include an opening, five discovery questions about motivation and timing, and a clear next step.

049 Listing Presentation Outline

Build a 12-slide listing presentation outline for a seller in **[AREA]**. List each slide title and the key points, covering my background, marketing plan, pricing approach and timeline.

050 Marketing Plan Summary

Write a one-page marketing plan I can show a seller, covering photography, online exposure, open houses, social media, email outreach and weekly reporting. Keep the language clear and non-technical.

051 CMA Talking Points

Using the comparable sales below, create talking points to explain a suggested price range in simple terms. Highlight adjustments and say plainly that final price is the seller's decision: **[PASTE COMPS]**

052 Home Prep Checklist

Create a room-by-room checklist to help a seller prepare for listing photos and showings. Include decluttering, repairs, curb appeal and a 14-day timeline.

053 Pricing Conversation Script

Give me a respectful script for a seller whose price expectation is above market evidence. Include data-first questions, empathy statements and a plan to review feedback after two weeks.

054 Seller Objection: Commission

Help me answer a seller who questions my commission. Provide an honest outline explaining the services and results I deliver, plus questions to understand their concern.

055 Seller Timeline Explainer

Write a simple explanation of the selling process for a first-time seller, from preparing the home to closing. Include typical stages, what the seller does at each point and common delays.

056 Weekly Seller Update Email

Create a weekly update email template for sellers covering showings, online views, feedback themes and recommended next steps. Include placeholders for numbers.

057 Showing Feedback Summary

Summarize this showing feedback into common themes, positive points and suggested actions for the seller. Keep the tone constructive and factual: **[PASTE FEEDBACK]**

058 Offer Comparison Sheet

Create a clear comparison table for the offers below covering price, financing, contingencies, closing date and risks. Present neutral observations only: **[PASTE OFFER DETAILS]**

059 Multiple Offer Communication

Draft a professional message to buyers' agents explaining the process and deadline for multiple offers on **[ADDRESS]**, following local rules and fairness practices.

060 Price Reduction Conversation

Write talking points for discussing a price adjustment with a seller after **[WEEKS]** on market. Use showing data and feedback, stay calm and offer alternatives such as improving presentation.

061 Pre-Listing Home Inspection Pitch

Explain to a seller the possible benefits and drawbacks of a pre-listing inspection in a balanced way. Include questions to help them decide.

062 Seller Thank You and Handoff

Write a closing-day message to a seller thanking them, explaining final steps, and asking permission to stay in touch about future needs.

063 Listing Agreement Explainer

Write a plain-English walkthrough of the main sections of a listing agreement for a first-time seller, such as term, price, fees and marketing duties. Add a note that they should read the document and ask me or an attorney about anything unclear.

PRO TIP Never let the AI invent market numbers. Paste real comparable sales data from your MLS and ask it to summarize and format, not to guess.

CHAPTER 5 12 PROMPTS

Open Houses and Showings

Invitations, signage copy, feedback forms, post-showing messages

Open houses and showings convert curiosity into serious interest. Use these prompts for invitations, on-site materials and fast follow-up.

064 Open House Invitation Email

Write an invitation email for an open house at [ADDRESS] on [DATE/TIME]. Include a short hook, three highlights, parking tips and a friendly RSVP line.

065 Open House Sign-In Sheet

Create a sign-in sheet layout asking for name, contact details, buying timeline, agent representation and consent to receive follow-up messages.

066 Open House Talking Points

Give me ten conversation starters for visitors at an open house, plus three questions to learn their timeline and needs without sounding pushy.

067 Neighborhood Flyer Copy

Write copy for a one-page flyer inviting neighbors to an open house at [ADDRESS]. Include a headline, short description, event details and a line inviting them to bring friends.

068 Home Feature Sheet

Create a one-page feature sheet for visitors listing key specs, upgrades, utility estimates to verify and a short neighborhood guide.

069 Open House Follow-Up Email

Write a follow-up email to open house visitors thanking them, answering common questions, and offering to send similar homes. Provide versions for serious buyers and casual browsers.

070 Open House Follow-Up Text

Write three brief text messages for open house visitors: one same-day thank you, one next-day check-in, and one a week later with a new listing.

071 Private Showing Prep Message

Write a message to a seller about preparing for a private showing tomorrow. Include a simple checklist and a polite request to leave during the visit.

072 Buyer Showing Packet

Outline a showing packet for buyers including a property summary, comparison notes page, questions to ask and a blank page for impressions.

073 Tour Day Checklist

Create a checklist for a day of home tours covering route, timing, documents, safety, snacks, notes and a debrief after the last stop.

074 Virtual Tour Invitation

Draft a message inviting out-of-town buyers to a live video tour of **[PROPERTY]**. Include time options, what to expect and how to ask questions during the tour.

075 Broker Open Announcement

Write a short announcement for fellow agents about a broker open at **[ADDRESS]**, with date, highlights, commission information placeholder and refreshments.

PRO TIP Follow up with open house visitors within 24 hours while the home is still fresh in their memory.

CHAPTER 6 25 PROMPTS

Social Media and Short Video Scripts

Just listed and sold posts, Reels scripts, carousels, captions

Consistent, helpful social content builds trust long before a client calls. These prompts give you posts, scripts and carousels you can publish this week.

076 Content Pillar Planner

Suggest five content pillars for a real estate agent in [AREA] targeting [AUDIENCE]. For each pillar, give three post ideas and the best format for each.

077 30 Real Estate Post Ideas

Give me thirty social media post ideas for a [BUYER/SELLER]-focused agent in [AREA]. Mix education, local life, behind-the-scenes, client stories and market insights.

078 Reels Hook Generator

Write ten opening lines for real estate Reels about [TOPIC]. Mix questions, bold statements and myth-busting hooks, each under 12 words.

079 Home Tour Reel Script

Write a 30-second Reel script touring a [PROPERTY TYPE] with these highlights: [LIST]. Include on-screen text, shot cues and a call to action.

080 Myth Busting Video Script

Write a 45-second video script debunking the myth that [COMMON MYTH ABOUT BUYING/SELLING]. Open with a hook, explain the truth simply, and end with a question for viewers.

081 Market Update Reel

Turn these local statistics into a 40-second market update script with a clear hook, three takeaways and a call to action. Avoid predictions: [PASTE STATS]

082 Carousel Post Outline

Create a ten-slide carousel outline on [TOPIC]. Give each slide a headline of five words or fewer and one supporting line.

083 First-Time Buyer Tips Carousel

Write slide-by-slide text for an eight-slide carousel called first-time buyer mistakes to avoid. Keep each slide short and practical.

084 Seller Tips Post

Write an Instagram caption sharing five simple ways to boost curb appeal before listing. Add a friendly question at the end to encourage comments.

085 Local Business Spotlight

Write a caption spotlighting **[LOCAL BUSINESS]** in **[NEIGHBORHOOD]**. Share what makes it special, tag placeholders and a reason locals love it.

086 Community Event Post

Write an upbeat post about **[LOCAL EVENT]** on **[DATE]**, tying it to life in the neighborhood and inviting followers to share their favorite spots.

087 Client Success Story Post

Write a short story-style post about helping a client **[ACHIEVEMENT, WITH PERMISSION]** without revealing private details. Focus on the challenge, the plan and the happy ending.

088 Behind the Scenes Post

Write a casual behind-the-scenes post about a day in my life as a real estate agent in **[AREA]**. Make it relatable, include one lesson and a friendly call to action.

089 Facebook Group Value Post

Write a helpful post for a local Facebook group explaining **[TOPIC]** with a short checklist. Avoid hard selling and end with an offer to answer questions in the comments.

090 LinkedIn Authority Post

Write a LinkedIn post sharing three lessons from my recent transaction experience. Keep a professional tone, avoid client details and end with a thoughtful question.

091 YouTube Video Outline

Create an outline for a ten-minute YouTube video titled **[TITLE]** for local buyers. Include a hook, chapters, key points and a closing call to action.

092 Hashtag and Keyword Set

Suggest a set of 20 hashtags and 10 search keywords for real estate content in **[AREA]**, grouped by broad, local and niche terms.

093 Caption Rewrite

Rewrite this caption three ways: one short and punchy, one story-led and one question-led, keeping every fact the same: **[PASTE CAPTION]**

094 Story Sequence Planner

Plan a five-frame Instagram Story sequence promoting **[LISTING/EVENT]**, with text on each frame and a poll or question sticker idea.

095 Comment Reply Bank

Write twelve friendly replies to common comments on real estate posts such as how much is it, is it still available and where is this. Keep each under 25 words.

096 DM Conversation Starters

Write five natural direct message openers for people who engaged with my posts, each referencing the engagement and asking a light question.

097 Testimonial Graphic Text

Turn this client review into three short quote graphics text options, each under 20 words, keeping the meaning accurate: **[PASTE REVIEW]**

098 Weekly Posting Schedule

Create a weekly posting schedule for Instagram, Facebook and LinkedIn for a solo agent with two hours per week for content. Specify post types and best days.

099 Content Repurposing Plan

Show me how to turn one blog post about **[TOPIC]** into a carousel, a video script, an email, five captions and a Story series.

100 Local Market Myth Post

Write a caption that corrects a common local myth about **[TOPIC]** using general, verifiable information. Keep the tone helpful rather than preachy and close by asking followers what they would like explained next.

PRO TIP Batch your content. Generate a week of posts in one sitting, then schedule them and spend your time with clients instead of staring at a blank screen.

CHAPTER 7 15 PROMPTS

Neighborhood Guides and Local Content

Area guides, school and amenity summaries, blog outlines

Local expertise is your biggest advantage over automated valuation sites. Use these prompts to turn it into guides, blogs and neighborhood content that earns attention.

101 Neighborhood Guide Outline

Create an outline for a neighborhood guide to [NEIGHBORHOOD] covering lifestyle, housing types, dining, parks, transport, schools to research and who it suits best.

102 Full Neighborhood Guide Draft

Write a 600-word guide to living in [NEIGHBORHOOD] in a friendly, honest tone. Use these facts I provide: [YOUR FACTS]. Leave [CONFIRM] where details need checking.

103 Cost of Living Overview

Draft an overview of typical costs in [AREA] for housing, utilities, transport and everyday expenses, clearly labeled as estimates to verify with current sources.

104 Best Places to Live Blog

Write a blog post titled best neighborhoods in [CITY] for [BUYER TYPE]. Compare four areas fairly, list pros and cons and suggest buyers visit at different times of day.

105 Moving to Guide

Write a moving to [CITY] guide covering neighborhoods, commute, weather, culture and first-month checklist. Keep it welcoming and practical.

106 School Research Guide

Explain how buyers can research schools in [AREA] objectively using official ratings, visits and questions to ask. Do not rank or recommend specific schools.

107 Local Restaurant Roundup

Write a roundup post of five types of local eateries near [NEIGHBORHOOD] using the places I list: [LIST]. Keep tone fun and avoid unverified claims.

108 Parks and Outdoor Guide

Write a short guide to outdoor activities in [AREA] using these locations: [LIST]. Add tips for each season.

109 Commute Guide

Create a guide to commuting from [NEIGHBORHOOD] to [DESTINATION] covering driving, transit and cycling options, with a note that times vary and should be tested.

110 Seasonal Market Post

Write a blog post on what to expect when buying or selling in [SEASON] in [AREA], using general patterns and advising readers to check current data.

111 Home Maintenance Calendar

Create a seasonal home maintenance checklist for homeowners in [CLIMATE/AREA]. Break it into spring, summer, fall and winter tasks.

112 Local Property Tax Explainer

Write a plain-language explanation of how property taxes generally work in [AREA], what buyers should ask about, and where to find official information.

113 HOA Questions Checklist

Create a list of questions buyers should ask about a homeowners association, including fees, rules, reserves, meeting minutes and planned assessments.

114 Neighborhood FAQ Page

Draft an FAQ page of ten common questions about living in [NEIGHBORHOOD] with short, honest answers and placeholders for local specifics.

115 Blog SEO Brief

Create an SEO brief for a blog post targeting the keyword [KEYWORD] in [CITY], including search intent, outline, headings, related terms and internal link ideas.

PRO TIP Add your own photos, favorite spots and honest opinions to every AI draft. Readers and search engines both reward genuine local knowledge.

CHAPTER 8

15 PROMPTS

Email and Newsletter Templates

Market updates, anniversary emails, referral requests

Email keeps you present between transactions. These templates help you send market updates, referral requests and milestone messages that feel personal.

116 Monthly Market Update Email

Turn these local numbers into a friendly monthly market update email with a clear subject line, three plain-language takeaways and a call to action. Do not predict: **[PASTE STATS]**

117 Newsletter Content Plan

Create a six-month newsletter plan for past clients and sphere of influence, with a theme, main article idea and local feature for each month.

118 Subject Line Variations

Give me twelve subject lines for an email about **[TOPIC]**, including curiosity, benefit and local-angle styles, each under 50 characters.

119 Home Anniversary Email

Write a home anniversary email celebrating **[YEARS]** in their home. Include a simple equity-check offer, a maintenance tip and a gentle request to refer friends.

120 Referral Request Email

Write a sincere referral request to past clients that explains who I help best, makes sharing easy and avoids pressure. Provide a short and a long version.

121 Referral Thank You Note

Write a handwritten-style thank you for a client who referred a friend. Keep it warm, specific and under 80 words.

122 Holiday Greeting Message

Write three holiday greeting emails in different tones: warm, light-hearted and professional, each under 100 words with no sales pitch.

123 Birthday Message Template

Create short birthday messages for clients, one for text and one for email, that feel personal and leave room for a custom detail.

124 Seasonal Home Tips Email

Write an email with five practical home tips for **[SEASON]** in **[AREA]**, with a short intro and a soft invitation to reach out for referrals to trusted pros.

125 Lender and Partner Introduction

Write an email introducing a trusted lender or inspector to my clients, explaining why I recommend them and noting clients are free to choose anyone.

126 Welcome Email for New Subscribers

Write a welcome email for people who signed up for local market updates. Set expectations for frequency, share my best resource and ask what they would like to see.

127 Win-Back Email Series

Write a three-email sequence for contacts who have not engaged in six months, each offering fresh value and a no-pressure invitation to stay in touch.

128 Neighborhood Newsletter Section

Write a neighborhood news section with three short items about local developments, events and tips, using placeholders for facts I will supply.

129 Client Survey Email

Write an email asking recent clients for brief feedback with a three-question survey. Explain how it will help me improve and thank them in advance.

130 Email Signature and Bio

Write a short professional bio and email signature for me as a **[YEARS]**-year agent focused on **[NICHE]** in **[AREA]**, with a friendly closing line.

PRO TIP Send fewer, better emails. One genuinely useful message each month beats weekly generic newsletters.

CHAPTER 9 12 PROMPTS

Negotiation, Objections and Client Communication

Offer explanations, price reduction scripts, expectation setting

Negotiation is about clear communication, not tricks. These prompts help you explain decisions, prepare for tough conversations and keep clients informed and calm.

131 Offer Explanation Script

Write a clear script explaining to a buyer how their offer terms such as price, contingencies and timeline affect their position. Keep it neutral and invite questions.

132 Counteroffer Talking Points

Create talking points to help a seller consider a counteroffer, listing the key terms, the trade-offs of each choice and questions to ask themselves.

133 Inspection Results Conversation

Write a guide to discussing inspection findings with a buyer, including how to separate safety concerns from cosmetic issues and options for requesting repairs or credits.

134 Appraisal Gap Explainer

Explain in plain language what happens when an appraisal comes in below the contract price, and outline the general options for buyers and sellers to discuss with their advisers.

135 Delay and Bad News Message

Write a calm message to a client about **[DELAY/ISSUE]** in their transaction. Be honest, explain the next steps and offer a call to answer questions.

136 Difficult Client Email

Help me reply professionally to a frustrated client who says **[COMPLAINT]**. Acknowledge their concerns, restate what I can do, and propose a clear next step.

137 Setting Expectations Message

Write a message at the start of a transaction explaining how and when I will communicate, typical timelines and what I need from the client.

138 Negotiation Preparation Sheet

Create a one-page preparation sheet for a negotiation covering client priorities, flexible and fixed terms, key facts, questions to ask and possible compromises.

139 Buyer Agent Cover Letter

Write a respectful cover note to accompany a buyer's offer, highlighting the buyers' strengths such as financing readiness, while avoiding personal details that could create fair housing concerns.

140 Closing Timeline Overview

Create a simple timeline of tasks from accepted offer to closing for a typical purchase, with placeholders for local deadlines and parties responsible.

141 Client Anxiety Reassurance

Write a reassuring message for a client who feels nervous about the process. Validate their feelings, explain what is on track and what comes next.

142 Cancelled Deal Message

Write a supportive message to a client whose deal has fallen through. Be empathetic, outline options and offer to talk when they are ready.

PRO TIP Use these as preparation tools for your own judgment. You know the market, the client and the local rules better than any AI.

CHAPTER 10 8 PROMPTS

Bonus: 30-Day Content Calendar and Prompt Cheat Sheet

Weekly posting plan, quick-reference prompt formulas

Finish with a simple system. These bonus prompts give you a month of content and a quick reference of formulas you can reuse in any real estate task.

143 30-Day Content Calendar

Create a 30-day content calendar for a real estate agent in **[AREA]** covering listings, education, local life and personal stories. Give one post idea and format per day.

144 Weekly Business Planning

Help me plan my week as a real estate agent. I have **[HOURS]** available and these priorities: **[LIST]**. Build a daily schedule with time for leads, follow-up, content and admin.

145 Lead Source Review

Analyze these lead numbers and suggest where to focus my time and budget. Give three insights and three experiments for next month: **[PASTE DATA]**

146 Cheat Sheet: Listing Copy Formula

Give me a reusable listing copy formula with five parts: hook, key feature, lifestyle benefit, local advantage and call to action. Show a filled-in example for **[PROPERTY]**.

147 Cheat Sheet: Follow-Up Formula

Give me a follow-up message formula covering personal reference, value, question and next step. Show three examples for different situations.

148 Cheat Sheet: Social Post Formula

Give me a social post formula using hook, story, tip and call to action. Fill it in for a post about **[TOPIC]**.

149 Cheat Sheet: Objection Handling Steps

Outline a four-step process for handling any client objection: listen, acknowledge, clarify and respond. Provide a short example for **[OBJECTION]**.

150 Annual Goal Planner

Help me set realistic business goals for the next year as a real estate agent. Ask me five questions first, then turn my answers into quarterly targets and weekly actions.

PRO TIP Pick one formula from the cheat sheet and use it for a full week. Repeating a proven structure builds speed and confidence.

Prompt Customization Guide

Every prompt in this pack can be improved with a little context. Use the master template below, then adapt the pieces to your task.

The master prompt template

> Act as **[ROLE]**. My goal is **[GOAL]**. The audience is **[AUDIENCE]**. Use a **[TONE]** tone. Here is the background: **[CONTEXT]**. Produce **[OUTPUT FORMAT]** in about **[LENGTH]**. Avoid **[THINGS TO AVOID]**. Before you answer, ask me up to three questions if anything is unclear.

Six upgrades that improve any prompt

- **Set a role.** Tell the AI who to be, such as an experienced editor or a patient tutor, so it picks the right vocabulary and depth.
- **Share real context.** Paste your own notes, product details or goals. Specific input produces specific output.
- **Define success.** Say what a great answer looks like: length, structure, level of detail, what to include.
- **Give an example.** Paste a sample you like and ask the AI to follow its structure and style, not copy its words.
- **Set boundaries.** List words, claims or topics to avoid and rules the answer must respect.
- **Ask for options.** Request three versions with different angles, then combine the best parts.

Follow-up phrases that work

- Make this shorter and more direct.
- Rewrite for a complete beginner.
- Give me three alternative versions with different angles.
- What is missing or unclear in this draft?
- Turn this into a checklist I can follow.
- Now critique your own answer and fix any weak points.

Prompt Tracker

Print this page or copy it into your notes. Record the prompts that work best for you, what you changed, and how well the result performed.

Prompt No.	What I used it for	My edits	Rating (1-5)

Thank You

Thank you for downloading this pack. We hope it saves you time and helps you do better work with AI.

Browse more free prompt packs, cheat sheets and AI tools at **aipdfbundles.com**.

Use AI responsibly. Always review AI output for accuracy, fairness and suitability before you rely on it. Follow the laws, platform rules and professional standards that apply to your work. This document is for general information and productivity support only; it is not legal, medical, financial or other professional advice.