

## 22 Copy/Paste AI Prompts for Real Estate Agents

A practical prompt pack from AIandRealtors.com for residential agents who want faster, better day-to-day output

Inside this pack:

- 22 prompts for listings, follow-up, content, planning, and safety
- A simple prompt pattern to improve output quality
- A one-page worksheet to build your personal AI operating system
- Quick reminders to stay accurate, compliant, and on-brand

Prepared by AIandRealtors.com

For U.S.-based residential agents with 1-10 years of experience

## How to use this pack

1. Start with a real task you already need to complete
2. Replace bracketed text with your market, notes, and client context
3. Give AI verified facts only and review every draft before using it
4. Save the prompts that work and refine them over time
5. Use the worksheet to build your own repeatable system
6. Keep your voice, local rules, and compliance guardrails in the loop
7. Use this pack as a working tool, not just a one-time read

What this is

A practical operating guide for agents

What this is not

A giant tool directory or hype piece

## Prompt Pattern Worth Memorizing

Most bad AI output starts with bad input. The fix is not “find a better tool.” The fix is learning how to brief the tool more like an operator and less like a browser search.

A strong prompt usually includes six things: role, context, task, constraints, source material, and output format. You do not need all six every time, but the more important the task, the more structure you should provide.

- Role: tell it who it should act like. Example: “Act like an experienced real estate marketing assistant.”
- Context: explain the situation. Example: property type, audience, location details, buyer profile, campaign objective.
- Task: name the exact job. Example: write a 120-word just-listed email and a 60-word Instagram caption.
- Constraints: set rules. Example: no hype, no exclamation marks, no fair-housing-sensitive descriptors, no made-up amenities.
- Source material: paste the notes, feature list, showing feedback, transcript, or market bullet points.
- Output format: ask for sections, bullets, table, script, email, caption, checklist, or multiple versions.



### **Prompt pattern worth memorizing**

Here is the context. Here is the job. Here are the rules. Use only the information below. Show me version one, then improve it after I review.

## Memorize This Simple Prompt Pattern

Copy this framework and keep it in your notes app or CRM snippets. It will immediately improve the quality of what you get back.

Act as my [role]. I am a residential real estate agent in [market]. My audience is [audience]. Use the information below and do not invent facts. Complete this task: [task]. Keep the tone [tone]. Avoid [things to avoid]. Format the answer as [format]. If anything is missing, flag it instead of guessing.

That last sentence matters more than people realize. One of the fastest ways to get in trouble with AI is allowing it to sound confident when the source information is incomplete. Train it to flag gaps rather than fill them with fiction.

## The 22 Prompts

Use these as starting points. Replace bracketed sections with your details and always review the result before sending, posting, publishing, or promising anything to a client.

#	Use case	Prompt
1	Listing description	Act as my real estate marketing assistant. Using only the details below, write a listing description in a polished but grounded tone. Do not invent features. Avoid cliches and fair-housing-sensitive language. Include a 150-word MLS-style version and a 70-word consumer-friendly version. Property details: [paste details].
2	Instagram caption	Create 3 Instagram captions for this listing. Each should have a different feel: 1) straightforward and local, 2) design-focused, 3) buyer-problem-solution. Keep each under 90 words. Do not use cheesy hype. Listing notes: [paste notes].
3	Just-listed email	Write a just-listed email to my sphere using the property details below. Subject line plus body. Tone: confident, clear, not overly salesy. Include a soft CTA to schedule a showing or reply for details. Details: [paste details].
4	Property video outline	Turn these listing notes into a 45-second walkthrough video outline with hook, 4 talking points, and closing CTA. Use plain language and focus on what a buyer would notice in person. Notes: [paste notes].
5	Buyer consultation recap	Based on these rough notes from a buyer consultation, write a concise recap email, a bullet list of stated priorities, and 5 next steps I should complete. Notes: [paste notes].
6	Showing follow-up	Using these showing notes, draft a follow-up message to the buyer that summarizes what they liked, what concerns came up, and what we should do next. Tone should be helpful, calm, and specific.

Notes: [paste notes].

- 7      Lead nurture sequence      Build a 5-touch follow-up sequence for a lead who [describe lead type]. Include 2 texts and 3 emails over 21 days. Tone should be consultative, not pushy. Include a purpose for each message. Context: [paste context].
- 8      CRM notes cleanup      Turn the messy notes below into clean CRM notes with sections for motivation, timeline, financing, objections, next steps, and follow-up date suggestion. Notes: [paste notes].
- 9      Objection handling      Act like an experienced buyer agent. Give me 7 natural responses to this client objection: “[paste objection].” Make them conversational, not scripted, and include one version by text and one version by phone call.
- 10      Neighborhood summary      Create a neutral neighborhood summary using only the details I provide. Focus on location, housing stock, amenities, commuting routes, and lifestyle logistics. Do not make claims about protected classes or who should live there. Details: [paste verified notes].
- 11      Open house plan      Create an open house prep checklist, sign-in talking points, follow-up plan, and 3 post-event email templates based on this property and target buyer profile. Details: [paste details].
- 12      CMA talking points      Using these CMA highlights and seller notes, create a seller presentation talking-point sheet with pricing rationale, likely seller concerns, and 5 questions I should ask in the appointment. Inputs: [paste details].
- 13      Market update post      Turn these market stats and observations into a short market update for Instagram, an email paragraph, and a 60-second talking video script. Keep the tone educational and practical. Stats and

		notes: [paste data].
14	Past client reactivation	Write 4 re-engagement messages for a past client I have not spoken to in [time period]. Keep them warm, useful, and low-pressure. Include one version tied to home equity curiosity and one tied to local market changes.
15	Review request	Draft 3 versions of a review request I can send after closing: one by text, one by email, and one very short version. Keep it gracious and easy for the client to act on.
16	Transaction update	Take the transaction details below and write a client-friendly update email that explains what has happened, what comes next, and what I need from the client. Tone: calm and confidence-building. Details: [paste notes].
17	Listing FAQ	Create a buyer FAQ for this property with 10 likely questions and grounded answers using only the details provided. If something is unclear, mark it as “confirm before publishing.” Details: [paste details].
18	Content repurposing	Take this raw transcript or voice note and turn it into 1 email, 2 short posts, 1 reel outline, and 5 FAQ questions. Keep the message consistent across all assets. Source: [paste transcript].
19	Style-guide builder	Analyze the writing samples below and create a one-page brand voice guide for my real estate business. Include tone, sentence style, vocabulary preferences, phrases to avoid, and rewrite rules for future content. Samples: [paste examples].
20	Weekly planning assistant	Based on my pipeline notes, appointments, and priorities below, sort my next 7 days by urgency, revenue impact, and relationship importance. Then create a practical weekly plan with daily focus blocks. Inputs: [paste notes].
21	Showing safety plan	Act as an operations assistant for a residential real

estate agent. Using the details below, create a practical showing safety checklist for this vacant property. Include arrival protocol, parking position, entry/exit awareness, lighting concerns, lockbox/access notes, phone check-in reminders, and what to do before, during, and after the showing. Do not invent neighborhood crime facts. Use only the access and property details I provide.

22            Visual AI / green-screen script    Act as my real estate content assistant. Using the market notes below, write a 60-second green-screen video script for Instagram or Facebook. Keep it plainspoken, local, and client-friendly. Then give me: 1) an on-screen text version, 2) a short caption, and 3) a shot list or visual prompts I could use for supporting b-roll or graphics without making misleading claims about any property.

## One-page worksheet: build your personal AI operating system

Use this page as your working setup. The point is not to build a perfect system on day one. The point is to define a few inputs and repeatable tasks so AI starts helping with real production work instead of random experiments.

Field	Your notes
My market and niche	[City/area, price points, buyer/seller mix, neighborhoods]
My brand voice	[How I want to sound, words I avoid, tone notes]
Tasks I repeat weekly	[Listing copy, recap emails, follow-up, content, CRM updates]
Source material I can reuse	[Notes templates, transcripts, feature sheets, market stats]
Review checkpoints	[Accuracy, compliance, broker review, final proof]
My first 5 saved prompts	[List the prompts you will keep and reuse]

### Use it this way

Fill this out once, then keep refining it as you discover which prompts save you real time. This page is where AI stops being theory and becomes part of your operating system.