



LEAP 2 • FREE GUIDE

Ten AI Prompts for Real Estate Agents

Ten ready-to-copy prompts that turn everyday tasks into strong
first drafts in minutes.

Take your first leap.

START HERE

How to use this guide

Each lesson is one everyday task. Pick one, copy the prompt, and you will have a first draft to edit.

1

Pick a task

Choose the lesson that matches what is on your plate today.

2

Copy the prompt

Copy everything in the Try it now box and paste it into your chatbot.

3

Fill the [brackets]

Swap each [bracket] for facts you know and can share. Then make the draft sound like you.

Which chatbot should I use?

Any of these work, and each has a free version.

ChatGPT

Gemini

Claude

Grok

Copilot

Inside each lesson

What it's for · **Try it now** prompt · What you'll get · Savvy tip · a lily pad to check off when done.



Before anything goes out

Check every fact, keep private client details out of the chat, and follow your fair housing, MLS, and brokerage rules.

If a draft sounds stiff, try:

Shorten this and make it more conversational. Keep the facts I gave you. Remove anything you assumed.

Put the property to work.

01 Listing description

Turn verified property facts into MLS remarks.

TRY IT NOW

Draft MLS public remarks for the property described below. Lead with a specific feature and explain the layout, updates, outdoor space, and location details I provide. Aim for [word limit] words. Match this voice: [brief description or sample]. Describe the property, not the type of person who should live there. Do not add facts, measurements, school claims, safety claims, or promises. Put any missing information in a separate Questions for me list. Verified property details: [paste]. MLS requirements I know: [paste].

EXAMPLE (fictional sample)

Filled in

Sample details: 3 bed, 2 bath, updated kitchen with quartz counters, covered back patio, two-car garage, 150 words, warm and simple voice.

AI might write

Quartz counters and a bright updated kitchen set the tone in this 3 bedroom, 2 bath home. The covered back patio extends your living space outdoors, and the two-car garage adds room for storage. Questions for me: year of kitchen update? Square footage?

What you'll get

A draft of public remarks that opens with a real feature, plus a short list of questions where details were missing.



Savvy tip

Give it the real details. "Beautiful home" is doing very little work.

 DONE

02 Listing launch posts

Announce a listing on Facebook and Instagram.

TRY IT NOW

Using only the verified listing details below, draft a Facebook post and an Instagram caption announcing this home. Give each a specific opening, three standout features, and one simple invitation to ask for details or schedule a showing. Make Facebook conversational and Instagram easy to skim. Match my voice: [sample or notes]. Do not invent features, dates, prices, or neighborhood claims. Include brokerage or advertising details only as I provide them. Listing details: [paste]. Required brokerage details: [paste].

EXAMPLE (fictional sample)

Filled in

Sample details: 2 bed condo, new flooring, balcony, walk to coffee shops. My voice: friendly, short sentences.

AI might write

Facebook: Just listed! New flooring, a sunny balcony, and coffee shops a short walk away. Want the details or a showing? Send me a message.
Instagram: New floors. Sunny balcony. Coffee nearby. Details in bio.

What you'll get

Two posts in two styles: a conversational Facebook post and an easy-to-skim Instagram caption.



Savvy tip

Paste your own past post as the voice sample. It will sound more like you.

 DONE

03 Open house invitation

Invite people to an open house.

TRY IT NOW

Write one friendly open house post and one short reminder text using the details below. Put the address, date, and time where people can find them quickly. Highlight up to three verified features, then invite people to stop by. Keep the tone [describe]. Do not imply a showing is guaranteed, add unverified location claims, or describe an ideal occupant. Details: [address, date, time, verified features, contact method, required brokerage information].

EXAMPLE (fictional sample)

Filled in

Sample details: 100 Sample Lane, Saturday 1 to 3 PM, fenced yard, new roof, open kitchen. Tone: relaxed.

AI might write

Open house this Saturday, 1 to 3 PM, at 100 Sample Lane. Stop by to see the open kitchen, fenced yard, and brand new roof.
Reminder text: See you Saturday 1 to 3 at 100 Sample Lane!

What you'll get

One friendly post and one short reminder text with the address, date, and time easy to find.



Savvy tip

Double-check the date and time before anything goes out.



DONE

CONTENT Make content feel doable.

04 Short video hook and script

Write a short video you could say out loud.

TRY IT NOW

Give me five conversational opening lines for a short video on [topic]. Then write one 30-second script using the strongest hook: a clear point, two or three useful details, and a natural closing question or invitation. Use this writing or speaking sample to match my voice: [paste]. Base factual statements only on these notes: [paste]. Mark any point that needs a current source. Skip exaggerated claims, fear, and promises about results. Add brief on-screen text suggestions.

EXAMPLE (fictional sample)

Filled in

Sample topic: three things to do before listing your home. My notes: declutter, small repairs, good photos.

AI might write

Hook: "Thinking of selling? Do these three things first." Script: Clear the counters, fix the little things buyers notice, and plan for great photos. Want my pre-listing checklist? Comment LIST. On-screen: 1 Declutter 2 Repairs 3 Photos.

What you'll get

Five opening lines to choose from and one 30-second script with on-screen text ideas.



Savvy tip

Read the script aloud once. If you run out of breath, trim.



DONE

05 One topic, one week of content

Turn one topic into a week of content.

TRY IT NOW

Turn [topic] into four different content ideas for this week: a short video, a five-slide carousel, a story question, and a written post. For each, give me a hook, a brief outline, and one sensible call to action. Use only these facts or experiences: [paste]. Keep the tone [describe]. Do not invent statistics or imply that every buyer or seller has the same experience. Flag anything that I should confirm locally before posting.

EXAMPLE (fictional sample)

Filled in

Sample topic: what happens at a home inspection. Facts: my own inspection checklist. Tone: calm, helpful.

AI might write

Video: Walk through what an inspector looks at. Carousel: 5 slides, one area per slide. Story: "Have you been to an inspection? Yes or no." Post: Three questions to ask your inspector.

What you'll get

Four ideas from one topic: a video, a carousel, a story question, and a written post.



Savvy tip

Same idea, fresh angle. You do not need a new topic every day.



DONE

CLIENTS Keep it human.

06 First reply to a new lead

Reply to a new lead like a real person.

TRY IT NOW

Write a short reply to someone who contacted me through [source] about [their stated interest]. Introduce me as [name], acknowledge the question or request they actually made, and ask one easy question that helps me understand their next step. Keep it under four sentences and in this tone: [describe]. Do not pretend we have met, invent a prior conversation, or use pressure. Details I can safely share: [paste].

EXAMPLE (fictional sample)

Filled in

Sample details: lead from my website asking about a 3 bed home they saw online. My name: Alex.

AI might write

Hi, this is Alex. Thanks for reaching out about the 3 bedroom home. I would be glad to share more details. Are you hoping to see it in person this week?

What you'll get

A reply under four sentences that answers what they asked and ends with one easy question.



Savvy tip

One question is enough for a first reply.



DONE

07 Showing follow-up

Follow up after a showing.



TRY IT NOW

Draft a short text to a buyer after we toured homes. Thank them, mention one detail I provide from the tour, and ask what they liked, disliked, or want to change next time. Keep it warm and direct, in my voice: [describe]. Do not invent their reactions or include sensitive personal details. Shareable tour detail: [paste]. Name or greeting: [paste].

EXAMPLE (fictional sample)

Filled in

Sample details: buyers liked the backyard and natural light, unsure about the small second bath.

AI might write

Thanks for touring today! I could tell the backyard and all that natural light stood out. I noted your question about the second bath. Would it help if I found a few similar homes so you can compare?

What you'll get

A short follow-up that recaps what they liked and asks one helpful next-step question.



Savvy tip

Send it while the details are still fresh in both your minds.



DONE

08 Weekly seller update

Send a seller a weekly update.



TRY IT NOW

Interview me one question at a time about this listing: showings and inquiries; feedback; marketing completed; market changes I have verified; what we are watching; and my recommended next step. Let me answer "none" or "skip." After the interview, draft a concise, warm weekly seller email in my voice [paste tone or sample]. Separate facts from my interpretation. Be honest about quiet activity, do not invent metrics, and do not suggest a price change unless I provide the reasoning. Ask me to review the email before it goes out.

EXAMPLE (fictional sample)

Filled in

Sample details: 6 showings this week, 2 feedback notes mention price, no offers yet.

AI might write

Here is your weekly update. We had 6 showings this week. Two buyers mentioned price in their feedback, and we have no offers yet. I would like to talk through options on a quick call. What day works for you?

What you'll get

A clear weekly update covering activity, feedback, and what happens next.



Savvy tip

A quiet week is still worth a clear, calm update.



DONE

09 Pricing conversation

Prepare for a pricing conversation.

TRY IT NOW

Help me draft a respectful email to a seller about whether to adjust the asking price. Use only these facts: [days on market, showings, feedback, relevant comparable sales, current price]. My recommendation and reasoning: [paste]. Explain what we know and why I am raising the conversation. If evidence is thin or mixed, say that plainly and list what I should check next. Do not blame the seller, invent market data, or promise that a new price will produce a sale. Keep it concise and in my voice: [describe].

EXAMPLE (fictional sample)

Filled in

Sample details: seller hoped for a higher list price; my comparable sales support a lower range.

AI might write

Start with: "I want to walk you through what recent nearby sales show." Share the comparables first. Then: "Based on these, I recommend this range. I know it is lower than you hoped, and I want to explain why."

What you'll get

Talking points that put the evidence first, plus kind wording for a hard number.



Savvy tip

Lead with the evidence, then deliver it kindly.



DONE

FOLLOW THROUGH Finish well.

10 Thank-you and review request

Thank a client and ask for a review.

TRY IT NOW

Draft a warm post-closing thank-you note to [first name or names]. Mention this shareable detail that is not private from our work together: [paste]. Express appreciation, then include one gentle review request with this link if I provide it: [link]. Give me an email version and a shorter text version. Keep it specific, natural, and in my voice: [describe]. Do not mention private finances, personal circumstances, or facts I did not provide.

EXAMPLE (fictional sample)

Filled in

Sample details: first-time sellers, closed this week, loved the quick weekly updates. Review link: [link].

AI might write

Congratulations on closing! It was a joy working with you, and I appreciated how open you were with every weekly update. If you are willing, a short review would mean a lot: [link]. Thank you again.

What you'll get

A warm thank-you note, a shorter text version, and one gentle review request.



Savvy tip

Gratitude first. The review request can wait its turn.



DONE

YOUR PROGRESS

Ten lessons, ten lily pads

Check off a lily pad each time you use a prompt for real work.



01 Listing description



02 Listing launch posts



03 Open house invitation



04 Short video hook and script



05 One topic, one week of content



06 First reply to a new lead



07 Showing follow-up



08 Weekly seller update



09 Pricing conversation

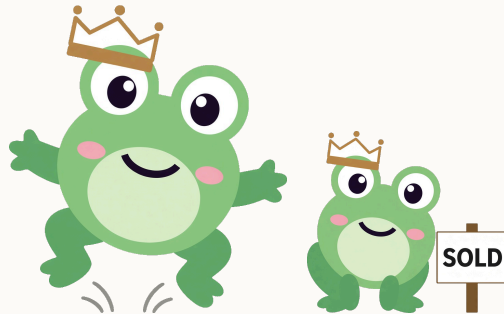


10 Thank-you and review request



Savvy tip

Start with the task you do most often. One prompt used every week beats ten saved for later.



You did it!

You now have prompts for listings, content, clients, and follow-through.

WHAT COMES NEXT

People GPS for Real Estate

You've got the prompts. But the words only work if they land. Every client communicates differently, with their own style and their own reasons for moving. People GPS for Real Estate helps you read which direction a client is coming from, North, South, East, or West, and speak their way.

How it can backfire

You text a client, "Great news, offer's in, let's move!" You meant it as exciting. They needed the details and time to think, so they felt rushed and went quiet. The same news with the numbers and one clear next step would have built trust.

New to AI?

Get the free guide *Your First 10 Minutes With AI* at savvy31.com.

Want it done for you?

See Work With Us at savvy31.com.

These are writing aids, not a compliance review. General references: HUD, Fair Housing Rights and Obligations; NAR, "Why Every Brokerage Needs an AI Use Policy" (March 24, 2026).