



FREE SAMPLER | 2026 EDITION

AI Prompt System for Real Estate Agents

10 ready-to-use prompts from the full 112-prompt system

Works with any AI chat assistant (ChatGPT, Claude, Gemini and others)

How to Use This System

Every prompt is written to work in any modern AI chat assistant, including ChatGPT, Claude, and Gemini. No special settings, plugins, or paid add-ons are required. Copy a prompt, fill in the blanks, paste, and refine.

The 4-step workflow

1	Pick a prompt for the job in front of you: a new listing, a quiet lead, next month's posts.
2	Fill in every [BRACKET] with your real details. Brackets in [GOLD CAPS] mark what to replace, e.g. [ADDRESS], [PRICE RANGE], [YOUR NAME].
3	Paste into your AI assistant and run it. Start a new chat for each new task so earlier context does not leak in.
4	Review, verify, refine. Check every fact, then ask for changes: "shorter", "warmer", "more like my voice".

Tips for better results

- **Give it your voice once.** Paste 2-3 emails or posts you wrote and say: "Study my tone. Use it for everything in this chat."
- **More detail in, better copy out.** Specific facts (years, materials, distances) beat adjectives every time.
- **Ask for options.** Add "Give me 3 versions" to any prompt, then combine the best lines.
- **Iterate in the same chat.** Follow-ups like "cut 30%", "make the hook stronger", or "simplify for a first-time buyer" work well.
- **Save your winners.** Keep your filled-in versions in a notes file so next time is even faster.

Use AI responsibly

- **You are the professional of record.** AI drafts; you approve. Verify every fact, number, and claim before it goes out.
- **Never let AI invent data.** Market stats, comps, and property facts must come from your own verified sources. Several prompts tell the AI not to add numbers you did not provide - keep that line.
- **Fair housing.** Describe properties and places, not people. Avoid wording about the "ideal" resident's family status, religion, age, national origin, disability, or other protected traits.
- **Follow your local rules** on advertising, license disclosures, texting/email consent, review incentives, and referral gifts.
- **Protect privacy.** Do not paste clients' sensitive personal or financial information into AI tools.

This guide is an educational resource, not legal, financial, or lending advice. Results depend on your inputs and review. ChatGPT, Claude, and Gemini are trademarks of their respective owners; this product is independent and not affiliated with or endorsed by them.

10 Prompts to Try Today

One prompt from each category of the full system. Fill in the [BRACKETS] and paste into your AI assistant.

LISTING DESCRIPTIONS BY PROPERTY TYPE

#001 Single-Family Home Listing (Full Length)

Act as an experienced real estate copywriter. Write a listing description for a single-family home using only the facts below. Facts: [ADDRESS OR AREA], [BEDS] beds, [BATHS] baths, [SQUARE FEET] sq ft, built [YEAR], lot size [LOT SIZE]. Key features: [LIST 5-8 FEATURES]. Recent updates: [UPDATES WITH YEARS]. Ideal buyer: [BUYER PROFILE, E.G. GROWING HOUSEHOLD, REMOTE WORKER]. Write 180-220 words: a one-line hook, two short paragraphs walking through the home in the order a buyer would tour it, and a closing line with a call to schedule a showing. Use vivid but accurate language, no exaggeration, no claims I have not given you, and avoid any wording that describes the kind of people who should live there.

EXAMPLE OUTPUT (EXCERPT)

Morning light, a renovated kitchen, and a backyard built for weekends: welcome to [ADDRESS]. Step inside to an open living area where wide-plank floors lead to a 2023 kitchen with quartz counters and a walk-in pantry. Upstairs, three bedrooms include a primary suite with a soaking tub... Schedule your private showing today.

BUYER & SELLER FOLLOW-UP EMAIL SEQUENCES

#002 New Buyer Lead: 5-Email Welcome Sequence

Write a 5-email welcome sequence for a new buyer lead who [HOW THEY CAME IN - WEBSITE FORM, OPEN HOUSE, REFERRAL]. Their interest: [AREA, PRICE RANGE, PROPERTY TYPE]. My name: [YOUR NAME], brokerage: [BROKERAGE]. Day 0: warm intro + one question. Day 2: what to expect in the buying process. Day 5: helpful local insight about [AREA]. Day 9: invite to a 15-minute consultation. Day 14: soft check-in with no pressure. Each email under 130 words, with a subject line and a single clear call to action.

EXAMPLE OUTPUT (EXCERPT)

Subject: Quick question about your home search

Hi [NAME], thanks for reaching out about homes in [AREA]! To send you listings that actually fit, I'd love to know: what is the one feature your next home absolutely needs? Just reply with a sentence - I'll take it from there. - [YOUR NAME]

OPEN HOUSE SCRIPTS & SIGN-IN FOLLOW-UPS

#003 Open House Greeting Script

Write a natural greeting script for my open house at **[ADDRESS]**. Include: a welcome line, a light question to start conversation, a 20-second highlight of the home (**[TOP 3 FEATURES]**), a smooth request to sign in that explains why (to send disclosures/updates), and a line for visitors who say they are "just looking". Conversational, not salesy.

EXAMPLE OUTPUT (EXCERPT)

"Welcome in! Have you had a chance to see many homes in **[AREA]** yet? ... Quick heads-up on three things people love here: the remodeled kitchen, the vaulted family room, and the fenced yard. If you'd like the floor plan and any price updates, the sign-in is right here - takes ten seconds."

SOCIAL MEDIA: 30-DAY CONTENT CALENDAR

#004 Build My 30-Day Content Calendar

Act as a social media strategist for real estate agents. Create a 30-day content calendar for an agent in **[CITY/AREA]** who serves **[BUYER/SELLER FOCUS]**. My goal this month: **[GOAL - E.G. MORE SELLER LEADS]**. Mix these pillars: education (30%), local spotlight (25%), listings/sold (15%), personal/behind-the-scenes (20%), engagement/questions (10%). Output a table: Day | Pillar | Post idea | Format (photo, carousel, short video, story) | Caption hook. Avoid duplicate ideas.

EXAMPLE OUTPUT (EXCERPT)

Day 1 | Education | "3 costs buyers forget to budget for" | Carousel | "Your down payment isn't the only check you'll write..."

Day 2 | Local | Coffee shop spotlight: **[LOCAL CAFE]** | Photo | "Best latte in **[AREA]**? Let's settle this."

Day 3 | Personal | Why I got into real estate | Short video | "I didn't plan on this career..."

CLIENT OBJECTION HANDLING

#005 Objection Response Builder (Any Objection)

I am a real estate agent. A **[BUYER/SELLER]** just said: "**[EXACT OBJECTION]**". Context: **[SITUATION]**. Give me 3 response options: (1) empathetic acknowledgment + question, (2) data-informed reframe, (3) short story-based reframe (with placeholder for a real example). Each response under 70 words, conversational, never pushy. End with the best next question to ask.

EXAMPLE OUTPUT (EXCERPT)

Objection: "We want to wait until rates drop."

Option 1: "That makes sense - nobody wants to overpay. Can I ask what monthly payment would feel comfortable? That helps us see what's realistic now versus later."

Best next question: "If the right home came up at that payment, would you want to know about it?"

MARKET UPDATE NEWSLETTERS

#006 Monthly Market Update Newsletter

Write a monthly market update newsletter for **[AREA]** using ONLY these numbers: median sale price **[VALUE]** (**[CHANGE]** vs last year), active listings **[VALUE]**, days on market **[VALUE]**, months of inventory **[VALUE]**, list-to-sale price ratio **[VALUE]**. Source: **[SOURCE]**. Structure: friendly opening, "the numbers in plain English", what it means for buyers, what it means for sellers, one local note **[EVENT/NEWS]**, and a call to action. 300-350 words. Do not add statistics I did not provide.

EXAMPLE OUTPUT (EXCERPT)

*The numbers in plain English: homes in **[AREA]** sold in a median of 21 days last month - about a week slower than last spring. That means buyers have a little more breathing room to compare options, while sellers who price right from day one are still seeing strong results...*

NEIGHBORHOOD GUIDES

#007 Complete Neighborhood Guide

Write a neighborhood guide for **[NEIGHBORHOOD]**, **[CITY]** using these facts: **[PARKS, SHOPS, RESTAURANTS, TRANSIT, EVENTS, HOUSING STYLES, PRICE RANGE]**. Sections: overview, housing at a glance, getting around, parks and recreation, food and coffee, annual events, why people choose to move here (based on amenities, not demographics). 450 words. Do not describe residents by race, religion, family status, or other protected traits, and do not rank schools - instead suggest readers research schools directly.

EXAMPLE OUTPUT (EXCERPT)

*Housing at a glance: **[NEIGHBORHOOD]** is a mix of 1920s bungalows and newer townhomes, with most homes between 1,200 and 2,000 sq ft. Getting around: the **[TRANSIT LINE]** stop on **[STREET]** puts downtown about 20 minutes away, and the **[TRAIL NAME]** connects to the riverfront for cyclists...*

CMA EXPLANATION

#008 CMA Summary for Sellers

Turn this comparative market analysis into a clear seller summary. Subject property: **[DETAILS]**. Comparable sales: **[COMP 1: ADDRESS, SALE PRICE, DATE, SQ FT, BEDS/BATHS, CONDITION]**, **[COMP 2]**, **[COMP 3]**, **[COMP 4]**. Active competition: **[ACTIVES]**. My recommended range: **[RANGE]**. Write: a 2-sentence bottom line, a plain-language explanation of each comp and why it matters, the adjustments I made **[ADJUSTMENTS]**, and the pricing strategy. 350 words, confident and transparent. Note that a CMA is not an appraisal.

EXAMPLE OUTPUT (EXCERPT)

*Bottom line: based on four recent nearby sales, your home is best positioned between **\$(LOW)** and **\$(HIGH)**. The strongest comparison is **[COMP 1]**, which sold in 12 days at **\$(PRICE)** - it has a similar layout but no finished basement, so your home justifies a modest premium...*

REFERRAL & REVIEW REQUESTS

#009 Review Request After Closing

Write a review request email to **[CLIENT NAME]** sent **[NUMBER]** days after closing on **[ADDRESS]**. Thank them for something specific **[MOMENT FROM THE TRANSACTION]**, explain that reviews help other buyers and sellers choose an agent, give the link placeholder **[REVIEW LINK]**, and suggest 3 optional prompts they can answer (what was the hardest part, how I helped, would they recommend). Under 120 words, no pressure.

EXAMPLE OUTPUT (EXCERPT)

Hi **[NAME]**, I still smile thinking about the moment you got the keys to **[STREET]** - congratulations again! If you have two minutes, a short review would mean a lot and helps others choosing an agent: **[REVIEW LINK]**. Not sure what to say? You could mention the hardest part of the process and how we handled it together.

VIDEO & REEL SCRIPTS

#010 30-Second Listing Reel Script

Write a 30-second vertical video script for **[ADDRESS]** with features **[TOP 4 FEATURES]**. Format as a table: Time | Shot | Voiceover | On-screen text. Open with a 3-second hook, end with a call to action (**[DM / LINK / BOOK A SHOWING]**). Voiceover under 75 words.

EXAMPLE OUTPUT (EXCERPT)

0-3s | Front door opens | "This kitchen made me stop in my tracks." | "3 bed | **[AREA]**"

3-10s | Slow pan of kitchen | "Quartz counters, an island that seats six, and a pantry you can walk into." | "2023 remodel"

...

27-30s | Agent to camera | "Want a private tour? Message me 'TOUR'." | "Link in bio"

Want the Full System?

The complete **AI Prompt System for Real Estate Agents (2026)** includes **112 prompts** across 10 categories, 23 example outputs, and a page of power-up follow-ups to refine any answer.

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Get the full system at radixum.com