75 Prompts For



Real Estate Agents

AI prompts built for how agents actually work

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CHAPTER 1

75 PROMPTS FOR REAL ESTATE AGENTS

01

Stop Staring at a Blank Page - Let AI Write the Listing, the Follow-Up, and the Post While You Focus on the Deal

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> Final Word

WELCOME & HOW TO USE THIS LIBRARY

I built this library for one type of person: a real estate agent who is good at their job, short on time, and tired of spending Sunday evenings writing listing descriptions and follow-up emails that should take twenty minutes but somehow eat two hours. If that sounds familiar, these prompts are for you. Work through this pack and you should be able to offload the first draft of almost every piece of writing your business requires - listings, lead-nurture sequences, social captions, market summaries, client scripts - to an AI model in the time it takes to pour a coffee.

I tested every prompt in this library across four models: ChatGPT (GPT-4), Claude (Sonnet), Gemini (Pro), and Mistral (Medium). Most prompts performed well on all four. Where one model consistently outperformed the others on a specific task, I note it in the entry. My general recommendation: use Claude or ChatGPT for long-form copy that needs a natural voice, Gemini when you want fast structured output like tables or bullet summaries, and Mistral when you need something lean and no-frills. None of that is mandatory - start with whichever model you already have open.

Every prompt in this library uses [BRACKET_VARIABLES] - words written in ALL_CAPS inside square brackets. These are placeholders. They mark the exact spots where you need to insert your own information before you run the prompt. For example, [PROPERTY_TYPE] might become 3-bedroom townhouse, and [TARGET_BUYER_PROFILE] might become first-time buyers relocating from the city. The more specific you are when filling in the brackets, the more specific - and useful - the output will be. Vague brackets produce vague copy. That is not the model's fault.

The prompts are organized into five categories that follow the natural shape of an agent's working week: generating leads, marketing listings, communicating with clients, building a social presence, and running the business itself. You do not need to read them in order. Jump to whichever category matches what is sitting in your to-do list right now.

> *READ THIS FIRST*
>
> *The single most important rule: treat AI output as a first draft, not a finished product.*
>

Every prompt in this library is designed to give you something solid to work from - not something ready to copy directly into an MLS listing or a client email without reading it. AI models occasionally hallucinate details, flatten your personal voice, or miss local nuance that only you would catch. Read the output, adjust the tone, verify any facts, and make it sound like you before it goes anywhere. Five minutes of editing turns a good AI draft into a great piece of your own work. Skip that step and it will read like it came from a machine - because it did.
