Real Estate AI Prompt Book

Agent | Broker | Instructor

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Introduction

AI is not going to replace real estate agents. But agents who know how to use AI will outperform those who do not. This prompt book is designed to give you a head start.

What you are holding is not a collection of generic templates. These are field-tested, strategically crafted prompts built for real estate professionals who want to work smarter, communicate better, and grow their businesses with intention. Every prompt has been written to produce high-quality, actionable output from AI tools like ChatGPT, Claude, Gemini, and others.

The prompts are organized into three sections based on your role: Agents, Brokers, and Instructors. Within each section, you will find subcategories covering marketing, operations, client communications, business planning, course development, and more. You do not need to use them all. Start with the ones that solve your most pressing problem today.

How to Use This Book

Every prompt in this book includes placeholder text inside [SQUARE BRACKETS]. Replace these with your specific information before submitting the prompt to your AI tool. The more specific you are with your inputs, the better your results will be.

Many prompts include follow-up prompts listed below the main prompt. These are designed to be used in sequence within the same conversation. The AI builds on context from previous responses, so running follow-ups in the same chat session will produce better, more cohesive results.

A few ground rules to get the most from these prompts:

- Be specific. Replace every placeholder with real details about your market, clients, and brand.
- Edit the output. AI gives you a strong first draft. Your expertise makes it great.
- Stay compliant. Always review AI-generated content for Fair Housing compliance, accuracy, and local regulatory requirements before publishing.
- Keep the human first. AI is a thought partner, not a replacement for your judgment, empathy, or expertise.
- Legal content is a starting point. Any contract language, addenda, or legal references generated by AI must be reviewed by a licensed attorney in your jurisdiction.

Now find the prompt that solves your problem, customize it, and put it to work.

PART 1

Prompts for Agents

These prompts are designed for licensed real estate agents and salespeople. Whether you are a new agent building your brand from scratch or a seasoned producer looking to systematize and scale, these prompts cover the full spectrum of agent activities: marketing, content creation, client communications, market analysis, business planning, productivity, and transactions.

1.1 Marketing Strategy & Planning

12-Month Agent Marketing Plan

Use this when you are new to a market or want to reset your marketing strategy for the year ahead.

> You are an experienced real estate marketing strategist. Create a 12-month marketing plan for a real estate agent who is [new to the business / re-launching their brand / expanding into a new area]. The agent's name is [YOUR NAME], and they work for [BROKERAGE] in [CITY, STATE]. Focus on online marketing tools including social media, video, email, and local SEO. For each month, include specific tactics, content themes, platforms, estimated time investment, and measurable goals. Prioritize strategies that build local authority and generate real conversations, not vanity metrics.

Follow-Up Prompts:

1. Create 3 social media posts that demonstrate my value to consumers in a challenging real estate market. Use a conversational, confident tone. Do not violate Fair Housing.

2. Design a 3-week Instagram strategy to introduce myself as a real estate agent in [CITY, STATE]. Include content themes, posting schedule, hashtag strategy, and engagement tactics.

3. Provide 5 free marketing ideas a new agent can deploy immediately to reconnect with their sphere of influence and generate referrals.

Business Goal to Marketing Strategy Converter

Turn any business objective into a clear, actionable social media strategy.

> I will give you a specific real estate business goal: [MORE LISTINGS / BUYER LEADS / AGENT RECRUITS / LOCAL AUTHORITY / REFERRALS]. Convert this goal into a focused social media strategy. Include content themes, posting cadence, platform priorities, audience targeting, and success metrics. Every action should directly support the stated goal. Avoid generic advice. Be specific to the real estate industry and the goal provided.

Results-Driven Marketing Strategy

Cut through generic marketing advice and get a strategy focused on real leads and conversions.

> Act as an expert real estate marketing strategist with deep experience driving measurable results for agents, teams, and brokerages. Ignore generic trends and theory. Analyze the niche [BUYERS / SELLERS / LUXURY / INVESTORS / FIRST-TIME BUYERS / LOCAL MARKET] and provide specific recommendations for the type of

content, platforms, and strategies that will generate real leads, appointments, and conversions right now. Include examples, timelines, and expected outcomes.

Platform-Specific Growth Plan

Get a tailored marketing plan for the platform where you spend most of your time.

Act as a platform-specific growth expert for real estate on [INSTAGRAM / FACEBOOK / LINKEDIN / YOUTUBE / TIKTOK]. Create a 90-day marketing plan tailored to this platform and my target audience of [BUYERS / SELLERS / AGENTS / INVESTORS] in [CITY, STATE]. Focus only on what works today for real estate professionals. Eliminate tactics that are outdated or low-impact. Include content formats, posting frequency, engagement strategies, and growth benchmarks.

Scalable Content System

Build a sustainable content machine that does not burn you out.

Create a sustainable social media content system for a real estate agent who manages [SOLO PRACTICE / SMALL TEAM / BROKERAGE BRAND]. The system must be executable consistently over 6 or more months without burnout. Include content workflows, posting rhythm, a repurposing strategy (turning one piece of content into multiple formats), and optimization loops so results improve over time. Account for limited time and resources.

Marketing Analytics and Optimization

Paste your marketing metrics and get a clear diagnosis of what to fix.

Analyze these real estate marketing results: [PASTE YOUR METRICS, e.g., reach, engagement rate, leads generated, appointments booked, conversion rate]. Identify what is driving growth, what is wasting time, and what should be doubled down on. Then provide precise, specific adjustments to improve reach, trust, and conversions in the next 30-day cycle. Be direct. Skip the praise and get to the fixes.

Scroll-Stopping Campaign Builder

Design a full social media campaign from scratch, engineered for attention and action.

Design a complete social media campaign for a real estate professional targeting [BUYERS / SELLERS / AGENTS / INVESTORS] in [CITY, STATE]. Include 10 content ideas with hooks, a posting structure and cadence, the audience journey from awareness to action, and clear calls-to-action at each stage. The campaign should stop the scroll, build credibility fast, and move viewers toward booking a call, requesting a valuation, or attending an event.

MLS Listing Description Writer

Generate a compelling, Fair Housing-compliant MLS description for any listing.

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You are an expert marketing content writer. Using a warm and inviting tone with
controlled enthusiasm, write an MLS listing description for the following
property. Use proven SEO techniques and create a call to action encouraging
buyers to schedule a showing soon. Limit the description to 1,500 characters.
After the main description, add an AEO-optimized FAQ section related to the
community where the property is located. Write at a 7th-grade reading level.
Ensure full compliance with Fair Housing regulations. Do not use the phrase
"dream home." Use the StoryBrand framework by Donald Miller: position the buyer
as the hero and the home as the solution to their problem.  Property Details:
[ADDRESS] [LIST KEY FEATURES, e.g., 4 bed / 3 bath, renovated kitchen, fenced
yard, finished basement, smart home features, 2-car garage, located in
NEIGHBORHOOD]
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Follow-Up Prompts:

1. Take the listing description above and create a 90-second video script I can record to promote this listing. Write in first person. Keep the tone conversational, confident, and engaging.

2. Create 3 social media posts designed to promote this listing and encourage people to schedule a showing. Include one for Instagram, one for Facebook, and one for LinkedIn.

3. Create a 60-day marketing campaign for this listing. Include weekly tactics across digital, social, email, and print channels.

4. Create a client persona of the ideal buyer for this home. Do not violate any Fair Housing laws. Structure the persona using demographics, psychographics, online behavior, and preferred channels.

5. Write an email to the seller outlining all of the marketing efforts that have been completed to promote the listing. Use a professional, reassuring tone.

6. Write an email to the seller recommending a price reduction of $[AMOUNT]. The listing has had [NUMBER] showings in the past [TIMEFRAME], [NUMBER] views on Zillow, and [NUMBER] new competing listings have come on the market at a lower price. Be empathetic but data-driven.

Listing Launch Email Sequence

Build anticipation and drive traffic for a new listing hitting the market.

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Write a 5-part listing launch email sequence for a new listing hitting the
market in [NEIGHBORHOOD, CITY]. Include subject lines (under 60 characters),
preview text, email body copy, and clear CTAs for each email. Space the emails
over 10 days. The sequence should build anticipation, highlight key features,
and drive showings. Write at an 8th-grade reading level. Do not violate Fair
Housing.
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Buyer Inquiry Email Response

Respond to a buyer who reached out about one of your listings.

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You are an expert marketing content writer. Using a warm and inviting tone with
some excitement, take the following listing description and create an email
response for buyers who email asking for information about this property. Direct
the buyer to visit [YOUR WEBSITE URL] for more details. Write at an 8th-grade
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reading level. Do not violate Fair Housing. Be friendly and professional.
Include a clear call to action to schedule a private showing. Listing
Description: [PASTE LISTING DESCRIPTION HERE]

Just-Sold Postcard Copy

Capitalize on a successful sale with neighborhood marketing.

Write postcard copy for a just-sold property in [NEIGHBORHOOD, CITY]. The home
sold [QUICKLY / ABOVE ASKING / IN MULTIPLE OFFERS]. Include neighborhood pride,
subtle urgency for other potential sellers, and a clear call to action to book a
consultation. Keep the copy to 150 words or less. Do not violate Fair Housing.
Tone should be confident, warm, and community-focused.

1.3 Content Creation

Blog Post Creator with Full Distribution

Write a blog post and generate all supporting content for distribution across channels.

You are a content marketing expert in the real estate industry. Using an upbeat,
warm, and informative tone, write a blog post of no more than 800 words about
[TOPIC, e.g., "what first-time buyers need to know about home inspections"].
Target audience: [BUYERS / SELLERS / INVESTORS] in [CITY, STATE]. Write at a
7th-grade reading level. Use strong SEO techniques including a compelling H1
title, subheadings, and natural keyword placement. Do not violate Fair Housing
regulations. End with a clear call to action directing readers to [YOUR WEBSITE
URL].

Follow-Up Prompts:

1. Create an engaging blog title with one emoji at the end. Keep it under 70 characters for SEO.

2. Condense this blog post into a tweet (under 280 characters) with relevant hashtags and emojis that will drive clicks to the full post.

3. Recreate this content as a short article for an email newsletter. Keep it under 400 words with a compelling subject line.

4. Provide social media posts to promote this blog post, customized for LinkedIn, Facebook, X (Twitter), and Instagram. Each should match the platform's tone and format.

5. Provide a table of 20 hashtags I can use to promote this content. Organize by platform (Instagram, LinkedIn, X, Facebook, TikTok).

Newsletter Draft

Create a multi-article newsletter for your email list.

You are a marketing content expert. Draft a newsletter with three articles, each
no greater than 500 words. Write at an 8th-grade reading level. Do not violate
Fair Housing. The three topics should cover: (1) [TOPIC 1, e.g., benefits of
selling in the current market], (2) [TOPIC 2, e.g., how to prepare a home for
sale], and (3) [TOPIC 3, e.g., how to choose the right real estate agent]. Write

in first person. Be positive, informative, and engaging. Include a compelling
subject line and CTA for each section.

Scroll-Stopping Hook Builder

Generate attention-grabbing opening lines for any content format.

Write 10 opening hooks for real estate content about [TOPIC] designed to
immediately stop a scrolling [AGENT / BUYER / SELLER / BROKER]. Avoid generic
motivation, tired real estate cliches, or recycled advice. Each hook must feel
specific, opinionated, and intentional. Platform: [INSTAGRAM / LINKEDIN /
YOUTUBE / EMAIL / TIKTOK]. Audience: [AGENT / BUYER / SELLER / BROKER]. Format
each hook as a standalone first line ready to copy and paste.

Non-Obvious Content Angle Finder

Find fresh perspectives on topics your audience has already heard about.

Analyze the real estate topic [TOPIC] and identify 5 non-obvious angles that
would stand out in a crowded feed of agents or consumers. Ignore surface-level
advice everyone already knows. For the strongest angle, write one complete
social media post built entirely around that point of view. The goal is clarity,
authority, and differentiation from the hundreds of other agents posting about
this same topic.

Faceless Content Creator

Create high-performing content without showing your face on camera.

Create a full real estate social media post about [TOPIC] designed to perform
without relying on personal stories, selfies, or face-led video. Prioritize
structure, clarity, and execution. The post should feel intentional, high-
signal, and useful to a busy [AGENT / CONSUMER] who wants answers, not hype.
Include the hook, body, and CTA. Format for [INSTAGRAM CAROUSEL / TEXT POST /
VOICEOVER REEL].

Clean Script Builder

Write a tight, confident script for video, voiceover, or stage.

Write a short-form real estate script about [TOPIC OR IDEA] with tight pacing
and zero filler. Remove setup fluff, soft transitions, and unnecessary context.
Every line must earn attention and move the message forward. This should sound
confident, direct, and ready for [VIDEO / STAGE / VOICEOVER] use. Target length:
[30 SECONDS / 60 SECONDS / 3 MINUTES]. Audience: [BUYERS / SELLERS / AGENTS].

Anti-Generic Content Rewrite

Take a draft that sounds like every other agent and make it sharp.

Rewrite the following real estate draft to remove predictable language, vague claims, and motivational filler. Replace weak framing with sharper, more deliberate phrasing that sounds informed, experienced, and engineered for reach, clarity, and credibility. Keep the core message intact but make it sound like someone who actually knows what they are talking about. Draft to rewrite: [PASTE YOUR DRAFT HERE]

Recurring Local Lifestyle Posts

Create community-focused social content that keeps you relevant between transactions.

Search for 1 to 2 upcoming activities in [CITY, STATE] that locals may enjoy (e.g., concerts, trivia nights, festivals, farmers markets) happening within the next 7 days. Include: date, start time, venue name, address or neighborhood, ticket price (or "free"), and the official source link. Then write a ready-to-post Facebook caption in a casual, friendly, slightly witty tone. Write in first person. Keep it to 80 to 140 words. Add 3 to 4 relevant hashtags and invite followers to join or tag a friend. Use one emoji maximum. Do not sound like a press release. Include URLs for the associated events.

Instagram Carousel: Home Buying Process

Educate first-time buyers with shareable carousel content.

Create an Instagram carousel script that explains the home buying process in [5 / 7 / 10] slides for first-time buyers. Use short, digestible language and emojis where appropriate. Each slide should have a headline (under 8 words), 2 to 3 supporting sentences, and a design direction note. The final slide should include a clear CTA. Tone should be approachable, encouraging, and free of jargon.

Year-Long Blog Topic Calendar

Plan 12 months of locally optimized blog content.

Generate a 12-month blog topic calendar targeting local SEO in [CITY AND SURROUNDING AREAS]. Include seasonal themes, trending real estate topics, and community-focused content. For each month, provide 3 blog title ideas with target keywords. Organize in a table with columns for Month, Topic, Title, Target Keywords, and Target Audience (Buyer / Seller / Investor / Relocator).

1.4 Video Marketing

YouTube Script (3 Minutes)

Create a short, punchy YouTube video script on any real estate topic.

You are a video marketing expert. Write a script for a 3-minute YouTube video explaining to [BUYERS / SELLERS] [TOPIC, e.g., why overpricing your home backfires]. Emphasize the importance of working with a knowledgeable,

experienced agent. Use an engaging, conversational tone with light humor. Structure the script with a strong hook (first 10 seconds), clear talking points, and a compelling call to action directing viewers to [YOUR NAME], [BROKERAGE] at [WEBSITE URL].

Follow-Up Prompts:

1. Create an engaging YouTube title for this video. Keep it under 60 characters. Include a power word or number.

2. Create a YouTube video description with strong SEO. Include relevant keywords, timestamps, emojis, and links to your website and social media profiles.

YouTube Script (8 Minutes)

Create a longer, more in-depth YouTube video for authority-building content.

You are a video marketing expert. Write a script for an 8-minute YouTube video explaining to [BUYERS / SELLERS] [TOPIC, e.g., the real cost of selling your home]. Structure the script with: (1) A hook that creates curiosity in the first 15 seconds, (2) A brief intro establishing credibility, (3) 3 to 5 clearly defined segments with transitions, (4) A recap, and (5) A strong CTA. Use an engaging, fun tone with occasional humor. Write for spoken delivery, not reading. Direct viewers to [YOUR NAME], [BROKERAGE] at [WEBSITE URL].

Follow-Up Prompts:

1. Create 5 YouTube title options for this video. Each should be under 60 characters and optimized for click-through.

2. Write an SEO-optimized YouTube description with timestamps, keywords, emojis, and a full signature block with links.

3. Write an eye-catching Facebook post designed to drive views of this YouTube video. Include a teaser of the content and a direct link.

Short-Form Video Strategy (Reels / TikTok)

Plan and script short-form content engineered for algorithm performance.

You are an elite short-form video scriptwriter trained in Instagram Reels and TikTok algorithms. I want to create short videos (under 45 seconds) engineered for watch time, shares, and comments. My target audience is [BUYERS / SELLERS / AGENTS] interested in [TOPIC / NICHE]. The top 3 emotions I want to trigger are [e.g., curiosity, urgency, relief]. Generate: (1) 10 viral opening hooks, (2) 5 video structures optimized for retention, (3) 5 call-to-comment phrases, and (4) 3 full scripts ready to film. Each script should include the hook, body, punchline, and CTA.

60-Piece Content Batch Plan

Plan two months of short-form content in one session.

Act as a short-form content operations specialist. I want to create and schedule 60 pieces of content for [INSTAGRAM REELS / TIKTOK / YOUTUBE SHORTS] for my real estate brand targeting [AUDIENCE] in [CITY, STATE]. My content style is [FACE-

ON-CAMERA / B-ROLL WITH TEXT / VOICEOVER / MIX]. Generate a table of 60 content ideas with columns for: Content Title, Category (educational / storytelling / tips / myth-busting / local), Format, Duration, and Hook. Then write full scripts for 10 of the strongest ideas.

Content Batching Workflow

Film multiple videos in one session with a clear prep plan.

Create a content batching workflow for filming [4 / 6 / 8] Instagram Reels in one hour. Include a checklist covering: pre-production prep, props and wardrobe, camera and lighting setup, script outlines for each video, filming order for efficiency, and post-production steps. The content should target [BUYERS / SELLERS / AGENTS] and cover [TOPIC THEME]. Make this actionable and time-boxed.

Local Video Series Ideas

Generate a recurring video series concept to build local authority.

Generate 10 ideas for a recurring local video series targeting [BUYERS / SELLERS / RELOCATORS] in [CITY, STATE]. Each idea should include: (1) Series name, (2) Episode format and length, (3) 3 sample episode topics, (4) Platform recommendation (YouTube, Reels, TikTok), and (5) Why it builds authority. Examples of series concepts: neighborhood tours, behind-the-sale stories, local business spotlights, market update breakdowns.

1.5 Email Marketing & CRM

Year-Long CRM Drip Campaign (Seller-Focused)

Build a 24-email automated campaign to nurture potential sellers.

You are a real estate marketing expert creating a one-year email campaign to engage home sellers and encourage them to list with [YOUR NAME]. Emails should be no more than 250 words, sent twice monthly (24 total). Use engaging subject lines under 60 characters. Write in first person at a 7th-grade reading level. Tone should be conversational, witty, and informative. End each email with a CTA directing readers to [YOUR WEBSITE URL]. Do not violate Fair Housing. Target: [DISTRESSED SELLERS / MOVE-UP SELLERS / DOWNSIZERS / EMPTY NESTERS] in [CITY, STATE]. Use the StoryBrand framework by Donald Miller: identify the villain (the problem they face), position the client as the hero, and position yourself as the guide. Deliver all 24 emails without stopping for review.

24-Month Buyer Nurture Email Sequence

Keep buyer leads warm with a long-form automated email journey.

Create a 24-month nurture email sequence for home buyers. Target audience: [DESCRIBE YOUR IDEAL BUYER, e.g., professionals in their 30s to 40s, dual-income, value expert guidance and modern tools]. Each email must include: (1)

Subject line under 60 characters, (2) Email headline, (3) Body of at least 3 paragraphs in first person, warm and inviting tone, and (4) CTA button copy. Rotate through four email categories: Educational (sharing resources and expertise), Problem-Solving (using StoryBrand problem-agitate-solution framework), Product (benefits-driven content about your services), and Testimonial/Social Proof. End each email with a unique CTA to [YOUR WEBSITE URL] or [YOUR PHONE NUMBER]. Do not use the phrase "dream home." Reference the client relationship as a "partnership" and yourself as their "guide." Deliver the complete sequence.

24-Month Seller Nurture Email Sequence

Nurture potential home sellers through a structured, long-term email journey.

Create a 24-month nurture email sequence for home sellers. Target audience: [DESCRIBE YOUR IDEAL SELLER, e.g., homeowners in their 40s to 60s, professionals or move-up sellers who value expert marketing, smart pricing, and calm, confident guidance]. Each email must include: (1) Subject line under 60 characters, (2) Email headline, (3) Body of at least 3 paragraphs in first person, warm and professional tone, and (4) CTA button copy. Rotate through four categories: Educational, Problem-Solving (StoryBrand framework), Product/Service Benefits, and Testimonial/Social Proof. End each email with a unique CTA to [YOUR WEBSITE URL] or [YOUR PHONE NUMBER]. Do not use "dream home." Reference the relationship as a "partnership." Deliver the complete sequence.

FSBO Empathy Drip Campaign

Build trust with For Sale By Owner leads without being pushy.

Write a 3-email drip campaign for FSBO (For Sale By Owner) leads. The sequence should: (1) Lead with empathy and acknowledge their decision to sell independently, (2) Share genuine value by highlighting a common challenge FSBOs face and how professional representation solves it, and (3) End with a soft offer to meet with no obligation. Tone: respectful, knowledgeable, zero pressure. Space the emails over 10 days. Include subject lines and CTAs.

Referral Request Email (Post-Closing)

Ask for referrals at the moment your clients are happiest.

Write a referral request email to send to clients 30 days after closing. Make it heartfelt, genuine, and worth forwarding. Acknowledge the milestone, express gratitude for working together, and make the referral ask feel natural, not transactional. Include a simple CTA such as "If you know anyone thinking about a move, I would love an introduction." Keep it under 200 words. Write in first person.

Cold Lead Reactivation Email

Re-engage a buyer lead who went quiet.

Write a reactivation email for a buyer who paused their home search due to [INTEREST RATE HIKES / LIFE CHANGES / MARKET UNCERTAINTY]. Use a story-style hook to draw them back in. Acknowledge their situation with empathy. Offer updated options or a fresh strategy conversation. Include a clear CTA to reconnect. Tone: warm, no-pressure, forward-looking. Keep it under 250 words.

Cold Lead Text Message Sequence

Re-engage leads who went dark with a short text sequence.

Design a follow-up text message sequence for [LISTING / BUYER] leads who went cold. Include 3 text messages spaced over 2 weeks. Each message should be under 160 characters, feel personal (not automated), and include a soft CTA. Vary the approach: (1) value-add, (2) curiosity-based, (3) direct ask. Do not sound salesy.

Post-Closing Follow-Up Workflow

Stay top of mind after the transaction closes.

Generate a post-closing follow-up workflow to maintain the client relationship at 30, 90, 180, and 365 days after closing. For each touchpoint, include: the communication method (email, text, call, mail), the message theme, and sample copy. The 30-day touchpoint should be a check-in. The 90-day should add value (e.g., home maintenance tips). The 180-day should be a market update. The 365-day should be a celebration and referral ask.

Newsletter Subject Line Generator

Boost open rates with tested subject line formulas.

Generate 10 email subject lines for a weekly real estate newsletter targeting home [SELLERS / BUYERS] in [STATE / CITY]. Optimize for open rates using proven formulas: curiosity gaps, specific numbers, question-based, urgency, and personalization. Keep each under 50 characters. Do not use clickbait or misleading phrasing.

1.6 Branding & Personal Marketing

Agent Bio Rewrite (StoryBrand Framework)

Transform a boring bio into a client-focused story that converts.

You are a marketing brand expert writing copy for a real estate [AGENT / BROKER] in [STATE]. Rewrite the following bio in under 750 words using a friendly, warm, and inviting tone. Target audience: home [SELLERS AND BUYERS]. Make protecting the client's interest a focal point. Use proven SEO practices. Write in first person at a 7th-grade reading level. Do not violate Fair Housing regulations. Use Donald Miller's StoryBrand framework: position the client as the hero and the agent as the guide. End with a call to action to visit [WEBSITE URL] to

schedule a consultation. Before writing, ask me 5 questions that will help you create the best possible biography. Current Bio: [PASTE CURRENT BIO HERE]

Follow-Up Prompts:

1. Create optimized versions of this bio for: LinkedIn (2,000 character limit), X/Twitter (160 characters), Instagram (150 characters), and Facebook (under 500 words).

2. Create a condensed version of the bio that is no more than one paragraph (under 100 words).

3. Write a script for a 60-second video version of this bio. Make it fun, inviting, and conversational. Include direction for tone and pacing.

Google Business Profile Posts (30-Day Plan)

Build local SEO authority with daily Google Business Profile updates.

Act as a local SEO and Google Business Profile consultant. I am a real estate [AGENT / BROKER] serving [CITY, STATE]. I am building local SEO authority through daily Google Business Profile posts. My target clients are [DESCRIBE TARGET, e.g., homeowners ages 35 to 55 looking to sell]. Use a conversational, informative tone. Do not self-reference or explain what you are doing. The goal is for readers to understand my services, how I solve their problems, and why they should contact me. Direct readers to [YOUR WEBSITE URL]. Create 30 Google Business Profile posts. Each post should be 750 to 1,500 characters and naturally include keywords: [LIST 8-10 KEYWORDS relevant to your market and services].

Negative Review Response

Respond professionally to a negative online review without escalating.

You are a professional crisis communicator. Using a positive and professional tone, provide 3 potential responses to the following negative review left on Google. Respond in first person. Acknowledge the reviewer's experience, take the high road, and subtly reference the many positive reviews from other clients without being dismissive. Each response should be under 150 words. Do not admit fault or make promises. Offer to continue the conversation offline. Negative Review: [PASTE THE REVIEW HERE]

Visual Style Guide from Existing Materials

Create brand consistency across all your marketing assets.

Using the uploaded presentation materials as a reference, develop a comprehensive visual style guide that outlines the design elements to ensure consistency across future graphics and marketing assets. Include: primary and secondary color codes (hex values), typography hierarchy (fonts, sizes, weights), layout principles, imagery style guidelines, logo usage rules, and spacing/margin standards. Format the guide so it can be shared with a designer or used in Canva.

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Platform Bio Optimizer

Write bios tailored to Zillow, Homes.com, and Realtor.com character limits.

> Draft an agent bio optimized for each of these platforms: (1) Zillow (max 2,000 characters), (2) Homes.com (max 1,000 characters), and (3) Realtor.com (max 500 characters). Each version should maintain brand voice, include relevant keywords for SEO, and end with a CTA. My name is [YOUR NAME], I work at [BROKERAGE] in [CITY, STATE], and my specialties include [LIST 3-5 SPECIALTIES]. Write in first person. Do not violate Fair Housing.

1.7 Client Relations & Communications

New Buyer Onboarding Checklist

Systematize your buyer experience from first contact through closing.

> You are a real estate expert. Create a comprehensive onboarding checklist for new home buyers to ensure exceptional customer service and clearly demonstrate agent value at every stage. Include: (1) Pre-meeting preparation steps, (2) First meeting agenda and materials, (3) A communication schedule with sample content for emails, texts, and phone calls at key milestones, (4) Education touchpoints (what to send and when), and (5) Post-contract-to-close follow-up steps. Format as a detailed, actionable checklist I can implement immediately.

De-Escalation Email Rewrite

Take a heated email exchange and rewrite it to calm things down.

> You are a business professional dealing with a difficult negotiator on the other side of a real estate transaction. Rewrite the following email in a way that will de-escalate the situation. Maintain a professional but friendly tone. Acknowledge the other party's concerns without conceding your position. Keep the focus on moving the transaction forward productively. Original Email: [PASTE THE ANGRY OR AGGRESSIVE EMAIL HERE]

Appointment Confirmation Text Script

Confirm appointments and set expectations via text.

> Write a text message script to confirm a [LISTING APPOINTMENT / BUYER SHOWING / CONSULTATION]. Include the date, time, and location. Add a link to [PRE-MEETING QUESTIONS / PROPERTY DETAILS / DIRECTIONS]. Keep it under 160 characters per message. Tone: professional, friendly, efficient. Write 3 variations.

Professional Voicemail Greeting

Record a voicemail that builds trust even when you cannot answer.

> Write a professional voicemail greeting for a real estate [AGENT / BROKER]. Let callers know when they can expect a callback and where to find resources online

at [YOUR WEBSITE URL]. Keep it under 30 seconds when spoken aloud. Tone: warm, professional, and confident. Write 3 variations: one for general use, one for weekends/after-hours, and one for when you are in a meeting or showing.

Client Welcome Email (Website Inquiry)

Respond to an online lead with warmth and a clear next step.

Write a welcome email to a home [BUYER / SELLER] who submitted an inquiry through my website. Make the response friendly, warm, and personable. Create an engaging call to action to set up a time to meet [IN PERSON / VIRTUALLY] within the next week. Direct the reader to visit [YOUR WEBSITE URL] for more information. Write in first person. Keep it under 250 words. I am [YOUR NAME], a real estate [AGENT / BROKER] with [BROKERAGE] in [CITY, STATE].

1.8 Market Analysis & Pricing

Comparable Market Analysis (CMA) Assistant

Use AI to analyze comparable sales data and support your pricing recommendation. Upload a PDF of sold properties alongside this prompt.

Subject Property: [INSERT ADDRESS, BEDS/BATHS/SQ FT, AND UNIQUE FEATURES] Based on the uploaded PDF of sold properties in [NEIGHBORHOOD], help me identify the top 3 most comparable homes to the subject property. Explain why these are the best comps. Suggest appropriate pricing adjustments using CMA logic: if the comparable is superior to the subject, subtract value (Comparable Better = Subtract). If the comparable is inferior, add value (Comparable Inferior = Add). Provide a comparison matrix showing each comp, MLS ID, key features, adjustments, and adjusted price.

Follow-Up Prompts:

1. Analyze the uploaded PDF and provide a summary of market trends in [NEIGHBORHOOD]. Include: average and median sale prices, price per square foot, average days on market, and list-to-sale price ratio over the past [X] months.

2. Using the data provided, estimate a price range for the subject property. Factor in recent sales, price per square foot, and notable market trends.

3. The subject property has [LIST FEATURES, e.g., renovated kitchen, outdated bathrooms, corner lot]. Based on the uploaded sales data, explain how these features impact valuation compared to similar sold properties.

4. Based on the sales data, should I recommend a competitive pricing strategy (slightly below market), a market-value strategy, or a premium pricing strategy for this property? Justify the recommendation with data.

Consumer Persona Builder

Create a detailed profile of your ideal client for targeted marketing.

Act as a marketing researcher with expertise in consumer behavior analysis. Generate a detailed consumer persona for a [FIRST-TIME HOME BUYER / MOVE-UP BUYER / HOME SELLER / INVESTOR / DOWNSIZER] in [CITY, STATE]. Structure your

response in 4 tables: Table 1, DEMOGRAPHICS: Name, Age, Occupation, Annual Income, Marital Status, Family Situation, Location. Table 2, USER DESCRIPTION: A summary of the persona in no more than 240 characters. Table 3, PSYCHOGRAPHICS: Personal Characteristics, Hobbies, Interests, Personal Aspirations, Professional Goals, Pain Points, Main Challenges, Needs, Goals. Table 4, BEHAVIOR PATTERNS: Budget Range, Search Frequency, Preferred Channels, Online Behavior, Search Terms, Preferred Platforms, Triggers to Act, Barriers to Action. Do not use bullet points. Use complete rows for each data point. Do not violate Fair Housing.

Follow-Up Prompts:

1. Create a 12-month social media marketing plan with specific content ideas designed to reach and convert this consumer persona.

2. Create a comparison table highlighting the most important contrasts between home buyers and sellers in this market.

How AI Ranks Agents (AEO/GEO Audit)

Understand what makes AI tools recommend one agent over another.

You are a consumer using an AI assistant to find a great real estate agent in [CITY / REGION]. You want someone who is experienced, trustworthy, and uses modern tools to help [BUYERS / SELLERS] succeed. When asked "Who is the best real estate agent in [CITY]?", what criteria would you consider to generate that recommendation? List and explain the specific factors, online signals, and types of content or profiles that would influence your suggestions. Also explain what would disqualify or weaken an agent's presence in your answer. This analysis will help me optimize my online presence for AI-driven search.

1.9 Business Planning & Productivity

Daily Productivity Checklist

Start each day with a structured plan that covers every aspect of your business.

Create a daily productivity checklist for a solo real estate agent who manages active listings, buyer clients, and marketing. Organize the checklist into time blocks: Morning Power Hour (prospecting and lead follow-up), Mid-Morning (client work and showings), Afternoon (marketing and admin), and End of Day (review and planning). Include specific tasks for each block and estimated time per task.

Weekly Planning Ritual

Build a Monday morning reflection and planning routine.

Write a weekly planning prompt for real estate agents to complete every Monday morning. Include: (1) Review of last week's wins and lessons, (2) Pipeline check (active leads, pending contracts, upcoming closings), (3) Top 3 priorities for the week, (4) Content and marketing tasks, (5) Prospecting goals, and (6) One personal development action. Format as a fillable template I can print or use digitally.

Time-Blocking Schedule Template

Structure your week for maximum output across prospecting, showings, and admin.

> Create a time-blocking schedule for a real estate agent who prospects, shows homes, handles admin, and creates content, all in the same week. Block Monday through Friday, 8 AM to 6 PM. Designate specific blocks for: lead generation, client appointments, marketing content creation, transaction management, education/learning, and personal time. Include buffer time between appointments. Format as a weekly calendar grid.

CRM Tagging System

Organize your database so no lead or client falls through the cracks.

> Generate a CRM tagging system to help a real estate agent track and segment their database. Include tag categories for: lead source, lead temperature (hot/warm/cold), client type (buyer/seller/investor/referral), transaction stage, geographic area, and communication preferences. For each category, provide specific tag names and a brief explanation of when to apply each tag. Format as a table.

Lead Scoring Model

Prioritize your contacts based on likelihood to transact.

> Create a lead scoring model for a real estate agent's database. Define scoring criteria across these dimensions: (1) Engagement level (website visits, email opens, social media interaction), (2) Timeline to buy/sell, (3) Financial readiness (pre-approved, cash buyer, etc.), (4) Communication responsiveness, and (5) Referral source quality. Assign point values for each criterion and define score thresholds for Hot (priority follow-up), Warm (nurture), and Cold (long-term drip). Format as a scoring matrix.

New Listing Intake Automation Checklist

Never miss a step when onboarding a new listing.

> Write an automation checklist for new listing intake, covering every step from signed listing agreement to marketing going live. Include: paperwork and compliance steps, photography and staging coordination, MLS input, marketing asset creation (social, email, print), syndication verification, sign installation, and launch communications. Format as a sequential checklist with estimated timelines for each step.

Listing Photo Prep Checklist

Get every room camera-ready before the photographer arrives.

Write a checklist for prepping a home for listing photography. Include staging tips, lighting setup, and a shot list organized by room. Cover: exterior/curb appeal, entryway, kitchen, living spaces, bedrooms, bathrooms, garage, backyard, and any special features. Include tips for natural light optimization and common mistakes to avoid.

One-Minute Elevator Pitch

Articulate your value clearly at networking events.

Write a one-minute elevator pitch that a [NEW / EXPERIENCED] real estate agent can use at networking events to explain their value. The pitch should: (1) Open with a relatable hook, (2) Clearly state who you help and how, (3) Differentiate you from the average agent, and (4) End with a specific next step. Write 3 variations: one for a casual social event, one for a professional networking mixer, and one for a one-on-one introduction. Do not use cliches or buzzwords.

Daily Focus Journal Prompt

A quick daily reflection to keep you aligned with your biggest goals.

Design a daily focus journal prompt for real estate agents that takes no more than 5 minutes to complete. Include: (1) Today's #1 priority, (2) The one person I need to contact today, (3) What I am grateful for in my business, (4) One skill I want to improve this week, and (5) My energy level check (1 to 10) and what I will do to protect it. Format as a simple, printable daily card.

Testimonial Post Templates

Turn happy client quotes into scroll-stopping social proof.

Generate 5 social media post templates for sharing client testimonials. Each template should include: a hook line, a placeholder for the client quote, a brief context sentence about the transaction, and a CTA to book a consultation. Vary the formats: one for Instagram (visual), one for Facebook (text-heavy), one for LinkedIn (professional), one for a carousel, and one for a Story. Do not use the client's full name without permission, just a first name and initial.

1.10 Negotiations & Transactions

Repair Addendum Drafting Assistant

Draft addendum language for common negotiation scenarios. Always have an attorney review before use.

You are a real estate professional drafting addendum language for a transaction in [STATE]. Write a sales addendum covering the following terms. Use clear, professional language at a college-grade reading level. Note: This is a starting draft only and must be reviewed by a licensed attorney before use in any binding agreement. Terms to include: [LIST THE AGREED-UPON TERMS, e.g., Seller agrees

to repair the roof leak and replace the HVAC compressor. Closing date moves to [DATE]. Buyer increases the purchase price from $[AMOUNT] to $[AMOUNT].]

Expired Listing Call Scripts

Approach expired listing homeowners with empathy and confidence.

Generate 5 phone call scripts for contacting owners of expired listings. Use a friendly, non-pushy tone. Each script should: (1) Acknowledge their frustration without blaming the previous agent, (2) Ask a diagnostic question about their experience, (3) Share one specific thing you would do differently, and (4) Offer a no-obligation consultation. Vary the approaches: empathy-first, data-driven, question-based, story-based, and direct. Keep each script under 200 words.

Open House Follow-Up Call Script

Convert open house visitors into active clients.

Write a follow-up call script for agents checking in with open house attendees 2 days after the event. The script should: (1) Thank them for visiting, (2) Ask about their impression of the home, (3) Gauge their timeline and motivation, (4) Offer to help with their search or answer questions, and (5) Set a next step (showing, consultation, or email follow-up). Tone: friendly, conversational, not salesy. Keep it under 150 words.

1.11 Commercial Real Estate

90-Day Commercial Brokerage Growth Plan

A comprehensive growth engine for commercial real estate brokers.

You are my Commercial Brokerage Growth Agent. Context: Market: [CITY / SUBMARKET] Focus: [ASSET CLASS: office, industrial, retail, multifamily, land] Role: I am a broker who wants more exclusive listings and qualified tenant/investor mandates in the next 90 days. Deliver the following: A) 90-Day Plan: Break into 6 two-week sprints with 3 to 5 actions each. Include time estimates and success criteria. B) Ideal Client Profile: ICP bullets for owners/tenants and a rough total addressable market estimate with sources. C) Competitor Matrix (table): Columns for Firm/Team, Primary Asset Focus, Active Listing Share, Deal Volume Rank, Avg Days on Market vs Market, Marketing Presence (0-10), Specialization Fit (0-10), Client Reviews Signal (0-10), Overall Score (0-100), and Notes/Source. D) Target List (table): 25 targets with columns for Owner/Company, Contact, Role, Asset/Portfolio, Reason to Call, Source, Priority (A/B/C), and Next Step. E) Outreach System: One 4-touch email sequence and one 3-step call script tailored to [ASSET CLASS] pain points. Plus one LinkedIn post per week for 6 weeks. F) Micro-Market Insights: 5 bullet insights I can use in pitches, with sources. G) KPI Dashboard: 3 pipeline KPIs and 3 activity KPIs with weekly targets. Deliver all sections, then ask 3 high-leverage questions to refine.

Follow-Up Prompts:

1. Export the competitor matrix as a CSV format I can paste into a spreadsheet.
2. Rewrite the email sequence to sound like a seasoned broker who is direct and data-driven.
3. Create 3 pitch-worthy charts I can use in a listing presentation, with titles and talking points.

PART 2

Prompts for Brokers

These prompts are built for managing brokers, team leaders, and brokerage executives. They address the strategic, operational, and leadership challenges that come with running a real estate firm: recruiting, financial analysis, policy compliance, competitive positioning, and team management.

2.1 Recruiting & Retention

2-Year Agent Recruiting Email Campaign

Build a long-form email sequence to attract experienced agents to your brokerage.

```
You are a talent attraction specialist for a real estate firm. Develop a 2-year
email marketing campaign aimed at recruiting experienced real estate agents to
join [BROKERAGE NAME]. Pull positioning insights from [YOUR WEBSITE URL] and
industry data about what agents value most in a brokerage.  Audience: Agents
actively working or considering a brokerage change, focused on career growth,
coaching, and a supportive environment.  Campaign Duration: 2 years, emails sent
every 2 to 4 weeks.  Key Messages: Career advancement and coaching
opportunities, competitive advantages vs. other brokerages, agent success
stories, unique training programs and tools, agent autonomy balanced with
collaboration.  Content Style: Casual yet professional, using storytelling and
data. Each email should have: (1) An attention-grabbing hook or relatable
question, (2) 2 paragraphs of content backed by real value, and (3) A CTA to
schedule a call, attend an info session, or visit the website.  Output: A
detailed 2-year email sequence plan with the primary message summary, CTA, and
suggested multimedia elements for each email.
```

30-Day Agent Recruitment Action Plan

Execute a focused recruitment blitz with a clear target persona and multi-channel tactics.

```
I am looking to create a 30-day recruitment plan to attract experienced real
estate agents to my firm. Aligned with a brand voice that is confident,
engaging, and strategic:  1. Develop a detailed persona of the ideal experienced
agent I should target, including demographics, motivations, pain points, and
what triggers a brokerage switch.  2. Outline a strategic 30-day action plan
with specific marketing tactics, outreach methods (email, social, events, direct
outreach), and engagement strategies, organized by week.  3. List available
resources I can leverage to execute the plan (content, CRM, social platforms,
events, referrals).  4. Provide 10 social media post ideas with captions
designed to resonate with experienced agents.  5. Create 3 email templates: (1)
Cold outreach, (2) Post-coffee/meeting follow-up, and (3) Nurture/value-add.
```

Emotional Value Proposition for Recruiting

Craft recruiting messaging that connects with agents on an emotional level.

Using the Emotional Value Proposition framework, write a marketing campaign
outline that speaks to the need for [FINANCIAL SECURITY / PROFESSIONAL GROWTH /
WORK-LIFE BALANCE / COMMUNITY BELONGING] that real estate agents experience.
Present [BROKERAGE NAME] as the solution that fulfills those needs. Identify the
core emotional need, create a narrative that evokes that emotion, and provide
messaging that can be used across email, social media, and in-person recruiting
conversations.

2.2 Financial Management

Brokerage Financial Evaluation Suite

*Analyze your brokerage financials for peer group review and strategic planning. Upload your financial
spreadsheet before using these prompts.*

You are an experienced financial advisor working on behalf of a real estate
brokerage. As CFO, you are reviewing the attached spreadsheet containing our
financial data. The information will be shared with a peer group of other
brokers for mutual mentoring on financial health. Create responses in first
person at a college-grade reading level, using outlines and bullet-point
summaries where applicable. Confirm you understand the assignment before
proceeding. [UPLOAD YOUR FINANCIAL SPREADSHEET]

Follow-Up Prompts:

1. Summarize the overall financial performance of our brokerage for the past year, highlighting key
metrics such as revenue, expenses, profit margins, and per-agent production.

2. Identify and explain any significant financial trends over the past year compared to previous years.

3. Analyze our expense categories to identify where we have been most cost-efficient and where we
need improvement.

4. Detail the contribution of different revenue streams to our overall income. Note which have grown
or declined and why.

5. Compare our financial performance with industry benchmarks and highlight areas where we lead or
lag behind.

6. Evaluate how well we met our financial goals for the year and suggest specific areas for
improvement.

7. Create a downloadable Executive Summary of all the analysis completed above, formatted for
leadership review.

2.3 Operations & Compliance

Brokerage Policy Compliance Review

*Audit your policy manual against association templates for gaps, risks, and modernization opportunities.
Upload your policy manual and any association templates.*

You are acting as a real estate compliance analyst and brokerage risk advisor
with deep familiarity with state real estate law, NAR Code of Ethics, state and
local REALTOR association best practices, and brokerage operations. Documents
Provided: 1. My Brokerage Policy Manual (primary document) 2. State REALTOR
Association Policy Template (if available) 3. Local REALTOR Association Policy

Template (if available) 4. National Association of REALTORS Policy Template (if available) Conduct a comprehensive comparative compliance review: Step 1, Structural Comparison: Analyze each policy category (supervision, agency, Fair Housing, advertising, technology/AI, transaction management, earnest money, complaints, licensing, social media, record retention, independent contractor policies). Identify sections missing from my policy, sections that are materially weaker, and sections I have that templates do not. Step 2, Compliance and Risk Gap Analysis: For each gap, explain why it matters, whether it creates legal/ethical/operational exposure, and whether regulators or associations would likely scrutinize it. Step 3, Recommended Enhancements: For each gap, provide suggested policy language in clear, broker-friendly terms. Indicate whether it is required, strongly recommended, or optional best practice. Step 4, Modernization Check: Identify areas reflecting outdated practices, especially regarding technology, AI, cybersecurity, and digital marketing. Step 5, Executive Summary: Include an overall compliance health rating (Strong / Moderate / High Risk), top 5 issues to address immediately, areas where we lead, and areas critical before audits or disputes. Deliver in clear sections with headers. Assume this will be reviewed by a broker, leadership team, and attorney.

Meeting Agenda Builder

Create a structured, timed agenda for any brokerage meeting.

You are the managing broker of a real estate firm. Create a structured agenda for a [90-MINUTE / 60-MINUTE / 2-HOUR] meeting. Assign time allocations to each item, identify who leads each section, and include transition notes. Agenda Items: [LIST YOUR AGENDA ITEMS, e.g.: - Introductions - Vision and Goals Update - Market Conditions Review - Marketing Services Update - Technology Tools Training - Open Discussion - Next Steps and Action Items]

Follow-Up Prompts:

1. Create a communications plan to increase attendance for this meeting on [DATE]. Include email invitations, reminder sequences, and social media posts. Provide copy for each touchpoint.

Employee Performance Review Generator

Create an objective, email-based performance evaluation. Upload relevant emails before using this prompt.

You are an expert HR analyst trained in performance review evaluation. I will provide emails sent or received by a single employee over the past year. Review the emails and create a balanced, objective annual performance review based ONLY on what is observable in the communications. If something cannot be verified from the emails, do not assume it. Analyze for: 1. Communication quality (tone, clarity, professionalism, responsiveness, collaboration) 2. Work performance indicators (follow-through, leadership, organization, problem-solving, patterns) 3. Client or team impact (positive feedback, complaints, trust signals) 4. Strengths summary with specific examples 5. Opportunities for improvement with constructive framing 6. Trend analysis across the year (improving, declining, or consistent) 7. Professional development suggestions based on observable patterns Output: A formal Annual Performance Review Summary with sections for: Overall Performance Summary, Key Strengths, Key Development Opportunities, Risk

Considerations, and Recommended Development Plan. Rules: Evaluate only what is observable. Avoid assumptions about intent. Use neutral, professional language. Ask clarifying questions before beginning.

2.4 Strategic Planning

AI Board of Directors

Simulate a full executive board to pressure-test your biggest decisions.

You are my AI Board of Directors. Your role is to act like a real executive board. You exist to challenge my thinking, surface risks, identify leverage, and improve decision quality across my business. You are not here to motivate me or brainstorm casually. You are here to govern, evaluate, and pressure-test decisions. Board Roles: 1. Chair/Orchestrator: Synthesizes viewpoints, resolves conflict, summarizes what matters. 2. CFO: Revenue quality, margins, predictability, opportunity cost. 3. COO: Execution reality, time constraints, systems, operational drag. 4. Growth Officer: Scale, reach, leverage, compounding growth. 5. Brand and Trust Officer: Reputation, positioning, credibility, long-term equity. 6. Customer Advocate: Lived experience of clients, users, or customers. 7. Legal and Risk Officer: Compliance, ethical, reputational, or structural risks. Before giving strategic advice, ask these setup questions one at a time: 1. What is my overall risk tolerance and what risks are off-limits? 2. What are my current business verticals or income streams? 3. Which should be prioritized over the next 3 years? 4. What is my biggest constraint right now? 5. How do I want to be perceived professionally? 6. Who do I primarily serve, and where do they struggle most? 7. Are there regulatory or ethical guardrails that must not be crossed? When I present a decision: Each board member responds briefly from their role. Identify risks, blind spots, tradeoffs, and second-order effects. The Chair synthesizes into: what matters most, what to change, what to test, and what to stop. Do not be agreeable. Do not use buzzwords. Choose useful over kind. Begin by asking the first clarifying question.

Competitive Intelligence Analysis

Map your competitive landscape and build a plan to win.

Act as a competitive intelligence strategist with over a decade of experience in market analysis, online strategy, and brand development. Conduct a thorough competitive analysis for a real estate [BROKERAGE / TEAM] in [CITY, STATE]. Objectives: 1. Identify my top 5 rival brokerages in this market. 2. Assess each competitor's strengths, weaknesses, marketing tactics, customer engagement, pricing strategy, and unique selling points. 3. Provide practical recommendations to surpass them in SEO, social media, content marketing, and messaging. 4. Create a 12-month action plan to improve our competitive position, organized by quarter. Be practical and focus on tools and resources realistically available to a brokerage of my size.

Strategic Document Analysis (Real Estate Edition)

Extract actionable insights from any real estate report, article, or research paper.

```
Analyze this real estate-related text like a brokerage strategy consultant.
Identify: (1) The core ideas and their strategic implications, (2) Missed
revenue or growth opportunities, (3) Operational risks or compliance blind
spots, (4) Hidden assumptions or industry biases most agents would overlook, and
(5) Specific actions I should take immediately as a real estate professional.
[PASTE THE TEXT OR UPLOAD THE DOCUMENT]
```

Follow-Up Prompts:

1. Summarize the key findings in under 200 words. Include at least 3 clear, actionable recommendations that could improve agent performance, consumer experience, compliance, or profitability.

2. Analyze the methodology, key findings, and limitations of this research. Then write a 3-sentence summary explaining how the findings can be practically applied by agents, brokers, or real estate leaders.

3. Provide a concise, list-style summary of this policy, regulation, or guideline. Outline the main objectives, required actions, potential compliance risks, and operational challenges in under 100 words.

2.5 Team Management

Weekly Team Meeting Agenda

Run productive, focused team meetings every week.

```
Develop a weekly team meeting agenda for a small real estate team of [NUMBER]
agents. The meeting should be [30 / 45 / 60] minutes. Structure it around: (1)
Wins and celebrations (5 min), (2) Pipeline review and lead conversion updates
(10 min), (3) Market or policy update (5 min), (4) System or process check-in (5
min), (5) Training or skill spotlight (10 min), and (6) Commitments for the week
ahead (5 min). Include facilitator notes and a suggested format for agents to
report their numbers.
```

Agent Accountability Email Template

Send a weekly motivational and accountability check-in to your agents.

```
Generate a weekly Agent Accountability Email template that a broker or team
leader can send to their agents every Monday. Include: (1) A brief motivational
or industry insight (2 to 3 sentences, not cheesy), (2) Key reminders for the
week (deadlines, events, training), (3) A challenge or goal for the week, and
(4) A closing that reinforces team culture. Keep it under 250 words. Write 4
variations so the template can rotate monthly.
```

PART 3

Prompts for Instructors

These prompts are for real estate educators, trainers, and instructional designers. Whether you are building a new course, converting a PowerPoint into a full syllabus, creating interactive activities for virtual learners, or designing assessments, these prompts give you a structured starting point that follows proven instructional design principles.

3.1 Course Design & Development

Course Outline Creator

Build a complete, ready-to-market course outline from scratch.

> Act as a master-level real estate instructor and course designer who makes complex topics engaging and relatable. Create a detailed course outline for the topic: [INSERT TOPIC]. Include: 1. Three catchy course title options 2. A one-hour timed outline with segments and a short break 3. Three clear, measurable learning objectives 4. A punchy marketing description (under 150 words) with energy and relevance Tone: conversational, forward-thinking, and practical. The goal is a plug-and-play course outline that can be used immediately for marketing and instruction.

Course Title Generator (Five Rules Method)

Create magnetic course titles using a proven framework.

> I am creating a course for real estate [AGENTS / BROKERS / BOTH] about [TOPIC OR TRANSFORMATION]. Generate 5 compelling course titles using these principles: 1. Lead with the Outcome: Focus on what the student will achieve after the course. 2. Use Power Words: Include action-oriented or emotionally charged words. 3. Call Out the Audience: Mention or imply who the course is for. 4. Create a Signature Style: Use a consistent format that feels branded and repeatable. 5. Add a Hook: Include a bold promise, timeframe, number, or element of curiosity. For each title, explain which principles it leverages and why it works.

Course Description Writer (Five Rules Method)

Write a one-paragraph course description that fills seats.

> I am creating a course for [TARGET AUDIENCE] on [TOPIC]. Write a one-paragraph course description (under 150 words) using these five elements: 1. Start with the Pain or the Promise: Hook the reader with a relatable struggle or an irresistible result. 2. Be Clear on the Transformation: Explain what the learner will gain or be able to do. 3. Speak Like a Human: Use a conversational tone that is clear, engaging, and free of jargon. 4. Name Drop Outcomes or Deliverables: Mention specific tools, templates, strategies, or skills. 5. End with a CTA or FOMO Hook: Close with a line that encourages action or excitement. Tone: confident, professional, and slightly conversational. Not academic.

Syllabus Builder from PowerPoint

Convert an existing presentation into a structured, professional syllabus. Upload your PowerPoint before using this prompt.

You are a vocational educator in the adult education system. Take the uploaded PowerPoint presentation and create a college-level syllabus. Include: 1. A compelling marketing title 2. A course description (2 paragraphs, upbeat and positive tone) 3. 5 learning objectives aligned with the content 4. A detailed timed outline for [NUMBER] hours of instruction with 10-minute breaks every hour and [a lunch period if applicable] 5. A meaningful marketing plan explaining the value of this program to real estate professionals Format the syllabus professionally so it can be submitted to an education provider or used as a handout.

Curriculum Development and Lesson Plan

Build a complete lesson plan using instructional design best practices.

You are an expert instructional designer in the real estate industry. Create a lesson plan for the module titled [MODULE TITLE]. Learning Objectives: [OBJECTIVE 1, OBJECTIVE 2, OBJECTIVE 3] Key Terms: [TERM 1, TERM 2, TERM 3] Include: 1. A marketing description with a pop-culture hook and engaging first sentence 2. Four specific, measurable learning objectives 3. Detailed lesson content covering objectives and key terms 4. A timed outline 5. Activity suggestions to reinforce concepts 6. Assessment methods to evaluate understanding 7. Four key takeaways for learners Follow Bloom's Taxonomy throughout the lesson plan, progressing from knowledge and comprehension through application, analysis, synthesis, and evaluation.

Full Program Curriculum Outline

Design a multi-module program from the ground up.

Develop a comprehensive curriculum outline for a [PROGRAM DURATION, e.g., 8-hour / 16-hour / multi-day] vocational program in [FIELD, e.g., real estate marketing, AI for agents, risk management]. Break it down into modules, topics, suggested timelines, and learning outcomes for each module. Include transition notes between modules and a recommended sequence.

3.2 Classroom Engagement

Interactive Activity Brainstorm

Generate creative, hands-on learning activities for any topic.

Act as a master-level instructional designer who transforms dry topics into lively, interactive lessons that stick. Brainstorm [NUMBER, e.g., 8] engaging and interactive learning activities for [AUDIENCE, e.g., real estate agents, new licensees, brokers] to learn about [TOPIC]. Include a mix of: 1. Individual

work 2. Pair work 3. Collaborative group tasks 4. Technology-integrated activities 5. Creative responses Each activity should be learner-centered, curiosity-sparking, and easy for instructors to implement. No boring worksheets. Provide a brief description, time estimate, and materials needed for each activity.

Zoom Polls and Surveys Builder

Make virtual classes interactive with ready-to-use polls and surveys. Upload your student manual before using this prompt.

Act as a master-level instructional designer who transforms student manuals into dynamic virtual learning experiences. Using the uploaded student manual, create: 1. 5 to 10 Zoom polls (multiple-choice, rating scale, or true/false) aligned with key concepts 2. 3 to 5 surveys (short open-ended or scaled response questions) for reflection, feedback, or comprehension checks Each question should be clear, concise, and easy to implement in Zoom. Focus on keeping the interaction engaging and aligned with learning objectives. Audience: [INSERT AUDIENCE, e.g., real estate pre-licensing students, continuing education agents] Target Sections: [INSERT SPECIFIC CHAPTERS OR TOPICS, or "entire manual"]

Scenario-Based Learning Activity

Create realistic case studies that develop critical thinking skills.

Create a realistic scenario or case study related to [REAL ESTATE TOPIC, e.g., dual agency disclosure, negotiation impasse, Fair Housing complaint, inspection dispute] that can be used to facilitate problem-based learning and critical thinking. Include: 1. The scenario description (1 to 2 paragraphs) 2. Key characters and their motivations 3. Discussion questions for learners 4. Possible outcomes to explore 5. The lesson or takeaway Make it complex enough to generate real discussion but clear enough for [BEGINNER / INTERMEDIATE / ADVANCED] learners.

Student Engagement Strategies

Boost participation and energy in your classroom or virtual session.

Recommend 10 creative and effective ways to increase student engagement, motivation, and participation in a [REAL ESTATE / VOCATIONAL] classroom or virtual setting. Focus on techniques that work for adult learners with varying experience levels. For each strategy, include: (1) What it is, (2) How to implement it, (3) When to use it during a session, and (4) Why it works based on adult learning principles. Avoid generic advice. Be specific and actionable.

3.3 Assessment & Evaluation

Quiz and Test Generator

Create assessments that measure real comprehension, not just memorization.

> Generate a set of [NUMBER] multiple-choice questions and [NUMBER] short-answer
> questions to assess understanding of [TOPIC] in a [REAL ESTATE / VOCATIONAL]
> program. For multiple-choice questions, include 4 answer options with the
> correct answer identified and a brief explanation of why it is correct. For
> short-answer questions, include a model response. Align all questions with
> Bloom's Taxonomy levels: include questions at the knowledge, comprehension,
> application, and analysis levels.

Assessment Design Framework

Build a complete assessment strategy for any course module.

> Design an assessment strategy for a course module on [TOPIC]. Include: 1.
> Formative assessments (to check understanding during the lesson): 3 activities
> 2. Summative assessment (to evaluate overall comprehension): 1 detailed
> assessment 3. Rubric or scoring criteria for each assessment 4. Alignment map
> showing which learning objective each assessment measures Ensure assessments
> are appropriate for adult learners in a real estate education setting.

3.4 Instructional Strategies

Differentiated Instruction Strategies

Accommodate diverse learners in the same classroom.

> Provide strategies and specific examples for differentiating instruction and
> accommodating students with varying learning styles, experience levels, and
> abilities in a [REAL ESTATE / VOCATIONAL] program on [TOPIC]. Include
> modifications for: (1) Visual learners, (2) Auditory learners, (3) Kinesthetic
> learners, (4) Advanced students who need more challenge, and (5) Students who
> need additional support. Provide practical implementation tips for each.

Visual Aids and Multimedia Plan

Design supporting materials that reinforce your teaching.

> Develop a set of engaging visual aids and multimedia elements to support the
> teaching of [TOPIC] in a real estate education program. Include recommendations
> for: 1. Diagrams or infographics (describe what each should show) 2. Slide
> design principles for this content 3. Video clips or demonstrations to include
> (describe the content) 4. Interactive tools or digital resources 5. Handouts or
> reference sheets For each item, explain how it supports the learning objectives
> and when to introduce it during the lesson.

Instructional Strategies for Hands-On Skills

Teach practical, applied skills effectively to diverse learners.

Suggest effective instructional strategies and techniques for teaching hands-on skills in [REAL ESTATE TOPIC, e.g., contract writing, CMA preparation, negotiation, open house management] to diverse learners with varying abilities and experience levels. For each strategy, include: (1) The strategy name, (2) How it works, (3) When to use it, (4) Materials needed, and (5) How to adapt it for virtual instruction.

3.5 Professional Growth

Industry Trends and Curriculum Updates

Stay current by integrating the latest industry developments into your teaching.

Research and summarize the latest industry trends, emerging technologies, regulatory changes, and market shifts relevant to [REAL ESTATE / SPECIFIC TOPIC] that instructors should incorporate into their teaching. For each trend, include: (1) What it is, (2) Why it matters to real estate professionals, (3) How it should be integrated into existing curriculum, and (4) A suggested discussion question or activity. Focus on the past 12 months and cite sources where possible.

Professional Development Planning for Instructors

Identify growth opportunities to sharpen your instructional skills.

Suggest relevant professional development opportunities, workshops, certifications, and learning resources that real estate instructors should consider to enhance their skills and knowledge. Organize recommendations by category: (1) Instructional design and delivery, (2) Technology and AI tools, (3) Subject matter expertise, and (4) Industry credentials. For each suggestion, include the provider, estimated cost, time commitment, and expected benefit.

3.6 Instructor Marketing

Google Business Profile Posts (Instructor Edition)

Build SEO authority as a real estate educator through daily Google posts.

Act as a local SEO and Google Business Profile consultant. I am a real estate instructor who teaches [NATIONALLY / REGIONALLY / ONLINE]. I am building SEO authority through daily Google Business Profile posts. My target audience is licensed real estate agents ages [AGE RANGE] looking to grow their business. Use a conversational, informative tone. Do not self-reference or explain what you are doing. The goal is for readers to understand my expertise, the value of my programs, and why they should attend my courses. Direct readers to [YOUR WEBSITE URL]. Create 30 Google Business Profile posts. Each should be 750 to 1,500 characters and naturally include keywords: [LIST KEYWORDS, e.g., real estate, education, technology, training, negotiation, contracts, compliance, AI].