

WORK SMARTER
CLOSE FASTER
GROW BIGGER

The Ultimate **AI PROMPT** **PLAYBOOK**

For Real Estate Agents

LIST
ENGAGE
FOLLOW UP
MARKET
CLOSE



Copy, Paste, Close:

The 7 Master Prompts to Automate Your
Postings, Follow up, and market Reports
in **about 10 minutes** a day



POSTINGS



FOLLOW UP



MARKET REPORTS



LESS REPETITIVE



MORE TIME

AI TOOLS. REAL OPPORTUNITIES.

THE ULTIMATE AI PROMPT PLAYBOOK

FOR REAL ESTATE AGENTS

Copy, Paste, Close

The 7 Master Prompts to Streamline Your Listings, Social Media, Follow-Up, and Market Reports — in About 10 Minutes a Day

The Ultimate AI Guide · 2026 Edition

IMPORTANT NOTE

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TABLE OF CONTENTS

- Introduction — Why AI Is a Must-Have Tool for Modern Agents 3
- The 7 Master Prompts — At a Glance 5
- Chapter 1 — Property Listing Descriptions 7
- Chapter 2 — 30 Days of Social Media Content 13
- Chapter 3 — Client Nurturing, Cold Outreach & Follow-Up 19
- Chapter 4 — Market Analysis Reports & Newsletters 27
- Conclusion — The Agent Who Typed Less and Had More Time 34

INTRODUCTION

Why AI Is a Must-Have Tool for Modern Real Estate Agents

The 6+ Hour Problem

How many hours did you spend this week writing things a computer could have helped you draft?

Listing descriptions rewritten four times. Sunday-night content panic. The “just checking in” email you drafted, hated, deleted. The market update you last sent in March.

Each task is small. Together they can become a second job. Here’s an illustrative example — run your own numbers:

Weekly Task	Time/Week	Time/Year	Value at \$100/hr*
Listing descriptions	1.5 hrs	~78 hrs	\$7,800
Social media content	2.5 hrs	~130 hrs	\$13,000
Follow-up & prospecting emails	1.5 hrs	~78 hrs	\$7,800
Market updates & newsletters	1.0 hr	~52 hrs	\$5,200
TOTAL	~6.5 hrs/wk	~338 hrs/yr	~\$33,800

*Illustrative only. Your effective hourly value depends on your gross commission income and total hours worked. Use your own numbers rather than treating this example as a forecast.

The point is not that every writing task should disappear. The point is that repetitive drafting can be systemized so you can spend more of your time on the work that actually requires your judgment.

You’re Not Being Replaced by AI — You’re Being Outpaced by Agents Using It

AI will not replace real estate agents. Nobody hires a chatbot to negotiate a repair credit or talk a nervous seller through a difficult decision. This business runs on trust, judgment, relationships, and presence.

But the agent who uses AI well can compete on output without simply working longer.

- A listing draft can be produced in minutes instead of starting from a blank page.
- A month of social content can be planned and batched in one focused session.
- Follow-up can become a repeatable system instead of a collection of forgotten intentions.
- A market report can start with verified MLS data and become several client-facing assets.

The advantage is not that AI makes you less human. It is that AI can remove some of the typing, formatting, and first-draft work.

One promise: nothing here turns you into a robot. Every prompt produces a draft, not a decision. You bring the judgment. The machine handles much of the drafting.

How to Use This Playbook: The P.C.O. Prompt Formula

You don't need to be a "prompt engineer." You need one simple model. Every effective prompt answers three questions:

- P — PERSONA. Who is the AI, and what role should it play? Example: "You are an experienced real estate copywriter."
- C — CONTEXT. What are the facts, audience, tone, and constraints? AI cannot reliably know what you have not supplied.
- O — OUTPUT. What exactly do you want back? Example: "Give me 3 versions, under 100 words, each ending with a call to action."

The Golden Rule: Specific in → specific out. Vague in → generic out. When a prompt disappoints you, the fix is often better context.

Tool Setup Guide: 10 Minutes

Every prompt in this playbook can be adapted for major AI assistants such as ChatGPT, Claude, or Gemini. Features, pricing, and availability change, so check the provider's current plan details before subscribing.

Start with one tool. Upgrade only when the time saved and workflow improvements justify the cost.

Your setup checklist:

- ☐ 1. Create an account with an AI assistants using your business email.
- ☐ 2. Create a [Writing Style Profile](#) and save it in your AI workspace or project instructions.
- ☐ 3. Create folders/Projects: Listings · Social · Emails · Market Reports.

WRITING STYLE PROFILE

Before using the prompts, give AI a little information about **who you are, where you work, and how you want your content to sound.**

You can copy and complete this simple profile and paste into your AI assistants workspace.

I am a real estate agent in [CITY, STATE].

Example: Austin, Texas.

I have [NUMBER] years of experience.

Example: 8 years.

My specialty is [NEIGHBORHOODS / NICHE].

Example: Downtown Austin, East Austin, and first-time home buyers.

My typical clients are [TYPE OF CLIENTS].

Example: First-time buyers, move-up buyers, investors, and downsizers.

My writing style is [3–5 DESCRIPTIVE WORDS].

Example: Warm, knowledgeable, conversational, professional, and approachable.

Words or phrases I never want to use:

Example: “Cozy,” “dream home,” “perfect for everyone,” “won’t last.”

Use this profile as a writing guide. Do not invent facts or personal information

A consistent writing style profile can reduce editing and make outputs feel more like you. Treat it as a starting point, not a guarantee of a particular time saving.

The Copy-Paste Convention

- [BRACKETS] = your inputs. Fill them before pasting when they are required.
- Paste the whole prompt into your AI assistants such as ChatGPT, Claude, or Gemini. The prompts are designed as complete working units.
- Output is a draft, not a done deal. Verify every fact, check compliance, and edit anything that does not sound like you.

That’s the whole system. Everything from here is designed to make the first draft easier

THE 7 MASTER PROMPTS — AT A GLANCE

Use this page as your decision guide. You do not need to memorize seven prompts. Find the situation you are in, use the matching prompt, then review the result.

#	MASTER PROMPT	WHEN TO USE IT	OBJECTIVE	WHAT IT CREATES
1	Create 3 Versions of Your Property Listing	New listing, rewrite, or multiple formats	Turn verified property facts into compelling copy	Listing Story + MLS Version + Social Copy
2	Fair Housing Safety Rewriter	Before publishing listing/ad copy	Flag risky wording and redirect copy toward property/lifestyle facts	Flags + explanations + safer rewrite
3	30-Day Content Calendar Engine	You need a month of social content	Plan varied, local, useful content without starting	30-day content calendar

from zero

4	Hook Generator	You know the topic but need a stronger opening	Create attention-grabbing, pay-off-able openings	10 hooks + top 2 recommendations
5	Value-First Outreach	Prospecting, expireds, FSBOs, neighbors, partners	Start useful conversations without a hard pitch	Ready-to-personalize outreach
6	Database Re-Engager	Past clients or leads have gone quiet	Restart conversations using real CRM notes and useful value	Personalized re-engagement email
7	Market Data Translator	Monthly or quarterly market update	Turn verified MLS numbers into plain-English insights	Market report + buyer/seller insights + derivative content

QUICK DECISION GUIDE

- New listing → #1
- Copy needs a Fair Housing/compliance review → #2
- Need a month of social content → #3
- Have a topic but need a stronger opening → #4
- Need prospecting or outreach → #5
- Quiet database → #6
- Monthly market numbers → #7

The system is simple: Minimum input → AI does the heavy drafting → You review → Ready to use.

CHAPTER 1

AI Prompts for Property Listing Descriptions

The goal is not to make every listing sound “viral.” The goal is to make each description specific, useful, emotionally engaging, and faithful to the property.

Why So Many Listings Sound Identical

Open your MLS and read ten descriptions. “Charming 3BR/2BA...” “Stunning gem in a desirable neighborhood!” Charming. Stunning. Gem. Desirable. Won’t last. Familiar words can make listings blur together.

A strong description helps a buyer understand what the property offers and imagine how its real features could fit into everyday life. Photos show the house. Good copy adds context, benefits, and a reason to keep reading.

Sellers also read their own listings closely. Specific, accurate copy can help present their home professionally without relying on empty superlatives.

The prompts below turn property facts into three useful versions. The AI draft can be produced quickly; the complete listing workflow still requires your review, fact-checking, compliance check, and publishing steps.

MASTER PROMPT #1 — Create 3 Versions of Your Property Listing

 **GOAL:** Turn verified property information into three ready-to-edit versions: a listing story, an MLS description, and a social post.

 **WHEN TO USE IT:** Use this when you have a new listing, need to rewrite an existing description, or want different versions for different channels.

 **TYPICAL TIME:** About 5 minutes to generate and review the AI draft. A complete listing workflow may take about 15 minutes depending on the property, required edits, compliance review, and publishing process.

 **WHAT YOU NEED:**

REQUIRED

- Property information. Example: “3-bedroom, 2.5-bath townhouse, 1,850 sq ft, built in 2018, renovated kitchen, attached 2-car garage, fenced backyard.”
- Location. Example: “Downtown Austin, TX.”

OPTIONAL

- Standout features. Example: “renovated kitchen, covered patio, new roof.”
- Recent improvements. Example: “new HVAC in 2025; kitchen remodeled in 2026.”
- Nearby places worth mentioning. Example: “Central Park, Main Street library, [real coffee shop name].” Use real places only.
- Writing style. Example: “warm, knowledgeable, conversational, confident, never pushy.”
- Anything else worth highlighting. Example: “first-floor primary suite and dedicated home office.”

💡 IF YOU HAVE IT: Add verified showing instructions, offer details, builder information, HOA information, or other facts you are permitted to publish.

[Prompt #1]

You are an experienced real estate copywriter known for vivid, specific, emotionally honest copy — never generic filler.

Review the information I provide below. If essential information is missing, ask up to 3 short questions before writing. Never invent or assume facts, prices, features, locations, improvements, businesses, statistics, or neighborhood characteristics.

Write 3 versions of the property description:

VERSION 1 — THE STORY (for Zillow/Realtor.com):

120–150 words. Lifestyle-driven and emotionally engaging. Help the reader visualize how the REAL features of the home could support everyday life. Open with an engaging hook, not a bedroom count.

VERSION 2 — THE FACTS + FEELING (for MLS):

100–130 words. Feature-forward but benefit-framed. Every major feature should answer “so what?” in a practical way. Professional, factual, and compliant.

VERSION 3 — THE PUNCH (for social media):

60–80 words. Strong opening, best verified features, and a clear CTA.

RULES:

- *Use only facts I provide.*
- *Never invent or assume missing information.*
- *Describe the property and its real features, not the “type of people” who should live there.*

- Avoid steering or language that implies protected-class preferences.
- Avoid generic clichés such as “cozy,” “stunning,” “gem,” “charming,” “desirable,” “must-see,” “nestled,” and “boasts.”
- Do not invent nearby businesses or attractions. If I have not supplied a verified name, use [LOCAL PLACE TO VERIFY].
- Make the three versions meaningfully different.
- End with an appropriate CTA.

PROPERTY INFORMATION

- Beds / Baths / Square footage: [EXAMPLE: 3 beds / 2.5 baths / 1,850 sq ft]
- Lot size: [EXAMPLE: 6,500 sq ft]
- Location: [EXAMPLE: Downtown Austin, TX]
- Year built / style: [EXAMPLE: 2018 / modern townhouse]
- Standout features: [EXAMPLE: renovated kitchen; covered patio; 2-car garage]
- Recent updates: [EXAMPLE: new HVAC in 2025]
- Nearby places: [EXAMPLE: Central Park; [LOCAL PLACE TO VERIFY]]
- Writing style: [EXAMPLE: warm, knowledgeable, conversational]
- Anything else worth highlighting: [X]

[End of prompt #1]



AI WILL CREATE:

1. A lifestyle/story description for major listing portals.
2. A factual MLS-oriented version.
3. A short social-media version.



BEFORE YOU PUBLISH:

- FACTS — Is every claim true and supported?
- FAIR HOUSING — Does the copy describe the property rather than the people you imagine living there?
- SPECIFIC — Did you remove vague filler?
- WRITING STYLE — Does it sound like you?
- CTA — Is the next step clear?

If you only remember one thing: Paste what you know. AI can help with the drafting, but it must not make up what you do not know.

AI wrote the draft. You are still the editor-in-chief.

MASTER PROMPT #2 — The Fair Housing Safety Rewriter 🏠🔍

Use this prompt as a pre-publication review. It is designed to help you spot potentially risky wording; it does not guarantee legal compliance. Your broker and applicable law remain the authority.

🎯 **GOAL:** Find language that could create Fair Housing or steering concerns, explain why it may be risky, and offer a property-focused rewrite.

🏠 **WHEN TO USE IT:** Before publishing listing descriptions, ads, social copy, or other consumer-facing real estate marketing.

📋 **WHAT YOU NEED:**

🔴 REQUIRED

- The full copy you want to audit. Example: your final listing description.

🟡 OPTIONAL

- Your state/jurisdiction and your broker's specific advertising guidance.

[Prompt #2]

You are a real estate advertising compliance editor.

This is a drafting aid, not legal advice and not a guarantee of compliance.

Review the listing/advertising copy below.

1. FLAG: Identify words or phrases that could create targeting, excluding, steering, or protected-class concerns under applicable Fair Housing rules.

Pay attention to:

- ideal-neighbor or buyer descriptions*
- family makeup, age, or life-stage references*
- "safe," "exclusive," or similar neighborhood claims*
- ability-based language*
- religious or demographic clustering implications*
- any other wording that deserves broker/legal review*

2. EXPLAIN: Give one short explanation for each flag.

3. REWRITE: Provide a corrected version that preserves selling power by focusing on the PROPERTY and verifiable LIFESTYLE features such as space,

light, layout, amenities, and objective location facts.

4. REVIEW SCORE: Give a drafting-risk score from 1–10 for the original and for the rewrite, clearly labeled as an AI assessment rather than a legal determination.

COPY TO AUDIT:

[paste full description here]

JURISDICTION / BROKER GUIDANCE:

[EXAMPLE: Texas + brokerage advertising policy / leave blank if unknown]

[End of prompt #2]

Rule of thumb: describe the house and the life its real features can support, never the people you imagine should live there.

The 5-Point Quality Filter

Before publishing, take 30 seconds:

- ☐ **FACTS** — Every claim true?
- ☐ **FAIR HOUSING** — Does it describe a property, not a preferred neighbor?
- ☐ **CLICHÉS** — Anything you would never naturally say at a showing? Cut it.
- ☐ **CTA** — Does it tell the reader what to do next?
- ☐ **YOU** — Does it sound like your writing style?

CHEAT SHEET: Power Words vs. The Banned List

Use specific, supportable language rather than generic hype.

Possible categories: Arrival — light-filled, welcoming, sun-drenched. Sanctuary — retreat, serene. Gathering — heart-of-the-home, long-table dinners. Solid value — meticulously maintained, newer roof, move-in-ready. Location — steps from, a short stroll to, tree-lined. Character — original millwork, restored, circa-[year]. Potential — expandable, bonus square footage, subject to verification. Quiet urgency — first weekend showings, by-appointment, pre-inspected, offer deadline [date], only when accurate.

Retire or use sparingly: cozy · stunning · gem · charming · desirable · won't last · must-see · nestled · boasts · immaculate · priced to sell · motivated seller — especially when they add hype without useful information.

WORKFLOW MAP: Property Facts → Published Listing in About 15 Minutes

Time	Step
0–2 min	Gather verified inputs: MLS/property details, photos, disclosure, standout features.
2–4 min	Run Master Prompt #1 and select the best version.
4–6 min	Personalize: Tell AI how you want the draft to sound, such as <i>warmer</i> , <i>friendlier</i> , <i>more conversational</i> , <i>more professional</i> , or <i>less salesy</i> .
6–8 min	Run Master Prompt #2 for a Fair Housing/advertising-risk review.
8–10 min	Adjust showing instructions and finalize.
10–15 min	Quality Filter pass, final broker/MLS requirements check and publish.

This is a workflow target, not a guarantee. Complex properties, missing information, required approvals, and revisions can take longer.

CHAPTER 2

AI Prompts for 30 Days of Real Estate Social Media Content

The Real Reason Your Feed Is Dead

You didn't become an agent to be a content creator. Yet "I need to post something" can sit in the background like a guilt generator.

The agents who are consistent are not necessarily more creative. Many have simply removed the blank-page problem. By the end of this chapter, you'll have a 30-day calendar from one prompt, a hook engine for any post on demand, and a 90-minute batching routine you can adapt to your own schedule.

The Content Pillar System

A feed made only of listings can feel like a billboard. A balanced content mix gives people more reasons to follow, save, share, and start conversations.

Pillar	Suggested Share	Job It Does
LOCAL EXPERT	40%	Local information, neighborhood facts, events, and useful market context.
LISTING SHOWCASE	25%	Listings, open houses, new-to-market alerts, and sales proof.
PERSONAL BRAND	20%	Behind-the-scenes moments, your why, and anonymized client stories.
ENGAGEMENT & EDUCATION	15%	Myths, polls, Q&As, practical explanations, and simple market education.

On 20-post a month: 8 Local · 5 Listing · 4 Personal · 3 Engagement. Treat this as a planning framework, not a platform rule.

MASTER PROMPT #3 — The 30-Day Content Calendar Engine

 **GOAL:** Create a month of varied, local, useful content without starting from a blank page.

 **TYPICAL TIME:** About 10 minutes to generate, then additional time to verify local references, personalize, create media, and schedule.

 **WHAT YOU NEED:**

 **REQUIRED**

- City and farm areas/neighborhoods. Example: “Austin, TX — Downtown, Mueller, East Austin.”
- Your main business focus. Example: “buyers and sellers of \$400K–\$800K homes.”
- Current inventory or real business updates. Example: “2 active listings, 1 recent sale.”

● OPTIONAL

- Name/brokerage. Example: “Jane Smith / ABC Realty.”
- Typical clients. Example: “first-time buyers, investors, downsizers.”
- Writing style. Example: “warm, local, a little funny, never salesy.”
- Season/month. Example: “September 2026.”

[Prompt #3]

You are a senior social media strategist for a real estate agent.
Build a 30-day content calendar designed for useful local reach,
saves, shares, conversations, and lead generation.

MY DETAILS:

- Name/brokerage: [EXAMPLE: Jane Smith / ABC Realty]
- City + farm areas/neighborhoods: [EXAMPLE: Austin, TX — Downtown, Mueller]
- Business focus: [EXAMPLE: buyers and sellers of \$400K–\$800K homes]
- Current inventory/business updates: [EXAMPLE: 2 active listings, 1 recent sale]
- Typical clients: [EXAMPLE: first-time buyers, investors]
- Writing style: [EXAMPLE: warm, local, conversational, never salesy]
- Season/month: [EXAMPLE: September 2026]

PILLAR MIX:

- LOCAL EXPERT (40%)
- LISTING SHOWCASE (25%)
- PERSONAL BRAND (20%)
- ENGAGEMENT & EDUCATION (15%)

OUTPUT:

Day 1 through Day 30. Each day include:

- PILLAR
- PLATFORM: rotate Instagram / TikTok / Facebook
- HOOK: first 1–2 lines
- CAPTION: 30–90 words, in my writing style, ending with a question or CTA
- HASHTAGS: 5–8 local + niche hashtags

- FORMAT: Reel / carousel / single image / story poll / text post

RULES:

- Use REAL local places only when I provide them.
- If a local reference is missing, use [LOCAL PLACE TO VERIFY].
- Never invent business names, events, statistics, or market claims.
- No more than 2 posts in a row from the same pillar.
- Keep Sundays lighter.
- Include 4 genuine engagement prompts across the month.
- Keep Fair Housing considerations in mind: describe places and properties, not the “type of people” who live there.
- End with a list of 5 placeholders I need to verify or personalize.

[End of prompt #3]

The first draft is a starting point. Your local knowledge, real examples, photos, videos, and personal writing style are what make the calendar yours.

MASTER PROMPT #4 — The Hook Generator



GOAL: Generate strong openings when you already know the topic.



WHAT YOU NEED:

- Topic. Example: “What \$500K buys in [city] this month.”
- Platform. Example: “TikTok / Instagram Reel.”
- Your writing style and market. Example: “direct, helpful, local / Miami Beach, FL.”

[Prompt #4]

You are a social media hook specialist for real estate creators.

Generate 10 scroll-stopping hooks for the topic below.

TOPIC: [EXAMPLE: what \$500K buys in Austin right now]

PLATFORM: [EXAMPLE: TikTok / Instagram Reel]

MY WRITING STYLE: [EXAMPLE: direct, conversational, useful]

MY MARKET: [EXAMPLE: Austin, TX]

Give me 10 hooks across these angles:

1. Curiosity

2. Bold opinion
3. Relatable problem
4. Specific number — use only my verified figures
5. Pattern interrupt

RULES:

- Keep them concise and natural when spoken.
- No clickbait the content cannot deliver.
- No fear-mongering.
- Keep Fair Housing considerations in mind.
- Star the top 2 and explain why they fit the topic.

[End of prompt #4]

The hook is one of the biggest factors influencing whether someone stops to read or watch. It is not a guarantee of performance.

THE BATCH WORKFLOW: 90 MINUTES → 30 DAYS OF CONTENT

Don't create social media posts one by one if batching works better for you.

Instead, use one focused **90-minute session** to plan, prepare, and schedule approximately 30 days of content.

You do **not** need to create 30 posts completely from scratch during this session.

Master Prompt #3 helps you plan the month, while Master Prompt #4 helps you create stronger hooks for the posts you choose to develop.

The goal is to make your content creation **faster, more organized, and easier to repeat each month.**

Your 90-Minute Content-Batching Workflow

Time	What You Do	Simple Explanation
0–10 min	Collect Your Ideas	Write down what you already have: current listings, client questions, useful real estate tips, local events, and market observations. Don't worry about writing perfectly.
10–20 min	Run Master Prompt #3	Give AI your ideas and relevant market information. AI creates a 30-day content calendar with suggested topics and post ideas.
20–35 min	Choose & Personalize	Review the calendar and select the posts you want to develop. Replace any placeholders with real, verified local information.

Time	What You Do	Simple Explanation
35–65 min	Create the Content	Turn your selected ideas into your chosen formats—such as Reels, carousels, photos, or text posts. Use Master Prompt #4 (Hook Generator) when you want a stronger opening for a post.
65–80 min	Schedule Your Posts	Add your finished content to your scheduling tool or directly to the platform. Aim for approximately one post per day if that fits your content strategy.
80–90 min	Final Check	Check your facts, spelling, dates, links, images, and compliance requirements. Make any final corrections before scheduling or publishing.

HOW PROMPT #3 AND PROMPT #4 WORK TOGETHER

Think of the two prompts as having different jobs:

Master Prompt #3 = Your Content Planner

Creates your **30-day content calendar** and gives you ideas for what to post each day.

Master Prompt #4 = Your Hook Generator

Creates stronger opening lines for the posts you choose to develop.

You do not need to run Master Prompt #4 thirty times. Use it when a particular post needs a stronger or more attention-grabbing opening.

A SIMPLE EXAMPLE

Suppose Master Prompt #3 gives you this idea for Day 5:

Day 5: 3 Things Buyers Should Check Before Making an Offer

You like the idea, but you want a stronger opening.

You can then use Master Prompt #4 to generate several hooks for that topic.

Choose the hook you like, create the post, and move on to the next one.

YOUR MONTHLY CONTENT SYSTEM

The process looks like this:

Master Prompt #3

↓

30-Day Content Calendar

↓

Choose the posts you want to create



Master Prompt #4 for stronger hooks when needed



Create your content



Schedule your posts



Approximately 30 days of planned content

IMPORTANT: 90 MINUTES IS A TARGET, NOT A GUARANTEE

The **90-minute figure is a practical batching target**, not a promise that every agent will have 30 completely finished posts in exactly 90 minutes.

Your actual time will vary depending on:

- how much content you already have
- how many posts require video or graphics
- how much personalization you want
- the tools you use
- your experience with content creation
- how much editing each post requires

The more you repeat the process, the easier and faster it should become.

The goal is not to create perfect content in 90 minutes. The goal is to build a repeatable system that makes creating a month of content much easier.

HASHTAG STARTING POINT

For each post, you can start with:

2 local + 2 niche + 1–2 broad hashtags

For example:

Local: #AustinRealEstate #AustinHomes

Niche: #FirstTimeHomeBuyer #HomeBuyingTips

Broad: #RealEstate #HomeBuying

Platform practices change over time, so use current platform guidance and your own performance data to refine your hashtag strategy.

CHAPTER 3

AI Prompts for Client Nurturing, Cold Outreach & Follow-Up

The Fortune Is in the Follow-Up

One of the easiest ways to find future business is to stay in touch with the people you already know.

Your database may include past clients, current leads, friends, referrals, and people who contacted you months ago. Some of them may not be ready to buy or sell today—but their situation can change.

The key is to **stay on their radar without becoming annoying.**

For example, if you have 400 contacts and even 10–15% of them become active buyers or sellers over the next year, that could mean 40–60 people who may need real estate help.

That does **not** mean you will get 40–60 transactions. It simply shows why staying in touch matters.

When someone is finally ready to make a move, you want them to think:

“I know a good agent. I should call them.”

That is what good follow-up is all about.

The Value-First Rule

A message like **“Just checking in!”** is easy to ignore because it gives the person no real reason to reply.

Instead, try to give them something useful.

Before sending a follow-up message, ask yourself:

1. GIVE VALUE

Share something that could actually help them.

For example:

- A recent sale price
- A useful contractor recommendation
- A short market update
- A home-buying checklist

- A property that may interest them
- A simple answer to a question they asked before

2. MAKE IT PERSONAL

Don't send the same message to everyone.

Connect your message to something you know about the person, their previous conversation with you, or a relevant property or market update.

For example:

“You mentioned a few months ago that you were thinking about selling this year. I just pulled the latest sales in your area and thought you might find the numbers useful.”

That feels much more natural than:

“Hi! Just checking in to see how you're doing.”

3. KEEP THE ASK SIMPLE

If you want a response, make it easy for them.

Instead of asking several questions, try something simple:

“Would you like me to send you the latest numbers for your neighborhood?”

Or sometimes, **don't ask for anything at all.**

A useful message can simply remind people that you are available when they need help.

A Simple Rule to Remember

Don't contact people just to remind them that you exist. Give them a reason to remember you.

AI can help you write these messages, but **you provide the human part**—your knowledge of the client, the local market, and the relationship you have built with them.

Compliance Reminder

Rules for cold emails, text messages, consent, identification, and opt-out language can vary depending on the communication method and where you operate.

Before sending messages, follow your broker's policies and the laws that apply to you.

And always check the facts yourself.

Never let AI invent a statistic, sale price, market figure, property detail, or other factual information.

MASTER PROMPT #5 — The Value-First Outreach Prompt

 **GOAL:** Create useful, low-pressure outreach for a clearly defined audience.

 **WHAT YOU NEED:**

REQUIRED

- Audience. Example: “30 neighbors of a home that just sold at [ADDRESS].”
- Verified data or useful value. Example: “sale price, DOM, or a free market snapshot.”

OPTIONAL

- Your name, brokerage, license number, phone, and required opt-out language.
- Writing style. Example: “calm, honest, unhurried.”

[Prompt #5]

*You are a real estate agent in [CITY] known for candid, no-pressure advice.
Write a letter/email of 120–160 words to:*

AUDIENCE: [EXAMPLE: neighbors of a home that just sold at [ADDRESS]]

*MY DATA — THE ONLY FACTS THAT EXIST:
[EXAMPLE: verified sale price, DOM, relevant comp information]*

STRUCTURE:

- 1. THE OPEN — lead with genuine relevance, zero hype.*
- 2. THE HONEST LINE — one useful truth supported by my information.*
- 3. GIVE ONE PIECE OF VALUE — something useful whether or not they hire me.*
- 4. THE SOFT CLOSE — a low-pressure invitation to reply or contact me.*
- 5. SIGNATURE — [NAME, BROKERAGE, LICENSE #, required disclosure/opt-out language]*

RULES:

- Use only my supplied facts.*
- Never invent a buyer, seller, statistic, urgency, or result.*
- Never imply guaranteed savings or outcomes.*
- Keep the tone calm, honest, and unhurried.*

- Follow applicable advertising, solicitation, consent, and opt-out requirements.

WRITING STYLE: [EXAMPLE: warm, direct, helpful]

[End of prompt #5]

Why it works: useful, relevant outreach gives the recipient a reason to read. The message still needs to be accurate, compliant, and genuinely valuable.

MASTER PROMPT #6 — The Database Re-Engager

 **GOAL:** Restart a conversation with a past client or lead using real CRM information and a useful reason to respond.

 **WHAT YOU NEED:**

REQUIRED

- Segment. Example: “past clients who bought 2+ years ago.”
- A real angle/value. Example: “a house just sold nearby — verified data: [X].”

OPTIONAL

- CRM notes. Example: “asked about commute; interested in [area].”
- Relevant dates. Example: “closing date: [X].”
- Writing style. Example: “warm, personal, no pressure.”

[Prompt #6]

You are a real estate agent whose communication feels personal, useful, and human.

Write a re-engagement email of 90–130 words for:

SEGMENT: [EXAMPLE: past clients who bought 2+ years ago]

THE ANGLE:

[EXAMPLE: a verified nearby sale with my data: X]

MY NOTES ON THIS CONTACT:

[EXAMPLE: “interested in the neighborhood; asked about commute”]

STRUCTURE:

- 1. SUBJECT — under 7 words, personal and useful.*
- 2. OPEN — use ONE real detail from my notes when appropriate.*
- 3. THE VALUE — explain the supplied information in plain English.*

4. CTA — *invite a simple reply without pressure.*

5. CLOSE — *one warm line.*

RULES:

- *Use only real CRM details I provide.*
- *Never fabricate memories or personal feelings.*
- *Never say “just checking in.”*
- *Do not invent market numbers.*
- *Do not imply a relationship that does not exist.*
- *Keep the tone natural and respectful.*

WRITING STYLE: [EXAMPLE: *warm, conversational, professional*]

[End of prompt #6]

HOW TO PERSONALIZE YOUR FOLLOW-UP MESSAGES

Your goal is simple: **use the information you already have about each contact to make your message feel personal—not automated.**

You don't need to write a completely different message for every person. AI can help you create a basic message, and you can then add a few details that make it relevant to the person receiving it.

1. USE THE INFORMATION YOU ALREADY HAVE

Your CRM or contact list may contain:

- **[FIRST_NAME]** — first name
- **[ADDRESS]** — property address
- **[CLOSING_DATE]** — when they bought or sold
- **[NEIGHBORHOOD]** — area or neighborhood
- **[NOTES]** — useful information from previous conversations

Example:

Instead of:

“Hi [FIRST_NAME], just checking in to see how you're doing.”

Try:

“Hi Sarah, I noticed there have been a few recent sales in your neighborhood. I thought you might be interested in seeing what homes like yours are selling for.”

The second message gives Sarah a **useful reason to open and respond**.

2. LET AI DO THE REPETITIVE WORK

You don't have to write every message from scratch.

Give AI the basic information you already have, let it create a draft, and then add or correct the details yourself.

Example input:

“Sarah bought her home in 2021. She mentioned that she might consider selling when her children leave for college. There have been three recent sales in her neighborhood.”

Then ask AI:

“Write a short, friendly follow-up message to Sarah using this information. Don't make assumptions about her plans. Keep it helpful and conversational.”

AI creates the first draft.

You review it before sending.

This gives you the speed of AI while keeping the message genuine and accurate.

3. GROUP PEOPLE WHO HAVE SOMETHING IN COMMON

You don't need to create a completely different message for every contact.

Instead, group contacts by useful business information, such as:

- Past clients
- First-time buyer leads
- Homeowners who may be considering selling
- Buyers who are actively looking
- Open-house attendees
- Older or quiet leads

Create a basic message for each group, then personalize the messages for your highest-priority contacts.

Important: Never use sensitive personal information to target or personalize messages, and never make up personal details.

NEVER MAKE UP A MEMORY

AI may try to make a message sound more personal than the information actually supports.

Don't let it invent conversations, memories, or personal details.

For example, if your CRM doesn't say that John mentioned moving closer to his children, don't let AI write:

"I remember you were thinking about moving closer to your children."

If you don't know, **don't say it.**

A simple, honest message is much better than a message that sounds personal but contains information that isn't true.

THE 3×3 CHECK BEFORE YOU SEND

Before sending any AI-generated follow-up message, take a few seconds to check three things:

FACTS □

Are the **name, date, address, price, numbers, and other details** correct?

WRITING STYLE □

Does it sound like **something you would actually say**?

If it sounds too formal, too salesy, or too much like AI, rewrite it.

VALUE □

Does the message give the person something useful?

Ask yourself:

"If I remove the sales pitch, is this message still worth reading?"

If the answer is no, add something useful or rethink the message.

THE 12-MONTH FOLLOW-UP CALENDAR

You don't need to contact your database every month with the same message.

Instead, give people **different useful reasons to hear from you throughout the year.**

Month Simple Follow-Up Idea

JAN	New Year market update
FEB	Local area spotlight or useful neighborhood information
MAR	Spring home-maintenance checklist
APR	Q1 market report
MAY	Home-equity update, if relevant and supported by reliable data
JUN	Useful contractor or home-service recommendations
JUL	Local summer events or activities guide
AUG	Fall home-preparation tips and market update
SEP	Recent verified home-sale update in the neighborhood
OCT	Winter home-preparation checklist
NOV	Thank-you or gratitude message
DEC	Year-end thank-you and home-anniversary messages

ADD A PERSONAL TOUCH

When the information is available and appropriate to use, you can also include:

- Birthdays
- Home purchase anniversaries
- Closing anniversaries
- Other meaningful milestones recorded in your CRM

Only use information you **actually have** and are appropriate to use.

ONE SIMPLE THING TO REMEMBER

You don't need to contact everyone every week. You just need to stay useful, stay genuine, and stay in touch.

AI can help write the message.

The relationship is still yours to build.

CHAPTER 4

AI Prompts for Local Market Analysis Reports & Newsletters

Why Market Reports Are a Powerful Agent Asset

A market report can turn verified data into useful client communication, listing-presentation material, social content, and a reason for your database to hear from you.

The time required varies with how quickly you can access and validate your MLS or board statistics. The 30-minute workflow below is a practical target once the data is readily available — not a guarantee.

THE DATA INTEGRITY WARNING

Never, ever let AI invent a statistic.

AI can produce confident-looking numbers that are wrong. A made-up median price in a client's inbox can damage trust.

The Three Commandments:

1. Paste, don't ask. Get numbers from your MLS or board statistics and paste them into the prompt.
2. Verify every output number against your source. AI can occasionally transpose or misread even supplied numbers.
3. No data, no report. A missing report can be fixed. A wrong report can damage credibility.

How to Paste MLS Numbers Without Breaking the Math

- Export small, not big. Pull aggregate statistics such as median price, DOM, inventory, and list-to-sale ratio.
- Paste as a labeled list rather than relying on a screenshot when possible.
- Declare gaps: "I only have Jan–June — use placeholders for anything older."
- Show the work for calculations so you can check the arithmetic.
- Round for humans only after you have preserved the precise source values in your notes.

MONTH: August 2026

AREA: [EXAMPLE: Maplewood + adjacent]

Closed sales: 34

Median sale price: \$412,000

July median sale price: \$405,000

August 2025 median sale price: \$388,500

Average DOM: 19

August 2025 DOM: 31

Active listings: 87

Months of supply: 2.6
List-to-sale ratio: 99.2%

MASTER PROMPT #7 — The Master Market Data Translator

 **GOAL:** Turn raw, verified market numbers into a plain-English report and derivative content.

 **WHAT YOU NEED:**

REQUIRED

- Market area. Example: “Austin — Downtown + Mueller.”
- Reporting period. Example: “August 2026.”
- Verified statistics. Example: closed sales, median price, DOM, inventory, months of supply, list-to-sale ratio.

OPTIONAL

- One on-the-ground observation from your own deals.
- Anything unusual you want addressed.
- Writing style. Example: “clear, calm, analytical, conversational.”

[Prompt #7]

You are a real estate market analyst and writer who translates raw market data into plain-English reports that homeowners can understand.

*You NEVER invent, estimate, or round a number I have not supplied.
If a figure is missing, use [BRACKETED PLACEHOLDER] and flag it.*

MY RAW DATA — THE ONLY NUMBERS THAT EXIST FOR THIS REPORT:

-Market area: [X]

Example: Austin — Downtown + Mueller

-Reporting period: [X]

Example: August 2026

-Closed sales: [X]

Example: 148

-Median sale price: [X]

Example: \$625,000

- Median sale price vs. last month: [X]

Example: +2.4%

-Median sale price vs. last year: [X]

Example: -1.8%

-Average days on market: [X]

Example: 32 days

-DOM vs. last year: [X]

Example: +6 days

-Active inventory: [X]

Example: 214 active listings

- Months of supply: [X]

Example: 3.2 months

- List-to-sale price ratio: [X]%

Example: 98.4%

- One on-the-ground observation: [X]

Example: "Well-priced homes are still attracting multiple showings during their first week, while homes that need significant updates are taking longer to sell."

-Anything unusual I want addressed: [X]

Example: "Inventory increased noticeably this month, but the increase appears concentrated in higher-priced properties."

PRODUCE:

1. EXECUTIVE SUMMARY (80–110 words): *plain English, in my writing style.*

Lead with what CHANGED, not just what happened.

2. WHAT THIS MEANS FOR YOU:

a. SELLERS — 2–3 insights tied to specific supplied numbers.

b. BUYERS — 2–3 insights tied to specific supplied numbers.

3. ONE-SENTENCE TAKEAWAY: *a line a neighbor could easily repeat.*

4. DERIVATIVE CONTENT:

a. Facebook post (80–110 words)

b. 30-second Reel hook + 3-beat script

c. Email subject line under 7 words

5. *CAVEAT LINE: a one-sentence data-source disclaimer.*

RULES:

- *No invented statistics.*
- *No invented trends.*
- *No unsupported predictions.*
- *Explain jargon in plain English.*
- *Be honest about soft, flat, or mixed numbers.*
- *Fair Housing compliant: characterize the numbers and properties, not people.*
- *If a calculation is used, show the calculation so I can verify it.*

[End of prompt #7]

IMPORTANT: USE REAL DATA ONLY

The numbers above are **examples only**. Replace them with your actual market data before running the prompt.

If you don't have a particular statistic, **leave it blank rather than guessing**.

Your rule is simple:

No data = No statistic.

AI can help you **explain the numbers, find the story, and make the report easier for clients to understand.**

But **you provide the numbers.**

QUICK CHECK BEFORE YOU RUN THE PROMPT

- ☐ Are all numbers from a reliable source?
- ☐ Is the reporting period correct?
- ☐ Are the comparisons using the correct previous month/year?
- ☐ Have I removed any numbers I cannot verify?
- ☐ Have I included at least one real observation from my market?

AI writes the story. You supply the facts.

 **AI WILL CREATE:** A client-friendly report, buyer/seller interpretation, a takeaway, social content, and an email subject line.

 **BEFORE YOU PUBLISH:** Verify every number, calculation, comparison, date, and data-source statement.

The Market Narrative Template

1. THE HOOK — what changed, not merely what happened.
2. THE NUMBER — one verified statistic translated into plain English.
3. THE WHY — one honest interpretation, clearly presented as your professional view rather than a fact unless the data proves it.
4. THE TWO-SIDED MEANING — one useful line for sellers and one for buyers.
5. THE WATCH LINE — indicators to watch, not predictions presented as certainty.
6. THE HUMAN CLOSE — invite questions about the client's property or situation.

Jargon-to-English

Jargon	Plain English
Median sale price	The middle sale price — half of the reported sales were higher and half were lower.
Days on market (DOM)	How long a property was on the market under the applicable MLS definition.
Months of supply	An estimate of how long current inventory would last at a given sales pace.
List-to-sale ratio	How close final sale prices were to asking prices.
Pending / contingent	A property is under contract, subject to the applicable terms and contingencies.

WORKFLOW MAP: The 30-Minute Monthly Market Report Workflow

Time	Step
0–5 min	Pull verified numbers: median, DOM, inventory, ratio — current period + comparison periods.
5–12 min	Run Master Prompt #7. Verify every output number and calculation.
12–20 min	Build the email: summary + personal market observation + subject line.
20–28 min	Create derivative content: Facebook post, Reel script, story/poll, then schedule.
28–30 min	File the report and source notes for future reference.

One source report can become several useful assets. The 30-minute target assumes your source data is already accessible and clearly organized.

YOUR 5-MINUTE DAILY AI ROUTINE

You do not need to spend hours every day using AI.

The daily part of this system takes about **5 minutes**. The rest is handled through simple monthly batching.

YOUR DAILY 5-MINUTE ROUTINE

Minute 1 — Review

Check your follow-up list, recent inquiries, and any conversations that need attention.

Minutes 2–3 — Draft

Use **Master Prompt #5 or #6** to create a helpful follow-up or re-engagement message.

Minute 4 — Personalize

Add the details only you know: the person's name, previous conversation, property, timeline, or other relevant information.

Minute 5 — Review & Send

Check the facts, tone, and personalization. Then send, schedule, or save the message for later.

The goal is not to automate relationships. The goal is to remove repetitive writing so you can spend more time building relationships.

HOW THIS BECOMES AN “ABOUT 10 MINUTES A DAY” SYSTEM

The **5-minute routine is only the daily component**.

Your other AI work is handled through monthly batching:

AI Activity	Time
Daily follow-up routine	5 minutes × 30 days = 150 minutes/month
Monthly content-batching session	90 minutes/month
Monthly market report	30 minutes/month
Total	270 minutes/month

That works out to approximately:

270 minutes ÷ 30 days = 9 minutes per day

For simplicity, this playbook uses **“about 10 minutes a day”** as a practical planning figure.

IMPORTANT: THIS IS AN AVERAGE, NOT A PROMISE

The **about 10 minutes a day** figure represents the recurring AI-assisted workflow described in this playbook.

It does **not** mean every real estate marketing task can be completed in 10 minutes.

New listings, client-specific communication, revisions, research, transaction work, scheduling, and unexpected tasks require additional time.

Your actual time will vary depending on:

- Number of listings
- Number of contacts and follow-ups
- Content frequency
- Market complexity
- How much you personalize
- How familiar you become with the prompts

The purpose of this system is not to promise that AI will do everything in 10 minutes.

The purpose is to give you a repeatable system that reduces repetitive work and helps you use your time more efficiently.

AI does the drafting. You provide the facts, judgment, personality, and final approval.

THE SIMPLE SYSTEM

5 minutes a day → Follow up and stay in touch

90 minutes a month → Batch approximately 30 days of content

30 minutes a month → Prepare your market report

Average recurring AI workflow: about 10 minutes a day

That's the system.

CONCLUSION

The Agent Who Typed Less and Had More Time

Twelve weeks from now, one of two things can be true.

Option one: this book is still sitting in your downloads folder. Descriptions still take too long. The calendar is still a Sunday-night guilt spiral. The database still hears from you only when you remember.

Option two: your prompts are pinned. The Master Listing Prompt gives you three starting points while you focus on the property. Your content is planned and batched. Your database has a repeatable reason to hear from you. Your market report is built from verified data instead of guesswork.

Same market. Same license. Same you — plus a system.

AI was never going to replace your judgment. It can, however, reduce the blank-page problem and much of the repetitive drafting. Nobody hired you for sentence structure. They hired you because you know how to price, negotiate, advise, communicate, and represent people professionally.

Staying ahead: the tools will change. The P.C.O. structure will still be useful because it is a communication framework, not a trick tied to one platform. Your advantage is your writing style, your verified data, your experience, and the real client situations you understand.

The Four Ethical Lines

1. Never let AI fabricate a fact. Every important number is supplied and verified by you.
2. Never let AI write discrimination. Describe houses, places, and objective features — not preferred people-types. Run the Rewriter when in doubt and follow broker/legal guidance.
3. Never let AI impersonate a relationship. Personalization should come from real information, not invented memories or feelings.
4. Always keep the human in the loop. Every prompt makes a draft. You are the editor-in-chief.

THE ABOUT 10-MINUTE-A-DAY WORKFLOW

The “about 10 minutes a day” figure is a practical average for the recurring AI-assisted marketing system described in this playbook. It is based on a short daily follow-up/content-management routine, a monthly content-batching session, and a monthly market-report workflow.

It is NOT a promise that every real estate marketing task takes 10 minutes a day. New listing creation, client-specific communication, revisions, compliance reviews, transaction work, photography/video production, scheduling, and unexpected tasks require additional time.

Your actual time will vary based on the size of your database, number of listings, content frequency, market, tools, experience, and how much personalization you choose to add.

Use the number as a planning target — not a guarantee.

Go type less. Go spend more time on the work that only you can do.

— The Ultimate AI Guide