

# The AI Broker Quick-Start Kit

25 Practical Prompts + a 7-Day Setup Plan

For brokers who want real workflows, not random results.

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# Table of Contents

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## **How to Use This Kit**

A simple starting point before you open a single prompt.

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## **01 Welcome**

Why AI is useful for brokers and why most are using it wrong.

---

## **02 Stop Using Random Prompts**

The system problem behind average AI results.

---

## **03 Better Answers from AI**

The six-part prompt formula and the refinement skill.

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## **04 25 Practical Prompts**

Ready-to-use prompts across five real estate workflow categories.

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## **05 The 7-Day Quick-Start Plan**

One focused task per day. A working system by Friday.

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## **06 Ready to Go Further?**

What comes next after the Quick-Start Kit.

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# Start Here

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A simple orientation before your first prompt.

This guide is meant to be used, not just read. You do not need to memorize a single thing. All you need to do is start. Start with the first three sections. They explain why AI gives better results when you give it better instructions. Then move to the prompt library and pick the prompts that match the tasks you repeat most often in your business.

Do not try to use all 25 prompts on the same day. Instead, pick three to five that solve an immediate problem: writing client emails, drafting listing descriptions, following up with leads, or preparing a newsletter.

After that, follow the 7-day checklist. Each day focuses on one part of your workflow. By the end of the week, you will have a broker profile, a set of reusable prompts, an email system, a listing workflow, a follow-up sequence, and a simple weekly AI routine.

***The goal is not to become perfect. The goal is to stop starting from scratch.***

AI is not your strategy. You are. AI is the assistant that helps you organize, draft, and execute faster.

# Welcome

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Why AI is useful for brokers and why most are using it wrong.

If you are a real estate broker, you already know what it feels like to have ten jobs inside one business.

One minute you are answering a buyer's question. The next, you are preparing a listing, following up with a seller, reviewing comparable sales, writing an email, posting on social media, and trying to remember who you were supposed to call three days ago.

You are a salesperson, advisor, marketer, negotiator, project manager, content creator, and client experience manager, all at once. On top of that, you are expected to be fast, calm, available, informed, and personal. That is a lot. And that is exactly why AI can be so useful for brokers.

Not because it replaces your expertise. It does not. Not because it replaces the human relationship. It cannot. AI is useful because it helps you move faster through the tasks that slow you down.

It can help you write clearer emails. It can help you draft listing descriptions. It can help you organize your thoughts, create follow-up messages, plan content, and build repeatable systems that keep your business running smoothly.

## Most Brokers Are Using AI the Wrong Way

They open ChatGPT or Claude, type a quick request, get an average answer, and think: that was okay, but not amazing. Then they either stop using it or keep using it randomly without ever getting great results. That is not a tool problem. That is a context problem.

AI works like a trained assistant. A good assistant needs to know who you are, who your clients are, what market you serve, what tone you use, and what outcome you want. Without that context, AI can only give you something generic.

***Weak request in, weak answer out. Strong context in, useful answer out.***

This guide is here to help you take the first step toward something better. By the end of this Quick-Start Kit, you will understand why random prompts produce average results, how to give AI better instructions, which prompts you can use starting today, and how to build a simple 7-day AI routine that actually sticks.

You do not need to learn technical language. You do not need to understand coding. You do not need to spend weeks on new tools. You only need to understand one thing: AI becomes valuable when it is connected to the real work you already do every day.

The best brokers of the next few years will not be the ones who use the most tools. They will be the ones who combine strong human service with smarter systems. AI should not make your business feel less personal. Used properly, it gives you more time and energy to be personal where it matters most.

## BROKER TIPS

**Think of AI as support, not replacement:** The goal is to reduce time spent on repetitive tasks so you can focus more energy on clients, strategy, and relationships.

**Start with tasks you already repeat:** Begin with simple weekly tasks: emails, listing descriptions, follow-ups, seller updates, and social captions.

**Use AI where speed matters:** AI is most useful for first drafts, clearer structures, and organizing information. It is not there to make final decisions.

**Keep your professional judgment:** Always review what AI creates. Adjust tone, check facts, and make sure every message meets your standards.

**Build slowly:** Start with one workflow, improve it, then add another. Small systems used consistently beat big systems you never use.

# Stop Using Random Prompts

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The system problem behind average AI results.

Most brokers do not have an AI problem. They have a system problem.

They know AI exists. They may even use it occasionally. They ask it to write a caption, draft a listing description, or clean up an email. Sometimes the result is helpful. Often it feels flat, robotic, or not quite like them. So they think: AI is useful, but I still end up rewriting everything. The real issue is not the tool. The issue is how the tool is being used.

## Random Prompts Create Random Results

If you type "Write me a listing description for a condo," AI has almost nothing to work with. It does not know the neighborhood. It does not know the ideal buyer. It does not know your tone, your brand, or the lifestyle the property offers. So it does what it can. It gives you something broad. Something that sounds like it could apply to any condo, anywhere, written by anyone.

That is why so much AI-generated content sounds the same. It is not because AI cannot write better. It is because the prompt did not give it enough to go on.

## In Real Estate, Context Is Everything

A listing for a first-time buyer condo should not read like a luxury family home. An email to a nervous buyer should not sound like a note to an experienced investor. A seller update should not look like a social media caption. Each task has a purpose. Each client has a situation. Each message should lead to a specific next step.

That is why you need to stop thinking in prompts and start thinking in workflows.

***A prompt is one instruction. A workflow is a repeatable process you can use again and again.***

A random prompt says: write a follow-up email. A workflow says: here is the client, here is what they saw, here is what they liked, here is their concern, here is my tone, here is the next step I want them to take. Now write a warm, professional follow-up that keeps the conversation moving. That second version gives AI what it needs to actually help you.

## Your Business Is Not Random

You already have repeated tasks. You already have patterns. You already answer the same types of questions. You already explain the same processes. You already write similar messages every week. AI can help you turn those repeated moments into reusable systems.

Instead of writing every seller update from scratch, you can build a seller update workflow. Instead of rewriting every listing description from zero, you can create a listing workflow. Instead of wondering what to send past clients, you can set up a past-client nurture sequence.

This is where AI becomes powerful. Not when it writes one cute caption, but when it helps you run your business with more consistency, more speed, and less effort. The brokers who benefit most from AI are not the ones who use

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the most prompts. They are the ones who learn how to give AI better context and connect it to their daily operations.

***That is the difference between using AI as a toy and using it as an operating system.***

#### BROKER TIPS

**Avoid one-line prompts for important work:** For client-facing emails, listings, and follow-ups, always include context before you ask for anything.

**Use the same structure often:** Good prompts include the task, context, audience, tone, and desired outcome. Build that habit once and use it every time.

**Save your best prompts:** When a prompt gives you a strong result, save it. Build a personal library so you never start from scratch.

**Do not chase every new tool:** Start with one main AI tool and learn it well before adding more.

**Think in categories:** Organize your AI use by area: emails, listings, follow-up, content, client education, admin. This makes it easier to improve over time.

# Better Answers from AI

The six-part prompt formula and the refinement skill.

If you want better answers from AI, you need to become better at giving instructions. This does not mean being technical. It means being clear.

Think of AI like a new assistant on their first day. If you say, "Write an email to my client," they would naturally ask: which client? What happened? What tone should I use? What do you want them to do next? AI needs the same information.

## The Six-Part Prompt Formula

Strong prompts usually include six elements. You do not need all six every time, but the more you include, the better your results.

- > **1. Give AI a frame:** Tell AI its role.

*"Act as an experienced real estate assistant helping me write a client email."*

- > **2. Give AI the context:** Explain the situation.

*"My buyers visited a condo yesterday. They liked the layout, but they are worried about the condo fees."*

- > **3. Adjust the tone:** Describe the audience.

*"They are first-time buyers: careful, analytical, and a little nervous about making a mistake."*

- > **4. Make the message purposeful:** Define the goal.

*"The goal is to acknowledge their concern, explain how we can review the condo documents, and invite them to discuss next steps."*

- > **5. Set the tone:** How the output should sound.

*"Use a warm, professional, calm tone. Do not sound pushy."*

- > **6. Ask for refinement:** Guide the response beyond the first draft.

*"Give me a first version, then suggest three ways to make it clearer and more personal."*

## Do Not Stop at the First Answer

This is where most brokers leave value on the table. They ask once, read the result, and either use it or give up on it. But the first answer is rarely the best answer. The real value comes from refining. Tell AI to make it warmer, shorter, more premium, less generic, more reassuring, or more direct. Ask it to add a stronger call to action or rewrite the ending in a more natural tone.

***Treat AI like a conversation, not a vending machine. Guide it, correct it, and keep going until it sounds like you.***

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## One More Trick That Changes Everything

Create a short broker profile and reuse it at the start of your prompts. One paragraph. Something like this:

### BROKER PROFILE TEMPLATE

I am a residential real estate broker serving [market]. My clients are usually [client type].

My tone is professional, clear, warm, and never pushy.

I focus on education, preparation, and a premium client experience.

That one paragraph will improve almost every prompt you use. It gives AI a consistent frame for your voice, your clients, and your standards. You stop getting generic output and start getting answers that actually sound like you. AI does not need perfect instructions. It needs useful ones. The more specific you are, the less editing you will need afterward.

### BROKER TIPS

**Use the prompt formula:** Act as [role]. I need help with [task]. Here is the context: [context]. The audience is [audience]. The goal is [goal]. Use this tone: [tone].

**Add your voice:** Write a short paragraph about your tone and reuse it often. This helps AI sound like you, not everyone else.

**Ask for options:** Instead of one answer, ask for three versions: warm, concise, and premium. You decide what to use.

**Use refinement commands:** After the first answer, say: make it shorter, make it more human, add a stronger call to action, or make it more reassuring.

**Check for accuracy:** AI can make mistakes. Always verify facts, property details, legal language, and numbers before sending anything to a client.

# 25 Practical Prompts

Ready-to-use prompts across five real estate workflow categories.

These prompts are ready to use. Replace the bracketed sections with your real details. The more context you add, the better the result.

**ADD THIS BEFORE ANY PROMPT**

I am a residential real estate broker in [market]. My tone is warm, professional, clear, and client-focused. I want my communication to feel premium, helpful, and never pushy.

Use these as starting points. The best version will always come after you add your own context and refine the output.

## Category 1: Email and Client Communication

### 1. New Buyer Inquiry Response

**PROMPT**

Act as an experienced real estate assistant. Write a warm, professional email to a new buyer interested in [property type] in [area]. They mentioned [specific need or concern]. Acknowledge their request, ask two or three smart qualifying questions, and invite them to book a quick call. Keep the tone helpful and not pushy.

### 2. New Seller Inquiry Response

**PROMPT**

Write a professional email to a potential seller who reached out about listing in [area]. Thank them, explain the next step, and invite them to schedule a property evaluation. Mention that your process includes pricing strategy, preparation, marketing, and timing. Keep it confident, warm, and clear.

### 3. Follow-Up After a Showing

**PROMPT**

Write a follow-up message to a buyer after visiting [property address or type]. They liked [positive details] but were concerned about [concern]. Summarize their reaction, offer reassurance, and suggest the next step. Keep the tone calm and professional.

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#### 4. Seller Weekly Update

**PROMPT**

Write a weekly update email to a seller. Include: number of showings, buyer feedback, market activity, comparable listings, and recommended next steps. The tone should be clear, strategic, and reassuring. Avoid sounding defensive.

#### 5. Offer Explanation Email

**PROMPT**

Write an email explaining an offer situation to a buyer. Property type: [type]. Asking price: [price]. Offer strategy: [strategy]. Explain the reasoning in simple language. Help the buyer feel informed and confident, not pressured.

### Category 2: Listing Marketing

#### 6. Listing Description

**PROMPT**

Write a polished listing description for a [property type] in [neighborhood]. Key features include [features]. The ideal buyer is [buyer type]. Use a premium, warm, and specific tone. Avoid clichés like must-see or will not last long.

#### 7. Property Highlights

**PROMPT**

Create a list of the top 10 selling points for this property: [property details]. Organize them by lifestyle, layout, location, upgrades, and buyer appeal.

#### 8. Addendum Draft

**PROMPT**

Create an addendum-style description for a listing. Include details about [rooms, renovations, inclusions, neighborhood, building features, condo details, parking, and storage]. Keep it factual, organized, and easy for buyers to understand.

#### 9. Social Captions for a New Listing

**PROMPT**

Write three Instagram captions for a new listing in [area]. The property has [features]. Version one: elegant. Version two: educational. Version three: short and direct.

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## 10. Open House Promotion

### PROMPT

Write an open house announcement for a [property type] in [area]. Include date, time, key features, and a reason why buyers should come. Keep it professional and inviting.

## Category 3: Follow-Up and Lead Nurturing

### 11. Lead Reactivation Message

#### PROMPT

Write a short message to reconnect with a buyer lead who has been inactive for [time period]. Keep the tone natural, not salesy. Ask if their plans have changed and offer to share updated market information.

### 12. Past Client Check-In

#### PROMPT

Write a warm check-in email to a past client. The goal is to stay in touch, provide value, and invite them to reach out if they have real estate questions. Do not ask for a referral in this first message.

### 13. Referral Request

#### PROMPT

Write a polite referral request email to a happy past client. The tone should be grateful and personal. Make it easy for them to think of someone in their life who might need real estate help.

### 14. 8x8 Follow-Up Sequence

#### PROMPT

Create an 8-message follow-up sequence for a new buyer lead over 8 weeks. The lead is interested in [area or property type]. Include a mix of education, market insight, helpful questions, and soft calls to action.

### 15. Seller Nurture Sequence

#### PROMPT

Create a 6-message nurture sequence for a homeowner who may sell in the next 6 to 12 months. Cover timing, preparation, pricing, market conditions, and common mistakes to avoid.

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## Category 4: Content and Newsletter

### 16. Monthly Newsletter

#### PROMPT

Create a monthly newsletter for my real estate database. The audience includes past clients, current prospects, and local homeowners. Include: a short intro, one market insight, one homeowner tip, one buyer or seller education section, and a soft call to action.

### 17. Market Update Simplified

#### PROMPT

Turn this market information into a simple explanation for clients: [paste market data]. Avoid jargon. Explain what it means for buyers, sellers, and people who are still deciding.

### 18. Instagram Carousel Idea

#### PROMPT

Create a 7-slide Instagram carousel for real estate clients about [topic]. Each slide should have a short headline and a simple explanation. Keep the tone educational and easy to follow.

### 19. Reel Script

#### PROMPT

Write a short Reel script for a real estate broker about [topic]. Keep it under 45 seconds. Start with a strong hook, explain the idea clearly, and end with a simple call to action.

### 20. Content Repurposing

#### PROMPT

Take this newsletter and turn it into: five social media posts, three Reel ideas, and one short email follow-up. [Paste newsletter here.] Keep the message consistent, but adapt it for each format.

## Category 5: Client Experience and Systems

### 21. Buyer Onboarding Email

#### PROMPT

Write a buyer onboarding email that explains what happens next after a client agrees to work with me. Cover: the buying process, financing, search criteria, property visits, offers, due diligence, and communication expectations.

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## 22. Seller Preparation Checklist

### PROMPT

Create a seller preparation checklist for a homeowner getting ready to list. Organize it by: decluttering, repairs, cleaning, documents, photography, showings, and emotional preparation.

## 23. Showing Feedback Summary

### PROMPT

Turn these showing notes into a clear summary for my seller: [paste notes]. Organize the feedback by price, layout, condition, location, objections, and recommended next steps.

## 24. SOP Creation

### PROMPT

Create a simple SOP for [task]. Include: the goal, when to do it, required tools, step-by-step process, quality check, and final outcome. Write it clearly enough that an assistant could follow it on their own.

## 25. Weekly AI Planning

### PROMPT

Create a weekly AI-assisted workflow for my real estate business. Include tasks for emails, follow-up, listings, content, client updates, and admin. Keep it realistic and easy to repeat every week.

### BROKER TIPS

**Never paste confidential client information:** Remove private names, addresses, and financial details. Use general descriptions instead.

**Customize every output:** Do not send AI output without reviewing it. Adjust tone, add personal details, and make sure it reflects your standards.

**Build a favorites list:** Choose your top 10 prompts from this section and save them somewhere easy to find. These become your personal AI library.

**Add examples when possible:** Paste a sample email or listing you like and ask AI to match the tone and structure. This improves results fast.

**Ask AI to improve its own work:** After each answer, say: how can this be made more specific, more personal, and more useful for the client? This one step often transforms a good answer into a great one.

# The 7-Day Quick-Start Plan

One focused task per day. A working system by Friday.

The best way to start using AI is not to try everything at once. That approach usually leads to confusion and gives up too quickly. Instead, use this 7-day plan to build your first simple AI workflow system. Each day has one focus. By the end of the week, you will have a practical foundation you can keep improving.

***You do not need to complete everything perfectly. Done is better than perfect. A working system, even a simple one, is better than a perfect idea that never gets used.***

## DAY 1 Create Your Broker AI Profile

- > Write a short paragraph you can reuse at the start of your prompts.
- > Include your market, ideal clients, type of real estate, tone, service style, and what you want clients to feel when working with you.
- > Example: "I am a residential real estate broker in [market]. I work with [client types]. My tone is warm, professional, and educational. I focus on strong communication and a premium client experience."
- > This one paragraph will improve every prompt you use.

## DAY 2 Build Your Email Workflow

- > Choose three emails you write often: a new buyer inquiry, a seller follow-up, or a showing recap.
- > Use AI to create first drafts. Refine them until they sound like you.
- > Save the final prompts and templates.
- > The goal: stop rewriting the same emails from scratch every week.

## DAY 3 Build Your Listing Workflow

- > Pick one property, real or sample, and use AI to create a listing description, property highlights, an addendum, a social caption, an email announcement, and an open house blurb.
- > By the end of Day 3, you will see how one set of property details can become six different marketing assets.
- > That is one of the fastest time-savers in this entire guide.

## DAY 4 Build Your Follow-Up Starter System

- > Choose one lead type: buyer lead, seller lead, past client, open house visitor, or referral contact.
- > Create a simple 4 to 8 message follow-up sequence.
- > The goal is not to pressure people. The goal is to stay useful, present, and professional.
- > Great follow-up should feel like service, not chasing.

## DAY 5 Build Your Content Workflow

- > Ask AI to help you create one newsletter or one week of social media content.
- > Start with a topic your clients actually care about: buying now versus waiting, preparing a home to sell, making an offer, or common seller mistakes.
- > Then ask AI to turn that one topic into a newsletter section, an Instagram post, a Reel idea, and a short follow-up email.
- > One topic, multiple assets.

## DAY 6 Create One SOP

- > Pick one repeated task in your business: preparing a listing, following up after a showing, sending seller updates, onboarding a buyer, or running an open house.
- > Ask AI to create a simple SOP with the goal, timing, tools needed, step-by-step process, quality check, and final result.
- > This helps you get more organized and makes it much easier to delegate when you are ready.

## DAY 7 Review and Build Your Weekly Routine

- > Review what you built this week. Choose what you will use on a regular basis.
- > Your routine might look like this: Monday, plan follow-ups. Tuesday, draft client emails and updates. Wednesday, create content or a newsletter. Thursday, review listing marketing. Friday, improve one SOP or workflow.
- > The goal is not to use AI all day. The goal is to use AI at the right moments, in the right places, so you can be more present everywhere else.

### BROKER TIPS

**Set a timer:** Give yourself 30 to 45 minutes per day. This keeps the process focused and prevents overthinking.

**Save everything in one place:** Use a Google Doc, Notion page, or simple folder. Do not let your best prompts disappear in random chat histories.

**Improve as you go:** Your first version does not need to be perfect. Use it, test it, then make it better. A working system beats a perfect plan every time.

**Keep client experience at the center:** Use AI to communicate more clearly and prepare clients better, not just to move faster.

**Track your time saved:** For one week, note how long tasks used to take versus how long they take with AI. The difference will show you the real value of your new system.

# Ready to Go Further?

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What comes next after the Quick-Start Kit.

You now have the foundation.

You know why random prompts produce average results. You know how to give AI better context. You have 25 practical prompts you can start using today. And you have a 7-day plan to build your first real AI workflow system. If you use what is in this guide, you can already save meaningful time on emails, listings, follow-up, content, and client communication. That is not a small thing. That is hours back in your week. But this is still only the starting point.

## **A Few Prompts Helps. A Full System Changes Everything.**

When you have a complete system, AI becomes easy. You know exactly what to use it for. You know where your prompts are saved. You know how to turn one idea into five different assets. You know how to respond to clients faster while keeping your service personal.

That is the goal of The Real Estate AI Standard Toolkit, the complete self-serve system for brokers who want to move beyond random prompts and build a professional AI workflow for their entire business.

## **What Is Inside the Real Estate AI Standard Toolkit**

- > Full AI Broker Setup Guide
- > Broker AI Profile Template
- > Custom GPT Setup Guide
- > 75 to 100 real estate-specific prompts organized by workflow
- > Email workflow system with reusable templates
- > Listing marketing workflow: description, highlights, captions, email, open house
- > Follow-up starter system for buyers, sellers, past clients, and quiet leads
- > Newsletter and content workflow: one idea into five assets
- > Client communication templates for every stage of the transaction
- > SOP starter templates for repeated tasks
- > Weekly AI routine you can follow every Monday morning
- > 7-day implementation plan with one focused task per day

This is not a generic prompt pack. It is a step-by-step operating system built for brokers who want to use AI in an organized, professional, and consistent way. You do not need to become a tech expert. You need a practical system.

The future of real estate is not about using more tools. It is about combining better technology with better service. AI should make you more prepared, more responsive, and more organized, so you can spend more energy on the parts of the business that truly matter: advising clients, building trust, and delivering an experience people remember.

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***Stop starting from scratch. Build the system that runs your business.***

**GET THE REAL ESTATE AI STANDARD TOOLKIT**

Complete workflows, templates, prompts, and a full setup guide, everything in one place.

- > Get the Real Estate AI Standard Toolkit:  
[digibrokerhub.systeme.io/aistandardtoolkitdbh](http://digibrokerhub.systeme.io/aistandardtoolkitdbh)

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