



# 120 of The Best

AI Real Estate Prompts That  
Will **EXPLODE** Your Business



**BONUS – Best 6  
Business Plan  
Prompts for 2024**



Real estate is as much about properties as it is about people, and communicating often with your people and building a solid foundation for your business can feel overwhelming.

We have curated a collection of 120 carefully crafted prompts designed to empower and inspire you in your daily endeavors. Our industry is fluid (especially now) and multifaceted, requiring agents to wear many hats. From savvy marketers and empathetic counselors to astute negotiators and knowledgeable local experts, this guide is meant to be your companion in your day-to-day activities and help you reach your long-term goals.

Our goal is not only to provide you with ready-to-use ideas but also to inspire you to innovate and adapt these concepts to fit your unique market and personal brand. Connect with clients, colleagues, and communities in meaningful ways by leveraging the power of effective communication and cutting-edge marketing strategies.

Each of these prompts is tailored to address specific aspects of the real estate business. They range from practical tips for staging homes to sophisticated strategies for digital marketing, from insightful market analysis to creative content ideas for social media and beyond. Whether you are a seasoned veteran in the field or just embarking on your real estate career, these prompts are crafted to ignite your creativity, enhance your professional skills, and deepen your understanding of the industry.

You will find that each category and prompt is more than just a suggestion; it is a stepping stone to building a more engaging, efficient, and successful real estate practice. Embrace these prompts as tools to craft compelling narratives, foster stronger relationships, and achieve greater success in your real estate journey.





# For the Beginner

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## What is ChatGPT?

ChatGPT is an advanced chatbot developed by OpenAI. It uses a large language model to understand and generate human-like text, making it capable of having conversations, answering questions, and even helping with certain tasks. Be aware that ChatGPT creates content using predictive text to sound good, but it is not necessarily accurate with data or sources. Make sure you take the time to fact-check all data for accuracy.

## How to Use ChatGPT

### Step 1: Accessing ChatGPT

- **No Account Needed:** Initially, you don't need an account to start using ChatGPT. You can access it through various platforms where it's integrated. For instance, if you are using it on a specific website or app, you might start chatting directly.
- **Creating an Account (if required):** In some cases, like accessing ChatGPT on OpenAI's website, you might need to create an account. Go to the OpenAI website ([openai.com](https://openai.com)), and look for a sign-up or login option. Follow the prompts to create an account.

## Step 2: Starting a Conversation

- **Find the Chat Interface:** Once you've accessed ChatGPT, look for a chat box or interface where you can type your message. A message is called a Prompt. Think of it as you are prompting the AI to perform a task.
- **Type Your Query:** Enter your question or message just like you would text a friend. For example, you can type "What's the weather like today?" or "Tell me a joke."
- **Send Your Message:** After typing your message, press the 'send', 'enter', or equivalent button to submit your query.

## Step 3: Receiving and Responding to Replies

- **View ChatGPT's Response:** After you send your message, ChatGPT will process it and respond back in the chat interface.
- **Continue the Conversation:** You can keep the conversation going by replying or asking more questions. ChatGPT remembers the context of the conversation, so feel free to ask follow-up questions.



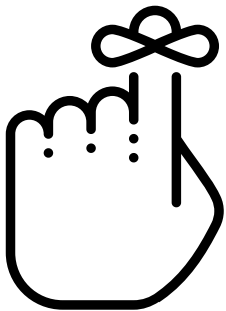


## Step 4: Ending or Restarting the Conversation

- **Ending the Session:** If you're done, you can simply close the chat window or app. Some platforms might have a 'clear chat' or 'end session' option.
- **Restarting the Conversation:** To start a new conversation, you can reopen the chat interface and begin typing again. On some platforms, there might be an option to start a new session.

## Tips for Using ChatGPT

- **Be Clear and Specific:** The clearer your questions or messages, the better ChatGPT can respond.
- **Use Natural Language:** ChatGPT is designed to understand everyday language, so you don't need to use any special commands.
- **Explore Different Topics:** ChatGPT can discuss a wide range of topics, so feel free to explore.



### Remember

- **Internet Connection Required:** You need an active internet connection to use ChatGPT.
- **Not for Sensitive Information:** Avoid sharing sensitive personal information as ChatGPT is a program and not a human.

That's the basic process of using ChatGPT! It's designed to be intuitive, much like having a conversation with a person online. If you have any specific questions or need help with a certain step, feel free to ask!



# The Top 120 Prompts

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## Building a Real Estate Team

- "Please act as a real estate leadership expert and give me suggestions for building and managing an effective real estate team."
- "Please act as a real estate expert and share the roles and responsibilities I should consider when expanding a real estate team."
- "Please act as a real estate expert and provide guidelines for training new team members in real estate sales and marketing techniques."

## Buyer's Guide Creation

- "Please create a comprehensive guide for first-time home buyers in [specific region]."
- "Please develop a specialized guide for clients interested in purchasing vacation homes."
- "Write a guide on the financial aspects of buying a home, including mortgages and taxes."

## Client Appreciation Event Ideas

- "Please suggest 6 ideas for an engaging and successful client appreciation event for past and current real estate clients."
- "Please suggest event ideas for real estate client appreciation virtual parties."
- "Please give me 5 ideas for an outdoor client appreciation event focusing on community building."

## Client Follow-up Email

- "Draft a follow-up email to a real estate client who recently toured a property listing."
- "Compose a follow-up email for real estate clients who attended an open house but haven't provided feedback."
- "Create a follow-up email template for checking in with real estate clients one year after their home purchase."



## Client Onboarding Process

- "Outline an effective onboarding process for new real estate clients."
- "Develop a checklist for onboarding new clients in commercial real estate."
- "Design an onboarding questionnaire to better understand new clients' real estate preferences."

## Client Retention Strategies

- "Outline strategies for maintaining long-term relationships with real estate clients."
- "Outline creative methods for staying in touch with real estate clients after the sale."
- "Develop a strategy for periodic check-ins with past real estate clients to encourage referrals."

## Comparative Market Analysis (CMA)

- "Can you act as a real estate professional and tell me how to conduct a comparative market analysis for a property located in [specific area]?"
- "Can you tell me how to perform a comprehensive CMA for luxury properties in [specific upscale neighborhood]."
- "Explain the process of conducting a CMA for properties in a rapidly changing market."

## Creating a Memorable Brand

- "Please give me advice on creating and maintaining a memorable personal brand as a REALTOR®."
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- "Please give me advice on integrating personal hobbies or interests into a real estate branding strategy."
- "Please give me strategies for differentiating my personal real estate brand in a saturated market."



## Digital Marketing Tips for Realtors

- "Please provide me tips as a REALTOR® to enhance my digital marketing efforts."
- "Provide advanced tips for using SEO to enhance my real estate listings online."
- "Discuss the effectiveness of different social media platforms for real estate marketing."

## Eco-Friendly Home Features

- "Explain the benefits of eco-friendly features in homes to potential buyers."
- "Discuss the selling points of smart home technologies for eco-conscious buyers."
- "Tips for marketing homes with green energy features like solar panels."

## Effective Real Estate Advertisements

- "Craft an effective real estate advertisement for a high-end property."
- "Develop an advertising concept for targeting millennial home buyers."
- "Create a compelling ad campaign for a new real estate development."



## Email Newsletter Content

- "Please give me fun and engaging ideas for monthly email newsletter content to engage past and potential real estate clients."
- "Generate ideas for an email newsletter for real estate clients that focus on home maintenance tips for different seasons."
- "Please give me content ideas for a newsletter highlighting recent successful sales and testimonials."

## Email Templates for Clients

- "Create a template for an email to potential buyers showcasing new listings in their preferred area."
- "Create an email template for informing clients about a significant price reduction on a property."
- "Develop an email template to introduce new real estate services to past clients."

## Handling Difficult Clients

- "Please give me advice on how to professionally handle difficult or indecisive real estate clients."
- "Please give me strategies for managing expectations of highly demanding real estate clients."
- "Please give me techniques for resolving conflicts with clients over pricing and property features."



## Handling Open House Challenges

- "Please give me advise on how to handle common challenges faced during open houses."
- "Please give me strategies for managing large turnouts at open houses."
- "Please give me tips for creating an engaging and safe open house experience in various weather conditions."

## Handling Price Negotiations

- "What are effective negotiation strategies for REALTORS® when dealing with both buyers and sellers?"
- "Please give advice on navigating price negotiations in a buyer's market."
- "Please give techniques for facilitating negotiations in multi-offer scenarios."



## Investment Advice

- "What are the key factors to consider when purchasing a property for investment in [specific region or city]?"
- "Discuss the potential benefits and risks of investing in multi-family properties in [specific region]."
- "Guide me on evaluating rental property investments in urban areas."

## Lead Generation Strategies

- "List effective lead generation strategies for real estate agents."
- "Identify effective online lead generation strategies for luxury real estate."
- "Discuss the use of virtual events and webinars for real estate lead generation."



## Legal and Ethical Practices

- "Outline important legal and ethical considerations for Realtors."
- "Discuss the implications of recent changes in fair housing laws for REALTORS®."
- "Explain the legal aspects of handling client deposits and escrow accounts."

## Local Area Information

- "Provide detailed information about schools, parks, and amenities in [specific neighborhood or city]."
- "Summarize the public transportation options and convenience in [specific neighborhood or city]."
- "Overview of local community events and cultural activities in [specific area]."



## Market Analysis

- "Can you provide a current market analysis for [specific location] focusing on real estate trends, average prices, and demand?"
- "Identify emerging trends in the commercial real estate market in [specific area]."
- "Assess the impact of recent economic changes on the residential real estate market in [specific area]."

## Market Forecast

- "Predict real estate market trends for the next year in [specific region]."
- "Provide insights on how upcoming local developments will impact the real estate market in [specific region]."
- "Forecast the long-term effects of demographic shifts on real estate prices in [specific area]."

## Market Update Newsletter Content

- "Generate content for a monthly market update newsletter for real estate clients in [specific area]."
- "Create content focusing on the impact of interest rate changes on the local housing market."
- "Develop a newsletter section discussing the effects of new real estate laws on homeowners."

## Networking Event Strategies

- "Suggest strategies for a REALTOR® to maximize their networking at a real estate event."
- "Recommend strategies for leveraging online networking events to build real estate connections."
- "Please give me ideas for organizing a networking event for local real estate professionals and clients."





## Open House Preparation Tips

- "List essential steps to prepare for a successful open house."
- "Offer tips for hosting virtual open houses effectively."
- "Offer guidelines for staging a property to enhance its appeal during an open house."

## Photography Tips for Real Estate

- "Please give me 10 tips for taking compelling photographs of real estate listings."
- "Please provide 5 tips for capturing compelling images of properties with unique architectural features."
- "Please give me 7 best practices for using drone photography in real estate listings."



## Pricing Strategy

- "Advise on the best pricing strategy for a property in a competitive market."
- "Discuss strategies for pricing a unique property in a niche market."
- "Methods for determining the optimal listing price in a fluctuating market."

## Product Quality

- "Describe how to ensure high product quality in real estate services."
- "Explain the importance of maintaining consistent quality in property listings."
- "Strategies for upholding high-quality standards in client communications and services."

## Property Listing Description

- "Write a compelling description for a property listing at [address], highlighting its key features and neighborhood amenities."
- "Draft a unique and attractive listing description for a historic property in [specific location]."
- "Compose an enticing listing description for a luxury property with unique amenities."

## Property Value Enhancement

- "What home improvements most effectively increase property value?"
- "Suggest cost-effective landscaping improvements that can enhance curb appeal and property value."
- "Advice on interior renovations that significantly boost property value."

## Prospecting Email to Potential Sellers

- "Compose an email template for reaching out to potential sellers in a target neighborhood."
- "Compose an email template to reconnect with past real estate clients considering selling their homes."
- "Develop an email strategy for reaching out to homeowners in areas with rising property values."





## Real Estate Blog Post Ideas

- "Provide topics for blog posts that would be interesting for home buyers and sellers."
- "List engaging blog post topics focusing on home renovation and its impact on property value."
- "Please give me ideas for blog posts explaining the home selling process to potential sellers."

## Real Estate Law Updates

- "What are the latest updates in real estate law that impact buyers and sellers in [state/country]?"
- "Explain the latest tax law changes and how they affect property buyers and sellers in [state/country]."
- "Summarize the implications of recent environmental regulations on property development."

## Real Estate Trends Analysis

- "Analyze current trends affecting the real estate market in [specific area]."
- "Analyze how remote work trends are affecting residential real estate demands in [specific area]."
- "Examine the growing trend of co-living spaces and its impact on the real estate market."

## Real Estate Video Script

- "Write a script for a promotional real estate video highlighting the benefits of living in [specific neighborhood]."
- "Write a script for an educational video on the home buying process for first-time buyers."
- "Develop a script for a video tour of a high-end real estate property, emphasizing its luxury features."

## Seller's Checklist

- "Draft a checklist for home sellers to prepare their property for sale."
- "Create a checklist for sellers to efficiently handle multiple offers on their property."
- "Design a comprehensive pre-listing checklist for sellers to improve their home's marketability."



## Social Media Content Ideas

- "Suggest five social media post ideas for a real estate agent to engage with potential home buyers."
- "Suggest engaging Instagram story ideas for showcasing a day in the life of a REALTOR®."
- "Create content ideas for a real estate Q&A session on social media platforms."



## Staging Tips for Sellers

- "Provide tips for staging a home to make it more appealing to potential buyers."
- "Provide staging tips specifically for small urban apartments to maximize space perception."
- "Provide ideas for cost-effective staging of vacant properties to enhance their appeal."

## Understanding Local Zoning Laws

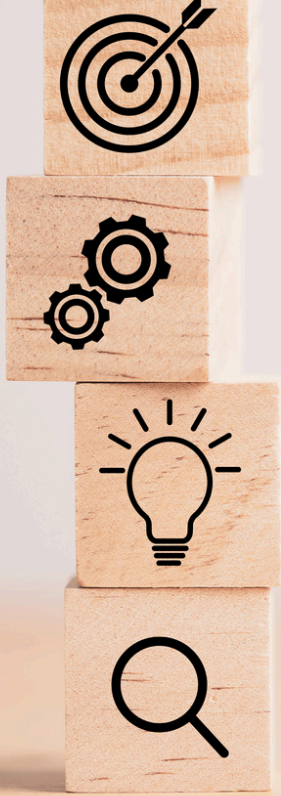
- "Explain how zoning laws impact buying and selling properties in [specific area]."
- "Explain how zoning laws impact home renovations and expansions in [specific area]."
- "Discuss the effects of zoning law changes on future real estate developments in [area]."

## Client Testimonial Template

- "Create a template to request testimonials from past real estate clients."
- "Draft a template for video testimonials from satisfied real estate clients."
- "Develop a guide for real estate clients to provide effective written and video testimonials."







# Bonus Business Planning Prompts

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1

## Market Analysis and Positioning:

- "Outline a detailed market analysis for my target area, including demographic trends, competitor analysis, and market needs. Based on this analysis, describe how I will position your real estate services to meet the unique needs of my target market. Consider factors like my niche (e.g., first-time homebuyers, luxury properties, commercial real estate), unique value propositions, and how I plan to differentiate myself from competitors in the area."

2

## Business Goals and Objectives:

- "Define specific, measurable, achievable, relevant, and time-bound (SMART) goals for my real estate business for the next 1, 3, and 5 years. These should include sales targets, client acquisition goals, and market penetration objectives. Additionally, outline the key performance indicators (KPIs) I will use to track and assess my progress towards these goals, and how these align with my overall business vision and mission."

3

## **Marketing and Lead Generation Strategies:**

- "Develop a comprehensive marketing plan detailing how I intend to generate leads and attract clients. This should include a mix of traditional and digital marketing strategies tailored to my target audience. Discuss how I will utilize social media, real estate websites, local advertising, networking events, and referral programs. Also, consider how I will measure the effectiveness of these strategies and make adjustments based on performance data."

4

## **Financial Planning and Budgeting:**

- "Outline a detailed financial plan for my real estate business. This should include start-up costs, ongoing operational expenses, and projections for income and cash flow. Break down my budget for marketing, office expenses, licensing fees, continuing education, and technology tools. Additionally, discuss how I plan to manage financial risks and the strategies I will use for maintaining a healthy cash flow, such as diversifying income streams, cost management, and planning for market fluctuations."

5

## **Client Relationship Management and Service Delivery:**

- "Describe my approach to client relationship management and service delivery. Detail the systems and tools I will use to manage client interactions, such as CRM software, communication channels, and follow-up procedures. Also, elaborate on my client service strategy – how I intend to meet and exceed client expectations, handle client feedback and disputes, and build long-term relationships. Include how I plan to measure client satisfaction and the steps I will take to continuously improve service quality."

6

## **Analyze Customer Reviews and Testimonials:**

- "Analyze all of my Google reviews to help me understand my brand and value proposition to my clients. Look for deep insights, unique factors, and valuable aspects consumers will demand."



We hope these AI Prompts help to get you started! Know that POWER AGENTS® will find many of these already done-for-you tools such as Open House Ideas, Newsletters, Buyer and Seller Guides, and more ready, complete with high-quality graphics and professional writing for immediate branding and customization - all right in your POWER AGENT® Classroom!

## **Have fun with it all!**

