

27 REALTOR AI PROMPTS

Copy-paste ChatGPT prompts that write your listings, revive your leads and fill your content calendar - from Realtor AI Edge.

HOW TO USE: copy a prompt, swap the [BRACKETS] for your details, paste into ChatGPT. Every prompt here is one we teach free on our page - a new one drops daily. Follow @realtoraiedge on Facebook + Instagram so you never miss one.

LISTINGS THAT SELL

1. Million-dollar listing description

Act as a luxury listing copywriter. Turn these MLS notes into a description that makes buyers book a showing today. Highlight light, space and lifestyle. Under 120 words, end with a call to action. Notes: [PASTE]

Why it works: Works for any price point - the structure sells the feeling, not just the features.

2. Feature-to-benefit translator

Rewrite these listing features as buyer benefits. For each one, finish the sentence 'which means you can...' Features: [PASTE]

Why it works: Buyers pay for benefits. This turns specs into emotion.

3. Open house invite that fills the room

Write a 3-line open house invitation for [ADDRESS] on [DATE]. Sound exciting, not salesy. Include one curiosity hook about the home's best feature: [FEATURE].

Why it works: Post it as a Reel caption and a story - curiosity drives foot traffic.

4. Staging plan on a \$0 budget

Act as a home stager. Give me a room-by-room declutter and rearrangement plan for a [BED/BATH] home using only what the seller already owns. Listing photos are tomorrow.

Why it works: Free staging beats empty rooms in photos every time.

5. Headline for a slow listing

This listing has had views but no offers: [PASTE DESCRIPTION]. Give me 10 new headlines that create urgency without sounding desperate.

Why it works: A stale listing usually needs a new angle, not a price cut first.

6. Luxurify rewrite for a starter home

Rewrite this listing description in a premium tone - calm, confident, spacious - without lying about the home. Keep every fact accurate. [PASTE]

Why it works: Tone is free. The same home can read \$50k better.

7. Neighborhood story post

Write a 100-word love letter to [NEIGHBORHOOD] that a buyer moving there would want to read. Mention [2-3 LOCAL SPOTS]. End with a soft invitation to tour homes nearby.

Why it works: You become the neighborhood expert, not just another agent.

LEADS & FOLLOW-UP

8. 9-word revival text for dead leads

Give me 10 short text messages (under 15 words each) to revive buyer leads who went quiet 30+ days ago. Friendly, zero pressure, easy yes/no reply.

Why it works: Old leads are free leads. One reply can pay for your month.

9. 5-touch follow-up sequence

Write a 5-message follow-up sequence for a buyer who toured [ADDRESS] but did not offer. Space them over 10 days. Each touch adds value - a stat, a comp, an idea - never 'just checking in'.

Why it works: 'Just checking in' kills deals. Value touches revive them.

10. DM opener for Instagram leads

Write 5 DM openers for someone who commented on my listing Reel. Warm, specific to [HOME DETAIL], ends with one easy question.

Why it works: Comments are hand-raisers. Speed + specificity wins the conversation.

11. Price-droop announcement that works

Write a price-improvement post for [ADDRESS], now [NEW PRICE]. Make it feel like an opportunity, not a problem. Include one reason this home is now the best value on the street: [REASON].

Why it works: Frame matters: opportunity outsells desperation.

12. Objection handler: 'we'll wait for rates'

A buyer says they'll wait for lower rates. Write a calm, numbers-based reply showing cost of waiting vs buying now on a [PRICE] home. No pressure, just math. End with an open door.

Why it works: Math beats arguments. Bring a calculator, not a pitch.

13. Past-client check-in (referral engine)

Write a friendly check-in message to a client who bought 2 years ago. Mention [THEIR HOME/STREET]. No ask until the end, then one soft line about friends thinking of moving.

Why it works: Referrals come from remembered agents. Stay remembered.

14. Review request that gets answered

Write a short message asking a happy client for a Google review. Make it take them 30 seconds: include one sentence they could copy about [SPECIFIC MOMENT]. Link placeholder: [LINK].

Why it works: Reduce friction and reviews multiply.

SOCIAL & VIDEO IN 60 SECONDS

15. 30 days of Reel hooks

Give me 30 Instagram Reel hooks for a realtor in [CITY]. Each under 8 words, curiosity-driven, no clickbait lies. Mix: listings, mistakes buyers make, market facts, behind-the-scenes.

Why it works: Hooks are 80% of the view. Bank a month in one sitting.

16. Reel script from a listing

Turn this listing into a 30-second Reel script: hook line, 3 fast benefits, closing CTA 'DM me TOUR for details'. Write it how a person talks, not an ad. Listing: [PASTE]

Why it works: One listing = one week of content if you slice it right.

17. Caption that drives saves

Write a caption for a Reel about [TOPIC]. Open with the payoff, add 3 copy-paste steps in the middle, end asking viewers to save it for their next [SITUATION].

Why it works: Saves are the algorithm's favourite signal. Ask clearly.

18. Comment-to-DM keyword post

Write a post teaching [ONE TIP]. End with: 'Comment PROMPT and I'll send you the exact template.' Make the tip genuinely useful on its own.

Why it works: Keyword comments boost reach AND build your list.

19. Market update in plain English

Explain this market data like I'm telling a friend over coffee: [PASTE STATS]. 80 words max, no jargon, end with what it means for buyers this month.

Why it works: Plain-English updates get shared. Jargon gets scrolled.

20. Carousel: copy-paste prompt slides

Turn this prompt into a 6-slide carousel: slide 1 the pain, slides 2-5 the prompt in chunks, slide 6 'Save this + follow for one prompt a day'. Prompt: [PASTE]

Why it works: Carousels are save machines and cost zero filming.

ADMIN KILLER

21. Contract summary in 30 seconds

Summarize this contract in plain English: key dates, money at risk, and the 3 clauses a buyer must not miss. Format: 5 bullets max. Contract: [PASTE]

Why it works: Always verify with your broker/attorney - but never read 40 pages cold again.

22. Showing notes to client email

Turn my rough showing notes into a clean client email: what we loved, what to watch, my honest recommendation. Notes: [PASTE]

Why it works: Clients judge professionalism by the follow-up email.

23. CMA explainer for sellers

Explain this pricing analysis to a seller who thinks their home is worth more. Respectful, data-led, ends with the cost of overpricing. Data: [PASTE]

Why it works: Win the pricing conversation with data, not debate.

24. Offer email that stands out

Write a cover email for my buyer's offer on [ADDRESS]. Warm, competent, easy to work with. Include: pre-approval strength [DETAIL], flexible close [DETAIL], one human line about the buyers.

Why it works: Listing agents pick offers from people they want to work with.

25. Week planner for a busv agent

Plan my week around these fixed items: [PASTE]. Protect 2 hours for lead follow-up, 1 hour for content. Output a day-by-day schedule with the single most important task first each day.

Why it works: Revenue tasks first, admin second. Let AI hold the plan.

26. Listing presentation one-pager

Turn my marketing plan into a one-page seller handout: what I'll do in week 1, week 2, and to get offers. Confident, specific, no fluff. Plan: [PASTE]

Why it works: Sellers sign with the agent who has a plan on paper.

27. Testimonial to content machine

Turn this client review into 3 pieces of content: one Reel script, one caption, one story text. Keep their exact words where it shines. Review: [PASTE]

Why it works: One happy client can market you for a week.

YOUR NEXT STEP

This pack is free forever. The agents winning with AI are not smarter - they just show up daily with better prompts. Get one new prompt, tool or workflow every day, free: follow Realtor AI Edge on Facebook and @realtoraiedge on Instagram. Save this PDF, work through one prompt a day, and by next month your listings, leads and content run on rails.

AI-generated educational content. Verify contracts and legal documents with your broker or attorney. Results vary by market and effort.