

THE AI REALTOR PLAYBOOK

Save hours every week with practical AI workflows
for listings, leads, content and admin —
without sounding like a robot.

REALTOR AI EDGE

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How to use this book

Each chapter follows the same pattern: the problem, the workflow, a copy-paste prompt you can use today, and a short checklist. Highlight the prompt boxes, keep the checklists by your laptop, and run the 7-day plan in Chapter 10 exactly once before you adapt anything. The goal is not to collect tools — it is to build a small, reliable system that saves you real hours on the work you already do every week.

A note on sourcing

Everything here is written from common, publicly discussed real-estate practice — listing copy structure, follow-up cadence, content batching, appointment systems. Nothing is copied from any paid course or author, and there are no case studies with invented numbers. When this book mentions results, it talks about time and process you control, never about income you are promised.

Chapter 1

Why AI, Why Now — The Busy Agent's Math

A realtor's week is two jobs wearing one name tag. Job one is the licensed, human work only you can do: advising, negotiating, reading a room, knowing a street. Job two is production work: first-draft writing, formatting, scheduling, summarising, reminding. Job two quietly eats the calendar — and it is exactly where AI is useful, because production work is pattern work.

The honest way to judge AI is not 'will it close deals for me?' It will not. The honest question is: how many first drafts am I re-writing from a blank page every week? For most active agents the list looks familiar: listing descriptions, follow-up messages, social captions, showing-note emails, meeting summaries, market updates. Each one is 15–45 minutes of staring, typing and formatting. Five of those a week is a working day a month spent on first drafts.

Where AI actually helps

AI drafting tools take the blank page away. You give structure and facts; the tool returns formatted first-draft text in seconds. You keep judgement: checking, toning, personalising. A 40-minute task becomes a 12-minute task — not because the machine is brilliant, but because editing is faster than inventing. That gap is the whole game. This book is a set of repeatable workflows for capturing it in the four places agents lose the most time.

Time sink	Typical weekly cost	What AI drafts	What stays human
Listing descriptions	2–4 hrs	First-draft copy from MLS notes	Fact-check, tone, final read
Lead follow-up	2–3 hrs	Message sequences, revival texts	Sensing motivation, calling
Social content	2–3 hrs	Scripts, captions, idea banks	Taste, your local voice
Admin & notes	2–4 hrs	Summaries, emails, checklists	Decisions, signatures, advice

Table: the four time sinks and the drafting split. Times are illustrative of a typical active agent's week, not a promise — track your own for seven days and use your numbers.

The three rules of this playbook

Rule 1 — Draft, don't delegate. AI produces first drafts and structured notes. You approve every word a client sees. If a workflow cannot survive that rule, it does not belong in your business.

Rule 2 — Templates beat talent. One good prompt, saved and reused, outperforms twenty improvised ones. Every chapter gives you a template to save in a single 'Prompt Library' note on your phone or CRM.

Rule 3 — Small systems, run daily. Fifteen reliable minutes a day — one listing prompt, one follow-up batch, one scheduled post — compounds faster than a heroic Sunday spent 'setting up AI'. Chapter 10 turns this into a 7-day plan.

What you need (and what you don't)

You need: one AI chat tool you like (any major one works), your existing phone, and your CRM or notebook. You do not need new paid software to start, a videographer, or a marketing degree. Optional helpers — a design template app for social graphics, an auto-captioning video app — appear in Chapter 5, all with free tiers that are genuinely usable.

COPY-PASTE PROMPT — YOUR FIRST WIN (2 MINUTES)

Act as an experienced real-estate copywriter. I will paste rough listing notes. Turn them into a listing description under 120 words that makes buyers want to book a showing. Lead with light, space and lifestyle, not room counts. End with one clear call to action.

MY NOTES: [paste beds/baths, updates, best features, neighbourhood, anything a buyer would feel, not just measure]

Paste any real listing's notes. Time it. That gap between your old way and this way is your weekly saving.

Chapter 2

The CLEAR Prompt Framework

Most agents conclude 'AI doesn't work for me' after typing something like *write a listing description* and getting wallpaper back — generic, padded, unusable. The tool was not broken. The instruction was empty. A prompt is a work order, and vague work orders produce vague work from humans too.

CLEAR is a five-part work order you can reuse for every task in this book:

Part	What it does	Example
C — Character	Sets the expert role	"Act as a luxury listing copywriter..."
L — Limits	Length, tone, format	"Under 120 words, warm, no hype adjectives"
E — Evidence	The facts it may use	"Only use these notes: [paste]"
A — Audience	Who reads it	"For first-time buyers nervous about cost"
R — Result	The action you want	"End with a call to book a showing"

Write those five parts and the same tool that produced wallpaper produces a first draft you can edit in minutes. CLEAR works identically for a follow-up text (Character: follow-up expert; Limits: 25 words; Evidence: tour history; Audience: busy couple; Result: one easy yes/no reply) — learn it once, use it everywhere.

From vague to CLEAR — worked example

Vague: 'Write something to follow up with a buyer.' Output: a bland 'just checking in' message you would never send.

CLEAR:

COPY-PASTE PROMPT — THE FOLLOW-UP WORK ORDER

Act as a real-estate follow-up expert (Character). Write a text message under 30 words (Limits) to a buyer who toured [ADDRESS] six days ago and liked the kitchen but worried about the yard (Evidence). They are a first-time couple, friendly but cautious (Audience). End with one easy yes/no question that reopens conversation without pressure (Result).

Notice: nothing about this prompt requires the AI to invent facts. Every fact came from you. That is the Evidence rule — and it is also your compliance shield (Chapter 8).

Two habits that multiply CLEAR

Save winners verbatim. When an output is good, save the exact prompt — not the output — into your library with a one-line label ('Listing v1', 'Revival text v1'). Your library becomes your real asset: roughly 15 solid prompts will cover 80% of an agent's drafting.

Iterate in one line. Instead of rewriting the prompt, reply with one instruction: 'Shorter.' 'Warmer.' 'Cut the adjectives.' 'Give me five headline options.' Small steering beats long rewrites.

Common prompt mistakes

Asking for facts the tool cannot know (school ratings, permit history); letting it keep superlatives you cannot substantiate ('best street in town'); pasting private client details into a consumer tool; and accepting the first draft without the human pass. All four are fixable habits, covered in Chapter 8.

Chapter 3

Listings That Sell: From MLS Notes to Showings

Buyers decide in the first two lines whether a home is worth a showing. Spec-sheet copy — beds, baths, square feet, 'won't last long' — competes with every other spec sheet on the portal. Lifestyle copy competes with the buyer's imagination of living there. Your listing workflow has one job: turn accurate MLS facts into first-two-lines copy, fast, without inventing anything.

The 4-step listing pipeline

Step 1 — Ugly notes (2 minutes). Write facts like a text to a colleague: beds/baths, updates with years, best two features, neighbourhood anchors, anything felt (morning light, quiet street, garden at dusk). Ugly is fast; the polish comes next.

Step 2 — The description prompt. Run the CLEAR template below. Paste the ugly notes as Evidence — the prompt forbids anything else.

Step 3 — Benefit translation. Features do not sell; translated benefits do. Run each feature through the translator in the second box on this chapter's next page.

Step 4 — The human pass (Chapter 8). One true human detail, read-aloud test, fact check. Three checks, two minutes.

COPY-PASTE PROMPT — LISTING DESCRIPTION ENGINE

Act as a luxury listing copywriter (C). Description under 120 words, calm premium tone, no hype adjectives like 'stunning' or 'nestled' (L). Use ONLY these facts (E): [PASTE UGLY NOTES]. Audience: buyers deciding whether to book a showing this weekend (A). Structure: first line sells the feeling of living here, middle gives the strongest facts, final line is a call to action to book a showing (R). If a fact is missing, write [NEED] instead of guessing.

The [NEED] instruction is the most important line in this book: it turns hallucination into a checklist.

COPY-PASTE PROMPT — FEATURE-TO-BENEFIT TRANSLATOR

Here are listing features: [PASTE]. For each, rewrite as a buyer benefit finishing the sentence '...which means you can'. Example: 'south-facing garden ...which means you can have coffee outside from March to October'. Keep each benefit under 15 words and believable.

Believable is the operative word. If a translation sounds like a stretch to you, it sounds like one to a buyer.

Repurpose one listing into a week of content

A single listing is an asset factory. From the same notes you can generate: the description, a 'just listed' social caption, an open-house invitation, a neighbourhood post, and a price-improvement message if needed. Chapter 5 shows how to batch these in one sitting. The listing pipeline and the content pipeline are the same pipeline — point the prompts at the same Evidence.

The stale-listing rescue

When a listing stalls, the first fix is rarely price — it is angle. Run the rescue prompt asking for ten headlines built on different angles (light, space, location, value, lifestyle). Swap the headline and lead photo, keep the facts. You are re-framing, never misrepresenting: every headline must survive the Chapter 8 fact check.

Listing launch checklist

- Ugly notes written in 2 minutes (facts only)
- Description generated with [NEED] rule on
- Top 3 features translated into benefits
- 'Just listed' caption drafted from same notes
- Human pass: one true detail + read aloud + fact check

Chapter 4

Lead Follow-Up Systems That Never Sleep

More deals die in the follow-up gap than in the negotiation. A lead tours on Saturday, life happens on Monday, and by the next Saturday a faster agent has the conversation. Speed matters, but so does *value*: 'just checking in' messages train leads to ignore you. The system below replaces checking-in with useful touches, drafted in batches so your phone never rules your evening.

The 5-touch value sequence

After a showing with no offer, a lead needs structured reasons to re-engage over roughly ten days. Each touch adds something: a comparable sale, a rate context explained in plain words, a similar new listing, a small calculation, an open door. AI drafts the sequence in one prompt; you personalise one detail per message — a name, a street, a feature they mentioned — before sending. Personalisation is thirty seconds; it is also the difference between a system and spam.

COPY-PASTE PROMPT — 5-TOUCH FOLLOW-UP SEQUENCE

Act as a real-estate follow-up expert. Write a 5-message sequence for a buyer who toured [ADDRESS] on [DATE] and did not offer. They liked [FEATURE], worried about [CONCERN]. Space the messages over 10 days. Each message must add value — a stat, a comp, an idea, or a relevant new listing — never 'just checking in'. Keep each under 40 words, warm and zero-pressure, and end each with one easy yes/no question.

Batch-draft these on Monday for every active buyer. Send manually, on schedule. Never set-and-forget auto-send to clients without review.

Reviving 30-day-old leads

Old leads are free leads: the acquisition cost is already paid. Most went quiet because timing changed, not because interest died. The revival pattern is short, friendly, and gives a reason to reply that is not 'are you still looking?' — a market change, a new listing matching their old criteria, a price improvement. Under 20 words, one question, no guilt trip.

COPY-PASTE PROMPT — QUIET-LEAD REVIVAL (PICK YOUR ANGLE)

Write 8 short text messages, each under 20 words, to restart a conversation with a buyer lead who went quiet about 30 days ago. Their original search: [AREA, BUDGET, MUST-HAVES]. Give each message a different genuine reason to reply: a new listing that fits, a price improvement, a plain-English market change, a sold comp nearby. Friendly, zero pressure, one yes/no question each. Do not use the phrase 'just checking in'.

Send one message, not eight. The list is a menu — pick the angle that is actually true this week.

Follow-up operating rules

My follow-up rules (adopt or adapt)

- New enquiry answered within the hour where humanly possible
- Every tour gets a drafted 5-touch sequence within 24 hours
- One personal detail added to every templated message before sending
- Weekly 15-minute revival batch for 30-day-quiet leads
- Nothing auto-sends to a client without my eyes on it

Chapter 5

Social Content Batching: A Week in One Hour

Consistency beats brilliance on social. One helpful post a day outperforms five frantic ones followed by silence — but daily posting only survives if it is manufactured in a batch. The method: one focused hour a week produces five to seven posts. You are not 'creating content daily'; you are shipping from inventory.

The batching hour

Block	Minutes	Output
Idea bank	10	5 hooks from this week's listings, questions, market facts
Scripts	20	5 short scripts from hook prompts (30–60 seconds each spoken)
Captions	15	Caption per post: payoff first, 3 steps, save/follow call
Film & edit	15	Phone walk-throughs, captions on, batch export

Your idea bank never runs dry if you mine what you already have: every new listing (Chapter 3 gives you the angles), every client question asked twice, every follow-up scenario from Chapter 4, one plain-English market fact. Four sources, rotating weekly.

COPY-PASTE PROMPT — 7-DAY CONTENT BANK

You are my content planner. My market is [CITY/AREA]. This week I have: a new listing at [ADDRESS, 2 BEST FEATURES], a client question I keep hearing: '[QUESTION]', and this market fact: [FACT]. Give me 7 post ideas, one per day: 3 educational (teach one useful thing each, full answer in the post), 2 listing-based, 1 market update in plain English, 1 personal/behind-the-scenes. For each: an 8-word-or-less hook, the format (Reel/carousel/text), and the one-line payoff.

Teach completely in the post. Generosity is the growth strategy: the follow is for tomorrow's tool, not a ransom for today's.

Caption structure that gets saved

Saves and shares are the signals that tell platforms your post helped someone. Structure every caption the same way: line one is the payoff ('The 30-word follow-up text that restarts quiet leads:'), the middle is the copy-paste substance, the close asks for a specific action — save it for the next situation, share with a partner, comment a keyword for a free resource. Vague closings ('thoughts?') get vague results.

The hook is 80% of the view

Open with the outcome or the mistake, in eight words or fewer: 'Stop writing listings like it's 2019.' 'Your follow-up text is too long.' 'Three words that win the pricing conversation.' Write ten hooks, keep the two you would stop scrolling for. Filming stays simple: phone, natural light, captions always on — most viewers watch muted — and your real voice carries more trust than any effect.

Weekly batch checklist

- One batching hour booked in the calendar, same time weekly
- 7 posts planned: 3 teach, 2 listing, 1 market, 1 personal
- Every caption: payoff first, substance in middle, specific close
- Captions/subtitles on every video, no exceptions
- Posts scheduled; engagement replies handled once daily

Chapter 6

The Open-House Playbook: Before, During, After

An open house is three campaigns: fill the room, work the room, and follow up before Monday. AI drafting helps at every stage — the same listing notes from Chapter 3 feed all three.

Before: fill the room

The invitation needs a curiosity hook: one true detail that makes a browser become a visitor ('come see why the kitchen light made the sellers stay twelve years'). Draft three versions — social post, story text, and a short message to your sphere — from one prompt. Post the social version 3–4 days out, the story on the morning, and message your sphere the day before.

COPY-PASTE PROMPT — OPEN-HOUSE INVITATION SET

Write an open-house invitation set for [ADDRESS] on [DATE/TIME]. Best feature: [FEATURE]. Version 1: a social caption, 3 lines, curiosity hook first, details second, 'DM me TOUR for the address' last. Version 2: a 20-word text for my sphere. Version 3: one line for a story. Warm, specific, no hype adjectives, nothing invented beyond what I gave you.

Curiosity is earned by a true detail. If you cannot name the home's best feature in five words, walk it again before you promote it.

During: capture and notice

Use a simple sign-in (paper is fine; a free form tool is better) and note one observation per visitor cluster: what they lingered on, what they asked. Afterwards, voice-record those notes in the car — ninety seconds of talking becomes the raw material for follow-up. Transcription apps turn the recording into text you can paste into the follow-up prompt.

After: same-day follow-up

Speed is the whole advantage. A same-evening message referencing something real from their visit ('you asked about the school run — here's the route most families here use') separates you from the agent who emails a template on Tuesday. Draft from your voice notes; personalise the one detail; send before dinner. Non-buyers at the open house — neighbours, future sellers — get the neighbourhood version of the same system in Chapter 4.

Open-house run sheet

- Invitation set drafted 4 days out from listing notes
- Sign-in ready; one observation noted per visitor group
- Voice notes recorded in the car, transcribed same day
- Personalised follow-up sent the same evening
- Neighbours/future sellers added to the monthly touch list

Chapter 7

CRM & Admin Workflows: The Invisible Assistant

Admin expands to fill whatever time content and clients leave. The fix is not a bigger CRM; it is turning unstructured text — notes, emails, documents — into structured next actions without typing. Four workflows cover most of it.

Showing notes → client email. Voice-note your impressions after each tour; the prompt returns a clean email: what we loved, what to watch, my honest recommendation. Clients judge professionalism by the follow-up document — make yours arrive fast and read clearly.

Long documents → decision summary. Inspection reports, HOA packs and lender letters compress into dates, money at risk, and the three items needing a decision. This is summarisation, never interpretation: legal meaning stays with your broker/attorney (Chapter 8).

COPY-PASTE PROMPT — DOCUMENT DECISION SUMMARY

Summarise the document below for a busy home buyer. Output exactly: (1) 3-bullet plain-English summary, (2) key dates and amounts, (3) items that need a decision, marked with who decides. Do not interpret legal obligations; if a clause is ambiguous write 'ASK BROKER/ATTORNEY' next to it. DOCUMENT: [PASTE]

The 'ASK' instruction is the point. A summary that knows its limits is a tool; one that bluffs is a liability.

The weekly planner. Paste your fixed appointments into a prompt that protects two hours for follow-up and one hour for content batching (Chapter 5), then orders each day by its single most important task. Run it every Friday; revenue tasks first, admin second.

Reviews → content. Every happy client review becomes a Reel script, a caption and a story line from one prompt, keeping their words where they shine. Permission first, always — and it doubles as your Chapter 5 inventory.

Chapter 8

Verification & Compliance: The Human Pass

Everything AI drafts for you passes three checks before a client sees it. This chapter is short because the rules are absolute.

1. Fact check. AI invents: square footage, dates, school zones, 'recently renovated'. Every number and claim in an output gets verified against source documents or removed. The [NEED] instruction from Chapter 3 exists precisely so gaps surface instead of being filled with guesses.

2. Fair housing, always. Descriptions and ads must describe the property, never the people you imagine living there. No references that steer by race, religion, family status, disability, or any protected class — including coded versions ('perfect for young professionals', 'safe neighbourhood' as a proxy). AI does not know your fair-housing obligations; you do. Scan every output with that lens and follow your brokerage policy and local law, which govern over anything in this book.

3. Honesty in marketing. No fabricated facts, no borrowed testimonials, no invented results — yours or anyone's. If a staging image or visual is materially altered, follow platform and MLS rules on disclosure. Advice and summaries never replace your broker, attorney or lender: contracts, legal clauses and financial figures get professional review, full stop. Add your own brokerage's AI policy to this list; where rules differ, the stricter rule wins.

Privacy. Do not paste client names, contact details, financials or contract documents into consumer AI tools. Use placeholders ([BUYER], [ADDRESS] only where the tool is appropriate) and keep sensitive work inside tools your brokerage approves.

The 60-second human pass

- Every fact in the output verified or deleted
- Property described, people never described
- No invented claim survives the read-aloud test
- Contracts/legal/financials routed to broker/attorney/lender
- No private client data in consumer tools

Chapter 9

Metrics That Matter (and the Ones That Don't)

You cannot improve a system you do not measure, and you cannot measure everything. Track a small scoreboard weekly — ten minutes — across the three things this book builds: production, pipeline, and audience.

Area	Measure weekly	Good question it answers
Production	Drafts created with AI; minutes saved (estimate)	Is the system actually running?
Pipeline	Follow-ups sent on schedule; replies; tours booked	Is follow-up converting to conversations?
Audience	Posts shipped; saves + shares; profile follows	Is the free value landing?

Ignore vanity traps: raw view counts without saves, follower totals without conversations, and any 'engagement rate' you cannot reproduce next week. The numbers that pay a realtor are replies, tours, appointments and listings — audience metrics matter only insofar as they feed those.

The 10-minute Friday review

Look at three things: which single post earned the most saves (make its sequel next week), which follow-up got a reply (add its angle to your library), and which workflow you skipped (make it smaller, not optional). One improvement a week, chosen from your own numbers, beats any generic growth tip — including ours.

Chapter 10

Your 7-Day Implementation Plan

Seven days, one workflow a day, roughly 20–40 minutes each. Do not stack days, do not skip the checklists, and keep everything saved into your Prompt Library as you go. By day 8 you will not 'use AI sometimes' — you will have a system.

Day	Install	Done when...
1	CLEAR framework + first listing prompt (Ch. 2–3)	One real description drafted and human-passed
2	5-touch follow-up for your hottest buyer (Ch. 4)	Sequence drafted, personalised, scheduled
3	Content bank: 7 ideas from this week's work (Ch. 5)	Seven hooks written, two filmed
4	Open-house kit (Ch. 6) for your next event	Invitation set ready to post
5	Revival batch: 10 quiet leads, one angle (Ch. 4)	Ten messages sent or scheduled
6	Admin hour: notes→email + document summary (Ch. 7)	Two documents processed the new way
7	Scoreboard + library tidy (Ch. 9)	Metrics noted; 15-prompt library saved

What changes after day 7

Keep the rhythm small: one listing prompt per new listing, one follow-up batch on Mondays, one content batch weekly, one revival batch weekly, ten-minute review Friday. Total AI overhead: about two hours a week operating the system that returns several. When a prompt underperforms, fix the work order (Chapter 2) before blaming the tool, and re-run the Chapter 8 pass on anything new before it touches a client.

Your prompt library starter set

Save these eight labels in one note — the chapters carry the full text:

- Listing description engine (Ch. 3)
- Feature-to-benefit translator (Ch. 3)
- 5-touch follow-up sequence (Ch. 4)
- Quiet-lead revival bank (Ch. 4)
- 7-day content bank (Ch. 5)
- Open-house invitation set (Ch. 6)
- Document decision summary (Ch. 7)
- Weekly planner (Ch. 7)

Fifteen minutes to assemble, a career to reuse. Add a ninth label the day a client question repeats — repeated questions are prompts waiting to be saved.

Where to go next

This playbook is the free foundation. Realtor AI Edge posts one new realtor AI workflow every day on Facebook and Instagram @realtoraiedge — the full prompt in every post — plus free calculators (commission, seller net sheet, buyer monthly payment) and new articles at digitalsprintout.com/realtor-ai. Take the daily prompts, drop them into your library, and let the system compound.

Appendix

Daily Checklists & Prompt Library

Daily 15-minute close-out

- One follow-up batch sent (Chapter 4 system)
- One piece of content shipped or scheduled (Chapter 5)
- Notes from today's tours converted to client emails (Chapter 7)
- Every AI output human-passed: facts, fair housing, honesty (Chapter 8)

Weekly system check

- Content batching hour run; 5–7 posts in inventory
- Revival batch sent to 10 quiet leads
- New listing pushed through the 4-step pipeline
- Friday 10-minute scoreboard review done

COPY-PASTE PROMPT — THE DAILY STARTER

Act as my real-estate operations assistant. Here is today's raw material: [paste voice-note text, listing notes, or a client question]. Turn it into: (1) one client-ready draft under 100 words, (2) one social post idea with an 8-word hook, (3) one follow-up task I should do today. Flag anything that needs my verification with [CHECK].

One prompt, three outputs, every morning. Verify the [CHECK] items — that flag is your Chapter 8 pass built in.

Thank you for reading. The agents who win with AI are not the ones with the most tools — they are the ones with a small system they actually run. You now have the system. Run the 7 days.

— Realtor AI Edge

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