

10 AI Prompts Every REALTOR® Should Save

A practical prompt pack for real estate agents who want to use AI without overcomplicating it.



Created by Melissa Selvig-Mantilla, Associate Broker/REALTOR® and Founder of AI for Real Estate and Love the Mitten.

This resource is educational and should be adapted to your brokerage, MLS, state, and professional requirements before use.

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Start using AI this week without losing your voice, your judgment, or your mind.

Most agents do not need a massive AI system to get value from AI. They need a few reliable prompts that help with the work they are already doing: answering client questions, planning content, following up, reviewing long documents, and communicating clearly.

This prompt pack gives you ten copy-and-paste starting points you can use inside ChatGPT, Claude, Gemini, or your preferred AI tool. Each prompt is designed to help you move faster while keeping your professional judgment in the loop.

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A Quick Note Before You Use These

AI is helpful, but it is not your broker, your attorney, your compliance department, your MLS, your lender, your inspector, or your brain. Please review every draft carefully before sending, posting, or publishing anything.

Use these prompts as a starting point. Add your local market knowledge, your brokerage guidance, your MLS rules, your state requirements, and your actual client context before using the output professionally.

Simple rule: Use AI to reduce the blank page problem. Do not use it to remove yourself from the work.

How to Use This Prompt Pack

This prompt pack is intentionally simple. Pick one prompt that matches a task you already do, copy it into your AI tool, replace the bracketed placeholders with your details, and review the output before using it.

Step	What to Do	Why It Matters
1	Choose one prompt tied to a real task.	AI is easiest to adopt when it solves a problem you already have.
2	Replace every bracketed placeholder.	Specific input creates less generic output. Tragic, but true.
3	Add your voice, market, and client context.	AI does not know what you know unless you tell it.
4	Review for accuracy, tone, Fair Housing, and policy compliance.	You are responsible for what you send or publish.
5	Save the prompt if it worked.	Your goal is a reusable library, not a weekly scavenger hunt.

Copy/Paste Variables to Customize

Use these placeholders throughout the prompt pack. Replace them with your actual details before running the prompt.

Placeholder	Replace With
` [CLIENT NAME] `	The client's first name or a generic greeting.
` [CITY / MARKET] `	Your local market, such as West Michigan, Jenison, Grand Rapids, or your own area.
` [STATE] `	Your state, if the prompt needs state-specific language.
` [TOPIC] `	The subject you want help with.
` [AUDIENCE] `	Buyers, sellers, homeowners, agents, downsizers, investors, etc.
` [YOUR TONE] `	Warm, direct, calm, professional, friendly, plain-spoken, etc.
` [DETAILS] `	The actual facts, context, notes, or situation the AI should use.
` [NEXT STEP] `	The action you want the reader to take.
` [BROKERAGE / MLS GUIDANCE] `	Any rules, language, or requirements you need to follow.

The 10 Prompts

Prompt 1: Turn a Client Question Into a Reusable Response

Use this when: You keep answering the same question by email, text, or in conversation and want to turn your answer into reusable content.

Best for: Buyer questions, seller questions, process explanations, market education, and client FAQs.

I am a real estate agent writing a reusable response to a question I answer often.

Question: [CLIENT QUESTION]

Here is how I usually explain it in my own words:

[PASTE YOUR ROUGH ANSWER]

Please help me clean this up while keeping my tone: [YOUR TONE].

Create three versions:

1. A clear 200-word email response.
2. A short text-message version under 75 words.
3. A blog or FAQ outline I could expand later.

Keep the language plain-spoken and helpful. Do not make legal, tax, lending, inspection, or financial promises. Include a gentle reminder to verify details with the appropriate professional if the topic requires it. Avoid hype, pressure, or fear-based language.

Review before using: Confirm the answer is accurate for your state, brokerage, MLS, and client situation. If the topic touches legal, lending, inspection, tax, insurance, or financial issues, keep the language educational and recommend the right professional.

Prompt 2: Draft a Warm New Buyer Inquiry Response

Use this when: A new buyer reaches out online, by referral, through social media, or after asking a general “how do I start?” question.

Best for: New leads, first-touch emails, DM replies, and website inquiry responses.

Write a warm, professional first response to a new buyer inquiry.

Context:

- Buyer name: [CLIENT NAME]
- Market or area: [CITY / MARKET]
- What they asked or said: [DETAILS]
- My goal: Offer clarity, reduce pressure, and invite a next-step conversation.
- My tone: [YOUR TONE]

The response should:

1. Thank them for reaching out.
2. Acknowledge where they are in the process without assuming too much.
3. Explain that the first step is usually a clarity conversation about timing, budget, financing, needs, and process.
4. Mention that I can help them understand buyer representation and next steps before they feel rushed.
5. Invite them to schedule a conversation or reply with a good time.

Keep it human, not salesy. Do not create urgency. Do not imply anything about protected classes or who belongs in a certain neighborhood. Keep the message under 225 words.

Review before using: Make sure the message fits the source of the inquiry and does not overpromise availability, outcomes, financing, or market conditions.

Prompt 3: Create a Buyer Agreement Clarity Explanation

Use this when: A buyer is confused about representation, agreements, responsibilities, or what happens before touring homes.

Best for: Buyer education emails, consultation prep, blog sections, and short explainer posts.

Help me explain buyer representation and buyer agreements in plain language for a real estate client.

Audience: [AUDIENCE]

Market/state context: [CITY / MARKET], [STATE]

My tone: [YOUR TONE]

Specific points I need to include:

[DETAILS]

Create a client-friendly explanation that covers:

1. Why buyer representation should be discussed before serious home touring.
2. What a buyer agreement is generally meant to clarify.
3. What questions a buyer should ask before signing anything.
4. Why the buyer should understand services, expectations, timing, and responsibilities.
5. A soft invitation to schedule a clarity conversation.

Keep the explanation educational and non-alarming. Do not mention specific commission rates, percentages, fee structures, or compensation amounts. Do not provide legal advice. Include a reminder that forms, brokerage policies, and state requirements can vary.

Review before using: Confirm the language aligns with your current brokerage forms, state rules, and MLS guidance. Do not use this as a substitute for required disclosures or legal advice.

Prompt 4: Draft Listing Marketing Copy Without Sounding Like a Brochure

Use this when: You need a starting draft for listing descriptions, feature summaries, open house materials, or property captions.

Best for: Listing descriptions, MLS remarks draft support, social captions, flyer copy, and open house posts.

Draft listing marketing copy for a property using only the details I provide.

Property details:

- Property type/style: [HOME STYLE]
- City/market: [CITY / MARKET]
- Key features: [DETAILS]
- Updates or improvements: [DETAILS]
- Condition or standout quality: [DETAILS]
- Tone: [YOUR TONE]
- Intended use: [MLS remarks / social caption / flyer copy / open house post]

Please create:

1. A polished 150-word listing description.
2. A shorter 75-word version.
3. Five feature bullets.

Important guardrails:

- Do not invent features, updates, measurements, or neighborhood claims.
- Do not imply who the ideal buyer is by age, family status, religion, disability, national origin, sex, race, color, or any protected class.
- Avoid words like nestled, boasts, oasis, stunning, and must-see.
- Keep the tone clear, warm, specific, and grounded.

Review before using: Check every fact against the listing information. Review for Fair Housing compliance, MLS rules, brokerage policy, and accuracy before publishing.

Prompt 5: Write a Seller Update Email With Honest Market Feedback

Use this when: You need to update a seller after showings, feedback, a price discussion, slow activity, inspection concerns, or a market shift.

Best for: Weekly seller updates, price-positioning conversations, listing strategy notes, and follow-up after feedback.

Help me draft a seller update email that is honest, calm, and professional.

Seller name: [CLIENT NAME]

Listing/property context: [DETAILS]

Recent activity: [SHOWINGS / FEEDBACK / DAYS ON MARKET / ONLINE ACTIVITY / OFFERS / MARKET CONTEXT]

Main issue to address: [DETAILS]

Recommended next step: [NEXT STEP]

My tone: [YOUR TONE]

The email should:

1. Start with a clear summary of what has happened.
2. Separate facts from interpretation.
3. Explain what the feedback or activity may suggest.
4. Avoid blame, panic, or pressure.
5. Recommend the next step clearly.
6. Invite the seller to discuss options.

Keep it respectful and direct. Do not guarantee results. Do not use fear-based urgency. If pricing, inspection, repairs, appraisal, legal, tax, or financial issues come up, keep the language educational and suggest consulting the appropriate professional when needed.

Review before using: Make sure the email reflects the actual seller conversation, listing agreement, brokerage guidance, and market data you are comfortable standing behind.

Prompt 6: Turn a Blog Post Into Social Content

Use this when: You published or drafted a blog post and need social captions, carousel ideas, or short-form content without starting from scratch.

Best for: Instagram, Facebook, LinkedIn, Google Business Profile updates, and content repurposing.

Turn this blog post into social content without making it sound generic.

Blog title: [TITLE]

Audience: [AUDIENCE]

Main point of the article: [DETAILS]

Tone: [YOUR TONE]

Platform: [Instagram / Facebook / LinkedIn / Google Business Profile]

Call to action: [NEXT STEP]

Create:

1. One short caption under 150 words.
2. One longer caption between 200 and 300 words.
3. A 5-slide carousel outline.
4. Three hook options.
5. One soft CTA.

Keep it value-first. Do not exaggerate, create fake urgency, or make claims that are not supported by the article. Do not imply that a certain type of person belongs in a specific neighborhood or community. Make the content sound like a real professional wrote it, not a motivational poster with a Wi-Fi connection.

Here is the blog content:

[PASTE BLOG POST OR SUMMARY]

Review before using: Make sure the social content preserves the article's meaning and does not oversimplify compliance-sensitive topics.

Prompt 7: Plan a Week of Content From One Real Client Question

Use this when: You know what you want to talk about but need angles, structure, and a simple plan.

Best for: Weekly content planning, social calendars, blog planning, newsletter ideas, and recurring client education.

Help me plan one week of real estate content from one question I keep hearing.

Question or topic: [TOPIC]

Audience: [AUDIENCE]

Market context: [CITY / MARKET]

What I want the audience to understand or do differently: [DETAILS]

My tone: [YOUR TONE]

Create a simple one-week content plan with:

1. One blog post idea.
2. One short video idea.
3. One social caption idea.
4. One email or newsletter idea.
5. One FAQ or myth-busting post.

For each idea, include:

- A working title or hook.
- The main point.
- A suggested CTA.
- Any compliance or accuracy cautions I should keep in mind.

Keep the ideas practical and specific. Avoid generic topics that could apply to any agent in any market.

Review before using: Choose only the ideas that match your actual business strategy. You do not have to create everything AI suggests. This is planning support, not homework from a tiny robot boss.

Prompt 8: Summarize a Long Real Estate Document Before You Read It Closely

Use this when: You need to get oriented before reading condo documents, HOA rules, inspection summaries, MLS policy updates, offer terms, meeting notes, or long email threads.

Best for: First-pass document review, question generation, issue spotting, and meeting preparation.

I am going to paste a real estate-related document or long text below. Please help me get oriented before I review it in detail.

Document type: [HOA document / condo rules / inspection summary / MLS policy / offer terms / email thread / meeting notes / other]

Client or situation context: [DETAILS]

My role: Real estate agent

Please provide:

1. A plain-language summary.
2. The most important points to review carefully.
3. Any questions I should ask the client, broker, lender, inspector, attorney, HOA contact, or other appropriate professional.
4. Anything that appears unusual, unclear, incomplete, or worth double-checking.
5. A short list of items that should not be treated as final advice without professional review.

Important: Do not invent details. If the document does not say something, say that it is not stated. Keep the summary educational and cautious.

Here is the document:

[PASTE DOCUMENT TEXT]

Review before using: Read the original document yourself. AI summaries can miss nuance or misunderstand context. For legal, financial, HOA, inspection, insurance, or tax questions, direct the client to the appropriate professional.

Prompt 9: Draft a Professional Offer Follow-Up to a Cooperating Agent

Use this when: You need to follow up after submitting an offer, checking status, clarifying terms, requesting feedback, or staying professionally visible without sounding pushy.

Best for: Offer follow-up, showing follow-up, multiple-offer communication, status checks, and agent-to-agent professionalism.

Draft a professional follow-up message to a cooperating agent.

Context:

- Purpose of message: [OFFER FOLLOW-UP / STATUS CHECK / CLARIFY TERMS / REQUEST FEEDBACK / OTHER]
- Property or transaction context: [DETAILS]
- Timing: [WHEN OFFER WAS SENT / SHOWING OCCURRED / LAST CONTACT]
- Key details to reference: [DETAILS]
- My tone: Professional, clear, respectful, and calm.

The message should:

1. Be concise.
2. Reference the specific reason I am reaching out.
3. Ask for the needed update or clarification.
4. Stay respectful and cooperative.
5. Avoid sounding demanding, emotional, or overly casual.

Do not include confidential client strategy unless I specifically provide it. Do not make legal claims. Do not imply pressure or urgency beyond the facts I provide.

Review before using: Confirm you are not sharing confidential client information or negotiating outside your client's instructions.

Prompt 10: Build a Reusable Prompt Library From Your Own Voice

Use this when: You want AI outputs to stop sounding generic and start sounding more like you.

Best for: Building your personal prompt library, improving consistency, and saving setup time.

Help me create a reusable AI prompt template based on my voice and business context.

About my business:

[DESCRIBE YOUR MARKET, CLIENT TYPES, SERVICES, AND BRAND]

My tone should be:

[YOUR TONE]

Here are 2–3 examples of my writing:

[PASTE EXAMPLES]

The task I want a reusable prompt for:

[TASK — for example: buyer follow-up email, seller update, social caption, blog outline, listing description, newsletter intro]

Please create a reusable prompt template that includes:

1. My role and audience.
2. My tone and style preferences.
3. The information I should paste in each time.
4. Compliance and accuracy reminders.
5. A clear output format.
6. A final instruction reminding the AI not to invent facts.

Make the template easy to copy, reuse, and customize.

Review before using: Save the final reusable prompt somewhere you will actually find it. A prompt library only works if it does not vanish into the digital junk drawer where good intentions go to nap.

Bonus: The 60-Second AI Safety Check

Before you send, post, publish, or rely on AI-generated content, pause for this quick review.

Check	Ask Yourself
Accuracy	Is every fact correct, or did AI invent something that sounds believable?
Voice	Does this sound like me, or does it sound like a brochure learned how to type?
Fair Housing	Could this imply who belongs in a community, home, or neighborhood?
Confidentiality	Did I include client details that should not be shared?
Professional Boundaries	Does this drift into legal, tax, lending, inspection, insurance, HOA, or financial advice?
Policy Fit	Does this align with my brokerage, MLS, state, and platform rules?
Human Judgment	Have I reviewed this like my name and license are attached to it? Because they are.

Suggested First Week Using This Pack

If you are not sure where to start, do not use all ten prompts this week. Pick one workflow and let it earn its place.

Day	Simple Action
Day 1	Use Prompt 1 to turn one common client question into a reusable response.
Day 2	Save the best version in your email templates or notes.
Day 3	Use Prompt 6 to turn that answer into one social post.
Day 4	Use Prompt 7 to plan a few related content ideas.
Day 5	Save the prompt that worked best into your personal prompt library.

The goal is not to become an AI expert by Friday. The goal is to make one real task easier and then repeat what worked.

Want More Practical AI Help?

If this prompt pack helped, the next step is to keep building your AI workflow one useful piece at a time.

Join the AI for Real Estate email list for practical prompts, simple workflows, training updates, and grounded AI guidance for real estate professionals who want to use the tools without handing over their judgment.

[Join the Client Side by AI for Real Estate Email List](#)

Get practical AI prompts and workflows for real estate agents — no spaceship required.