

ChatGPT In Real Estate

By Liv Arant – San Diego, California

MARKET + BUYER INSIGHTS

SYNTHESIZING COMPS FOR BUYERS WRITING AN OFFER

1.Drop in CMA Summary

Prompt: "Here is the CMA summary for [address]. Can you analyze the comps and determine if the list price is fair?"

2. Ask for Price/Sqft Breakdown + Appreciation Adjustments

Prompt: "Please calculate average and median \$/sqft, then adjust the sold comp prices to today's market using 5.5% annual appreciation."
(Optional: Ask for a second scenario at 3.1% appreciation)

3. Request Email Draft

Prompt: "Write an email to my buyers with this info. Make it friendly and informative. Recap our call, include comp summaries, adjusted pricing, and suggest an offer range. End on a casual, helpful note."

CMA Summary Report

Residential Summary Statistics											
High				Low				Average			
LP: \$1,040,000				\$929,900				\$979,780			
SP: \$1,000,000				\$935,000				\$971,250			
								Median			
								\$985,000			
								\$975,000			

Residential - Active												Number of Properties: 1	
Num	MLS #	Status	Style	FIAdd	ZipArea	Beds	TotB	LotSF	EstSF	DOM	LP	LP/EstSF	
1	250020692	ACT	TOWN H	6680 Canopy Ridge Ln 7	SORRENTO (92121)	2	2		1,541	12	\$1,040,000	\$674.89	

Residential - Sold												Number of Properties: 4			
Num	MLS #	Sta	St	FIAdd	ZipArea	B T e d s	COE d a t e	LotSF	EstSF	DOM	LP	LP/EstSF	SP	SP/EstSF	
1	PT2230554	SOL	D	6680 Canopy Ridge Lane 2	SORRENTO (92121)	3	2	12/22/2023	1,465	19	\$929,900	\$634.74	\$935,000	\$638.23	
2	N022307846	SOL	D	6610 Canopy Ridge Lane 32	SORRENTO (92121)	3	2	11/3/2023	1,465	12	\$949,000	\$647.78	\$965,000	\$658.70	
3	230017500	SOL	D	6675 Canopy Ridge Ln 10	SORRENTO (92121)	3	2	10/16/2023	0	1,541	6	\$985,000	\$639.20	\$985,000	\$639.20
4	WS24130364	SOL	D	6645 Canopy Ridge Lane 24	SORRENTO (92121)	3	2	7/20/2024	1,541	8	\$995,000	\$645.68	\$1,000,000	\$648.93	
Avg						3	2	1237/36	1503	11	\$964,725	\$641.85	\$971,250	\$646.27	
Min						3	2	0	1465	6	\$929,900	\$634.74	\$935,000	\$638.23	
Max						3	2	1856/45	1541	19	\$995,000	\$647.78	\$1,000,000	\$658.70	
Med						3	2	1855/65	1503	10	\$967,000	\$642.44	\$975,000	\$644.07	

MARKET + BUYER INSIGHTS

SYNTHESIZING COMPS FOR BUYERS WRITING AN OFFER

PRO TIP :

Copy and paste a similar email that you had sent previously

Hi!

Following-up on our call earlier today, Christian, Stephanie - if you and Christian hadn't had a chance to chat, the listing agent for Canopy Ridge followed up and I tossed out a 45 day escrow which would have us closing at the beginning of May and she thought that her clients would potentially be open to it...

Here are some insights for 6680 Canopy Ridge Ln #7. Attached is a breakdown of comparable sales in the complex, along with the Tax Roll for the property and San Diego housing market indicators and Stats on the specific zip code going back to Nov 2024. The data is slim on the monthly front, so you will see some variability. You can also check out photos of the comparable properties listed below here: [Photo Link](#).

Comparable Sales & Appreciation Analysis

The most recent sales in the complex include:

- 6680 Canopy Ridge Ln #2 (Sold 12/2023) - \$935,000 (1,465 sqft, \$638/sqft)
- 6610 Canopy Ridge Ln #32 (Sold 11/2023) - \$965,000 (1,465 sqft, \$658/sqft)
- 6675 Canopy Ridge Ln #10 (Sold 10/2023) - \$985,000 (1,541 sqft, \$639/sqft)
- 6645 Canopy Ridge Ln #24 (Sold 7/2024) - \$1,000,000 (1,541 sqft, \$649/sqft)

Using an appreciation rate of 5.5%, adjusting past sales to today's market:

- Unit #2 (\$935,000 in Dec 2023) -> \$986,425 today
- Unit #32 (\$965,000 in Nov 2023) -> \$1,017,075 today
- Unit #10 (\$985,000 in Oct 2023) -> \$1,038,175 today
- Unit #24 (\$1,000,000 in Jul 2024) -> \$1,045,833 today

With the current asking price at \$1,040,000, this places the unit in line with recent adjusted values based on that rate. You will see that overall for the last rolling 12 months attached appreciation in San Diego County has risen by +3.1%. Adjusting for that would put us at:

- Unit #2 (\$935,000 in Dec 2023) -> \$963,985 today
- Unit #32 (\$965,000 in Nov 2023) -> \$994,915 today
- Unit #10 (\$985,000 in Oct 2023) -> \$1,015,535 today
- Unit #24 (\$1,000,000 in Jul 2024) -> \$1,031,000 today

Offer Strategy

Based on the adjusted appreciation, I would recommend coming in around \$1,020,000 to \$1,030,000 with a 45-day close, aiming to land around \$1,030,000 to \$1,035,000. The property seems to be priced in line with comparable sales of similar units in the complex—especially considering its corner unit location and views.

Not looking to jump the gun here, just wanted to give you information to help aid your discussion. :) Let me know your thoughts!

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Market + Buyer Insights



Synthesizing Comps for Buyers Writing an Offer

1. Drop in CMA Summary

Prompt: “Here is the CMA summary for [address]. Can you analyze the comps and determine if the list price is fair?”

2. Price/Sqft Breakdown + Appreciation Adjustments

Prompt:

“Please calculate average and median \$/sqft, then adjust the sold comp prices to today’s market using 5.5% annual appreciation.”

(Optional: Ask for a second scenario at 3.1% appreciation)

3. Drafting Buyer Email

Prompt:

“Write an email to my buyers with this info. Make it friendly and informative. Recap our call, include comp summaries, adjusted pricing, and suggest an offer range. End on a casual, helpful note.”

STRUCTURING SHOWING SCHEDULES

What You're Trying to Build: A clean, easy-to-follow showing itinerary that includes:

- 🕒 Arrival time
- 📍 Address
- 📄 Access instructions (gate codes, lockbox info, etc.)
- ⌚ How long to stay
- 🚗 Travel time to the next stop

Prompt:
"I'm showing these 5 homes on Saturday starting at 10:30 AM. Please give me a showing schedule with: arrival time, address, gate/lockbox notes, time at each property (15-20 minutes), and drive time between each. Try to end near University City."

STRUCTURING SHOWING SCHEDULES

NEXT STEPS

- Insert PDF of every MLS sheet

Refine As Needed:

- "Add a 10-min buffer between showings"
 - "Don't start before 11 AM"
 - "Add a lunch break at 1 PM"
 - "Clients are most excited for [address] — give us 30 minutes there"
- "Now give me just the addresses and arrival times for my Notes app"

11:00 a.m. - 1065 Fresno Street, Mission Valley, CA 92110

- Access: Vacant, showingtime, Lockbox on gate at Friars Rd garage entry
 - 1891#
- Notes: Top floor 2BR/2BA, vaulted ceilings, wood-burning fireplace
- Stay: 15 minutes
- Travel to next location: ~15 minutes

11:30 a.m. - 5121 Fontaine Street, Allied Gardens, CA 92120

- Access: No lockbox; Call/Text Listing Agent at (760) 801-5363 for entry
 - Gate code 5223
 - Garage #26
 - Code 1234
 - Park spot 110 inside gate
- Notes: End unit condo with panoramic views of Admiral Baker Golf Course
- Stay: 15 minutes
- Travel to next location: ~20 minutes

12:00 p.m. - 6713 Parkside Avenue, Bonita Vista Community, CA 92139

- Access: Lockbox available; Confirm appointment via ShowingTime app
 - Sentrylock front door
- Notes: Updated 2-story townhome with remodeled kitchen and spacious patio
- Stay: 15 minutes








Structuring Showing Schedules



Create an Easy-to-Follow Itinerary

What to include:

-  Arrival time
-  Address
-  Access instructions (gate codes, lockbox info, etc.)
-  Time at each property
-  Travel time to the next stop

Prompt:

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Refining the Schedule

Next Steps:

Insert PDF of every MLS sheet.

Optional Refinements:

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 - “Add a lunch break at 1 PM”
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-

SOCIAL MEDIA CONTENT

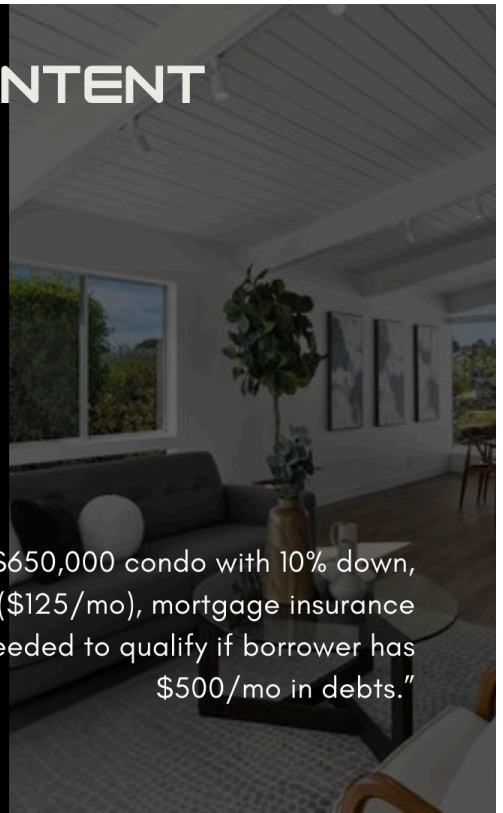
Estimating Monthly Payments for Reels

Property Assumption:

\$650,000 condo

- 10% down (\$65,000)
- Interest rate: 6.875%
- Monthly debts: \$500
- Credit score: good

Prompt: "Estimate the full monthly payment for a \$650,000 condo with 10% down, 6.875% interest. Include: property tax (1.2%), insurance (\$125/mo), mortgage insurance (\$151/mo), and \$237 HOA. Then calculate income needed to qualify if borrower has \$500/mo in debts."



SOCIAL MEDIA CONTENT

Estimating Monthly Payments for Reels

ChatGPT Output -

Principal & Interest: \$3,834

Homeowners Insurance: \$125

Mortgage Insurance: \$151

Property Taxes: \$650

HOA: \$237

- ➡ Total Monthly Payment: ~\$5,006
- ➡ Household income needed to qualify: \$134,000/year
- ➡ (Split between 2 people = \$67,000/year each)

Let's talk about what it takes to qualify for a loan on this condo. Assuming you have \$65,000 for a 10% down payment in savings, good credit scores and \$500 in monthly debt payments for things like your car and credit cards...

you'd need a household income of \$134,000 to comfortably afford this condo. Split between two people that means you would need to each be making \$67,000 a year with good credit scores.

With a 10% down payment and a mortgage rate of 6.875%, the principal and interest on this beauty would be around \$3,834 per month.

Voiceover: And don't forget about homeowner's insurance at \$125 a month and mortgage insurance at \$151 a month.

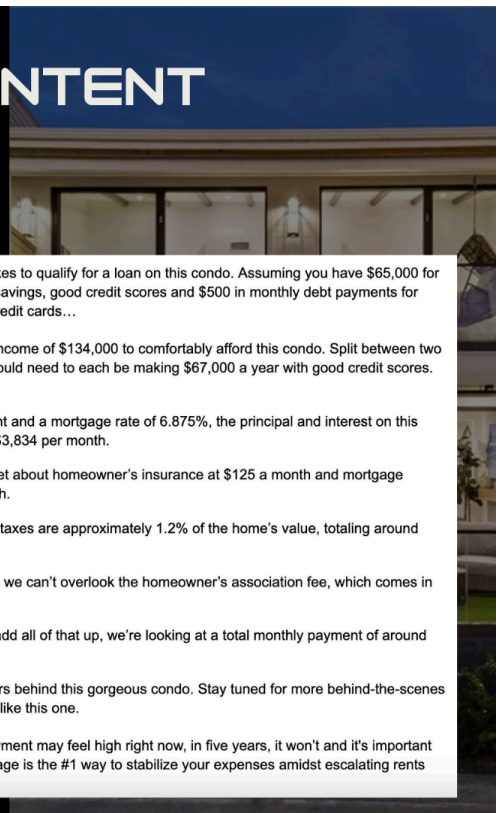
Voiceover: Plus, property taxes are approximately 1.2% of the home's value, totaling around \$650 a month.

Voiceover: And of course, we can't overlook the homeowner's association fee, which comes in at \$237 a month.

Voiceover: So, when we add all of that up, we're looking at a total monthly payment of around \$5,006, post-tax.

A glimpse into the numbers behind this gorgeous condo. Stay tuned for more behind-the-scenes looks at real estate gems like this one.

Although this monthly payment may feel high right now, in five years, it won't and it's important to recognize that a mortgage is the #1 way to stabilize your expenses amidst escalating rents and inflation.

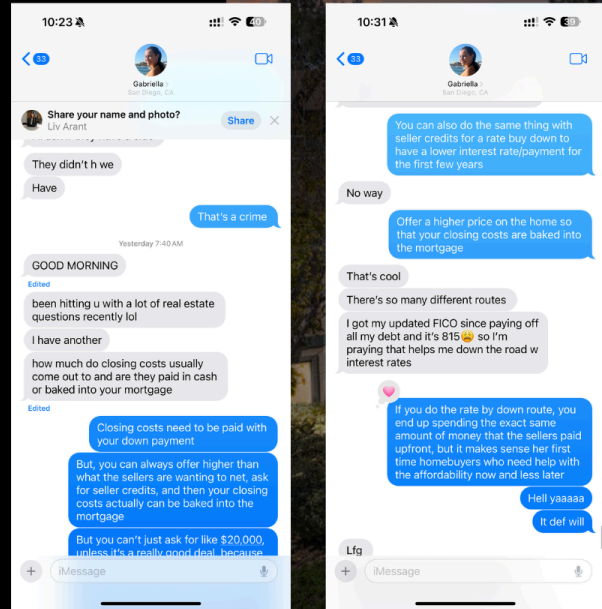


SOCIAL MEDIA CONTENT

Q&A or Buyer Tip Reels

EX: Video on closing costs

Prompt: "Turn this into an Instagram Reel script. I want to open with the screenshot, talk into the camera, and explain closing costs in a way that's helpful but not too boring. Use how I answered her questions for reference."



SOCIAL MEDIA CONTENT

Q&A or Buyer Tip Reels

SCRIPT:

[Opens with screenshot of the text where Gabriella asks about closing costs]

Cut to you talking into the camera:

"How much do closing costs usually come out to and are they paid in cash or baked into your mortgage?"

If my best friend is texting me about this, it's time we talk about it—closing costs. What are they, why do they matter, and how do you avoid getting blindsided by them?

[Quick text overlay: "What are closing costs?"]

"When you're buying a home, closing costs have to be paid upfront along with your down payment. But there are ways to structure your offer so you're not paying all of that out of pocket."

2

[Quick text overlay: "Option 1: Seller Credits"]

"One option is to negotiate seller credits. You can offer a little more on the purchase price and ask the seller to cover some of your closing costs. This way, those costs get rolled into your loan instead of coming out of your bank account right away."

[Quick text overlay: "Important Note on Seller Credits"]

"But one thing to keep in mind—you can't just add an infinite amount onto the purchase price. When the home gets appraised, the appraiser is basing their number on the total purchase price, including seller credits. Even though that money isn't going to the seller, the home still needs to appraise for at least that amount."

That's why this strategy works best on homes that have been sitting on the market for a bit. If it's priced correctly, you can offer at or slightly above asking while negotiating seller credits to offset your closing costs—keeping more cash in your pocket."

Because remember—closing costs are on top of your down payment. Meaning, this is all the cash that needs to come to the closing table. On average, sellers in California can expect to pay between 2 to 3% of their home's final sale price in closing costs. So - on a \$600,000 purchase you should expect somewhere between \$12,000-\$18,000"

[Quick text overlay: "Option 2: Rate Buydown"]

"Another smart move? Using seller credits to buy down your interest rate, which lowers your monthly mortgage payment for the first few years."

[Back to you, wrapping up]

"It's all about structuring the deal in a way that works for you. Want to see how this could play out in your home search? Let's talk!" [Text overlay: DM me with questions]



Social Media Content



Estimating Monthly Payments for Reels

Prompt:

“Estimate the full monthly payment for a \$650,000 condo with 10% down, 6.875% interest. Include:

- property tax (1.2%)
- insurance (\$125/mo)
- mortgage insurance (\$151/mo)
- HOA (\$237).
Then calculate income needed to qualify if borrower has \$500/mo in debts.”

Property Assumptions:

- \$650,000 condo
- 10% down (\$65,000)
- 6.875% interest
- \$500 monthly debts
- Good credit score

ChatGPT Output:

- Principal & Interest: \$3,834
- Homeowners Insurance: \$125
- Mortgage Insurance: \$151
- Property Taxes: \$650
- HOA: \$237
 - ➔ **Total Monthly Payment: ~\$5,006**
 - ➔ **Income Needed: \$134,000/year**
 - ➔ *(Split between 2 people: \$67,000/year each)*



Q&A or Buyer Tip Reels

Example: Video on Closing Costs

Prompt:

“Turn this into an Instagram Reel script. I want to open with the screenshot, talk into the camera, and explain closing costs in a way that’s helpful but not too boring. Use how I answered her questions for reference.”

REQUEST FOR REPAIRS

What to do step by step

1. Uploaded the Inspection Report for 1933 Lincoln Ave

Prompt: “Can you go through this inspection report and identify major issues — focus on health, safety, or things that might come up on appraisal?”

2. Uploaded a List of Items You Wanted to Request

Example from your doc:

- 1.3.3 – Attic insulation was not evenly distributed
- 3.2.1 – Outlets missing cover plates
- 5.4.2 – Active leak in kitchen faucet
- 8.1.2 – Garage door auto-reverse not functioning

Prompt: “Here’s a list of issues from the inspection I want to request. Can you turn this into a professional Request for Repairs?”



REQUEST FOR REPAIRS

RESULT ➡

- Evenly redistribute attic insulation to improve efficiency and meet general building standards. (Ref. 1.3.3)
- Install missing outlet cover plates in applicable areas for safety. (Ref. 3.2.1)
- Repair active leak at the kitchen faucet. (Ref. 5.4.2)
- Repair or replace garage door sensors to restore auto-reverse functionality. (Ref. 8.1.2)

Seller to...

1. Provide either an email or signed agreement that the neighbor will allow access to the property for necessary sewer repairs and work with new owner to get an easement recorded on the property for access to the sewage line.

2. Install a water pressure regulator to address high water pressure conditions (3.10.1 – General Inspection Report)

3. Seller to repair or fortify the failed beam identified in the attic structure. (10.6.1 – General Inspection Report)

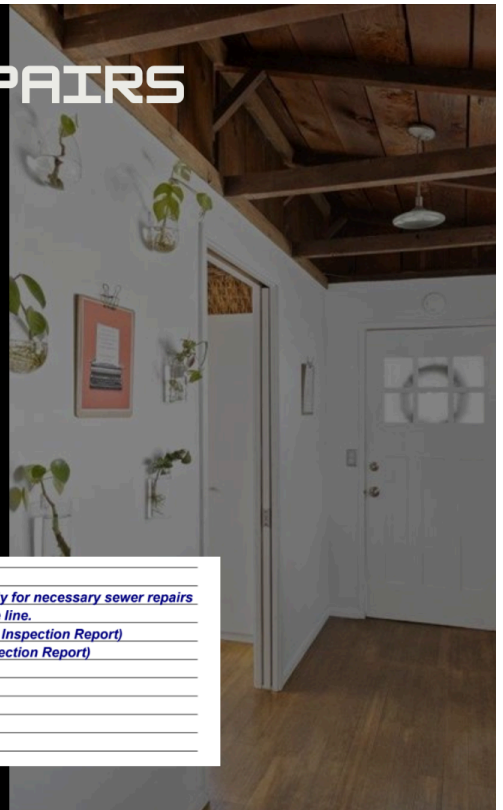
4. Have licensed plumber address the following items from the general inspection report:

3.2.1 – Dishwasher drain hose sloped uphill

3.8.1 – Missing discharge pipe at water heater T&P valve

3.11.1 – Missing sediment trap at gas supply line

3.11.2 – Improper use of two gas flex lines at water heater



Request for Repairs

What to Do Step-by-Step

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Prompt:

“Can you go through this inspection report and identify major issues — focus on health, safety, or things that might come up on appraisal?”

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3. Prompt:

“Here’s a list of issues from the inspection I want to request. Can you turn this into a professional Request for Repairs?”

Example Output:

- Evenly redistribute attic insulation to improve efficiency and meet general building standards. (Ref. 1.3.3)
- Install missing outlet cover plates in applicable areas for safety. (Ref. 3.2.1)
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