

# The Real Estate AI Prompt Pack

Copy, paste, and edit. Always add your own market knowledge and voice before anything goes out.

## LISTINGS

Write an MLS listing description for a [beds] bed, [baths] bath home at [address]. Key features: [list]. Neighborhood highlights: [list]. Tone: warm and factual. Keep it under 150 words and avoid any language that could imply a preferred type of buyer.

Give me three headline options and one 30-second video script for this listing: [paste details].

## SOCIAL MEDIA

Turn this listing into five social captions: one educational, one local, one just-listed, one behind-the-scenes, and one that invites a DM. Keep my voice casual and local.

Write a 45-second Reel script for a "market minute" using this stat: [stat] in [area]. Plain language, one clear takeaway.

## EMAIL

Draft a monthly newsletter for my sphere. Include a short market update for [area], one useful seller tip, and a friendly personal note. Warm, not salesy.

Write a first follow-up email to a new buyer lead who searched [area] in the [price] range. One clear question, one helpful link, no pressure.

## MARKET AND CONTENT

Explain [market stat or term] to a first-time buyer in plain English, in under 100 words.

Outline a neighborhood guide for [area]: what to cover on schools, commute, price trends, and lifestyle, so it is genuinely useful and ranks in search.

## ADMIN

Summarize these client notes into next steps and a follow-up date: [paste notes].

Draft a polite email rescheduling a showing from [date] to [date].

**Every time:** read it, fix the facts, and rewrite it in your own voice before it goes out. AI gives you a first draft, not a final one.