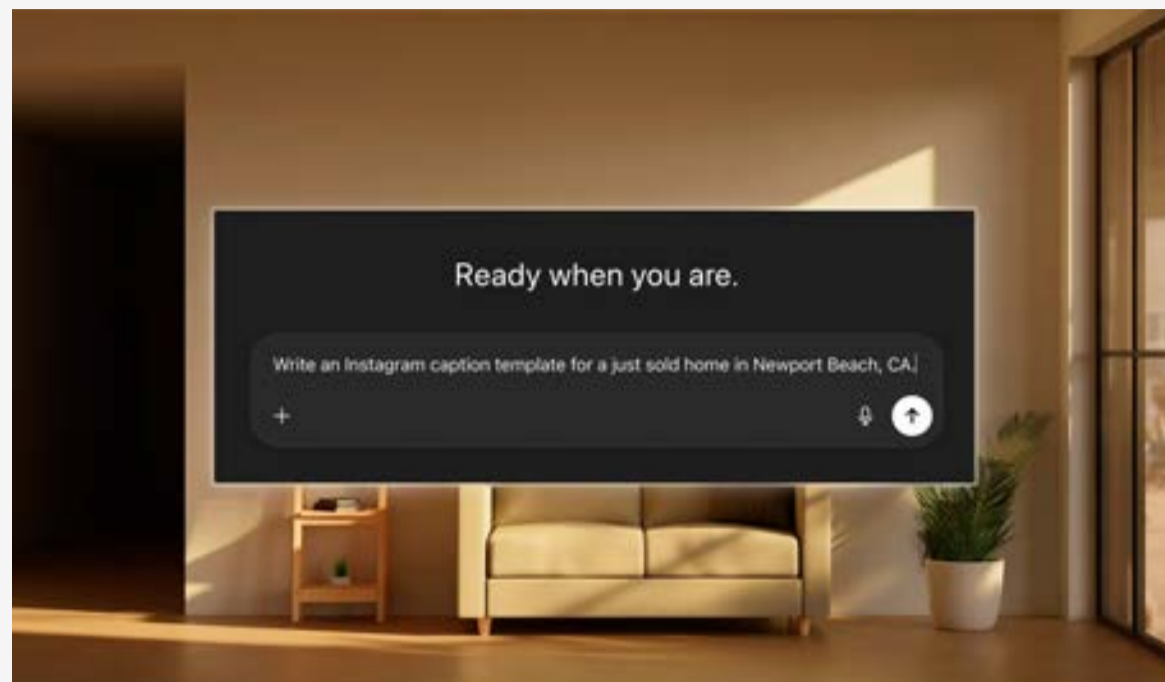


30 Copy-Paste Prompts to Save Hours Every Week

If you're spending hours each week writing listing descriptions, crafting social media posts, or responding to the same client questions over and over, you're working harder than you need to. Generative AI tools like ChatGPT, Claude, Gemini, and more can handle these repetitive tasks in seconds, but only if you know how to prompt them effectively. This library provides 30 battle-tested ChatGPT prompts for real estate agents, all organized by task.



Set the Stage First: Context Is Everything

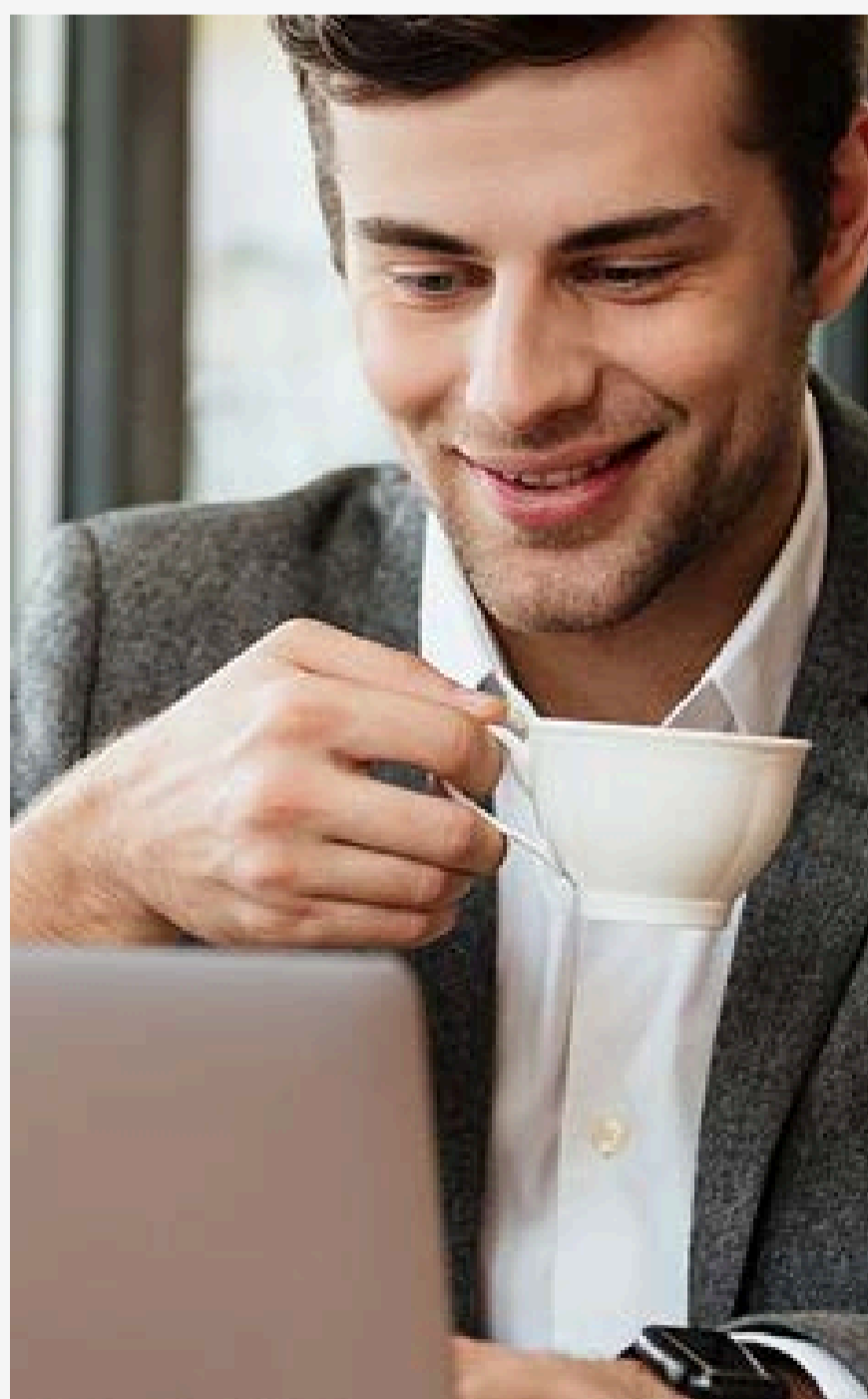
Before you use any of these prompts, you need to give ChatGPT context about who you are, what you do, and who you serve. The AI doesn't know your brand's voice, local market nuances, or target audience unless you tell it.

With that in mind, make sure to start every session with background information such as:

- Your role and market (e.g., "I'm a luxury real estate agent in Scottsdale, Arizona")
- Your target audience (e.g., "I work primarily with retirees relocating from California and high-net-worth buyers")
- Your brand voice (e.g., "My brand is approachable and warm, not overly formal or salesy")
- Your unique value proposition (e.g., "I specialize in golf course communities and offer white-glove concierge service")

For example: "I'm a luxury agent in Miami working with international buyers. My brand is sophisticated but approachable. Keep this in mind for everything you write for me."

Some More Tips Before You Start



- **Customize your AI:**
You can also create a custom GPT (ChatGPT Plus required) or a Claude Project that permanently stores your business context, brand guidelines, and even reference files like past successful listings or marketing materials. Once set up, every conversation within that custom GPT or Project automatically includes your background information without you having to restate it each time.
- **Customize the word count:**
The suggested word counts in these prompts are starting points. Adjust them based on where you're using the content.
- **Give it a "no-no" list:**
Create a list of words, phrases, or styles you never want to use in your marketing, and command the AI to avoid them. Common clichés include "step into luxury," "seamless blend", overly salesly language, and forced contrasts ("not [x], just [y]"). This ensures the tool doesn't default to generic AI-isms that dilute your brand. You can add to this list over time as you notice patterns in output that don't align with how you actually communicate.

How to Use This Prompt Library

1. Copy the entire prompt, including all instructions
2. Replace bracketed variables like [PROPERTY ADDRESS] and [PRICE] with your specific details.
3. Adjust the suggested tone as needed. You know your brand voice best!
4. Paste into your AI of choice and review the output.
5. Refine if needed by asking follow-up questions like “make it shorter” or “focus more on the outdoor space.”

Listing Descriptions

1. Luxury Property Description

Write a compelling listing description for a luxury home with the following details:

- Address: [PROPERTY ADDRESS]
- Price: [PRICE]
- Bedrooms/Bathrooms: [BEDS]/[BATHS]
- Square footage: [SQ FT]
- Key luxury features: [LIST 3-5]
- Neighborhood highlights: [AREA FEATURES]

Tone should be sophisticated and aspirational. Highlight exclusivity and lifestyle. Keep it under 200 words and avoid cliches.

2. First-Time Buyer Home Description

Create a warm, welcoming listing description for a starter home perfect for first-time buyers:

- Address: [PROPERTY ADDRESS]
- Price: [PRICE]
- Bedrooms/Bathrooms: [BEDS]/[BATHS]
- Key selling points: [LIST 2-3]
- What makes it perfect for first-time buyers: [SPECIFIC BENEFITS]

Use an encouraging, accessible tone. Focus on value and opportunity. Maximum 150 words.

3. Investment Property Description

Write a listing description for an investment property targeting real estate investors:

- Address: [PROPERTY ADDRESS]
- Price: [PRICE]
- Current condition: [MOVE-IN READY/NEEDS WORK/etc.]
- Rental potential: [ESTIMATED MONTHLY RENT]
- Key investment highlights: [ADD HERE]
- Current condition: [MOVE-IN READY/NEEDS WORK/etc.]

Focus on numbers, ROI, and market opportunity. Keep it data-driven and under 175 words.

Quick tip: Always include actual rental comps or appreciation data to lend credibility to your write-up.

4. Unique or Historic Property Description

Craft a story-driven listing description for the following property:

- Address: [PROPERTY ADDRESS]
- Price: [PRICE]
- What makes it special: [ARCHITECTURAL STYLE/HISTORY/UNIQUE FEATURES]
- Property story: [BRIEF BACKGROUND if available]
- Modern updates: [RECENT IMPROVEMENTS]

Paint a picture while covering the essential features that buyers want to know. Maximum 200 words.

5. Condo or Townhome Description

Write a lifestyle-focused description for a condo/townhome:

- Address: [PROPERTY ADDRESS]
- Price: [PRICE]
- Bedrooms/Bathrooms: [BEDS]/[BATHS]
- Building amenities: [GYM/POOL/CONCIERGE/etc.]
- Location benefits: [WALKABILITY/TRANSIT/DINING/etc.]
- HOA fee and what it covers: [MONTHLY FEE and SERVICES]

Emphasize convenience and lifestyle. Target [BUYER TYPE]. Under 175 words.

Social Media Posts

6. Just Listed Announcement

Write a just-listed post for [ADDRESS] that sells the lifestyle first, then the home. Lead with the strongest emotional hook, highlight 2-3 features buyers care about most, and end with a confident CTA. Avoid clichés.

- Property type: [SINGLE-FAMILY/CONDO/etc.]
- Price: [PRICE]
- Top 3 features: [FEATURES]

Make it exciting and visual. Include relevant hashtags and a call-to-action. Keep under 100 words.

7. Market Update Post

Write an informative social media post about current market conditions:

- Market area: [CITY/NEIGHBORHOOD]
- Key trend: [RISING PRICES/MORE INVENTORY/INTEREST RATES/etc.]

Educational tone, not salesy. Under 125 words.

8. Educational Tip Post

Create a helpful social media post teaching something valuable based on my insights:

- Topic: [FIRST-TIME BUYER TIPS/HOME STAGING/NEGOTIATION/etc.]
- Main tip or insight: [THE ACTUAL ADVICE]
- Why it matters: [BENEFIT]

Friendly, helpful tone. Make it actionable. Maximum 100 words.

9. Neighborhood Spotlight

Write a compelling neighborhood spotlight post:

- Neighborhood: [NAME]
- What makes it special: [CHARACTER/VIBE]
- 3 local favorites: [RESTAURANT/PARK/SHOP/etc.]
- Housing market snapshot: [PRICE RANGE/HOME STYLES]
- Who loves living here: [FAMILIES/YOUNG PROFESSIONALS/etc.]

Make readers want to live there. Under 125 words.

10. Just Sold Celebration

Write a just-sold post that subtly explains why this home sold (strategy, timing, positioning) without sounding braggy. See details below:

- Property address or neighborhood: [LOCATION]
- Sale price or "over asking": [RESULT]
- Days on market: [DOM]
- Special challenge overcome: [MULTIPLE OFFERS/TOUGH MARKET/etc.]
- Client testimonial (if available): [QUOTE]

Celebrate without bragging. Show expertise. Under 100 words.

11. Open House Property Description

Write an engaging listing description specifically for an open house promotion at [PROPERTY ADDRESS] on [DATE and TIME].

- Price: [PRICE]
- Bedrooms/Bathrooms: [BEDS]/[BATHS]
- Top 3 standout features: [FEATURES]
- What makes this worth visiting: [UNIQUE SELLING POINT]

Create excitement and urgency. Encourage attendance. Include a clear call to action. Maximum 150 words. Mention limited showing times or "won't last long" to create urgency.

Email Communication

12. New Lead Response Email

Write a warm, professional response email to a new lead who found me through [WEBSITE/ZILLOW/REFERRAL/etc.] and are looking to [BUYING/SELLING/BOTH] with a timeline of [ASAP/3-6 MONTHS/JUST EXPLORING].

Tone: helpful and consultative. Include a clear call to action. Under 150 words.

13. Follow-Up Email After Showing

Draft a follow-up email after showing properties:

- Properties shown: [LIST ADDRESSES]
- Their feedback: [WHAT THEY LIKED/DIDN'T LIKE]
- Properties shown: [LIST ADDRESSES]
- Their feedback: [WHAT THEY LIKED/DIDN'T LIKE]

Tone: attentive and helpful. Show you were listening. Maximum 125 words.

14. Monthly Newsletter Email

Create a monthly newsletter email covering:

- Local market update: [BRIEF STAT OR TREND]
- Featured listing or recent sale: [PROPERTY HIGHLIGHT]
- Seasonal tip: [HOME MAINTENANCE/MARKET TIMING/etc.]
- Personal update or community involvement: [OPTIONAL HUMAN TOUCH]
- Call to action: [REFER A FRIEND/SCHEDULE CONSULTATION]

Tone should be conversational and valuable. Around 200 words.

Quick tip: Keep the same structure monthly, so readers know what to expect.

15. Event Invitation Email

Write an engaging invitation email for:

- Event type: [OPEN HOUSE/BUYER SEMINAR/CLIENT APPRECIATION]
- Date/time: [DETAILS]
- Location or format: [ADDRESS or VIRTUAL]
- What attendees will gain: [BENEFITS]
- How to RSVP: [LINK/REPLY/CALL]

Excited but professional tone. Make it sound worth attending. Under 125 words. Create urgency with "limited spots" or "RSVP by [DATE]."

16. Re-Engagement Email

Write a friendly re-engagement email:

- Last interaction: [TIMEFRAME ie. "6 months ago"]
- Original interest: [WHAT THEY WERE LOOKING FOR]
- Market change since then: [NEW OPPORTUNITY/BETTER RATES/etc.]
- Soft call to action: [COFFEE CHAT/QUICK CALL/UPDATED SEARCH]

Tone: no pressure, genuinely checking in. Maximum 100 words.

Client Communication

17. Buyer Consultation Prep Questions

Generate a list of discovery questions for a buyer consultation covering:

- Current housing situation
- Timeline and motivation
- Budget and financing status
- Must-haves vs. nice-to-haves
- Lifestyle and location preferences
- Concerns or questions about the process

Professional yet conversational. 10-12 questions that build rapport and gather essential info.

Quick tip: Customize based on whether they're first-time buyers, relocating, or upsizing.

18. Seller Consultation Talking Points

Create talking points for a seller consultation on:

- Current market conditions in [NEIGHBORHOOD]
- Pricing strategy for [PROPERTY TYPE]
- Marketing plan highlights
- Timeline from listing to closing
- What sets me apart from other agents
- Questions to ask about their goals and timeline

Confident but collaborative tone. Organized into clear sections.

Quick tip: Add local sold comps to support your pricing recommendation.

19. Handling "Your Commission Is Too High"

Write a tactful response to a seller who says your commission is too high. Make sure it acknowledges their concern and explains what my commission covers. Confident and value-focused, not defensive. Around 150 words.

20. Price Reduction Conversation Script

Draft a compassionate but direct script for suggesting a price reduction:

- Market feedback received: [SHOWING ACTIVITY/BUYER COMMENTS]
- Comparable sales: [RECENT COMPS]
- Why original price isn't working: [DATA-DRIVEN REASONS]
- Recommended new price: [AMOUNT]
- Expected result of adjustment: [MORE SHOWINGS/OFFERS]

Make it empathetic, honest, and data-focused. Around 175 words.

21. Offer Presentation Email to Seller

Write an email template outline presenting an offer to a seller. Make sure it's clear, organized, and advisory. Maximum 200 words.

- Market feedback received: [SHOWING ACTIVITY/BUYER COMMENTS]
- Comparable sales: [RECENT COMPS]
- Why original price isn't working: [DATA-DRIVEN REASONS]
- Recommended new price: [AMOUNT]
- Expected result of adjustment: [MORE SHOWINGS/OFFERS]

Make it empathetic, honest, and data-focused. Around 175 words.

Quick tip: Use bullet points for easy scanning of multiple offers.

Content Creation

22. Blog Post Outline Generator

Create a detailed outline for a blog post on:

- Topic: [FIRST-TIME HOME BUYING/STAGING TIPS/MARKET ANALYSIS/etc.]
- Target audience: [BUYERS/SELLERS/INVESTORS]
- Goal: [EDUCATE/GENERATE LEADS/BUILD AUTHORITY]

Include: headline, intro hook, 4-5 main sections with subpoints, conclusion with CTA.

Quick tip: Ask ChatGPT to suggest SEO-friendly headlines for each section.

23. Video Script for Market Update

Write a 60-90 second video script for a market update:

- Market area: [CITY/NEIGHBORHOOD]
- Key stat or trend: [DATA POINT]
- What it means for buyers/sellers: [INSIGHT]
- Call to action: [LINK IN BIO/DM ME/etc.]

Conversational and energetic. Include a hook for the first 3 seconds.

Quick tip: Start with a question to grab attention immediately.

24. Buyer's Guide Content

Generate content for a buyer's guide covering:

- Audience: [FIRST-TIME BUYERS/LUXURY BUYERS/INVESTORS/etc.]
- Market: [YOUR CITY/REGION]
- Key topics: [FINANCING/NEIGHBORHOODS/PROCESS/PITFALLS]
- Length: [ONE-PAGER/10-PAGE GUIDE]

Educational and authoritative. Include actionable tips.

Quick tip: Turn this into a PDF download to capture email addresses.

25. Neighborhood Profile Article

Write a comprehensive neighborhood profile for:

- Neighborhood: [NAME]
- Key sections to cover: [OVERVIEW/ HOUSING/SCHOOLS/AMENITIES/MARKET DATA]
- Target audience: [FAMILIES/YOUNG PROFESSIONALS/RETIREES]
- SEO keyword: [NEIGHBORHOOD NAME + homes for sale/real estate]

Informative and locally focused. 500-700 words with natural keyword usage.

Quick tip: Include local keywords like "[Neighborhood] real estate" throughout.

26. Seller's Market Report Template

Create a market report template for sellers covering:

- Property address: [ADDRESS]
- Recent sales in area: [COMP DATA]

Professional and data-focused. Around 300 words.

Quick tip: Personalize with their actual address for maximum impact.

Administrative & Planning

27. Meeting Summary Generator

Summarize this client meeting:

- Client names: [NAMES]
- Meeting type: [BUYER CONSULT/LISTING PRESENTATION/etc.]
- Key discussion points: [PASTE NOTES]
- Next steps: [FOLLOW-UP TASKS]
- Deadline: [DATE]

Organize into clear sections. Professional tone.

28. Transaction Timeline Creator

Create a transaction timeline for:

- Transaction type: [PURCHASE/SALE]
- Closing date: [DATE]
- Financing type: [CASH/CONVENTIONAL/ FHA/etc.]
- Key milestones: [INSPECTION/APPRAISAL/ FINAL WALKTHROUGH/etc.]

Format as a week-by-week or day-by-day breakdown. Include who's responsible for each task.

Quick tip: Customize based on your local contract timelines.

29. CMA Summary for Clients

Write a client-friendly template summary of a CMA. Tone should be clear and educational. Avoid being overly technical. Around 200 words.

Quick tip: Highlight why you chose specific comps over others.

30. Weekly Task Prioritization

Help me prioritize my weekly tasks, listed below. Organize by urgency and importance and suggest time blocks for each category.

Quick tip: Run this every Monday morning to start the week focused.