50 AI Prompts for Real Estate Agents

This playbook provides a curated collection of adaptable, high-impact AI prompts designed for real estate agents to help them accelerate their business, creative, and technical tasks. Each prompt works with most AI platforms, uses bracketed placeholders for instant customization, and reflects current best practices in AI-driven workflows.

AI can spark ideas and streamline strategy, but the best results come when you pair it with expert human insights. Book a **free 30-minute consultation** with Outcome Engine's strategists, and we'll dive into AI tools, **custom software**, mobile apps, **websites**, and digital marketing strategies tailored for your team.

Core Prompt Techniques

- **Role Prompting -** Assign a persona or role to ground its perspective and improve relevance. *Ex: During this conversation, reply as though you are a realtor, neuroscientist, therapist, bookkeeper, influencer, or a specific famous person.*
- **Wait to Begin -** Ask to log all content until you're ready to provide instructions. *Ex: Please log the following emails, spreadsheet, and image. Then I'll provide instructions when I'm done uploading assets.*
- **Chain-of-Thought Prompting -** Guide the model step by step ("First list assumptions, then outline pros and cons…") to enhance logical coherence.
- **Few-Shot Prompting -** Provide 2–5 examples in your prompt so AI can mimic the tone, structure, or format.
- **Constraint-Based Prompting** - Specify clear limits (word count, style, data formats) to keep outputs focused and on-brand.
- **Tone Specification** - Explicitly state the desired voice or tone. *Ex: "Write in a friendly but authoritative tone" or "Use a tone similar to Mark Twain's.*
- **Confirm understanding first.** Before beginning, ask AI if it clearly understands your goals and intentions, or if there's any additional information it would like before beginning. *Ex: Before you answer, please ask any questions that will help you provide a more accurate response.*
- **Iterative Refinement** - Use follow-up prompts to tweak and refine outputs rather than expecting perfection in one go.
    - In OpenAI, use their Canvas tool to modify your content in real time.

- **Context Window Management –** AI models work within a fixed context window (the amount of text an AI can hold in its "memory"), so long threads can lose earlier details and invite hallucinations. After 15–20 back-and-forths on one topic, start a fresh thread to keep context intact.
- **Chunked Requests –** Models have output limits, so breaking large tasks into smaller pieces yields more accurate, coherent results. Try asking for an outline/overview, then requesting each section separately.
- **Scope Confirmation**: Could you clarify the format, length, and audience before you proceed?
- **Checklist Prompt:** Please confirm these points before you begin: 1) audience, 2) tone, 3) depth of detail. Then proceed with the answer.

Discovery, Qualification, and Objection Handling

1. I'm preparing to meet with a **{client type, e.g., downsizing seller, relocating tech worker}** in **{market, e.g., Austin, TX or 78704}**. Give me five specific challenges they are likely facing this year. Phrase each one in natural language I can use during a casual but professional conversation.
2. Write a 60-second opener I can use when meeting a new client for the first time. It should sound confident and warm, without feeling scripted or pushy. Keep the tone conversational and approachable, like something I would say naturally.
3. Give me 10 clear discovery questions I can use with a **{buyer, seller, or investor}** to uncover their motivation, urgency, and whether we are a good fit. Each question should sound natural and easy to ask in a casual conversation.
4. Based on this client profile **{first-time buyer, FSBO seller, or investor}**, what objections am I most likely to hear during a sales conversation? Write responses I can use to acknowledge the concern, reframe it clearly, and guide the conversation forward without sounding defensive.
5. A client is considering working with **{Zillow Offers, a discount brokerage, or another agent}**. I offer **{link to bio, service list, or summary of services}**. Write three talking points that highlight the value I bring, without criticizing the competition. Keep the tone confident, clear, and respectful.

Local Market Positioning

6. Summarize the top three real estate trends in **{market or ZIP code}** for **{quarter, year}**. Use plain language that I can share in a client-facing email or on social media. Avoid technical terms and make each point easy to explain in one or two sentences.

7. Write a LinkedIn post that explains recent changes in housing inventory in **{market or ZIP code}**. Help buyers and sellers understand what this shift means for their decisions right now. Keep the tone informative and professional without sounding robotic.
8. Write a one-liner I can use in conversation or marketing to explain why listing in **{neighborhood}** right now is a smart decision. Keep it clear, confident, and focused on timing or demand.
9. Give me the content for a three-slide presentation that explains what is driving buyer demand in **{ZIP code}** in **{year}**. Each slide should highlight one key factor, written in simple language I can use in a buyer consultation or webinar.
10. What is the clearest way to explain price-per-square-foot trends in **{market}** this year? Give me a short explanation I can use with buyers or sellers who are unfamiliar with how this metric works. Avoid industry jargon and focus on clarity.

Lead Generation and Prospecting

11. Write three cold outreach scripts I can use when contacting homeowners in **{ZIP code}** who are likely to sell in the next 12 months. Each script should sound friendly, helpful, and personal, not overly sales-focused. I want to use these for direct mail or email.
12. Write five text message follow-ups I can send to cold buyer leads who toured a property but haven't replied. Each message should feel conversational and helpful. Focus on adding value rather than applying pressure.
13. Give me five ways to start natural conversations with homeowners who requested a home valuation but haven't listed their property. The tone should be helpful and respectful. Avoid anything that sounds like a hard sell.
14. What are five ways to start conversations with homeowners who requested a home valuation but haven't listed?
15. I'm door-knocking in a neighborhood where I recently sold a home. Write a 15-second opener I can say at the door that sounds approachable and confident. Also create a one-page leave-behind that shows social proof and invites neighbors to reach out if they are curious about selling.
16. Write a voicemail script I can leave for a homeowner whose listing recently expired. It should sound helpful, authentic, and empathetic. Include a clear offer to talk through next steps if they are still considering selling.
17. What are seven ways I can position myself as the trusted agent in **{neighborhood}** without using phrases like "top producer" or "award-winning"? Focus on actions and messaging that show value and build credibility with homeowners.

18. I want to run a Facebook ad targeting sellers in **{ZIP code}**. Write the headline, body copy, and a clear call to action. Keep the tone informative and approachable. Speak to homeowners who may be thinking about selling in the next few months.
19. Give me 10 social media captions that explain why now might be a smart time to sell. Avoid fear-based language. Use a tone that is positive, clear, and grounded in the current market context.
20. Write a 30-second video script to introduce me as a local real estate expert to new followers on Instagram or TikTok. The tone should be confident, friendly, and specific to my audience. Help people quickly understand who I help and how I work.

Buyer and Seller Psychology

21. What are five common fears first-time buyers have in **{year}**, and how can I reframe each one to help them feel more confident and informed? Write in a tone I can use during casual conversation or short-form content, not like a script or lecture.
22. List six emotional triggers that cause homeowners to sell even in a high-interest-rate market. For each one, explain how I can speak to that feeling clearly and effectively in conversations, social media posts, or listing consultations.
23. Write three short talk tracks I can use when buyers express frustration with interest rates or affordability. The tone should be understanding, calm, and forward-looking. I want to use these during showings, follow-up calls, or in content where I acknowledge concerns but also offer perspective.
24. Give me five simple analogies I can use to explain how waiting to buy a home could end up costing more in the long run, even with high interest rates. Make them relatable and conversational, like something I could say in a video or casual conversation.
25. What mindset shifts help a seller understand why pricing too high can cost them more in the end? Give me three ways to explain this clearly during a listing consultation or pricing conversation. The tone should be calm, strategic, and easy to understand.

Listing Prep and Strategy

26. Write a friendly and professional email I can send to sellers to help them prep their home for photos and showings. Include a clear checklist and make it easy to skim. Assume the home is lived in and needs light prep, not a full renovation.
27. Write an email I can send to a seller recommending a price reduction. The tone should be calm, confident, and supportive. Assume the listing has been on the market for about three weeks with few showings and no offers.

28. Write a 60-second explanation I can give a seller who's unsure about staging. Make it clear and compelling, using everyday language that focuses on visual impact and return on investment.
29. Give me three ways to explain days-on-market data to a seller who is worried because they haven't had any offers after 14 days. Each version should sound calm and confident. Include one that uses market data, one that focuses on timing strategy, and one that frames this as a normal part of the process.
30. Write a modern, engaging listing description for a 3BR/2BA home with a pool in **{City}**. Keep it around 100 to 150 words and focus on lifestyle appeal and standout features. I want it to feel fresh, not full of clichés or overused phrases.

Showings, Tours, and Open Houses

31. Give me five text messages I can send to buyers after an open house to keep interest alive. They should sound warm and helpful, not pushy or salesy. Assume these buyers visited the home but haven't reached out again yet.
32. Write a warm, professional note I can leave behind after a private showing to thank the seller. It should show appreciation, leave a good impression, and reflect that I respect their home.
33. Write a 30-second Instagram Reel script to promote a listing at **{address}**. Highlight the most appealing features of the home and speak directly to **{target buyer type, such as growing families or remote workers}**. The script should be natural enough to say on camera, not read like a voiceover.
34. Give me five open-ended questions I can ask buyers during a showing to uncover their real priorities. Keep the tone conversational and easy to work into casual chat while we walk through the home.
35. What are three ways I can respond when a buyer asks why a listing at **{address}** hasn't sold yet? Each version should sound confident and transparent, while helping the buyer focus on value or opportunity rather than assuming something is wrong.

Client Communication and Deal Education

36. Write a short, clear explanation of what earnest money is and how it works in a real estate transaction. Make it easy to understand for a first-time buyer, and write it as if I'm sending it by email or copying it into a client guide.
37. Write a short explanation of the inspection process that I can share with a first-time seller. Keep it free of jargon and easy to understand. I want something I can use in a walkthrough conversation or copy into an email.

38. Give me three short talk tracks I can use to explain appraisal gaps to buyers. Each one should be clear, confident, and helpful, with one option for in-person conversations and two I can adapt for email or text.
39. Write a calm and reassuring message I can send to a nervous seller a few days before closing. They've voiced concerns about timing and logistics. Make the message feel confident and supportive. I'll be sending it by text or email.
40. Give me five friendly, action-focused subject lines that encourage recent buyers to open an email with their post-closing checklist. I want the tone to be helpful, not too transactional.

Marketing, Branding, and Content

41. Write a three-sentence personal bio for a real estate agent that sounds relatable and credible without clichés. It will be used on my **{Instagram bio | website | LinkedIn}**. My audience is mostly **{first-time buyers | move-up sellers | relocation clients}** in **{market}**.
42. Review my **{LinkedIn bio, personal website, or short intro paragraph below}** and give me three ways to position myself as a modern, tech-savvy agent without relying on buzzwords. I want to sound sharp and current, but not like every other agent saying the same thing. Include specific lines or phrases I can use.
43. I help **{audience type, e.g., tech professionals or families}** relocate to **{city}**. Give me three brand promise statements that sound clear, confident, and client-centered, no fluff or generic phrasing. I want something I can use in my website header, Instagram bio, or listing presentation.
44. I'm a real estate agent in {market} focused on {target audience}. Give me 10 short-form video ideas for Instagram Reels or TikTok that build trust and engagement by:
    a. answering their most common questions,
    b. easing their fears, or
    c. showing how I work.

    Make each idea easy to film solo with a phone, no voiceover or drone needed.
45. I'm announcing a new listing: {**brief details—3BR/2BA with a pool in Albuquerque, New Mexico, walkable to restaurants**}. Write an Instagram caption that feels original and not formulaic. I want it to sound confident and modern without sounding overly salesy. My audience is **{move-up buyers | young families | remote workers**}.

Systems, Follow-Up, and Productivity

46. I'm a real estate agent in **{market}** focused on helping **{audience type, e.g., move-up sellers or first-time sellers}**. Create a weekly Instagram content calendar with post ideas that mix:
    a. market education (e.g. home prep, pricing, timing),
    b. behind-the-scenes posts that show my approach and values, and
    c. soft CTAs to book a consultation or download a seller guide.
    d. Make it easy to repurpose for Stories and LinkedIn.
47. Write a friendly, professional Friday check-in email I can send to active buyer clients who toured homes this week. Include a section for new listings, space to share feedback, and a nudge to review financing or prep next steps over the weekend.
48. I want a 10-minute daily routine to stay top-of-mind with warm leads including people who opened a recent email or viewed a listing but haven't booked a call. Include tasks I can do through my CRM, text, or social DMs. Make it feel personal but efficient.
49. A buyer lead ghosted after touring two homes and saying they were "thinking it over." Write a warm but direct text message that gives them space, asks if anything's shifted, and nudges them to share where they stand so I know how to support them.
50. Give me three thoughtful, low-pressure ways to follow up with past clients 3–6 months after closing. My goal is to check in, offer value (like home maintenance tips or market updates), and keep the relationship strong in case they have referrals.

Book Your **Free 30-Minute Consultation** with Outcome Engine

Contact Outcome Engine

Mireya Herrera | Co-Founder | Mireya@outcomeengine.io | 505-204-6637
Kanani Voegeli | Co-Founder | Kanani@outcomeengine.io | 480-580-3697
Nick Voegeli | Technical Strategist | Nick@outcomeengine.io | 480-540-6643