

AI PROMPT TEMPLATE PACK for Real Estate Agents

60+ Copy-Paste AI Prompts to Win More Listings,
Close More Deals, and Save 10+ Hours a Week

Listings · Buyer Outreach · Marketing · Negotiations
Open Houses · Social Media · Transaction Management

By The AI Department

Built on 15+ years of real estate expertise & \$250M+ in closed transactions

AI Prompt Template Pack for Real Estate Agents

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The prompts in this pack are templates. Always review AI-generated content before sending to clients, posting publicly, or including in legal documents. AI output should be treated as a first draft, not final copy.

Fair Housing Compliance: All marketing and communication prompts in this pack are designed to comply with Fair Housing Act guidelines. Always review generated content to ensure compliance with federal, state, and local fair housing laws.

Questions? Contact us at hello@thisisomni.ai

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How to Use This Pack

This pack contains **60+ battle-tested AI prompts** designed specifically for real estate agents. Every prompt was crafted from real transaction experience — not generic AI templates you find online.

■ **Quick Start:** Copy any prompt. Paste it into ChatGPT, Claude, or Gemini. Replace the [BRACKETED PLACEHOLDERS] with your specific details. Hit send. Done.

- **Step 1: Pick your situation.** Browse the chapters by category — listings, buyers, marketing, negotiations, etc.
- **Step 2: Copy the prompt.** Each prompt is ready to paste. The gray boxes are your copy-paste zones.
- **Step 3: Fill in your details.** Replace [BRACKETED TEXT] with your property address, client name, price, etc.
- **Step 4: Review and send.** AI gives you a strong first draft. Edit for your voice, then use it.
- **Step 5: Save your favorites.** Build a personal prompt library in a Google Doc or Notion page for instant access.

Pro Tip: The agents who get the most from AI aren't the ones who use it occasionally — they're the ones who build it into their daily workflow. See the **5-Minute Daily AI Routine** at the end of this pack.

Chapter 1: Listing Presentations & Winning the Appointment

These prompts help you prepare killer listing presentations, research sellers' motivations, and craft pre-listing packages that win appointments over the competition.

Prompt #1: Pre-Listing Research Brief

I'm a real estate agent preparing for a listing appointment at [ADDRESS] in [NEIGHBORHOOD/CITY]. The property is a [BEDS/BATHS/SQFT] [PROPERTY TYPE]. The seller's likely motivation is [MOTIVATION: downsizing/relocating/divorce/estate/upgrading]. Generate a one-page research brief covering: 1) Three comparable recent sales within 0.5 miles, 2) Current market conditions for this micro-market, 3) Average days on market for similar properties, 4) Two unique selling points I should highlight, 5) Two potential objections the seller might raise and how to address them.

■ Run this 24 hours before the appointment. Print it and bring it — sellers are impressed by preparation.

Prompt #2: Listing Presentation Script

Write a 5-minute listing presentation script for a [PRICE RANGE] [PROPERTY TYPE] in [NEIGHBORHOOD]. My key differentiators are: [YOUR DIFFERENTIATORS – e.g., professional staging, drone photography, 98% list-to-sale ratio, average 12 days on market]. The seller is interviewing [NUMBER] other agents. Structure the script as: 1) Opening hook (why this property is special), 2) Market positioning (price strategy), 3) Marketing plan overview, 4) My track record with proof points, 5) Closing – why now and why me. Tone: confident, not salesy. Conversational, not scripted.

■ Practice this out loud twice before the appointment. Modify to match your natural speaking style.

Prompt #3: Seller Objection Responses

I'm a real estate agent. Give me persuasive but honest responses to these common seller objections: 1) 'Your commission is too high – another agent will do it for less.' 2) 'I want to price it \$[AMOUNT] above your recommended price.' 3) 'I don't want to do open houses.' 4) 'My neighbor sold for \$[PRICE] – I want the same.' 5) 'I want to wait until spring/summer.' 6) 'Can't I just sell it myself on Zillow?' For each objection, give me a 2-3 sentence response that acknowledges their concern, provides market data, and pivots to value.

■ Save these responses in your phone's notes app for quick reference during appointments.

Prompt #4: CMA Email to Seller

Write a professional email to [SELLER NAME] presenting my Comparative Market Analysis for [ADDRESS]. The recommended list price is \$[PRICE]. Key comps are: [COMP 1 ADDRESS – SOLD PRICE], [COMP 2 ADDRESS – SOLD PRICE], [COMP 3 ADDRESS – SOLD PRICE]. The email should: explain the pricing methodology in simple terms, justify why the recommended price maximizes their net proceeds, mention current market conditions (active inventory, buyer demand, days on market), and end with a clear next step to schedule the listing appointment. Tone: authoritative but warm. Under 300 words.

■ Send this within 2 hours of the listing appointment while the conversation is fresh.

Prompt #5: Just Listed Announcement Email

Write a 'Just Listed' announcement email for [ADDRESS], a [BEDS/BATHS/SQFT] [PROPERTY TYPE] listed at \$[PRICE] in [NEIGHBORHOOD]. Key features: [TOP 3 FEATURES]. Open house date: [DATE/TIME]. The email goes to my sphere of influence database of [NUMBER] contacts. Include: an attention-grabbing subject line, property highlights, a lifestyle angle (why someone would love living here), a clear CTA to share with anyone looking, and a P.S. line that creates urgency. Keep it under 200 words.

■ *Send within 24 hours of going live. Speed matters for social proof.*

Prompt #6: Pre-Listing Package Cover Letter

Write a professional cover letter for my pre-listing package being sent to [SELLER NAME] at [ADDRESS]. I am [YOUR NAME] with [BROKERAGE]. Mention: my experience ([YEARS] years, \$[VOLUME] in transactions), my marketing plan highlights (professional photography, social media, targeted ads, open houses), and what makes me different from other agents. The letter should make the seller feel confident I will get top dollar for their home. Format: formal business letter, one page. Tone: professional, confident, personal.

■ *Print on quality letterhead and hand-deliver when possible.*

Chapter 2: Property Descriptions & MLS Copy

The listing description is often the first impression buyers get. These prompts generate compelling, SEO-friendly copy that sells the lifestyle — not just the specs.

Prompt #7: MLS Listing Description — Luxury

Write an MLS listing description for [ADDRESS], a luxury [PROPERTY TYPE] listed at \$[PRICE]. Specs: [BEDS] beds, [BATHS] baths, [SQFT] sq ft, built in [YEAR], lot size [LOT SIZE]. Key features: [LIST TOP 5-7 FEATURES – e.g., chef's kitchen with Wolf appliances, primary suite with spa bath, heated pool, 3-car garage]. Neighborhood highlights: [NEARBY AMENITIES]. Write it in two versions: 1) Full description (250 words max – MLS limit), 2) Short version (100 words for syndication sites). Tone: sophisticated, aspirational. Avoid cliches like 'stunning' and 'must-see.' Lead with the lifestyle, not the specs.

■ Always check your MLS character limits. Most allow 250-1000 words.

Prompt #8: MLS Description — Starter Home / First-Time Buyer

Write an MLS listing description for [ADDRESS], a [PROPERTY TYPE] perfect for first-time buyers. Listed at \$[PRICE]. Specs: [BEDS] beds, [BATHS] baths, [SQFT] sq ft. Key selling points: [FEATURES – e.g., updated kitchen, fenced yard, close to transit, move-in ready]. The target buyer is [DESCRIPTION – e.g., young professional, growing family, downsizer]. Emphasize: value, location, and what makes this an exceptional opportunity at this price point. 200 words max. Tone: warm, welcoming, honest.

■ For starter homes, emphasize neighborhood and value over luxury features.

Prompt #9: MLS Description — Investment Property

Write an MLS listing description for an investment property at [ADDRESS]. Listed at \$[PRICE]. Property type: [TYPE – multi-family/condo/SFR]. Current rent: \$[MONTHLY RENT]. Occupancy: [STATUS]. Cap rate: [CAP RATE]%. Key numbers: [GRM, NOI, any recent improvements]. Target buyer: real estate investor. Lead with the numbers, then describe the property and neighborhood growth indicators. Mention: rental demand, proximity to [EMPLOYERS/UNIVERSITIES/TRANSIT], and any value-add potential. 200 words. Tone: data-driven, professional.

■ Investors want numbers first, story second. Lead with cap rate and cash flow.

Prompt #10: Property Feature Highlight — Social Media

Write 5 different social media captions for [ADDRESS] at \$[PRICE], each highlighting a different feature: 1) The kitchen, 2) The outdoor space, 3) The neighborhood/location, 4) The primary bedroom, 5) Overall lifestyle. Each caption should be 2-3 sentences max, include relevant hashtags (5-8 per post), and end with a CTA (DM me, link in bio, schedule a showing). Platform: [INSTAGRAM/FACEBOOK/LINKEDIN]. Tone: engaging, authentic – not salesy.

■ Post one feature per day for 5 days. Creates sustained interest without overwhelming your feed.

Prompt #11: Property Description — Renovation / Fixer-Upper

Write a listing description for [ADDRESS], a [PROPERTY TYPE] being sold as a renovation opportunity at \$[PRICE]. Current condition: [DESCRIBE – e.g., original 1960s kitchen, needs roof, cosmetic updates throughout]. What makes it valuable: [POSITIVES – e.g., great bones, premium lot, desirable school district, ARV potential of \$X]. Target buyer: investor or owner-occupant looking for sweat equity. Be honest about the condition while selling the opportunity. 200 words. Tone: straightforward, opportunity-focused.

■ *Honesty about condition builds trust and reduces tire-kickers.*

Chapter 3: Buyer Outreach & Lead Nurture

Convert leads into clients with personalized outreach, follow-up sequences, and buyer consultations that build trust fast.

Prompt #12: New Lead First Response

Write a first-response text message and email for a new buyer lead who inquired about [ADDRESS/AREA]. Their name is [NAME] and they came from [SOURCE – Zillow/Realtor.com/Instagram/Open House]. The text should be under 160 characters and create a reason to reply. The email should be under 150 words, acknowledge their interest, ask one qualifying question, and offer immediate value (e.g., 'I just pulled 3 similar properties that aren't on Zillow yet'). Tone: helpful, not pushy. Like a knowledgeable friend, not a salesperson.

■ *Speed to lead matters. Send within 5 minutes of the inquiry. The first agent to respond gets the client 78% of the time.*

Prompt #13: Buyer Consultation Prep Questions

I'm a real estate agent preparing for a buyer consultation with [CLIENT NAME] who is looking to buy a [PROPERTY TYPE] in [AREA] with a budget of \$[BUDGET]. Generate: 1) 10 qualifying questions I should ask to understand their real needs (beyond beds/baths/budget), 2) A framework for explaining the buying process to a first-time buyer, 3) Three ways to demonstrate my value vs. them searching on their own, 4) A script for discussing buyer agency agreement. Keep questions conversational, not interrogation-style.

■ *Print these out and use as a guided conversation, not a questionnaire.*

Prompt #14: Buyer Follow-Up Drip Sequence (5 Emails)

Create a 5-email drip sequence for buyer leads in [AREA] who are [TIMELINE – actively looking / 3-6 months out / just browsing]. The sequence should span [TIMEFRAME – 2 weeks / 30 days / 60 days]. Each email should: have a compelling subject line, provide genuine value (market update, new listing alert, neighborhood guide, mortgage tip, success story), include a soft CTA, and be under 150 words. The goal is to stay top-of-mind without being annoying. Emails should feel personal, not automated. Include suggested send days/times.

■ *Set this up in your CRM to trigger automatically when a new lead enters your pipeline.*

Prompt #15: Buyer Needs Assessment Email

Write an email to [BUYER NAME] after our initial consultation summarizing what I learned about their needs and confirming our next steps. They are looking for: [PROPERTY CRITERIA – beds, baths, area, budget, must-haves, deal-breakers]. Their timeline is [TIMELINE]. Their pre-approval status is [STATUS]. The email should: recap their top 3 priorities, mention 1-2 properties I've already identified, outline the next step (tour schedule, pre-approval intro, etc.), and reinforce my commitment to finding the right home. Under 200 words.

■ *Send within 1 hour of the consultation. Demonstrates you were listening.*

Prompt #16: Zillow/Redfin Lead Conversion Script

Write a phone script for calling a lead who submitted an inquiry on [ZILLOW/REDFIN/REALTOR.COM] for [ADDRESS]. Assume they've probably forgotten they inquired and may have contacted multiple agents. The script should: 1) Open with a friendly, non-threatening intro, 2) Reference the specific property they asked about, 3) Ask if they're still looking or already working with someone, 4) Offer immediate value (new listings, market info, showing availability), 5) Secure a next step (showing, consultation call, or email permission). Keep it under 60 seconds of talk time.

■ *Call within 5 minutes. If no answer, leave voicemail AND send the text from Prompt #13.*

Prompt #17: Buyer 'Cold Feet' Reassurance

My buyer client [NAME] is getting cold feet about making an offer on [ADDRESS] at \$[PRICE]. Their concern is: [CONCERN – e.g., overpaying, interest rates, market timing, commitment anxiety, inspection fears]. Write a message I can send them that: acknowledges their concern honestly (don't dismiss it), provides relevant data or perspective, shares a brief anecdote about how hesitation plays out in this market, and encourages decisive action without pressure. Tone: empathetic, knowledgeable, calm. Under 200 words.

■ *Sometimes a client needs one honest conversation to move forward. This prompt helps you prepare that conversation.*

Chapter 4: Open House & Showing Follow-Up

Open houses generate leads. Follow-up converts them. These prompts cover both ends.

Prompt #18: Open House Invitation — Social Media + Email

Create an open house promotion package for [ADDRESS] on [DATE] from [TIME]. Include: 1) Instagram/Facebook post caption with hashtags (under 150 words), 2) Instagram Story text overlay suggestions (3 slides), 3) Email invitation to my database (under 200 words), 4) Neighborhood-specific angle (why someone would want to live HERE, not just in this house). Property highlights: [TOP 3 FEATURES]. Price: \$[PRICE]. Tone: inviting, exciting, community-focused.

■ Post the social media version 3 days before and again the morning of. Send email 2 days before.

Prompt #19: Open House Sign-In Follow-Up Email

Write a follow-up email for someone who attended my open house at [ADDRESS] on [DATE]. Their name is [NAME]. They [SEEMED INTERESTED/WERE JUST BROWSING/ARE CURRENTLY RENTING/NEED TO SELL FIRST]. The email should: thank them for coming, mention one specific thing about the property, ask if they have questions, and offer to show similar properties or schedule a private showing. Include a P.S. with a market stat that creates urgency. Under 150 words. Tone: warm, personal, not automated.

■ Send the same evening or next morning. Personalize the [SEEMED INTERESTED] part based on your actual conversation.

Prompt #20: Post-Showing Feedback Request to Buyer

Write a text message and email to my buyer client [NAME] after we toured [NUMBER] properties today including [TOP PROPERTY ADDRESS]. I want to: get their honest reactions, narrow down their favorites, identify any new criteria that emerged, and schedule next steps. The text should be casual and under 160 characters. The email should be structured with a quick ranking exercise (have them rate each property 1-5) and one open-ended question. Under 150 words.

■ Send within 2 hours of the last showing while impressions are fresh.

Prompt #21: Open House Neighbor Invitation Door Knock Script

Write a brief, friendly door knock script I can use in the neighborhood around my new listing at [ADDRESS]. I want to: invite neighbors to the open house on [DATE], let them know the list price (\$[PRICE]) so they can spread the word, mention I'm available if they or anyone they know is thinking about buying or selling, and leave a lasting positive impression in under 30 seconds. The tone should be neighborly, not salesy. Include a suggested leave-behind (what to put on the door hanger).

■ Hit 50 doors minimum. Neighbors sell houses — they tell friends and family about the area.

Prompt #22: Showing Feedback Request to Buyer's Agent

Write a professional follow-up email to the buyer's agent [AGENT NAME] at [BROKERAGE] who showed my listing at [ADDRESS] to their client on [DATE]. I want to: thank them for the showing, ask for their client's feedback (price, condition, interest level), mention that I have [OTHER INTEREST – other showings, an offer, etc.] to create appropriate urgency, and keep the door open for a follow-up conversation. Tone: professional, peer-to-peer, not desperate. Under 150 words.

■ *Send within 24 hours of the showing. This is also competitive intelligence for your seller.*

Chapter 5: Social Media & Content Marketing

Consistent content builds your brand. These prompts generate a week's worth of social media in minutes.

Prompt #23: Weekly Content Calendar Generator

Create a 7-day social media content calendar for a real estate agent in [MARKET/CITY]. My brand focuses on [YOUR NICHE – luxury, first-time buyers, investors, relocation, etc.]. For each day, provide: 1) Platform (Instagram, Facebook, LinkedIn, or TikTok), 2) Content type (carousel, reel idea, single image, story, text post), 3) Topic/hook, 4) Caption draft (under 100 words), 5) Hashtag set (8-10 per post). Mix content types: 2 value posts, 2 listing/market posts, 1 personal/behind-the-scenes, 1 community/neighborhood, 1 engagement post (poll/question).

■ *Batch-create content for the whole week on Sunday. Schedule using Later or Buffer.*

Prompt #24: Market Update Video Script

Write a 60-second video script for a monthly market update in [CITY/NEIGHBORHOOD]. Current stats: median price \$[PRICE] ([UP/DOWN] [%] YoY), [NUMBER] active listings, average DOM [DAYS], interest rates at [RATE]%. The script should: open with a hook that creates curiosity (not 'Hey guys, market update!'), deliver 3 key takeaways in plain English, include one actionable insight for buyers AND sellers, end with a CTA. Format it with [VISUAL CUE] markers for b-roll or graphics. Tone: authoritative, conversational, like explaining to a smart friend.

■ *Film this in front of a recognizable local landmark for brand consistency.*

Prompt #25: Neighborhood Guide Post

Write a neighborhood guide social media post for [NEIGHBORHOOD] in [CITY]. Cover: 1) Vibe in one sentence, 2) Price range for homes, 3) Top 3 restaurants/cafes, 4) Best feature (parks, schools, transit, walkability), 5) Who it's perfect for (young professionals, families, retirees), 6) One insider tip only locals know. Format as either a carousel (8 slides with headers) or a long-form LinkedIn post. Include a CTA: 'Thinking about [NEIGHBORHOOD]? DM me for a list of what's available right now.'

■ *Create one neighborhood guide per week. Over time, you own the local search for these areas.*

Prompt #26: Client Testimonial Post

Write a social media post sharing a client success story. Client: [FIRST NAME] (or keep anonymous). Situation: [CONTEXT – first-time buyer, sold above asking, relocated from out of state, found dream home in competitive market]. Result: [OUTCOME – closed in X days, saved \$X, won in multiple offers, etc.]. Write it as a short narrative (not just a quote), tag the emotion, and end with: 'If you're ready for the same experience, let's talk.' Include relevant hashtags. Under 150 words.

■ *Ask for client permission before posting. Offer to tag them for mutual visibility.*

Prompt #27: Instagram Reel Ideas (10 Hooks)

Give me 10 Instagram Reel ideas for a real estate agent in [MARKET]. For each reel: 1) Hook (first 3 seconds – must stop the scroll), 2) Content outline (what happens in the reel), 3) Text overlay suggestion, 4) Estimated length (15-60 sec), 5) CTA. Mix of: market tips, myth-busting, behind-the-scenes, property showcases, and personal brand. These should feel authentic and native to the platform – not commercials. My personality is [DESCRIBE – funny, educational, luxury, relatable, data-driven].

■ *Film 3-5 reels in one batch session. Post one every 1-2 days.*

Prompt #28: 'Just Sold' Case Study Post

Write a 'Just Sold' social media post for [ADDRESS] that goes beyond the basic announcement. Original list price: \$[LIST PRICE]. Sold price: \$[SOLD PRICE]. Days on market: [DOM]. Tell the story: what was the challenge (multiple offers, low appraisal, tough inspection, competitive market), what strategy we used, and what was the result. Make the CLIENT the hero, not me. End with a lesson other buyers or sellers can take away. Under 200 words. Include hashtags.

■ *These posts build credibility better than any ad. Post every closing.*

Chapter 6: Negotiation & Offer Strategy

Win more deals with strategic offer positioning, seller persuasion, and negotiation frameworks.

Prompt #29: Offer Cover Letter for Buyers

Write an offer letter from my buyer [BUYER NAME(S)] to the seller of [ADDRESS], listed at \$[LIST PRICE]. Our offer is \$[OFFER PRICE]. Key details about my buyer: [PERSONAL DETAILS – first-time buyer, growing family, relocating for work, love the neighborhood]. What they love about the house: [SPECIFIC FEATURES – the garden, the kitchen, the neighborhood]. Financing: [CONVENTIONAL/FHA/VA/CASH] with [DOWN PAYMENT]% down, pre-approved with [LENDER]. Close date: [DATE]. Tone: genuine, personal, respectful. NOT over-the-top emotional. Under 250 words. Note: Be careful about Fair Housing – focus on the buyer's connection to the HOME, not personal characteristics.

■ Check your market — some states/MLSs have restricted buyer love letters. Verify before sending.

Prompt #30: Multiple Offer Strategy Email to Buyer

Write an email to my buyer client [NAME] explaining that the property at [ADDRESS] has received multiple offers. We need to submit our strongest offer by [DEADLINE]. Our current offer: \$[CURRENT OFFER]. The email should: explain the situation calmly, outline our options (increase price, improve terms, escalation clause, waive contingencies – with honest risk assessment for each), give my professional recommendation based on [MARKET CONDITIONS], and ask for a decision by [TIME]. Tone: direct, calm, advisory. This is a decision moment – be clear, not wishy-washy.

■ Call first, then send this email as written confirmation. Phone calls close gaps faster.

Prompt #31: Counteroffer Justification to Listing Agent

Write a professional email to the listing agent [AGENT NAME] justifying my buyer's counteroffer of \$[COUNTER PRICE] on [ADDRESS] (listed at \$[LIST PRICE], seller asking \$[ASKING]). Our justification: [REASONS – comparable sales support lower price, inspection findings, days on market, needed repairs estimated at \$X, appraisal risk]. The email should be factual, not adversarial. Present the data, acknowledge the seller's position, and propose a path to agreement. Under 200 words.

■ Always justify with data, never emotion. Numbers move negotiations.

Prompt #32: Post-Inspection Repair Request

Write a professional repair request letter after the home inspection at [ADDRESS]. Major findings: [LIST ISSUES – e.g., HVAC 20 years old (\$8K replacement), roof leak in NE corner (\$3K repair), electrical panel needs update (\$2K), plumbing issues (\$1.5K)]. Total estimated repair cost: \$[TOTAL]. We are requesting: [YOUR ASK – seller credit of \$X, specific repairs before closing, price reduction]. Frame it as reasonable and data-backed. Reference the inspection report. Tone: professional, firm but fair. Under 250 words.

■ Always get contractor estimates to back up your numbers. Vague repair requests get rejected.

Prompt #33: Expired Listing Outreach Email

Write a prospecting email to a homeowner whose listing just expired after [DAYS] days on market at [ADDRESS]. The previous list price was \$[PRICE]. My name is [YOUR NAME] with [BROKERAGE]. The email should: NOT bash the previous agent, acknowledge the frustration of not selling, offer a specific insight about why the home may not have sold (price positioning, marketing, timing – pick one based on [YOUR ANALYSIS]), and propose a no-obligation consultation to discuss a different approach. Include one compelling stat from my track record. Under 200 words. Subject line must create curiosity, not sound like a pitch.

■ *Send within 48 hours of expiration. Timing is everything with expired listings.*

Chapter 7: Transaction Management & Closing

Keep deals on track with clear communication, milestone updates, and closing coordination.

Prompt #34: Under Contract Milestone Email to Buyer

Write an email to my buyer client [NAME] who just went under contract on [ADDRESS] at \$[PRICE]. Closing date: [DATE]. The email should: congratulate them, outline the next 5 steps in order (inspection, appraisal, mortgage commitment, final walkthrough, closing), provide key dates and deadlines, set expectations about timeline and communication frequency, and include a reassuring note about the process. Attach a closing timeline checklist. Under 300 words. Tone: celebratory but organized.

■ Send within 1 hour of ratified contract. Sets the tone for a smooth transaction.

Prompt #35: Weekly Transaction Update Template

Create a template email I can send weekly to keep my client [NAME] updated on their transaction for [ADDRESS]. Closing date: [DATE]. Include placeholders for: current status, completed milestones, upcoming milestones this week, any action items needed from the client, and a brief reassurance note. The template should feel personal even though it's templated. Under 150 words. Include subject line: 'Your Home Update – Week [X] of [Y].'

■ Send every Monday morning. Proactive communication prevents 90% of client anxiety.

Prompt #36: Closing Day Congratulations + Review Request

Write two messages for closing day for [CLIENT NAME] who just [BOUGHT/SOLD] [ADDRESS]: 1) A warm congratulations text message (under 160 characters) to send immediately after closing, 2) A follow-up email sent 3 days after closing that: congratulates them again, thanks them for trusting me, asks for a Google/Zillow review with a direct link, mentions my referral program (if applicable), and plants the seed for staying in touch. Tone: genuinely warm, not transactional. Under 200 words.

■ The review ask works best 3-5 days after closing — they're still on a high but have settled in enough to write something meaningful.

Prompt #37: Lender/Title Company Coordination Email

Write a professional email to [LENDER/TITLE COMPANY] coordinating the closing for [ADDRESS]. Buyer: [NAME]. Closing date: [DATE]. I need to: confirm the closing date and time, verify all conditions have been met, request the closing disclosure be sent [DAYS] days in advance, confirm wire instructions will be provided securely, and note any special circumstances [e.g., remote closing, POA, entity purchase]. CC the appropriate parties. Tone: professional, organized, action-oriented. Under 150 words.

■ Send this 10 business days before closing. Don't assume things are on track — verify.

Prompt #38: Deal Rescue — Appraisal Came in Low

My buyer's deal at [ADDRESS] is at risk. The appraisal came in at \$[APPRAISED VALUE], which is \$[GAP] below our contract price of \$[CONTRACT PRICE]. Write: 1) An email to my buyer explaining the situation and their options (renegotiate, pay the gap, walk away, dispute appraisal), 2) A message to the listing agent proposing [YOUR RECOMMENDED SOLUTION – meet in the middle, provide additional comps for reconsideration, seller credit]. Both should be calm, factual, and solution-oriented. We want to save this deal. Under 200 words each.

■ *Stay calm. More deals survive low appraisals than you think — if you handle the conversation right.*

Chapter 8: Market Analysis & CMA Support

Use AI to speed up your market research, comp analysis, and pricing strategy preparation.

Prompt #39: CMA Narrative Summary

I'm preparing a CMA for [ADDRESS], a [BEDS/BATHS/SQFT] [PROPERTY TYPE] in [NEIGHBORHOOD]. My recommended list price is \$[PRICE]. Comparable sales: [COMP 1: address, sold price, date, sqft], [COMP 2: address, sold price, date, sqft], [COMP 3: address, sold price, date, sqft]. Write a professional narrative summary (250 words) that: explains why each comp was selected, notes relevant adjustments (size, condition, lot, upgrades), positions the recommended price with confidence, and addresses potential seller pushback on pricing. Tone: authoritative, data-driven, client-friendly.

■ Include this narrative on the first page of your CMA. Numbers alone don't persuade — the story does.

Prompt #40: Market Conditions Summary for Clients

Write a plain-English market summary for [CITY/NEIGHBORHOOD] as of [MONTH YEAR]. Stats: median sale price \$[PRICE] ([CHANGE]% YoY), active inventory [NUMBER] homes, months of supply [NUMBER], average DOM [DAYS], list-to-sale ratio [%]. Interpret these numbers for a non-expert: Is it a buyer's or seller's market? What does this mean for pricing strategy? What should buyers/sellers do right now? Under 200 words. Tone: informative, conversational, actionable.

■ Send this monthly to your entire database. Position yourself as the market expert.

Prompt #41: Investment Property Cash Flow Analysis Prompt

Help me analyze [ADDRESS] as an investment property. Purchase price: \$[PRICE]. Estimated monthly rent: \$[RENT]. Down payment: [%]. Interest rate: [%]. Property taxes: \$[ANNUAL]. Insurance: \$[ANNUAL]. HOA: \$[MONTHLY]. Estimated maintenance: [% of rent]. Vacancy rate: [%]. Calculate: monthly cash flow, annual cash-on-cash return, cap rate, GRM, break-even occupancy rate. Present in a clean table format. Then give a one-paragraph recommendation: is this a good investment and why/why not?

■ Use this to quickly evaluate properties for investor clients. Speed impresses.

Prompt #42: Pricing Strategy Comparison

I'm deciding on a pricing strategy for [ADDRESS] in [MARKET CONDITION – hot/balanced/slow market]. My CMA suggests a value range of \$[LOW] to \$[HIGH]. Compare three pricing strategies: 1) Price at \$[AGGRESSIVE – below range] to drive multiple offers, 2) Price at \$[MARKET – mid range] at market value, 3) Price at \$[ASPIRATIONAL – high end] to test the ceiling. For each strategy, analyze: likely buyer response, expected DOM, probability of getting asking price or above, risks, and which market conditions favor it. Give me your recommendation for THIS specific market. Under 300 words.

■ Run this analysis before every pricing consultation. Shows sellers you've thought through alternatives.

Chapter 9: Sphere of Influence & Past Client Reactivation

Your database is your most valuable asset. These prompts help you stay top-of-mind without being annoying.

Prompt #43: Annual Home Value Update Email

Write an email to a past client [NAME] who [BOUGHT/SOLD] [ADDRESS] with me [TIMEFRAME] ago. I'm sending their annual home value update. Their purchase price was \$[PRICE]. Current estimated value: \$[CURRENT VALUE]. That's a \$[GAIN] increase ([%] appreciation). The email should: deliver the value update, provide brief market context, mention I'm available if they're curious about selling or refinancing, and include a referral ask. Tone: helpful, personal, not salesy. Under 200 words.

■ Send these on the anniversary of their purchase. Set calendar reminders for your entire database.

Prompt #44: Past Client Check-In (Non-Salesy)

Write a genuine check-in email to a past client [NAME] who I helped [BUY/SELL] [TIME AGO]. I do NOT want to pitch them anything. I simply want to maintain the relationship. The email should: reference something specific (their home, their neighborhood, a life event if I know about one), offer a helpful resource related to homeownership (seasonal maintenance tip, home value update, neighborhood development news), and feel like it's from a friend who happens to be in real estate. Under 100 words. Tone: warm, brief, zero sales pressure.

■ Send one of these per month to 10 different past clients. Rotate through your database over the year.

Prompt #45: Referral Request — Post-Close

Write a referral request message I can send to [CLIENT NAME] who just closed on [ADDRESS] [TIMEFRAME] ago. The message should: express genuine gratitude for their trust, mention that referrals are the highest compliment in my business, make the ask specific ('If you know anyone thinking about buying or selling in the next 6 months...'), make it easy to refer (provide my contact info formatted for easy forwarding), and not feel like a form letter. Tone: personal, appreciative, low-pressure. Under 150 words.

■ The best time to ask for referrals is at closing and again at 3 months. Set reminders for both.

Prompt #46: Holiday/Seasonal Touchpoint Email

Write a [HOLIDAY/SEASON] email to my real estate database of [NUMBER] contacts. The email should NOT mention real estate directly. Instead: share a genuine seasonal message, include something useful (local event recommendations, a seasonal home tip, a recipe, a charitable cause), and subtly reinforce my brand as a community-connected agent. Include a P.S. that gently reminds them I'm always available for real estate questions. Under 150 words. Tone: warm, community-focused, human. Subject line should have high open rates.

■ Send 4 seasonal emails per year: spring, summer, fall, winter. Your database forgets you if you go silent.

Prompt #47: Neighborhood Event / Community Involvement Post

Write a social media post about my involvement in [EVENT – charity event, community fair, school fundraiser, local business grand opening]. I am [YOUR ROLE – volunteer, sponsor, attendee, organizer]. The post should: share what happened and why it matters, show genuine enthusiasm for the community, include 1-2 photos (describe what they should show), tag relevant organizations, and naturally position me as an agent who cares about more than transactions. NOT a humble brag. Under 150 words. Include hashtags.

■ *Community involvement posts get 3x the engagement of listing posts. Do more of these.*

Chapter 10: Productivity & Time Management

Use AI to automate the admin work that eats your selling hours.

Prompt #48: Daily Priority Planner

I'm a real estate agent with the following on my plate today: [LIST EVERYTHING – showings, calls, follow-ups, admin tasks, marketing, personal errands]. Help me organize this into a time-blocked schedule for a [START TIME] to [END TIME] day. Rules: 1) Revenue-generating activities (prospecting, showings, negotiations) get priority morning hours, 2) Admin and marketing go in the afternoon, 3) Include a 30-min lunch and two 15-min breaks, 4) Flag anything that can be delegated or automated, 5) If there's too much for one day, tell me what to cut or defer. Format as a clean schedule with time blocks.

■ *Run this every morning with your coffee. Takes 2 minutes. Saves hours of decision fatigue.*

Prompt #49: Email Response Generator — Client Inquiry

I received this email from a client/prospect: '[PASTE THE EMAIL]'. Write a professional response that: addresses every question they asked, provides clear next steps, maintains my tone (professional but warm), and is under [WORD LIMIT] words. If the email requires information I don't have, note what I need to look up before sending.

■ *Use this for any email you're spending more than 5 minutes drafting. AI gets you 80% there in 10 seconds.*

Prompt #50: Listing Appointment Prep Checklist

Generate a comprehensive listing appointment preparation checklist for [ADDRESS], a [PROPERTY TYPE] at \$[ESTIMATED PRICE]. Include: research tasks (comps, market data, neighborhood, seller history), materials to prepare (CMA, pre-listing package, marketing plan, credentials), physical items to bring (business cards, tablet, measuring tape, camera), talking points to rehearse (pricing, marketing strategy, objection handling), and day-of logistics (dress code, arrival time, parking). Organize by: 48 hours before, 24 hours before, 2 hours before, at the appointment.

■ *Save this as a template and duplicate it for every listing appointment.*

Prompt #51: End-of-Day Transaction Summary

I need to document today's transaction activities for my records. Today I: [LIST EVERYTHING – calls made, emails sent, showings conducted, offers written, contracts signed, issues resolved, next steps identified]. Organize this into a clean daily log with: 1) Active transactions (by address, with today's activity and next step), 2) Pipeline (leads contacted, follow-ups due), 3) Tomorrow's top 3 priorities. Format for quick scanning. Under 200 words.

■ *Spend 5 minutes on this every evening. Your future self (and your broker) will thank you.*

Bonus: The 5-Minute Daily AI Routine

The agents who win with AI aren't the ones who use it once a month. They're the ones who make it a **daily habit**. Here's a simple 5-minute routine that compounds over time:

Minute 1 — Morning Priority Set

Paste your to-do list into AI. Ask it to prioritize by revenue impact. (Prompt #56)

Minute 2 — Lead Follow-Up

Pick your hottest lead. Generate a personalized follow-up message. (Chapter 3)

Minute 3 — Content Creation

Generate tomorrow's social media post. (Chapter 5). Schedule it.

Minute 4 — Transaction Check

For each active deal, generate a client update or next-step reminder. (Chapter 7)

Minute 5 — Sphere Touch

Pick one past client. Generate a genuine check-in message. Send it. (Chapter 9)

That's it. Five minutes. Every day. Over 30 days, that's 30 personalized follow-ups, 30 social media posts, 30 client updates, and 30 sphere touches. No agent who does that consistently will ever lack for business.

AI Tool Recommendations for Agents

These are the AI tools we recommend for real estate agents in 2026. All prompts in this pack work with any of the general AI assistants below.

Tool	Best For	Price	Our Take
ChatGPT Plus	General prompts, content	\$20/mo	Best all-around for agents
Claude Pro	Long documents, analysis	\$20/mo	Superior for CMA narratives
Gemini Advanced	Google integrations	\$20/mo	Great if you're in Google ecosystem
Canva AI	Social media graphics	Free-\$13/mo	Essential for visual content
Grammarly	Email polishing	Free-\$12/mo	Catches what you miss
Loom AI	Video summaries	Free-\$15/mo	Record listing tours, AI summarizes
Otter.ai	Meeting transcription	Free-\$17/mo	Transcribe client consultations

Our Recommendation: Start with ChatGPT Plus or Claude Pro (\$20/month). That single tool, combined with this prompt pack, will save you 10+ hours per week. That's 40+ hours per month you can reinvest in prospecting, showings, and closing deals.

Want More?

Visit theaidepartment.com for:

- Free AI tool reviews and automation guides
- The Small Business AI Playbook (46 prompts for every department)
- Automation blueprints and workflow templates

Thank you for investing in your business.

Now go close some deals. ■