

Master the Art of AI Prompts

A strategic guide to generating real estate content that sells

We get it – using AI can be intimidating, and it is frustrating if you don't see the results you want from a content generator. This guide provides sample prompts and best practices to help you talk to AI to get the content you need.

Pro Tip: Even when AI generates content that you love, it is important to double check the information, proofread, and make any necessary changes to keep the tone true to your brand.

New Listing Announcement

Goal: To promote a newly listed property.

Sample Prompt: Write an engaging email to announce my new [3-bedroom, 2-bath home] listing at [address] to my clients, highlighting [the modern kitchen, spacious backyard, and nearby parks]. Include a call-to-action for scheduling a tour.

Market Update

Goal: To stay top of mind with clients and prompt seller inquiries by providing insights on the local real estate market.

Sample Prompt: Create a monthly market update email for [city or neighborhood], summarizing trends in home prices, inventory levels, and average days on the market. Include a brief explanation of how these trends might affect buyers and sellers.

Client Testimonial Post

Goal: Build trust with prospects by sharing success stories from past clients.

Sample Prompt: Write a social media post using a testimonial from a happy client who just bought their dream home. Emphasize their positive experience working with me, and how I helped them navigate a competitive market. Use this testimonial: [insert testimonial copy].

Open House Invitation

Goal: To invite potential buyers to an open house event.

Sample Prompt: Draft an email invitation for my open house at [address] this Saturday. Highlight the home's best features, include a map, and offer light refreshments for attendees.

Local Business Spotlight

Goal: Feature local businesses or amenities that make a neighborhood appealing.

Sample Prompt: Write a blog post spotlighting the best coffee shops in [neighborhood], explaining why they make the area a great place to live. Include quotes from owners or mention any events they host.

Tips for First-Time Homebuyers

Goal: Build relationships and trust by educating first-time homebuyers.

Sample Prompt: Create a series of email tips for first-time homebuyers, including advice on saving for a down payment, getting pre-approved for a mortgage, and understanding closing costs.

Holiday Greetings with a Personal Touch

Goal: Connect with clients during the holidays without being too salesy.

Sample Prompt: Write a warm holiday greeting email for [Thanksgiving], wishing my clients a [wonderful holiday season] and briefly thanking them for trusting me with their real estate needs this year.

Newsletter for Real Estate Investors

Goal: Provide tailored content for clients interested in investment properties.

Sample Prompt: Generate content for a monthly newsletter for real estate investors in [city], highlighting new investment opportunities, property management tips, and updates on rental income trends.

Price Reduction Notification

Goal: Inform clients and prospects about a price drop on a property.

Sample Prompt: Draft an email to notify my client list about a price reduction on a [4-bedroom, 3-bath home] at [address]. Emphasize the [value and opportunity].

Explaining the Selling Process

Goal: Nurture relationships with potential sellers by educating them about the sales process.

Sample Prompt: Write a series of three emails to explain the home selling process, including steps like staging, pricing, marketing, showings, and closing. Include tips for making the process smoother.

Just Sold Announcement

Goal: Generate interest among potential sellers by announcing a recently sold home.

Sample Prompt: Create a social media post announcing that I just sold a [4-bedroom home] in [neighborhood]. Include details about how quickly the home sold and a call-to-action for homeowners thinking about selling.

Home Maintenance Tips

Goal: Keep clients engaged between transactions by sharing valuable, relevant content.

Sample Prompt: Write a seasonal home maintenance checklist for homeowners, focusing on tasks like [gutter cleaning, HVAC servicing, and winterizing the home] to prepare for the colder months.

Need something different?

Here are some tips to properly prompt AI so you get exactly what you need.



Keep your goal in mind

It's important to have a clear idea of what you want to achieve. This helps identify keywords and phrases that will get results closer to what you need.



Be clear and specific

Clearly state your request, providing as much detail as possible. Include what you are asking for and follow with specific details or constraints.



Provide context or examples

Provide relevant background information and context — this helps AI generate more accurate and tailored responses.



Try different phrasings

If you're not satisfied with the initial response, try rephrasing your request. A slight variation can sometimes yield better results.



Use complete sentences

Prompts should be complete sentences rather than fragments or individual words. This helps AI generate more coherent responses.



Be patient

AI is constantly improving, so if the initial answer is not what you expect, be patient and try rephrasing or providing additional information to help improve the outcome.