

50 ChatGPT Prompts for Real Estate Agents

Copy any prompt, replace every [bracket] with your details, and paste it into ChatGPT. Organized by job.

Listing descriptions prompts 1-10

- 1 Write a 150-word MLS listing description for [address]. Beds: [X]. Baths: [X]. Square feet: [X]. Key features: [list three]. Buyer type: [first-time buyer / move-up buyer / investor]. Tone: warm and specific, no clichés.
 - 2 Write three headline variations for a listing at [address]. Property type: [type] in [neighborhood]. Lead feature: [feature]. Keep each headline under 12 words and end with a sensory detail.
 - 3 Rewrite this listing description in an active, conversational tone. Remove all passive voice and overused real estate phrases. [paste existing description]
 - 4 Write a 50-word "just listed" blurb for [property type] at [address] in [neighborhood]. Include price, beds, baths, and one standout feature. End with a call to schedule a showing.
 - 5 List five unique selling points for [address] at [price point] in [city]. Frame each point from the buyer's perspective, not the seller's.
 - 6 Write a luxury listing description for a [square footage] home in [neighborhood]. Price: [price]. Top features: [list three]. Tone: aspirational but grounded, no clichés. Max 200 words.
 - 7 Create an open house invitation for [address] on [date] from [start time] to [end time]. Include three reasons to attend and a clear RSVP instruction.
 - 8 Write a Spanish-language property description for [address]. Same structure as an English MLS description. Beds: [X]. Baths: [X]. Features: [list].
 - 9 Write a price-reduced announcement for [address]. New price: [X]. Previous price: [X]. Keep the tone positive and focused on the buyer's opportunity.
 - 10 Turn this feature list into a 150-word narrative listing description. No bullet points in the output. [paste feature list]
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Emails prompts 11-18

- 11 Write a follow-up email to a buyer who attended an open house at [address]. Thank them, offer to answer questions, and invite them to book a private showing.
 - 12 Write a "just listed" email to my sphere of influence about [address]. Subject line included. Price: [X]. Lead feature: [feature]. Keep it under 150 words.
 - 13 Write a seller nurture email for a lead considering selling in six months. Use only the market data I provide: [paste current median price, average days on market, and any relevant local trend from your MLS or board report]. Offer a home valuation and keep the tone consultative. If a market fact is missing, mark it as [needs data].
 - 14 Write a five-email drip sequence for a buyer who downloaded a neighborhood guide. Email 1: welcome. Email 2: market update. Email 3: listing alert. Email 4: buyer FAQ. Email 5: call to action.
 - 15 Write a referral request email to a past client who closed [X] months ago. Keep it brief and friendly. End with one specific ask.
 - 16 Write an email to an expired listing owner. Introduce yourself, acknowledge their frustration, and give one specific reason your pricing and marketing approach differs from what they experienced.
 - 17 Write an "offer submitted" email to my buyer client. Property: [address]. Offer price: [X]. Next steps: [list two or three]. Tone: confident and reassuring.
 - 18 Write a closing congratulations email to a seller. Keep it personal, reference one specific moment from the transaction, and end with a referral ask.
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Social media posts prompts 19-25

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- 19 Write three Instagram captions for [address]. Price: [X]. Neighborhood: [X]. Caption 1: benefit-led. Caption 2: lifestyle. Caption 3: question hook. Keep each under 150 characters.
 - 20 Write a LinkedIn post announcing I closed [X] transactions this quarter in [city]. Lead with the number, keep the tone professional, and end with an invitation to connect.
 - 21 Write a Facebook post for an open house at [address] on [date]. Include three reasons to visit, the time window, and a placeholder RSVP link.
 - 22 Write five Instagram content ideas for this week. Mix: one market stat, one behind-the-scenes moment, one listing, one client win, and one educational tip.
 - 23 Write a TikTok script for a 30-second "things I wish I knew before buying in [city]" video. Conversational tone, one tip per scene, no jargon.
 - 24 Write a "before and after" caption for a virtual staging image of [room type] at [address]. Focus on how the staged version helps buyers picture the space as their own.
 - 25 Write a neighborhood spotlight post for [neighborhood] in [city]. Use only the facts I provide: walkability description: [X], local restaurant or café: [name], approximate commute to downtown: [X minutes by car or transit], current median list price: [price from MLS]. Mark any missing detail as [needs data].
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Video scripts prompts 26-30

- 26 Write a 45-second voiceover script for a listing video at [address]. Price: [X]. Top features: [list three]. Tone: warm and direct. End with a call to action.
 - 27 Write a 60-second market update video script for [month/year] in [city]. Use only the data I provide: median price: [X], average days on market: [X], key trend: [describe trend from your MLS or local board report]. Mark any missing figures as [needs data].
 - 28 Write an agent introduction video script for Instagram. Length: 30 seconds. Include my name, the markets I serve, and one reason clients choose to work with me.
 - 29 Write three [Reels](<https://about.instagram.com/features/reels>) hooks for a listing video at [address]. Each hook is one sentence, designed to play in the first three seconds of the video.
 - 30 Write a listing presentation script for the "why me" section. My strengths: [list]. My average days on market: [X]. My list-to-sale price ratio: [X].
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Blog posts prompts 31-35

- 31 Write an outline for a 1,000-word blog post: "[X] things to do before listing your home in [city]." Include a meta description and three subheadings.
 - 32 Write an intro paragraph for a blog post titled "[X] mistakes first-time home buyers make in [city]." Hook the reader in the first two sentences, then state what the post covers.
 - 33 Write a 300-word neighborhood guide for [neighborhood] in [city]. Use only the facts I provide: walkability: [describe], school rating: [rating and source], commute to downtown: [X minutes by car or transit], dining highlight: [restaurant name], target buyer type: [describe]. Mark missing details as [needs data].
 - 34 Write five frequently asked questions and short answers for a buyer's guide about purchasing a home in [city]. Each answer: 50 to 75 words.
 - 35 Write a meta description for a blog post titled "How to sell your home fast in [city]." Max 155 characters. Include the primary keyword and one clear benefit.
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Lead generation copy prompts 36-43

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- 36 Write a Facebook ad headline and body copy for a first-time buyer's guide download in [city]. Ad copy: under 90 words.
 - 37 Write a Google Ad for a seller's market analysis landing page in [city]. Headline: max 30 characters. Description: max 90 characters. Include a call to action.
 - 38 Write a landing page headline and subheadline for a home valuation tool. Audience: homeowners considering selling in the next 12 months.
 - 39 Write a lead magnet title and five bullet points for a buyer's guide called "How to buy your first home in [city] in 2026."
 - 40 Write a three-message nurture text sequence for a buyer who inquired but went cold. Tone: helpful and not pushy. Space each message one week apart.
 - 41 Write a real estate agent bio for my website profile. Markets I serve: [list]. Years of experience: [X]. Specialty: [X]. Tone: confident but approachable. Max 150 words.
 - 42 Write a subject line and preview text for a monthly market update email to my database. Month: [X]. City: [X]. Key trend to lead with: [describe the trend from your MLS or local board report]. Use only the data I supply.
 - 43 Write a three-question post-showing survey to send to buyers. Keep each question short and focused on gathering information about their priorities.
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Negotiation talking points prompts 44-50

- 44 Write talking points for a conversation with a seller who received a lowball offer. Goal: keep the deal alive while protecting the seller's interests.
 - 45 Write a counteroffer explanation email to a buyer's agent. Counter price: [X]. Supporting reasoning: [two or three points]. Tone: professional and firm.
 - 46 Write a repair request response from a seller after a home inspection. The seller is offering a credit of [X] instead of making repairs. Justify the approach to the buyer's agent.
 - 47 Write an explanation for my buyer client about competing in a multiple-offer situation. They are up against [X] other offers. Cover what strengthens an offer without giving legal advice.
 - 48 Write a post-inspection negotiation script for a buyer asking for [repair or credit]. Keep the ask grounded in specific findings from the inspection report.
 - 49 Write talking points for a price reduction conversation with a seller whose home has been on market for [X] days. Market data to reference: [paste comparable sales, median days on market, and current price per square foot from your MLS]. End with a recommended new price range based only on the data I provide.
 - 50 Write a message to send to all parties after a transaction falls through. Tone: professional, forward-looking, and ready to continue the relationship.
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