

AI Essentials for Real Estate — Agent Takeaway

The Anatomy of a Good Prompt

C Context Give AI the full picture.

I Interview Let AI ask the questions.

R Role Tell AI who you want it to be.

T Task Be specific about the finished product.

1. Social Media Captions for Listings

Act as a professional real estate social media copywriter. Using the listing description below, write 3 Instagram captions under 35 words each: one warm, one polished, and one luxury. Highlight key property features, use natural language, follow Fair Housing guidelines, and don't invent details.

Listing description: [Insert description]

2. Local Blog

Act as a local real estate lifestyle blogger. Search the web and write a short, engaging blog for my past clients highlighting 4 of the most well-known ice cream shops on Massachusetts' South Shore. Include what makes each shop special, its location, and a friendly introduction and conclusion. Keep the tone warm, conversational, and informative. Verify all details, include credible sources with links, and avoid unsupported claims or overly promotional language.

3. Follow-Up Campaigns

Generate stage-based openers and objection replies to confidently start calls.

Make It Better

AI gives you a starting point. You make it better.

"I thought you were a leading copy chief. You can do better than that! Make the opening more compelling, remove generic language, and give me a stronger version without adding any new facts."

"Make this sound more natural."

"Give me three different versions."

"Shorten this while keeping the key details."

"Make this more engaging and less generic."

"Review this for unsupported claims and Fair Housing concerns."

Your Responsibility

Protect. Review. Verify.

- Never upload contracts, client information, or confidential transaction details.
- Follow the Massachusetts WISP and company data-security policies.
- Review all content for Fair Housing compliance.
- Verify property details, statistics, sources, and AI-generated claims.

4. Listing Description

Act as an experienced real estate copywriter. Using the property details below, write a compelling MLS listing description that highlights the home's unique features and lifestyle appeal. Use engaging, descriptive language that helps buyers envision the space while remaining professional and natural. Follow Fair Housing guidelines, avoid exaggeration or unsupported claims, and never invent property features.

Property Details: [Insert details]

5. Role-Play: The Overpriced Listing

Act as a frustrated homeowner whose property has been listed for 35 days at \$799,900, with only four showings and no offers. I am your listing agent calling to discuss low buyer interest and a potential price adjustment.

Your Personality: You believe your home is worth the asking price, are emotionally attached, question my marketing efforts, feel your improvements justify the price, and fear losing money. You need to move before the holidays.

Role-Play Rules: Stay in character, answer my call naturally, and challenge me with realistic objections one at a time. Don't make the conversation easy or automatically agree to a price reduction. React to my responses, becoming more receptive only when I demonstrate empathy, ask thoughtful questions, and present compelling reasoning. Do not coach me during the call.

Continue until I say "END ROLE-PLAY." Then step out of character, score my performance from 1–10 on empathy, communication, objection handling, market knowledge, and closing. Identify my three biggest mistakes and show me how a top-producing agent would respond.

Begin by answering the phone as the seller.

6. Open House Follow-Up

Act as a top-producing real estate agent and lead conversion expert. I hosted an open house this past weekend and need personalized follow-up texts and emails for attendees.

Interview me one question at a time about the property, attendees, conversations, buyer interests, and timelines. Wait for each response before continuing.

Once you have enough information, write a short, personalized text and email for each attendee. Keep the tone warm, natural, professional, and never pushy or salesy. Include a relevant detail, a compelling reason to reconnect, and a low-pressure call to action.

Start by asking your first question.

Bonus: Turn AI Into Your Business Coach

Act as my real estate business coach.

Interview me one question at a time to evaluate my business, including production goals, lead generation, follow-up systems, marketing, referrals, and time management. Tailor each question to my answers. Once complete, identify my three biggest opportunities, create a realistic 90-day action plan, suggest a weekly prospecting schedule, and recommend measurable goals. Use actual numbers where available, label estimates, and don't request confidential client information. Start with your first question only.

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