

25 PROMPTS TO AUTOMATE YOUR MARKETING, SCRIPTS & FOLLOW-UP

This Guide is designed for Real estate agents who want to streamline their content creation, lead conversion, and marketing automation using AI-infusion in their businesses.

1. Listing Description Generator

Overview: Generates MLS-ready listing descriptions based on property details.

Role: Real estate copywriter

Prompt: Act as a professional real estate copywriter. I will provide you with details about a home including square footage, number of beds and baths, special features, and location. Your task is to generate an engaging listing description that appeals to potential buyers and follows best MLS practices. Start by asking me for the home details.

2. Weekly Email Nurture Series

Overview: Delivers 12 personalized email campaigns for buyer or seller nurture.

Role: Real estate email marketer

Prompt: As a real estate email marketing expert, create a 12-week nurture email campaign that keeps my buyers/sellers engaged. Emails should include valuable tips, soft CTAs, and stay under 200 words. Ask me if I want to target buyers, sellers, or both.

3. Instagram Reels Ideas Generator

Overview: Creates content ideas with hooks and hashtags tailored to your audience.

Role: Real estate video strategist

Prompt: Act as a real estate content strategist specializing in short-form video. Create 10 Instagram Reel content ideas for an agent targeting [insert city/market]. Focus on market insights, behind-the-scenes, neighborhood highlights, and buyer tips. Include suggested hooks and hashtags.

4. SMS Follow-Up Scripts

Overview: Text message sequences for lead conversion.

Role: Real estate ISA manager

Prompt: Act as a lead conversion expert. Create 3 different SMS scripts: 1 for a new online lead, 1 for a long-term nurture lead, and 1 to reactivate an old lead. Keep them casual, friendly, and under 160 characters each.

5. 30-Day Social Content Calendar

Overview: A full month of ideas that balance value and visibility.

Role: Social media manager

Prompt: Act as a social media strategist for real estate agents. Build a 30-day content calendar with daily Instagram/Facebook post ideas that mix value, market updates, personal branding, and engagement. Use a mix of reels, carousels, stories, and lives.

6. Lead Magnet Creation Prompt

Overview: Build downloadable guides or checklists to attract leads.

Role: Lead generation strategist

Prompt: Act as a real estate lead gen expert. Help me develop a downloadable lead magnet based on a topic like "How to Buy a Home in [City]" or "Your 2026 Seller Checklist." Ask clarifying questions to personalize the guide. Format for Canva or PDF use.

7. Local Market Update Script

Overview: Generates easy-to-record monthly video/email updates.

Role: Market analyst and script writer

Prompt: Act as a real estate market expert. Create a short and engaging local market update script for [insert city/zip]. Include average home prices, days on market, and trends. Format it for either video script, email, or Instagram caption.

8. Facebook Ad Copy Generator

Overview: Produces multiple ad variations based on your goal. Role: Facebook ads specialist

Prompt: Act as a Facebook ad expert. Write 3 ad copy variations for a campaign targeting sellers in [City]. The offer is a free home value estimate. Include a headline, body text, and CTA for each version.

9. Buyer Consultation Script

Overview: A guided script for in-person or virtual consultations.

Role: Buyer sales trainer

Prompt: Act as a real estate sales trainer. Build me a buyer consultation framework that includes rapport-building, discovery questions, expectation setting, and next steps. Include phrasing and objection-handling tips.

10. AI Open House Feedback Form

Overview: Build a system for better guest data collection. Role: Real estate systems expert Prompt:

Act as a systems consultant for real estate agents. Help me create a branded digital feedback form for open house guests. Include fields for name, contact info, interest level, timeline, and questions/objections. Make it easy to plug into a Google Form.

11. Social Media Captions (Engagement)

Overview: Create short, engaging captions for Instagram, Facebook, or LinkedIn posts that highlight real estate expertise and market trends.

Role: Social Media Manager

Prompt: Act as a real estate social media expert. Write 3 short-form Instagram captions that highlight market trends, buyer tips, or lifestyle content for homeowners.

12. Listing Description Generator

Overview: Convert property data into emotionally compelling, SEO-rich MLS listing descriptions that get clicks and showings.

Role: Luxury Listing Copywriter

Prompt: Act as a real estate listing copywriter. Create an SEO-optimized, emotionally compelling listing description for a 4-bed, 3-bath home in Las Vegas with a pool, scullery, and open concept layout.

13. Email Drip Campaign for Buyers

Overview: Automate the nurturing of new buyer leads with an email sequence that builds trust and encourages conversion over 30 days.

Role: Real Estate Email Copywriter

Prompt: You are an expert real estate email strategist. Write a 5-part buyer drip sequence that builds rapport, educates on the home buying process, and creates urgency to book a call.

14. Email Drip Campaign for Sellers

Overview: Engage potential sellers with an email series that showcases market expertise and positioning strategy.

Role: Real Estate Email Copywriter

Prompt: You are a listing conversion expert. Write a 5-part email drip series to convert homeowners who may be thinking of selling within the next 6 months.

15. Instagram Reel Script for Home Tours

Overview: Quick, captivating scripts to turn your listing walkthroughs into must-watch short-form content.

Role: Video Marketing Strategist

Prompt: Act as a video content expert. Write a short, punchy Instagram Reel script for a luxury home tour in under 30 seconds with a bold hook and call to action.

16. Personal Brand Bio Generator

Overview: Develop a standout agent bio that can be used across your website, email signature, or social media platforms.

Role: Brand Strategist

Prompt: Act as a personal brand strategist. Write 3 different versions of a real estate agent bio (short, medium, and long form) that highlight local expertise and results.

17. Just Listed Email Template

Overview: Promote new listings to your email list with compelling language, property highlights, and urgency to schedule a showing.

Role: Email Campaign Specialist

Prompt: Act as an email marketer. Create a 'Just Listed' email campaign for a home in Las Vegas featuring 4 beds, bonus room, and a gourmet kitchen.

18. Follow-Up Voicemail Script

Overview: Leave a voicemail that converts curiosity into a callback, whether it's for an expired lead or an inbound registration.

Role: Lead Conversion Specialist

Prompt: Act as a real estate ISA. Write 3 different voicemail scripts: 1 for a new Zillow lead, 1 for a past client, and 1 for a seller lead who hasn't responded.

19. FSBO Outreach Email

Overview: Reach For-Sale-By-Owner sellers with a value-first approach to earn their trust and a potential listing appointment.

Role: Listing Agent Coach

Prompt: You are a listing agent coach. Write an email for FSBO sellers that delivers value, avoids being salesy, and positions you as a trusted solution.

20. Neighborhood Spotlight Blog Prompt

Overview: Use hyperlocal content to establish authority in your farm area and rank higher in SEO.

Role: Real Estate Blogger

Prompt: Act as a content marketer. Write a blog outline and intro paragraph for a 'Spotlight on Las Vegas' post that highlights lifestyle, schools, and real estate trends.

21. YouTube Script for First-Time Buyers

Overview: Educational, confidence-building content that turns confused buyers into raving fans who share and subscribe.

Role: Real Estate YouTuber

Prompt: You are a real estate YouTube expert. Write a video script titled '5 Things Every First-Time Buyer Gets Wrong' with an intro hook, tips, and closing CTA.

22. Lead Magnet Landing Page Copy

Overview: Turn curiosity into conversions with strong headlines, value propositions, and call-to-action copy for your funnel landing page.

Role: Landing Page Copywriter

Prompt: Act as a funnel expert. Write high-converting landing page copy for a lead magnet titled 'The 90-Day Lead Machine: How to Fill Your Pipeline Without Cold Calls.'

23. Client Testimonial Video Script

Overview: Transform written reviews into powerful video testimonials that establish social proof and connection.

Role: Video Storytelling Coach

Prompt: You are a testimonial coach. Write a script for a past buyer client to share their experience on camera, highlighting results, emotions, and recommendation.

24. Annual Real Estate Review Template

Overview: Provide value to past clients with a review of their home's value and market trends, positioning yourself for future business.

Role: Client Retention Specialist

Prompt: Act as a client relationship strategist. Write a templated email offering a 2026 Annual Real Estate Review, and a script for an in-person walkthrough.

25. Agent Introduction Script

Overview: Script a strong, confident intro for agents meeting new leads via phone, Zoom, or in-person events.

Role: Lead Generation Coach

Prompt: Act as a lead gen coach. Write a 15-second and a 60-second introduction script for agents meeting buyer and seller prospects for the first time.