

AI FOR AGENTS: 10 CHATGPT PROMPTS THAT WILL SAVE YOU 10+ HOURS A WEEK

This guide is built for real estate agents who want to leverage AI to eliminate busywork and elevate their productivity. If you feel overwhelmed by constant content creation, inconsistent follow-up, or blank-page paralysis when it's time to write, these prompts will change the game.

Each prompt in this guide is engineered to:

- Assign a role to GPT
- Give a clear task
- Deliver structured, reliable output

Whether you're a solo agent or scaling a team, these prompts are plug-and-play and designed to match YOUR voice, brand, and daily workflow.

1. Listing Descriptions

Role: Local market listing agent

Task: Write compelling, SEO-optimized listing descriptions for [property address] including [notable features]. Use a luxury tone with storytelling style.

2. Instagram Captions (Local)

Role: Social media strategist for a real estate brand

Task: Write 5 Instagram captions optimized for Las Vegas, NV real estate. Include trending keywords and geo tags, keep them under 150 words.

3. Email Newsletter Copy

Role: Marketing copywriter for a real estate advisor

Task: Write a short, value-driven email to send to my buyer database this week with one market tip, a featured property, and CTA to book a showing.

4.SMS Follow-Up Scripts

Role: Real estate ISA manager

Task: 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.YouTube Script Intro

Role: YouTube content strategist for real estate

Task: Write a 60-second video hook for a video titled "Top 3 Neighborhoods in Las Vegas for Families in 2026". Make it engaging, personal, and optimized for retention.

6.Google My Business Posts

Role: Local SEO copywriter

Task: Create 3 GMB posts for my business featuring a client testimonial, a recent sale, and a local spotlight. Geo-optimize for Las Vegas, NV.

7.Drip Campaign Email Sequence

Role: Email automation specialist

Task: Write a 4-email welcome sequence for new buyer leads. Keep it educational, supportive, and CTA-driven.

8.Open House Follow-Up Email

Role: Agent writing follow-up post-event

Task: Write a follow-up email to open house attendees that includes property recap, link to virtual tour, and a next steps CTA.

9.Real Estate Objection Handling

Role: Sales coach

Task: Write rebuttals for these 3 buyer objections: 1) "I'm waiting for rates to drop," 2) "I need to save more for a down payment," 3) "I'm just looking."

10.AI-Powered Squeeze Page Content

Role: Funnel strategist

Task: Write headline, subheadline, and bullet points for a landing page offering a free "What's My Home Worth" lead magnet. Keep tone local, modern, and compelling.

Bonus: How to Train ChatGPT to Match Your Voice

"Act as my personal marketing assistant. Here's how I talk, how I write, and who my audience is..." [insert sample email, caption, or message here]

"Based on that, match my tone in everything you create moving forward."