



5 FREE PROMPTS FROM THE REAL ESTATE AGENT'S AI TOOLKIT

Real Estate Agent AI Starter Kit

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5 Free Prompts from The Real Estate Agent's AI Toolkit

This is a sample of The Real Estate Agent's AI Toolkit — 5 prompts pulled from the full collection of 31. Each one covers a different stage of your real estate workflow.

Why these aren't generic prompts. Most AI prompts for real estate agents are variations of "write me a listing description." The output sounds like every other listing on MLS — ALL CAPS features, exclamation points, and "don't miss this opportunity!" You get generic output and spend 20 minutes editing it. Every prompt here is built for a specific real estate task — the context, tone, and format are already baked in. That's why the output reads like you wrote it, not a chatbot.

What's inside:

- 1. MLS Listing Description Generator** — Turn property details into engaging, compliant listing descriptions
- 2. Buyer Value Proposition Builder** — Articulate your value as a buyer's agent in the post-settlement landscape
- 3. Open House Follow-Up Email Sequence** — Convert open house visitors to clients while the visit is fresh
- 4. Market Update Social Media Post** — Position yourself as the local market expert with data-driven content
- 5. Fair Housing Compliance Checker** — Review your listings and marketing for potential Fair Housing issues

How to use: Copy the prompt, paste it into ChatGPT, Claude, Gemini, or any AI tool, replace the [BRACKETED_PLACEHOLDERS] with your details, and run it.

Lead Generation & Prospecting

#5 Open House Follow-Up Email Sequence

Lead Generation

- You held an open house over the weekend and collected 8-15 sign-in sheets. You need to follow up within 24 hours while the property is fresh in their minds, then nurture the ones who don't immediately engage.

THE PROMPT

I'm a real estate agent writing follow-up emails for visitors who attended my open house.

I need a 3-email sequence: one sent within 24 hours, a second 3 days later, and a third 7 days after the open house.

For each email, write:

- A subject line that doesn't sound like a mass blast
- Body copy (80-120 words) that references the specific property they visited
- A natural call to action appropriate to that stage of follow-up
- A version for (A) buyers who seemed interested, and (B) neighbors who were just browsing

The tone should be conversational and specific – not "thanks for stopping by, let me know if you have questions."

Open house property details:

[PROPERTY_ADDRESS_AND_KEY_FEATURES]

List price:

[LIST_PRICE]

Notable features visitors commented on:

[VISITOR_COMMENTS]

Upcoming related listings or events:

[UPCOMING_EVENTS]

Listing Marketing & Management

#12 MLS Listing Description Generator

Listing Marketing

- You're writing the MLS description for a new listing. It needs to be compelling enough to drive showings, accurate enough to avoid complaints, and optimized for the search terms buyers actually use on Zillow, Realtor.com, and Redfin.

THE PROMPT

I'm a real estate agent writing an MLS listing description for a property I'm about to list.

The description needs to drive showing traffic, highlight the right features, and avoid

Fair Housing violations.

Write an MLS listing description that:

- Opens with the single most compelling feature of this property (not the address or bed/bath count – buyers already see that in the header)
- Paints a picture of the lifestyle, not just the specs
- Includes search-friendly keywords buyers use on portals (e.g., "open concept," "home office," "walk to," "move-in ready")
- Calls out recent updates with specific years/details (buyers trust specifics)
- Mentions proximity to key amenities (schools, transit, shopping) with actual distances
- Avoids Fair Housing violations – no references to the type of people who live in the neighborhood, no "perfect for families/couples/retirees," no religious landmarks as location markers
- Ends with a showing prompt or urgency statement grounded in market data
- Stays within **[CHARACTER_LIMIT]** characters

Property details:

[FULL_PROPERTY_DETAILS]

Recent updates/renovations:

[UPDATES_WITH_YEARS]

Key selling points (what makes this one special):

[UNIQUE_FEATURES]

Nearby amenities:

[PROXIMITY_TO_AMENITIES]

Character limit:

[MLS_CHARACTER_LIMIT]

Buyer Services

#19 Buyer Value Proposition Builder

Buyer Services

- Since the August 2024 NAR settlement, buyers must sign a buyer-broker agreement before you can show them homes. You need a clear, compelling explanation of the value you provide — because "I open doors and write offers" isn't enough when a buyer is committing to your representation in writing.

THE PROMPT

I'm a real estate agent creating my buyer value proposition for use in buyer consultations.

Since the NAR settlement requires a signed buyer-broker agreement before touring homes,

I need to clearly articulate what I do that justifies my compensation.

Write a buyer value proposition that:

1. Opens with the reality: "You're interviewing agents – here's what I bring that matters"
2. Covers 5-6 specific value areas:
 - Market knowledge that saves money (examples of pricing guidance)
 - Access and relationships (off-market, pocket listings, agent network)
 - Negotiation skill with proof (average savings, concession wins)
 - Process management from contract to close (inspections, appraisal, title)
 - Risk protection (what I catch that you'd miss without representation)
 - Post-close support (vendor network, warranty, check-in)
3. Addresses the compensation question directly and honestly – how I get paid
4. Differentiates from what buyers can do themselves (Zillow, Redfin, etc.)
5. Keeps it conversational – this is a dialogue, not a brochure
6. Under 400 words total

My market and experience:

[YOUR_DETAILS]

My specific strengths:

[WHAT_YOU_DO_WELL]

How I structure compensation:

[YOUR_COMPENSATION_MODEL]

Common buyer objections in your market:

[OBJECTIONS_YOU_HEAR]

- A buyer has signed a buyer-broker agreement and you're kicking off the search. You need to send them a packet that sets expectations, explains the process, and reduces the "what happens next?" anxiety — especially for first-time buyers.

THE PROMPT

I'm a real estate agent creating a buyer welcome packet to send after a buyer has signed their buyer-broker agreement. This sets the foundation for our working relationship and answers the questions they're afraid to ask.

Write buyer welcome packet content that includes:

1. **Welcome letter (150 words):** Warm, sets expectations, tells them what to expect next
2. **The buying timeline (200 words):** Step-by-step from search to keys. Include approximate timeframes for each stage: search → offer → contract → inspection → appraisal → clear to close → closing day. Address the reality that it usually takes 30-60 days from accepted offer to close.
3. **"How we'll communicate" section (100 words):** Preferred communication methods, response time expectations, how I'll send listings, showing scheduling process
4. **What NOT to do during the process (100 words):** Don't change jobs, don't open new credit, don't make large purchases, don't co-sign loans, don't move money between accounts without telling your lender
5. **Frequently asked questions (5 questions with brief answers):** Common buyer questions about earnest money, inspections, appraisals, contingencies, and closing costs

Buyer profile:

[FIRST_TIME_OR_EXPERIENCED]

Market area:

[YOUR_MARKET]

Your communication preferences:

[YOUR_PREFERENCES]

Compliance

#31 Fair Housing Compliance Checker

Compliance

- Before publishing any listing description, social media post, ad copy, or marketing material. Fair Housing violations can result in fines, license suspension, and lawsuits. This prompt reviews your content for potential violations and suggests compliant alternatives.

THE PROMPT

I'm a real estate agent and I need you to review the following real estate marketing content for potential Fair Housing Act violations. The Fair Housing Act prohibits discrimination based on race, color, national origin, religion, sex, familial status, and disability. Many states add additional protected classes (age, sexual orientation, gender identity, source of income, marital status).

Review this content and:

1. **Flag any phrases** that could violate Fair Housing laws – even if the intent is innocent.
Common violations include:
 - References to the type of people in the neighborhood ("family-friendly," "young professionals," "quiet community of retirees")
 - Religious landmark references as selling points ("walking distance to St. Mary's")
 - Familial status language ("perfect for couples," "empty nesters will love," "great for kids")
 - Disability-related language ("walk-up unit" without mentioning accessibility, "must climb stairs")
 - Coded language that implies racial/ethnic composition ("diverse," "up and coming," "changing neighborhood," "good schools" as a proxy)
 - National origin signals ("close to Chinatown," "ethnic restaurants")
2. **Explain why each flagged item is problematic** – what protected class it implicates
3. **Provide a compliant alternative** for each flagged phrase that conveys the same information legally
4. **Rate the overall content:** Green (no issues), Yellow (minor phrasing adjustments)

needed), Red (significant Fair Housing concerns – do not publish without revision)

5. Note: "master bedroom" and "master bathroom" are not Fair Housing violations under

current HUD guidance, though some MLSs have moved to "primary." Follow your local MLS convention.

Content to review:

[PASTE_YOUR_CONTENT_HERE]

Content type:

[MLS_LISTING / SOCIAL_MEDIA / AD_COPY / MAILER / EMAIL]

State (for additional protected classes):

[YOUR_STATE]

Want the Full Toolkit?

The full Real Estate Agent's AI Toolkit covers your entire workflow — from lead generation to post-close nurturing.

Standard — \$39

- 31 copy-paste AI prompts (including Fair Housing compliance)
- Real examples with every prompt
- Pro tips grounded in real estate best practices
- Workflow map, prompt chains, and quick-reference cheat sheet
- Customization guide for adapting prompts to your market

Pro — \$69

Everything in Standard, plus 30+ advanced prompts (60+ total):

- Advanced lead generation: referral series, farming calendars, relocation sequences
- Advanced listing marketing: luxury descriptions, brochure copy, "coming soon" campaigns
- Advanced buyer services: multiple offer strategies, investment analysis, school district comparisons
- Advanced negotiation: appraisal gap emails, extension requests, closing prep
- Advanced post-close: testimonial requests, annual home checkups, vendor referral pages

Get the toolkit at: aitoolkitshop.com/real-estate-agents/

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