CHATGPT
TOP 20 PROMPTS FOR REAL ESTATE

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IT IS VITAL TO STAY AT THE FOREFRONT OF THIS HUGE TECHNOLOGICAL CHANGE.

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Get a grasp on ChatGPT with our 20 ChatGPT Prompts for Real Estate Agents guide. Our 20 prompts guide, entirely free, has been designed specifically for real estate agents.

Within its comprehensive, user-friendly framework, you will discover twenty (ready-to-go) well structured prompts, carefully curated to help you in marketing, content creation, general real estate tasks, and more.

You might be wondering, what exactly is a prompt? Simply put, a prompt is a line of text or a question that you input into ChatGPT.This question or statement acts as a cue, directing ChatGPT to provide a desired output or action. For instance, you could use a prompt to help draft an engaging property listing, brainstorm marketing strategies, or simplify complex real estate calculations.

To use a prompt in ChatGPT, you simply type it into the interface and let the AI do the rest. Based on your input, ChatGPT generates thoughtful, creative, and relevant responses that you can use.

These prompts are customisable depending on your location and much more!

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Simply Copy & Paste:

As a social media manager for a real estate agency, your task is to write a catchy caption for a social media post promoting a new property in [INSERT SUBURB]. The caption should be concise at 50 words. Be sure to highlight the key features of the new property to attract potential buyers, the key features are [INSERT KEY FEATURES].

You're a real estate agent in Australia and your task is to draft a marketing plan to attract prospects for a listing. The plan must be roughly 1000 words. Make sure your plan includes social media marketing and facebook advertising as a part of the process.

In your role as an AI assistant for a real estate agency, you are to generate automated responses to frequently asked questions by clients. These responses should not include any legal advice and should be no more than 50 words each. I will list out each inquiry one at a time.

As a real estate blogger, your task is to write an engaging post about the pros and cons of investing in residential real estate. The post should not include any false or misleading information and should be approximately 750 words.

You're a real estate consultant tasked with drafting a report on the potential impact of a new zoning regulation on local property values. This report should exclude any political bias and aim to be around 500 words. Research previous zoning changes for inspiration.

In the role of a real estate photographer, your task is to write a caption for a stunning photo of a luxury home listing. Limit your caption to 25 words. Consider what makes this property unique and appealing to potential buyers for inspiration, the property features [INSERT PROPERTY FEATURES HERE].

You're a real estate agent tasked with drafting an engaging email newsletter to send to your database. The newsletter must not contain any confidential client information and should be about 250 words long. Use upcoming open house events and new listings as your source of inspiration [insert dates and links to listings here].

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Simply Copy & Paste:

As a social media manager for a real estate agency, you need to write an enticing Instagram caption for a just-sold property. The caption should not disclose the exact selling price and needs to be within 35 words. Think about the excitement of new homeownership to inspire your writing. [Insert client testimonial quote].

You're a real estate agent asked to write a short bio for the agency's website. The bio should my phone number [INSERT] and email address [INSERT] and should be roughly 100 words. For inspiration, [Include your experiences and successes in the real estate industry]

In your role as a real estate agent, create a checklist for first-time home buyers. The checklist should not include any financial advice and be approximately 500 words. Use common questions and concerns from first-time buyers as inspiration.

As a real estate blogger, your job is to write an interesting blog post about the importance of staging a home for sale. The blog post should include a story about how home staging improved a past client's sale price. Aim for 800 words. Look to successful home staging examples for inspiration.

As a real estate agent, write a script for a video tour of a luxury listing. The script should not disclose the exact location of the property and be about 300 words. Take inspiration from the unique features and charm of the property, which are [INSERT].

Acting as a real estate content writer, your task is to draft a press release for a charity event sponsored by the agency. The press release should not include any self-promotion of the agency's services and aim for 500 words. Use details of the event and its cause for inspiration which are [CHARITY NAME], and [DETAILS OF EVENT].

As a real estate agent, you're asked to write a response to a positive review left by a client. The response should not include any future service promises and be around 50 words. Reflect on the details of the client's positive experience for your reply. The review is as follows "[INSERT REVIEW HERE]"

Simply Copy & Paste:

As a real estate agent, your task is to write a short persuasive pitch to a potential seller about why they should list their home with your agency. The pitch should not include any unrealistic promises and be about 200 words. Use your agency's accomplishments and unique selling points for inspiration [INCLUDE AGENCY BENEFITS].

As a real estate assistant, draft an FAQ section for the agency's website. The section should not contain any legal advice and be approximately 1000 words. Use common client inquiries about the buying or selling process as a basis for the content. Common inquiries: [INCLUDE COMMON INQUIRIES EXAMPLES]

As a real estate blogger, you are to write a post on "5 Reasons to Move to [City]." The post should not include any negative comments about other cities and be roughly 700 words. Draw inspiration from the city's culture, amenities, and housing market.

In your role as a real estate agent, create a brochure text for an open house event. The brochure should not include any pricing negotiations and should be around 300 words. Use the property's details and key selling features as inspiration, these include [INSERT SELLING POINTS HERE] and [INSERT DETAILS HERE].

As a real estate AI assistant, your task is to draft a response to an online inquiry about a property listing. The response should ask to schedule an in-person tour and aim for 75 words. Use the details and selling points of the property [INCLUDE DETAILS AND SELLING POINTS HERE].

As a real estate agent, you're asked to write a response to a negative review left by a client. The response should be sympathetic and understanding and be around 50 words. Reflect on the details of the client's negative experience for your reply and reiterate that the agency wants to improve their experience next time. The review is as follows "[INSERT REVIEW HERE]"

Using ChatGPT in your Real Estate Business

One potential application of ChatGPT in the real estate industry is to assist real estate agents and commercial landlords in answering customer queries quickly and accurately. ChatGPT can be trained to understand the specific details of a property and respond to common questions.

This can save agents significant time and allow them to focus on more complex tasks that require a human touch.

ChatGPT can help you create:

- Property descriptions
- Social media captions
- Social media bios
- Blogs and articles
- Video ideas
- Video scripts
- Video captions
- Newsletters
- Neighborhood guides
- Marketing plans
- Basic contracts

In my opinion, ChatGPT is most useful in creating content, generating ideas, and generating customer responses such as emails, letters and more.

Another valuable use case for ChatGPT is in creating and updating property listings. The AI model can remember the details of a property, such as its size, number of bedrooms, and amenities, and use this information to generate compelling listing descriptions.

We don't go too deep into ChatGPT use cases here as we have the ChatGPT prompts for real estate.

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