

# Real Estate ChatGPT Prompt Library

40+ tested, copy-paste prompts for listings, social, email, CMAs, and follow-up. Replace the [bracketed] parts. Always fact-check and run a fair-housing check before publishing.

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## Listing descriptions

1. Write a 150-word MLS description for a [4BR/3BA colonial] in [Westfield, NJ], [\$899K]. Facts: [sqft], [lot size], [year built], recent updates: [new kitchen, roof]. Top 3 features: [walk to train, natural light, finished basement]. Warm, specific tone. Ban the words: must-see, cozy, charming.
2. Rewrite this listing in magazine-style luxury prose, under 180 words, keeping every fact accurate: [paste current description].
3. Rewrite this listing for a first-time buyer, emphasizing move-in ready and commute, 130 words: [paste description].
4. Write a 3-sentence MLS hook for a [3BR ranch] at [\$525K] near [downtown]. No cliches.
5. Turn these bullet notes into a polished 140-word listing: [paste bullets]. Keep only facts I gave you.

## Social media

6. Write a 5-line Instagram caption for an open house at [123 Oak St] this [Sunday 1-3pm]. Include 5 relevant hashtags.
7. Create a 7-day Instagram content calendar for a realtor in [Austin, TX] focused on [first-time buyers]. Mix listings, tips, and stories.
8. Write a 30-second Reel script with a hook in the first 3 seconds. Casual tone. End with a CTA to DM.
9. Write a 150-word LinkedIn post about why [inventory is up 12% this quarter]. Professional but warm. End with a question.
10. Write a just-sold Instagram caption for [123 Oak St], sold in [6 days] at [102% of ask]. Thank the clients. 4 hashtags.
11. Write a price-reduction social post (80 words) that frames the reduction positively for [123 Oak St].

## Email and follow-up

12. Draft a 60-word cold-lead revival email referencing [rate drops] since they inquired. Friendly, one clear CTA.
13. Write a post-showing thank-you email referencing the specific home they liked ([address]). Ask one specific question.
14. Write a 100-word listing-pitch email to a homeowner with comp data. Offer a free CMA. No salesy language.
15. Draft a friendly follow-up text to a buyer who toured a [3BR ranch] yesterday but has not replied. Under 40 words.
16. Write a 1-year homeowner check-in email offering a free home value update. Warm, 90 words.
17. Write a 200-word holiday newsletter with 1 market stat, 1 tip, and 1 personal note.

## Neighborhood and market content

18. Write a 400-word neighborhood guide for [area] with sections for vibe, transit, dining, parks, and who it suits. Facts only, no steering language.
19. Turn these raw stats into 200 words of clear market commentary, no jargon: [paste stats].
20. Write a parent-friendly school-district comparison focused on commute and home-value trends (facts only): [districts].
21. Draft a 150-word 'state of the market' update for [month/year] using these numbers: [median price, DOM, inventory].

## CMA prep and listing presentations

22. Paste these 5 comps and write a 200-word summary explaining the right list-price range: [comps].

23. Write a 3-paragraph pricing-objection script that respects the seller, shows the data risk of overpricing, and offers a 2-week test.
24. Outline a 10-slide listing presentation for a [target price] and [timeline].
25. Explain this pricing logic in client-ready language a seller will understand: [paste analysis].

## Lead qualification scripts

26. Write a 7-question buyer-discovery script covering timeline, budget, must-haves, and financing status.
27. Write a 2-line Zillow speed-to-lead text to send within 60 seconds of a new inquiry.
28. Write a 90-second FSBO voicemail acknowledging their savings and offering one free thing of value.
29. Write a 25-second voicemail script for a buyer who ghosted after 2 showings.

## Ready-to-use quick prompts

30. Open-house invite email: 60 words, mention one standout feature, friendly RSVP CTA.
31. Vendor referral note: 50-word intro email between a buyer and an inspector. Warm, professional.
32. Agent bio rewrite: 100 words, confident but warm, third person, include [key stats].
33. Testimonial request text: 60 words asking for a Google review. Make it specific to [client + address].
34. Buyer 'terms' letter (where legal): focus on terms and timeline, no personal details, under 150 words.
35. Just-listed teaser: 3-line text to your sphere about a new listing at [address], with a link.
36. Rate-change explainer: 120-word email translating [this week's rate move] into what it means for a buyer.
37. Referral thank-you: 50-word note to a past client who sent a referral.
38. Reactivation text: 30 words to a lead who went quiet 3 months ago, offering a fresh [saved-search update].
39. Open-house recap: 80-word email to the seller summarizing turnout and feedback.
40. Price-improvement email: 90 words to a seller recommending a reduction, backed by [days on market] and [showing count].
41. New-agent intro: 120-word 'just joined [brokerage]' announcement for your sphere, warm and specific.
42. Inspection-response script: 3 short paragraphs helping a buyer respond to [inspection findings] without killing the deal.

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Fair-housing rule of thumb: if a sentence describes the people who would live somewhere, delete it. Describe the property, not the buyer. Never publish stats or features ChatGPT invents — your MLS is the source of truth.