

AI Prompt Pack for Real Estate Agents

10 copy-paste prompts for everyday agent work, with Fair Housing and privacy built in.

This free pack gives you 10 copy-paste prompts for everyday real estate jobs that are not covered in our task guides: buyer consultations, listing presentations, showing feedback, seller updates, transaction timelines, first-time buyer questions, video walkthrough scripts, sphere emails, practice for tough conversations, and closing prep.

Every prompt is written so you never need to paste client names, contact details, finances or documents. Fill in the [BRACKETS], paste the prompt into the AI tool your brokerage allows, and treat the answer as a first draft. AI chatbots can make mistakes or invent facts, so check everything, including Fair Housing language, before it reaches a client or the public.

How to use these prompts

1. Replace every [BRACKET] with your own details. Use facts you have verified (from the listing sheet, MLS or your own notes), not facts you hope the AI knows.
2. Describe clients in general terms only (for example, "first-time buyers relocating for work"), never by name, and never by protected characteristics such as race, religion, national origin, sex, disability or familial status.
3. Ask follow-ups: "shorter", "warmer", "make it a text message", "give me two more options".
4. Read, fact-check and edit the result, then make it sound like you. You are responsible for what you send or publish.

What's inside

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Highlighted [BRACKETS] are the blanks you fill in. Everything else can be pasted as is.

The 10 prompts

01 Buyer consultation agenda

When to use it: Before a first meeting with new buyers, so the conversation is organized and nothing important is skipped.

I am a real estate agent in [MARKET / STATE] preparing for a [LENGTH]-minute first consultation with buyers. Create an agenda that covers: how I work and how I am paid (I will fill in the details), how the buying process works in general, questions to understand what they need in a home (size, location, must-haves, timeline, budget range they are comfortable with), getting pre-approved with a lender of their choice, and next steps. Write the exact questions I could ask. Do not suggest neighborhoods or ask about anything related to protected characteristics.

TIP Buyer agreement and compensation rules changed in many markets. Fill in that part from your brokerage's current forms, not from the AI.

02 Listing presentation outline

When to use it: Preparing to meet sellers who are deciding which agent to hire.

Create an outline for a [LENGTH]-minute listing presentation for a [PROPERTY TYPE] in [AREA]. Sections: getting to know the sellers' goals and timeline, my marketing plan ([YOUR ACTUAL SERVICES]), how I will use the comparable sales I bring ([I WILL SUPPLY MY CMA]), preparing the home for photos and showings, what to expect from offer to closing, and how we will communicate. For each section, give 2-3 talking points and one question to ask the sellers. Do not invent statistics, prices or results.

TIP Pricing must come from your own comparative market analysis. Do not ask the AI what a home is worth.

03 Showing feedback request

When to use it: After showings, to ask buyer's agents for useful feedback without a long email.

Write a short, friendly email and a text-message version asking a buyer's agent for feedback on a showing of **[PROPERTY ADDRESS OR "my listing on [STREET]"]**. Ask 4 quick questions: overall impression, how the price felt compared with what their buyers saw, any concerns about condition or layout, and whether a second showing or offer is likely. Keep the email under 100 words and the text under 300 characters.

TIP When you pass feedback on to sellers, remove anything that describes the buyers themselves. Share comments about the home, not the people.

04 Weekly seller update email

When to use it: Keeping sellers informed while the home is on the market.

Write a weekly update email to my sellers about their listing. This week's facts: **[NUMBER]** showings, **[NUMBER]** online views or saves if available, feedback themes: **[SUMMARY OF FEEDBACK ABOUT THE HOME]**, marketing done: **[WHAT YOU DID]**, next week's plan: **[PLAN]**. Use a calm, professional tone, lead with the most important point, and end with one clear question or decision for the sellers. Use only the facts I gave you.

TIP If the update suggests a price change, add your own recommendation and the comparable sales behind it. Do not let the AI add market numbers.

05 Transaction timeline explainer

When to use it: Helping a buyer or seller understand what happens between an accepted offer and closing.

Explain, in plain English for a first-time **[BUYER / SELLER]**, the general steps between an accepted offer and closing for a home purchase in **[STATE]**. Use these dates and deadlines from our contract: **[KEY DATES: inspection period, appraisal, financing deadline, final walkthrough, closing]**. Format it as a simple timeline with one sentence per step on what happens and what the client needs to do. Add a note that the contract controls and that the client should ask me, their lender or an attorney about specifics.

TIP Contracts and deadlines vary by state and by deal. Check every step against the actual contract before you send it.

06 First-time buyer question answers

When to use it: Drafting plain answers to questions new buyers ask again and again.

Write plain-English answers (under 80 words each) to these questions from first-time homebuyers: [LIST OF QUESTIONS, e.g., "What is earnest money?", "What does a home inspection cover?", "What are closing costs?"]. Keep answers general, avoid giving legal, tax or lending advice, and end each answer with who they should ask for details (lender, inspector, attorney, title or escrow company, or me).

TIP Rules, costs and customs differ by state. Edit each answer to match your market before you put it on a website or handout.

07 Property video walkthrough script

When to use it: Recording a short listing video or room-by-room tour.

Write a [LENGTH]-second video walkthrough script for my listing. Property facts (use only these): [BEDS, BATHS, SQUARE FOOTAGE FROM THE LISTING, KEY FEATURES, UPGRADES WITH YEARS]. Order: exterior and curb appeal, entry, main living areas, kitchen, bedrooms, outdoor space, closing line with how to schedule a showing. Describe the property, not the type of person who should live there. Include brief camera notes in brackets.

TIP Read the script aloud once to catch phrases like "perfect for young families" or "ideal for empty nesters". Describe features instead.

08 Monthly email to your sphere

When to use it: Staying in touch with past clients and contacts without writing from scratch every month.

Write a short monthly email to my past clients and contacts in [AREA]. Include: a friendly opening, one seasonal home tip about [TOPIC, e.g., "preparing a home for winter"], one local event or update I supply: [EVENT DETAILS], and a soft reminder that I am happy to answer real estate questions. Keep it under 200 words, warm and not salesy. Do not add any market statistics, prices or claims that I did not provide.

TIP If you add market numbers, take them from your MLS or local association report and name the source in the email.

09 Practice partner for tough conversations

When to use it: Rehearsing a difficult talk: a price reduction, a low appraisal, multiple offers, or a lost bid.

Act as a [SELLER / BUYER] client so I can practice a difficult conversation about [SITUATION, e.g., "recommending a price reduction after three weeks with no offers"]. Stay in character and push back the way a worried client might. After 5 exchanges, step out of character and give me feedback: what I explained clearly, where I sounded defensive or vague, and two better ways to phrase my main point.

TIP This is rehearsal only. Use made-up details, not your real clients' situations or numbers.

10 Closing prep checklist for clients

When to use it: The week before closing, so buyers or sellers know exactly what to bring and do.

Create a closing preparation checklist for a [BUYER / SELLER] in [STATE]. Closing is on [DATE] at [LOCATION OR "remote/mobile notary"]. Include: documents and ID to bring, utilities and moving tasks, the final walkthrough (for buyers), keys and garage openers (for sellers), and a prominent warning to never wire money based on emailed instructions without calling the title or escrow company at a phone number they already know. Format as a short checklist with checkboxes.

TIP Confirm every item with the title or escrow company handling the closing. The wire-fraud warning should stay in, whatever else you change.

Fair Housing and privacy checklist

Run through this before every prompt and before you publish.

- ☐ Never paste client names, contact details, Social Security or ID numbers, bank or loan information, or transaction documents into a general AI tool.
- ☐ Describe the property, not the people. Remove any wording that states or hints at a preference about race, color, religion, sex, disability, familial status or national origin (and any classes your state adds).
- ☐ Do not let AI suggest which neighborhoods or schools fit a client. Give clients sources and let them decide.
- ☐ Check every fact against the listing sheet, MLS or a primary source: square footage, upgrades, taxes, schools, commute times and market numbers.
- ☐ Follow your brokerage AI policy, MLS rules and your state's advertising rules, including any disclosure rules for AI-altered or virtually staged photos.
- ☐ Never send wiring instructions drafted by AI, and remind clients to verify wiring instructions by phone with a known number.

For more on words to avoid, what never to paste and AI-altered photos, see the [Fair Housing, privacy and advertising rules guide](#) in the AI for Realtors hub. This pack is general information, not legal advice.

More from the AI for Realtors hub

These prompts complement our step-by-step guides to listing descriptions, client follow-ups, social posts, open-house and neighborhood summaries, market-report explainers, and Fair Housing rules.

Find them all at <https://plainaiguide.netlify.app/ai-for-realtors/>

New prompts may be added over time.

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