

25 Free AI Prompts for Real Estate Agents

A taste of the full 300-prompt pack · [PromptEstate](#)



Listing Descriptions

Standard MLS description

You are an expert real estate copywriter. Write an engaging MLS listing description for the property below. Lead with one vivid lifestyle sentence, flow room by room, highlight the top features, use Fair Housing-safe language, stay under 1,300 characters, and end with one clear call to action.

Fill in: [ADDRESS/AREA] · [PRICE] · [BEDS/BATHS/SQFT] · [TOP 3 FEATURES]

Luxury / high-end listing

You are an award-winning luxury real estate copywriter. Write a refined, emotional description that sells the lifestyle and status of this high-end home. Open without 'Welcome to', lead with the 3 most aspirational features, use sensory language, avoid Fair Housing-risky terms, keep under 1,300 characters.

Fill in: [NEIGHBORHOOD] · [PRICE] · [SIGNATURE FEATURES] · [LIFESTYLE]



Social Media Captions

Just-listed announcement

You are a real estate social media copywriter. Write a punchy 'Just Listed' caption for Instagram and Facebook. Open with a scroll-stopping hook, highlight 3 standout features, end with a clear CTA to DM or book a showing. Keep under 600 characters, add 5 relevant hashtags. Describe the home, never who should live there (Fair Housing). Avoid clichés like 'must see'.

Fill in: [ADDRESS OR AREA] · [PRICE] · [BEDS/BATHS] · [TOP FEATURES]

Just-sold celebration

You are a real estate social media copywriter. Write a celebratory 'Just Sold' caption that builds my credibility without bragging. Lead with the win, mention the result (fast sale, over asking, smooth close), thank the clients warmly, and invite others to reach out. Keep under 500 characters, warm and confident tone, 4 hashtags. Never reference the buyers'/sellers' protected characteristics (Fair Housing).

Fill in: [AREA] · [RESULT] · [DAYS ON MARKET] · [MY NAME]

Email & Follow-up

New buyer lead welcome

You are a warm, professional real estate agent writing a first-touch welcome email to a new buyer lead. Thank them, set expectations, ask 3 quick qualifying questions (timeline, budget comfort, must-haves), and propose a short call. Keep under 150 words, friendly and low-pressure. Never describe what type of person the home suits or reference protected classes. End with a clear single call-to-action.

Fill in: [AGENT NAME] · [BUYER FIRST NAME] · [AREA] · [CALENDAR LINK]

New seller lead welcome

You are a results-driven listing agent writing a welcome email to a homeowner considering selling. Build credibility, briefly outline your selling process, and offer a free no-obligation home valuation. Keep under 160 words, confident but not pushy. Avoid Fair Housing-risky language about buyers or neighborhoods. Close with one CTA to book the valuation.

Fill in: [AGENT NAME] · [SELLER FIRST NAME] · [AREA] · [CALENDAR LINK]

Phone & Text Scripts

Expired listing call

You are a top-producing listing agent with a calm, confident phone presence. Write a 45-60 second cold-call script to an expired-listing owner. Open by acknowledging their frustration, position me as the agent who sells what others couldn't, and end with a single ask: a 15-minute in-person meeting. Conversational tone, short sentences, no jargon. Never reference the seller's protected characteristics or who the home suits.

Fill in: [ADDRESS] · [DAYS ON MARKET] · [AGENT NAME] · [BROKERAGE]

FSBO first contact

You are a real estate prospecting coach. Write a 40-second first-call script to a For-Sale-By-Owner. Be respectful, never pushy, and lead with offering value (a buyer I may have, free pricing input) rather than asking for the listing. Include one soft question and a low-pressure close. Friendly, peer-to-peer tone. Avoid commission talk and never describe an ideal buyer by protected class.

Fill in: [FSBO ADDRESS] · [PRICE] · [AGENT NAME] · [VALUE OFFER]



Market Updates & Reports

Monthly market update email

You are a trusted local real estate advisor. Write a monthly market update email for my database. Open with one plain-English headline takeaway, then 3 short bullet stats with what each means for a homeowner, and close with a soft call to reply. Warm, non-salesy tone, under 200 words. Never describe who should live in the area or reference protected classes.

Fill in: [AREA] · [MONTH] · [KEY STATS]

Neighborhood market snapshot

You are a neighborhood market analyst. Turn these numbers into a tight snapshot locals will share. Lead with the single most newsworthy trend, then explain median price, inventory, and average days on market in everyday language. Confident, factual tone, under 180 words. Focus on the housing data only; never characterize the type of people living there.

Fill in: [NEIGHBORHOOD] · [MEDIAN PRICE] · [INVENTORY] · [DAYS ON MARKET]



Video & Reels Scripts

Property tour reel

You are a short-form real estate video scriptwriter. Write a 30-second vertical reel script for a property tour. Open with a 3-second scroll-stopping hook, then 5 quick scene beats with on-screen text captions and voiceover lines. Sell the lifestyle, not just specs. Never describe who the home is for or reference protected classes. End with a clear CTA. Under 130 words.

Fill in: [ADDRESS OR AREA] · [PRICE] · [TOP 3 FEATURES] · [CTA]

Neighborhood tour

You are a local real estate content creator. Script a 45-second neighborhood tour reel. Structure: hook, 4 location stops (parks, dining, walkability, vibe), voiceover plus on-screen captions for each. Keep tone upbeat and authentic. Focus on amenities and lifestyle, never the demographics or type of people living there. Close with a CTA to DM for listings. Under 150 words.

Fill in: [NEIGHBORHOOD] · [STANDOUT SPOTS] · [AVG PRICE RANGE] · [CTA]

Lead Generation & Prospecting

Facebook lead-ad copy

You are a direct-response social media copywriter for real estate. Write a Facebook lead-generation ad to capture buyer/seller leads in this market. Lead with a scroll-stopping hook, build curiosity, end with a clear CTA. Provide 3 primary-text variations under 125 words each, 1 headline, and 1 description. Tone: friendly, local, no hype words like 'amazing'. Fair Housing: never describe who should buy or reference protected classes.

Fill in: [AREA] · [OFFER] · [TARGET ACTION] · [AGENT NAME]

Google search ad copy

You are a PPC specialist writing Google Search ads for a real estate agent. Create 3 responsive search ad variations: 15 headlines (max 30 characters each) and 4 descriptions (max 90 characters each). Include the target keyword naturally, a value prop, and a strong CTA. Avoid superlatives Google may reject. Fair Housing: never target or reference protected classes. Output as a clean labeled list.

Fill in: [KEYWORD] · [AREA] · [UNIQUE SELLING POINT] · [CTA]

Negotiation & Objection Handling

Present a low offer to seller

You are a seasoned listing agent skilled in diplomacy. Draft a calm, respectful script to present a below-list offer to my seller without insulting them. Frame it as a starting point, cite market data objectively, and recommend a counter strategy. Keep it under 200 words, warm but honest. Never reference the buyer's protected characteristics or who they are.

Fill in: [LIST PRICE] · [OFFER PRICE] · [DAYS ON MARKET] · [COMPS]

Counter-offer rationale

You are an expert real estate negotiator. Write a clear, persuasive rationale my seller can use to justify their counter-offer to the buyer's agent. Anchor on recent comps, condition, and demand. Tone: firm, professional, non-emotional. Use 3 short bullet justifications plus a one-line closing ask. Keep under 180 words. Avoid Fair Housing-risky language about any party.

Fill in: [LIST PRICE] · [BUYER OFFER] · [COUNTER PRICE] · [KEY VALUE DRIVERS]

Open Houses & Showings

Open-house promotion post

You are a real estate social media strategist. Write a scroll-stopping open-house announcement post for this listing. Lead with a hook, list date/time and 3 standout features as scannable bullets, add a clear CTA and 5 relevant hashtags. Keep under 600 characters, warm and energetic. Never describe who the home is for or reference protected classes. Avoid Fair Housing-risky language.

Fill in: [ADDRESS] · [DATE] · [TIME] · [TOP FEATURES]

Sign-in incentive copy

You are a real estate conversion copywriter. Write short, friendly sign-in sheet header copy that motivates every visitor to leave full contact info. Reassure privacy, offer a low-pressure reason to register, and mention an optional giveaway entry. Keep under 90 words, no jargon. Avoid pressure tactics and any language referencing who the home suits.

Fill in: [AGENT NAME] · [GIVEAWAY] · [BROKERAGE]

Buyer Communication & Education

Home-buying steps explainer

You are a patient real estate buyer's agent writing for nervous first-time buyers. Explain the full home-buying process as a numbered, scannable list of 8-10 steps from pre-approval to closing. Use plain language, one short sentence per step, no jargon. Keep an encouraging, calm tone. Do not reference who the buyer is or any protected class. Output under 400 words.

Fill in: [MARKET AREA] · [BUYER TYPE] · [AVERAGE TIMELINE]

Pre-approval explainer

You are a mortgage-savvy buyer's agent. Write a clear email explaining what mortgage pre-approval is, why it matters in a competitive market, and exactly which documents the buyer should gather. Use a friendly, reassuring tone, short paragraphs, and a 5-item document checklist. Avoid lender jargon and any language about who the buyer is. Keep under 350 words.

Fill in: [BUYER NAME] · [AGENT NAME] · [LOCAL LENDER] · [MARKET CONDITION]

Branding & Personal Marketing

Agent bio (short)

You are a real estate branding copywriter. Write a punchy 2-3 sentence professional bio for a real estate agent, written in third person. Lead with their specialty and a credibility marker, end with a warm human note. Keep under 60 words, confident not boastful. Avoid clichés like 'passion for people' and 'goes above and beyond'. Do not describe ideal clients by any protected class.

Fill in: [AGENT NAME] · [MARKET AREA] · [SPECIALTY] · [YEARS OR RESULTS]

Agent bio (long)

You are a real estate branding copywriter. Write a polished 200-250 word long-form bio in third person for a website. Structure: hook, background and how they entered real estate, specialty and approach, results or credentials, community ties, closing line inviting contact. Tone: professional, authentic, human. Avoid generic filler and superlatives you can't back up. Never reference clients' protected characteristics.

Fill in: [AGENT NAME] · [MARKET AREA] · [SPECIALTY] · [BACKGROUND] · [CREDENTIALS OR RESULTS]

Business Operations & Productivity

Weekly time-block schedule

You are a real estate productivity coach. Build me a weekly time-block calendar in table format (days as columns, hourly rows) that protects daily lead-gen, client appointments, admin, and personal time. I work [WORK HOURS] and currently handle [TRANSACTION VOLUME]. Prioritize income-producing activities first. Keep it realistic, label each block, and add a one-line rule for protecting prospecting time.

Fill in: [WORK HOURS] · [TRANSACTION VOLUME] · [DAYS OFF] · [PEAK ENERGY TIME]

Transaction checklist

You are a real estate transaction coordinator. Create a complete contract-to-close checklist for a [TRANSACTION TYPE] in [STATE], organized by phase (under contract, inspection, appraisal, financing, pre-closing, closing). Use checkbox format with responsible party and target day relative to contract date for each task. Be thorough but concise; flag the 3 deadlines most likely to derail the deal.

Fill in: [TRANSACTION TYPE] · [STATE] · [CLOSING TIMELINE] · [FINANCING TYPE]

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