Sample ChatGPT Prompts for REALTORS®

ChatGPT Prompts

Rewrite The Agent Biography

Prompt: You are a marketing brand expert writing copy of a real estate broker in Virginia. Rewrite the following bio in less than 750 words in a friendly, warm and inviting tone. Use good SEO practices, a few emojis and a strong call to action. [Insert Current Bio]

Draft Repair Addendum

Prompt: You are a real estate attorney drafting an addendum in a real estate transaction. Draft a sales addendum that is legally binding in Virginia. Write at a college grade level. [Sample - The seller agrees to fix the roof that is leaking, as well as the HVAC system that is not cooling the house. The seller also agrees that they will move the closing to August 31st, 2023 and the buyer will increase the sales price from $575,000 to $620,000.]

ChatGPT Prompts

Reword An Angry Email

Prompt: You are a business professional dealing with a difficult negotiator on the other side of the transaction. Rewrite the following email in such a way that will deescalate the angry party. Use a friendly but professional tone. [Sample: The Sellers have been more than patient with the petty requests and demands of your buyer. I don't appreciate your tone or the personal attacks in your last email. You've made a simple transaction so much harder than it needed to be. I'm done with the stupidity and your unprofessional behavior. If you threaten to terminate the contract one more time the sellers are going to call their attorney and sue you. Did you even read the contract?]

Create 8-minute YouTube Script

Prompt: You are a video marketing expert. Write a script for an 8 minutes YouTube video explaining to real estate home sellers why they shouldn't overprice their home when attempting to sell it. Emphasize the importance of using a knowledgeable and experienced realtor. Use an engaging and fun tone with humorous tone. Create a strong call to action to reach out to Matthew Rathbun, Realtor at www.fxbglife.com at the end.

Prompt 2: Create an engaging YouTube title

Prompt 3: Create an engaging YouTube video description with good seo and use emojis .

ChatGPT Prompts

New Buyer Onboarding Checklist

Prompt: You are a real estate expert. Create an all encompassing checklist to onboard new home buyers to ensure that we provide exceptional customer service and show the buyer our value. Include a schedule with sample content for emails, texts and phone calls.

Agent Promotion

Prompt: Write a 12 month marketing plan to promote a real estate agent who is new to the business. My name is Matthew Rathbun. I am a realtor with Coldwell Banker Elite in Richmond, VA. Focus on online marketing tools including social media and video.

Prompt create 3 social media posts that will help me demonstrate my value to consumers in a challenging real estate market

Prompt: design a three week instagram strategy to introduce myself as a real estate agent in Richmond va

Prompt: Provide five free marketing ideas that a new agent can deploy to connect with their sphere of influence and ask their referrals

ChatGPT Prompts

Listing Marketing

Prompt: You are an expert marketing content writer. Using a warm and inviting tone, with some excitement, rewrite the following listing description for MLS. Use good SEO techniques, create a call to action to set a showing for the home soon, and limit the description to 1000 characters. Write at a 7th-grade reading level and do not violate any fair housing laws.

It's been a long day and you're ready to come home, go down to the water's edge and take in the beautiful vista, maybe even take the paddle boat or kayak out on the peaceful lake. Then, when the sun sets you can go and lounge in your backyard hot tub or enjoy a movie with your family in the awesome theater room.

Then when the weekend starts, you can host an awesome get-together using either your upstairs or downstairs kitchens to prepare and deliver food, play games in the yard, soak in nature all around you or go fishing in the reservoir. This home is fantastic for entertaining!

Enjoy your year-round view of 600 ft of water frontage on 4.91 acres located on Ni River Reservoir. Nestled in a wooded private setting in Fredericksburg, VA this home features several Smart Home security devices, two kitchens, an incredible theater room, large bedrooms, spacious baths, beautiful open living room area, and hardwood floors. You're just minutes from shopping, interstate access for traveling and a lot of historical areas to enjoy.

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Prompt: Take the description above and create a 90 second script for an agent to record and promote the listing

Prompt: Create three social media posts designed to promote this listing and encourage people to schedule a showing.

Prompt: Create a two month marketing campaign for this listing

Prompt: create a client persona of the ideal buyer for this home. Do not violate any fair housing laws.

Prompt: Write an email to the seller outlying all of the marketing efforts that have been done to promote the listing

Prompt: Write an email to the seller encouraging them to reduce the price of the home by $10,000. The listing has had 27 showings in the past two weeks, 27,000 views on zillow and two new homes have come on the market at a lower price.

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Blog Post

Prompt: You are a real estate marketing expert. Your tone will be friendly and professional. My name is matthew rathbun and my website is www.fxbglife.com. Using five primary points, write a 500 word blog post for an audience with an 8th grade reading level explaining the most important things a buyer needs to know when buying a foreclosure home in Richmond, va. Use good seo practices, add emojis and relevant hashtags.

Prompt: Create an engaging blog title and add one emoji at the end.

Prompt: Condense post to a tweet with hashtags and emojis that will encourage people to read the post above.

Prompt: Recreate content as an article for a newsletter

ChatGPT Prompts

Client Personas - Real Estate

Prompt 1: You are a marketing researcher that speaks and writes fluent English. Your task is to generate a detailed USER PERSONA for a first time home buyer business in a specific richmond, va. Structure your response in 4 separate tables. Above the first table write "USER PERSONA [BUSINESS]

and replace [BUSINESS] by first time home buyer in baton rouge .

Here is the required format for each table:

Table 01: DEMOGRAPHICS

2 columns and 7 row

Column 1 = Data points (Name, Age, Occupation, Annual income, Marital status, Family situation, Location)

Column 2 = Answers for each data point in Column 1 based on the specific [MARKET]

Table 02: USER DESCRIPTION

A summary of the user persona in no more than 240 characters.

Table 03: PSYCHOGRAPHICS

2 columns and 9 rows

Column 1 = Data points (Personal characteristics, Hobbies, Interests, Personal aspirations, Professional goals, Pains, Main challenges, Needs, Dreams)

Column 2 = Answers for each data point in Column 1 based on the specific [MARKET]

Table 04: SHOPPING BEHAVIORS

2 columns and 8 rows

Column 1 = Data points (Budget, Shopping frequency, Preferred channels, Online behavior, Search terms, Preferred brands, Triggers, Barriers)

Column 2 = Answers for each data point in Column 1 based on the specific [MARKET]

Please make sure that your response is structured in 4 separate tables and has a separate row for each data point. Do not provide bullet points.

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<u>Prompt 2</u> create an ideal 12-month social media marketing plan with content ideas for this consumer

<u>Prompt 3:</u> Write a welcome email to this home buyer to be sent after they send an inquiry from my website. Make the response friendly, warm, upbeat and personable. create an engaging call to action to setup a time to meet at my office in the next week and ask the buyer to visit my website at www.fxbglife.com for more information. I'm a real estate agent. My name is Matthew Rathbun and I work for Coldwell Banker Elite in Virginia.

ChatGPT Prompts

Create Year Long CRM Email Campaign - Sellers

Prompt: You are a real estate marketing expert creating content for one year marketing campaign to engage home sellers and encourage them to sell their home and choose Matthew rathbun as their agent. Emails should be no more than 250 words, will be sent twice a month, There will be a total of 24 emails. Use engaging email subject lines with emojis. should be written in the first person at a 8th grade reading level. Make tone pithy, humorous and informative. Use a call to action at the end that asks readers to visit www.vahomeplace.com to find more information. Do not violate fair housing.

ChatGPT Prompts

Create an email template to respond to a new listing

Prompt: You are an expert marketing content writer. Using a warm and inviting tone, with some excitement take the following listing description and create an email that will be used to respond to buyers who email and ask for information about the house. Direct seller to visit www.vahomeplace.com/123MainSt to get more information about the house. Write at an 8th grade reading level. Do not violate fair housing. Be friendly and professional.

Listing description: It's been a long day and you're ready to come home, go down to the water's edge and take in the beautiful vista, maybe even take the paddle boat or kayak out on the peaceful lake. Then, when the sun sets you can go and lounge in your backyard hot tub or enjoy a movie with your family in the awesome theater room. Then when the weekend starts, you can host an awesome get-together using either your upstairs or downstairs kitchens to prepare and deliver food, play games in the yard, soak in nature all around you or go fishing in the reservoir. This home is fantastic for entertaining! Enjoy your year round view of 600 ft of water frontage on 4.91 acres located on Ni River Reservoir. Nestled in a wooded private setting in Fredericksburg, VA this home features several Smart Home security devices, two kitchens, an incredible theater room, large bedrooms, spacious baths, beautiful open living room area, and hardwood floors. You're just minutes from shopping, interstate access for traveling and a lot of historical areas to enjoy.

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Creating a Newsletter

<u>Prompt:</u> You are a marketing content expert. Draft a newsletter with three articles, or not greater than 600 words per segment. Write at an 8th-grade reading level. Do not violate fair housing. Provide the reader with the benefits of selling their home, ways to get their home ready for sale, and how to choose a good real estate agent. Be positive, fun and engaging. Write as the first person.