



YOUR AI PROMPT PACK

10 AI Prompts for Real Estate Agents



Why AI Matters for Real Estate Agents

The most successful agents are not using AI to replace relationships. They use it to save time, improve consistency, and clear repetitive work so they can spend more time in conversations.

AI helps agents write faster, brainstorm ideas, improve follow-up, create and repurpose marketing content, stay consistent across platforms, and scale communication without sacrificing personalization.

The skill is learning how to guide it.

Why the Same Prompt Works for One Agent and Not Another

Two agents can type the same prompt and get answers of wildly different quality. The difference is rarely the wording. A prompt is a question plus context, and the question is the easy half.

Ask an AI tool to write a follow-up text and it will write one. It just has no idea that this buyer toured two homes in the same cul-de-sac, went quiet for three weeks, then opened your last email twice on a Sunday night. You have to type all of that in before the answer is worth sending.

Every prompt in this pack works. How well it works depends on how much of the situation you hand over first. Some of that situation is sitting in your CRM.



What Goes Into a Question, and What Goes Into Context

A prompt is a question plus context. Each half has two parts, and most weak AI output traces back to one of the four going missing.

The context: Background information

-  **Role.** Who the AI is writing as. "You are a listing agent in Boise with ten years in the market."
-  **Situation.** The specifics only you know. The property, the lead, the history, what changed last week. This is the part agents skip, and it is the part that decides whether the answer is usable.

The question: What you want created

-  **Constraint.** Length and tone. "Under 1,500 characters, warm but not salesy."
-  **Format.** What you want back. "Five options, numbered, ready to paste."

Leave out the role and the writing sounds like nobody. Leave out the constraint and you edit for ten minutes. Leave out the format and you reformat by hand. Leave out the situation and you get something that could have been written about anyone.

Every prompt below has all four. Swap anything in brackets for your own details.

A note on compliance: Several prompts below produce content describing homes, neighborhoods, and communities. Fair Housing rules and all national and local regulations apply to AI-generated copy exactly as they apply to anything you write yourself. Even if you include it in your prompt, manually review every output for national and local compliance before it goes out.

Prompt #1: Listing Description Generator

Use AI to create listing descriptions tailored to the property, the location, and the buyer you are trying to reach. The more detailed the information and context, the better the results you'll get.

➔ **Example Prompt:** "You are a listing agent in [Vermont]. Write a compelling MLS listing description for a [4-bedroom lakefront home with mountain views, a chef's kitchen, and a private dock]. Keep it under 1,500 characters. Make it feel elevated but approachable. Emphasize [the kitchen and the water access]."

Stronger listing copy in less time. Remember to manually review it to ensure that it complies with all national and local regulations.

Prompt #2: Social Media Reel Caption Creator

Turn property tours, local business visits, and lifestyle content into captions quickly.

➔ **Example Prompt:** "You are a real estate agent in [Charleston, South Carolina] known for [knowing the food scene]. Write an Instagram reel caption showcasing [hidden gem coffee shops downtown]. Conversational tone, tasteful emojis, one strong call to action, under [150 words]."

Great prompts create content that still sounds like you.



Prompt #3: Lead Follow-Up Text Messages

Texting a lead who has gone quiet is where follow-up can easily stall. AI is good at handing you options so you are not staring at an empty message field.



Example Prompt: "You are a [buyer's agent] in [city]. I am following up with a buyer lead who [attended my open house at [address] on [date] and has not responded in [two weeks]. Before they went quiet they [toured two homes in the same neighborhood and saved three listings under \$600,000]. Write five conversational follow-up text messages, each under 300 characters, each with a different angle: one referencing a specific listing, one with a market note, one low-pressure check-in, one with a question that is easy to answer, and one that offers something useful with no ask attached. Number them."

Five different angles beats five rewordings of the same message.



Inside Brivity: You would normally type all of that situation in by hand. Gabbi's AI Lead Summary already includes the open house source, property views, saved listings, emails, and call logs on that contact record. Ask Gabbi for the follow-up from inside the record and the silence is already accounted for.

Prompt #4: Objection Handling Responses

Prepare thoughtful responses to the concerns you hear most.

➔ **Example Prompt:** "You are a buyer's agent in [market]. Give me five empathetic responses to a buyer who wants to pause their home search because they are nervous about [interest rates]. Each response should acknowledge the concern, offer one piece of educational context about [rates and monthly payments], and end with a question that keeps the conversation going. Conversational, not scripted. Number them."

This is especially useful for newer agents building confidence.

💡 **Inside Brivity:** Ask Gabbi builds the response against that specific buyer's status, intent, and where they are in the journey, so you are not choosing between five generic answers and guessing which one fits.

Prompt #5: Open House Follow-Up Workflow

Use AI to build the whole series.

➔ **Example Prompt:** "You are a [buyer's agent] in [city]. Create a 7-day follow-up sequence for open house visitors at [address, a \$525,000 townhome]. Include text messages, email ideas, and a call strategy, with the day and channel labeled for each step. Each touch needs a specific reason to exist. Format it so I can paste it straight into my CRM."

When AI builds a series instead of one-off messages, it can keep the whole arc in view and shape each message to fit the ones around it.

💡 **Inside Brivity:** AI Help Me Write works inside Auto Plan messages, so the follow-up gets written where it will send from.

Prompt #6: Database Reactivation Campaign

Most agents have opportunities sitting in their database.

➔ **Example Prompt:** "You are a real estate agent in [city]. Write a database reactivation campaign for buyer leads who have not responded in over a year. Include [10] emails and [5] text messages spread across six months. Each message needs a specific reason to exist: a market update, a neighborhood note, a new listing that fits what they were looking at, or a genuine check-in. Not every message needs an ask. Label each one with its purpose and the month it sends."

Dormant conversations restart when the message gives someone a reason to open it.

💡 **Inside Brivity:** An outside tool cannot tell you which dormant leads are worth reactivating, because it cannot see who quietly came back to a listing last week. Gabbi flags the ones showing signs of life so the campaign goes to people who are already looking.



Prompt #7: Email Newsletter Generator

Stay consistent with email marketing without staring at a blank screen.



Example Prompt: "You are a real estate agent in [Austin, Texas]. Write a monthly email newsletter for homeowners that includes market insights, one homeowner tip, [two upcoming local events], [one new business highlight], and [one piece of local news] that buyers or sellers would find useful. Conversational tone, under [600 words], with subheads."

Personalize and refine before you send.



Inside Brivity: AreaPro's Real Estate Market Overview reads today's data and lets you compare counties or zoom into a single zip code, so the insight in your newsletter is about the current market. Other AI tools would need significant data to be exported and pasted in, plus guidance about what it means.

Prompt #8: The Pre-Call Brief

The hardest part of calling a lead is not the call. It is reconstructing who they are before you dial.



Example Prompt: "You are my assistant. Below are my notes on a [buyer] lead, including our last conversation and their recent activity. [Paste your notes.] Give me a five-line pre-call brief: where we left off, what they care about most, what has changed since we last spoke, one question to open with, and one topic to avoid. Keep each line to one sentence."

Five lines is enough to walk into a call sounding like you remembered.



Inside Brivity: Notice the paste step. Everything you would copy into that prompt already lives on the contact record. Gabbi's AI Lead Summary reads the property views, saved homes, website activity, emails, call logs, and notes, and the brief is waiting at the top of the record before you ask for it.

Prompt #9: Referral Request Messaging

Asking for referrals gets easier with the right language.

➔ **Example Prompt:** "You are a real estate agent who closed a [purchase] with a client [eight months ago] in [neighborhood]. Write five non-pushy referral request messages. Conversational tone, genuine gratitude for working together, no pressure, each under [400 characters]. Vary the angle: one anniversary note, one market update, one simple check-in, one tied to [a home maintenance season], one direct but warm. Number them."

The best referral messaging feels natural and relationship-focused.

💡 **Inside Brivity:** The past client's transaction history and last conversation are on the record, so the gratitude can name something real instead of generic.

Prompt #10: Content Repurposing

One of AI's biggest strengths is turning one piece of content into several.

➔ **Example Prompt:** "You are a real estate content marketer. Below is a blog post I published. [Paste post.] Turn it into three Instagram captions, two email subject lines, and one 30-second video script. Keep my voice: [conversational, a little dry, no hype]."

You created it once. Now reuse it six more times.

How Top Agents Are Using AI With Their CRM

The agents getting the most out of AI are not writing longer prompts. They are prompting from inside the place that already holds the answer.

In [Brivity](#), AI Help Me Write sits in every email, text, call note, and Auto Plan message. Ask Gabbi sits in the toolbar on every page. Gabbi's AI Lead Summary sits at the top of every contact record. The context does not have to be retyped. It's integrated and already there.

Best Practices for Using AI in Real Estate

The most effective agents edit AI output before publishing. They add their own stories and experience, keep messaging conversational, avoid robotic language, use AI to support relationships, and stay compliant with Fair Housing and advertising guidelines.

AI should sharpen your voice.

The Bottom Line

Agents who learn to use AI well will outperform the ones who ignore it.

The agents winning with AI are creating faster, communicating better, staying more consistent, and freeing up time for the work that matters most.

Learning to write a better prompt is the quickest way to get there.

Ready to Build Smarter Systems With AI?

See how agents and teams combine AI tools with [Brivity](#) to automate follow-up, streamline marketing, and grow more efficiently.

All 10 Prompts at a Glance

Listing Description: You are a listing agent in [market]. Write an MLS description for [property details]. Under 1,500 characters, elevated but approachable, emphasize [features].

Reel Caption: You are a real estate agent in [city] known for [angle]. Write an Instagram reel caption for [topic]. Conversational, tasteful emojis, one CTA, under [150 words].

Follow-Up Texts: Buyer lead from [source] who has gone quiet [timeframe]. Before that they [activity]. Five texts under 300 characters, five different angles, numbered.

Objection Handling: Five empathetic responses to a buyer nervous about [objection]. Acknowledge, educate, end with a question. Numbered.

Open House Sequence: 7-day follow-up for visitors at [address]. Texts, emails, calls, labeled by day and channel. Each touch needs a reason. CRM-ready format.

Database Reactivation: [10] emails and [5] texts over six months for leads quiet over a year. Each with a stated purpose. Not every message needs an ask.

Email Newsletter: Monthly newsletter for homeowners in [market]. Market insights, one tip, [events], [business highlight], [local news]. Under [600 words], subheads.

Pre-Call Brief: Here are my notes on a [lead type]. [Paste.] Five lines: where we left off, what they care about, what changed, one opening question, one topic to avoid.

Referral Requests: Five non-pushy referral messages for a client who closed [timeframe] ago. Under [400 characters] each, varied angles, numbered.

Repurposing: Turn [pasted post] into three Instagram captions, two subject lines, one 30-second video script. Keep my voice: [description].

Before anything you generate goes out, review it for national and local marketing compliance, including Fair Housing.

