

ChatGPT & Claude Prompts for Real Estate Agents

A practical starter library of AI prompts for listings, buyer & vendor comms, prospecting, and admin

Direct answer: what can a real estate agent use ChatGPT or Claude for?

Real estate agents use ChatGPT and Claude to draft the words around a deal: listing copy and social captions built from property details, buyer and vendor emails and updates, enquiry follow-ups, open-home and prospecting messages, review requests, and everyday admin. The AI produces a fast first draft; you fact-check every property detail and price against the source of truth, and you make sure the wording follows advertising rules before anything goes out.

1. Listing copy & marketing

Feed the AI the verified property facts and let it draft the copy in the length and tone you need. Always check the final wording against the actual property and your state's advertising and underquoting rules.

Full listing description

You are helping me write a property listing. Property: [address], [beds/baths/car], [land size], [feature], [feature], [feature]. Price guide: [price guide]. Write a warm, professional listing description of about 150 words. Lead with the single best feature, keep every claim to the facts I gave you, and do not invent anything I have not listed.

Headline + first line variations

Give me 8 short headline options and 3 opening lines for a listing at [address], a [beds/baths/car] home whose standout feature is [feature]. Keep them under 10 words each and avoid clichés like "must be sold" and "won't last".

Social captions from listing details

Turn these listing details into 3 social captions – one for Instagram, one for Facebook, one short one for a story. Property: [address], [beds/baths/car], [feature], open home [day/time]. Keep each caption factual, add a clear call to action, and suggest 5 relevant hashtags.

Feature list to buyer benefits

Rewrite this raw feature list into buyer-focused benefit lines for [address]: [feature], [feature], [feature]. One line per feature, explaining why it matters to a buyer, without exaggerating or adding features I did not list.

2. Buyer enquiry & follow-up

Buyers move fast, so a quick, personal reply wins the inspection. Use these to draft responses you then tailor with the real details of the conversation.

First reply to a portal enquiry

Draft a friendly reply to [buyer name] who enquired about [address] via REA and Domain. Thank them, confirm the next open home is [day/time], invite them to reply with any questions, and offer a private inspection if the time does not suit. Keep it under 90 words.

Post-inspection follow-up

Write a follow-up email to [buyer name] who inspected [address] yesterday. Ask for their honest thoughts, mention the price guide is [price guide], and ask whether they would like to arrange a second look or discuss making an offer. Warm, not pushy.

Answer a common buyer question

[Buyer name] asked about [topic – e.g. school catchment, strata fees, settlement timeline] for [address]. Here are the facts I know: [facts]. Draft a clear, honest reply using only those facts, and flag anything I should verify before I send it.

Nudge a gone-quiet buyer

Write a short, low-pressure check-in to [buyer name] who went quiet after inspecting [address]. Let them know a new price guide of [price guide] applies / an offer has come in / the next open home is [day/time] (I will pick the true one), and invite them to reply. Keep it under 60 words.

3. Vendor communication & reporting

Vendors want to feel informed. Use these to turn your campaign numbers and feedback into clear updates — you supply the real figures, the AI shapes the message.

Weekly vendor update

Write a weekly campaign update to the vendor of [address]. This week: [X] enquiries, [X] inspections, [X] REA and Domain views, and this buyer feedback: [feedback]. Summarise where the campaign is at, what it means, and what I recommend next. Honest and encouraging, about 150 words.

Deliver tough price feedback

Help me write a message to the vendor of [address] explaining that buyer feedback and current offers suggest the price guide of [price guide] may be above the market. Be respectful and factual, reference the specific feedback [feedback], and propose a next step without pressuring them.

Summarise open-home feedback

Here are my raw notes from the [address] open home: [notes]. Turn them into a short vendor-ready summary grouped into “what buyers liked”, “concerns raised”, and “my recommendation”. Keep it factual and do not soften genuine objections.

Post-auction / campaign wrap-up

Draft a message to the vendor of [address] wrapping up the campaign. Result: [result]. Cover the key numbers [enquiries/inspections/ offers], thank them, and outline the next step clearly. Professional and warm, about 120 words.

4. Prospecting & farming

Consistent, personal outreach fills your pipeline. Use these to draft the message, then localise it with details only you know about the street or suburb.

Just-listed / just-sold note

Write a short “just listed” note to drop to neighbours of [address] in [suburb]. Mention it is a [beds/baths/car] home, invite them to the open home on [day/time], and ask if they know anyone looking to buy in the area. Friendly and under 80 words.

Appraisal offer to a farm area

Draft a message offering a no-obligation market appraisal to homeowners in [suburb]. Reference recent local activity in general terms (I will confirm specifics), explain what an appraisal involves, and give an easy way to book. Keep it helpful, not salesy.

Re-engage a past appraisal lead

Write a warm check-in to [owner name], a homeowner in [suburb] I appraised about a year ago. Ask how things are going, offer an updated market view, and leave the door open with no pressure. Under 70 words.

Local market newsletter blurb

Write a 120-word newsletter blurb about the [suburb] market for my database. I will give you the facts: [recent activity/trend]. Keep every claim to what I provide, sound like a helpful local expert, and end with an invitation to reach out for an appraisal.

5. Reviews, referrals & admin

Happy clients are your best marketing, and admin eats your day. Use these to ask well and to clear routine writing quickly.

Review request after settlement

Write a short, genuine message asking [buyer name] for a review now that [address] has settled. Thank them for trusting me, make it easy by including where to leave it, and keep it warm and specific rather than generic. Under 80 words.

Ask for a referral

Draft a friendly message to a happy past client, [buyer name], asking if they know anyone thinking of buying or selling in [suburb]. Reference the good outcome we had, keep it low-pressure, and make it easy for them to pass my details on.

Turn notes into a task list

Here are my messy notes from a listing appointment at [address]: [notes]. Turn them into a clear checklist of next actions with anything time-sensitive flagged, so nothing gets missed before the campaign goes live.

Reply to a difficult message

[Buyer name] sent me this frustrated message about [address]: [message]. Draft a calm, professional reply that acknowledges their concern, sticks to the facts [facts], and proposes a constructive next step. Do not be defensive.

You verify the facts, always

The AI drafts the words, but you own the facts. Check every property detail, measurement, inclusion and price against your listing agreement and CRM before anything is sent or published, and make sure the wording follows your state's advertising and underquoting rules. Never publish AI-written text about a property without reading it against the real property first — a confidently worded but wrong claim is your liability, not the tool's.

When prompting isn't enough

Prompting is powerful, but it is manual: you are copying details in and drafts out, one listing, one enquiry, one vendor report at a time. That is fine for a handful of listings. It stops scaling the moment the same workflow repeats across your whole rent roll or sales book — every new enquiry answered the same considered way, every vendor getting a weekly update on time, every review request going out after settlement without you remembering to send it.

At that point you do not want a person pasting prompts all day; you want the workflow running inside your own systems — your CRM, your REA and Domain feeds, your inbox — with the AI drafting and a human keeping sign-off on anything that reaches a client. That is the line between using AI as a helper and building it into how the agency runs.

That is what SG1 does: we take the repeatable parts of a real estate workflow and automate them properly, with a person approving the consequential steps. Start with this prompt library today — and when you notice yourself doing the same prompt for the hundredth time, that is the signal it is ready to be automated.