



AI for Realtors:

Save Time,
Stand Out,
and
Close More
Deals



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I have helped 600+ people, including dozens of realtors, to use AI to accelerate their business.

Here's what you will learn today

How to save hours every week

- Use AI to help you create compelling social media posts

Using AI to **save time**

- Use AI to create compelling social media posts and emails

Using AI to **stand out**




- Use AI to really connect with your prospects and clients as you never could before

Using AI to **close more deals**

- Use AI to create talking points to give you a road map

Prompts—the secret to success!

Start with best practices—then amp it up

| | Best Prompts | 2024 | 2025 |
|--|--|------------------------------|---|
|  <p>Persona</p> | <i>What kind of expert do you need?</i> | You are an Instagram expert. | <p>You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.</p> |
|  <p>Backstory</p> | <i>Who are you?</i> <i>What is the situation?</i> | I am a realtor. | <p>I am Alyssa, a realtor in Essex County, MA, specializing in helping first time buyers find their dream home. I have over 15 years in the industry. I specialize in really educating my clients on the entire process from choosing a town to pre-qualifying to moving into their new dream home.</p> |
|  <p>Task</p> | <i>What should the AI do for you?</i> | Create a post for me. | <p>Create a post introducing me that would be engaging and informative to my prospective clients and that sets me apart from others. Use benefits-oriented language and a catchy hook that will command attention.</p> |



Use AI to save time

Create compelling social media posts in seconds

Creating a social media post

Instagram prompt 

You are 'talking' to the AI now.



You are an Instagram expert, skilled in creating engaging posts for realtors. You include relevant information in your posts and always include a call to action.



I am NAME, a realtor in LOCATION, specializing in helping CLIENTTYPE. I have over NUMBER years in the industry. I specialize in SECRETSAUCE.



Create a post introducing me that would be engaging and informative to my prospective clients and that will show them why I am their go-to realtor. Use benefits-oriented language and a catchy hook that will command attention.



You can use AI to help quickly create posts for Coming Soon, New Listing, Open House and Sold messages that will stand out from the others.

[Want to know how? Schedule a FREE Discovery Chat.](#)



Using AI to stand out

Really connect with your prospects and clients as you never could before

Customer Insights

What do your customers *really* think?

This works best when you have a 'conversation' with AI



You are a marketing and branding expert skilled in helping realtors really connect with their clients and prospects.



I want to learn more about what drives my clients and how I can relate to them better. My clients are: AGE, FACTS, GOALS.



What are the top 10 pain points that my customers have?



This is the foundation for really using AI effectively. Once you do this you can not only dig deeper into who your clients are, but now you can work on more effective lead generation, appropriate products and services and upsells, pricing, and referrals.

[Want to know how? Schedule a FREE Discovery Chat.](#)



Using AI to close more deals

Create talking points to give you a road map

Creating talking points

Help you stay focused and hit your goal

Be sure to include your goal or 'intent'



You are a communications expert skilled in sales negotiations for realtors. You use the background information of the situation, the clients or prospects information and take the realtor's strengths and weaknesses into account.



I want to create some talking points for a tough conversation I have coming up. The situation is this: SITUATION. Their concerns or issues are: ISSUES. My strength is: STRENGTH. My weakness is: WEAKNESS. My goal is to: GOAL.



Create a set of talking points for this conversation. Make them conversational, helpful, and well-thought-out.

What are some objections I am likely to encounter? How can I overcome them?



You can turn this into a script if you need to as well or create a personalized followup email from the conversation notes.

Want to know how? Schedule a FREE Discovery Chat.



Wow!
Amazing!
Mind blowing!

*What else can I
do with AI?*

Great things to use AI for in your Business!

*Just
look!*



MLS Listings

Newsletters

Open House Flyers

Lead Generation

Streamlining paperwork

Blogs

Referral Generation

Take the next step in your AI journey



1. *Get the slides.*

See the link on the flyer

2. *Practice, practice, practice!*

3. *If you want to learn how AI can specifically help you to generate MLS listings, find leads, create compelling social media content, get more referrals? Schedule a FREE Discovery Chat.*

See the link on the flyer

You've got this!

Contact Info



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FREE Discovery Chat with me:
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Follow me on Linked In:
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Learn more about our services:
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*"I look forward to helping
you learn how to use AI to
accelerate your business!"*