



Prompt Pack for Realtors:

11 Easy Ways to Get AI Working for You Today

1. Use a Persona

Why this works:

AI writes better when it takes on a clear role. Giving it a specific persona leads to more targeted, professional output.

When to use it:

When you want the response to reflect a specific kind of expertise — like marketing, negotiation, or customer service.

Prompt Example:

You are a marketing expert who works exclusively with Realtors. You're known for helping agents become more visible in their communities without spending a lot of money. What are 10 low-cost ways I can get known in **[insert your town or community name here]** as a Realtor?

2. Backstory

Why this works:

AI remembers everything you say during a chat. Giving it a backstory about who you are, who your clients are, and what you specialize in helps it give better, more relevant responses.

When to use it:

Use it as often as possible — especially at the start of a new conversation or when switching topics.

Prompt Example:

I'm a full-time Realtor working mostly with **[insert your client type, e.g., downsizing homeowners or first-time buyers]** in **[insert your town or community name]**. I specialize in **[insert what you help with, e.g., simplifying the process or guiding people who feel overwhelmed]**. Please keep that in mind when responding.

Note: if you are working with ChatGPT, the best way to do this is to fully customize it to your business, and your clients. This will save you time—you don't have to enter this background info for every chat. And it will get you better results since you won't sound like every other realtor out there—you will stand out as who you truly are and what sets you apart. If you want to know how to do this, book a FREE Discovery Chat with me. gail@learnaiforbiz.com

3. Give It a Goal and a Why

Why this works:

AI works off of intent, not just the words you type. Telling it what you're trying to accomplish — and why that matters — helps it shape the response to fit your real objective.

When to use it:

Anytime you're writing something with a specific outcome in mind — especially when tone and purpose matter.

Prompt Example:

I'm trying to convince an older couple to list their home. They've owned it for over 30 years, and they're nervous about leaving the neighborhood. My goal is to help them feel confident that now is the right time to sell — and that I'll guide them every step of the way. That's important to me because they're a referral from one of my favorite clients and I really want to take good care of them.

Can you help me write a message that supports that?

4. Make It Sound Like You — Change the Tone

Why this works:

The same message can land very differently depending on the tone. AI can write in any voice — confident, calming, upbeat, direct — but only if you ask.

When to use it:

When your message sounds flat, too stiff, too pushy, or just not like *you* — ask for a tone shift.

Prompt Example:

Here's what I wrote, but it doesn't sound like me. Can you rewrite it to feel more warm and reassuring — I'm trying to ease a nervous seller into taking the next step.

[Paste your message]

Optional Tone Options You Can Ask For:

- Warm and Reassuring

- Confident and Direct
- Friendly and Conversational
- Professional and Calm
- High-Energy and Upbeat
- Supportive and Empathetic
- Persuasive but Not Pushy
- To-the-Point
- Encouraging and Motivating
- Caring and Personal

Note: if you are working with ChatGPT, the best way to do this is to fully customize it to your clients, your voice, your writing style and your point of view. This will save you time—you don't have the tone each time for every chat. And it will tailor it to exactly your voice so you will sound authentic, not like a robot. If you want to know how to do this, book a FREE Discovery Chat with me. gail@learnaiforbiz.com

5. Guided Idea Generation

Why this works:

AI can give better, more useful ideas when you provide a few simple boundaries.

When to use it:

When you're brainstorming promotions, outreach ideas, or new marketing angles.

Prompt Example:

Give me 5 ideas for a low-cost spring promotion that helps me connect with potential sellers in my area. I don't want to do a giveaway, and I don't want anything that requires tech skills.

6. Multiple Variations from One Idea

Why this works:

One good idea can be reused in several formats — saving time and keeping your message consistent.

When to use it:

When you want to turn one message into a full set of posts, emails, or texts.

Prompt Example:

Here's my core message: "We just listed a beautiful 3-bedroom in Amesbury under \$500K."
Can you rewrite that 3 ways — one for Facebook, one for a text message, and one for an email subject line?

7. Client Education Tools

Why this works:

Buyers and sellers feel more confident when they understand the process. You become the go-to expert.

When to use it:

When you want to explain something that has changed, is new, or is often misunderstood.

Prompt Example:

Write a simple FAQ for home sellers explaining what's changed about how commissions work in 2025. Keep it brief and easy to understand, like something I could post or send in an email.

8. Simplify Without Dumbing Down

Why this works:

It helps clients understand what's happening — without making them feel talked down to.

When to use it:

When explaining inspections, contracts, timelines, or anything with jargon.

Prompt Example:

Here's how I explained the home inspection process in an email. Can you rewrite it to be easier for a first-time buyer to understand, without sounding like I'm talking down to them?
[Paste your paragraph]

9. Turn Long Text into a Bullet List for Clients

Why this works:

A clear bullet list makes your message faster to read and easier to act on.

When to use it:

When outlining next steps, prep instructions, or anything detailed.

Prompt Example:

Take this long message and turn it into a clear bullet list of action steps so my client can quickly understand what they need to do.

[Paste message here]

10. Reuse Something That Worked Before

Why this works:

If you've got content that worked well once, you don't need to start from scratch — AI can adapt it for a new property, platform, or audience.

When to use it:

When repurposing a successful listing, post, or client message for something similar.

Prompt Example:

Here's a Facebook post that worked well for my last listing. Can you update it for a new property that's smaller, in a different neighborhood, and ideal for a first-time buyer?

[Paste your original post]

11. Make It Shorter Without Losing the Message

Why this works:

Sometimes your draft says what you mean — it's just too long. AI can tighten it up without losing your tone or purpose.

When to use it:

When writing emails, blurbs, or texts that need to be clearer or more concise.

Prompt Example:

This message is too long, but I like what it says. Can you tighten it up and keep the friendly tone?

[Paste your message]

Want Help Putting These Prompts to Work in Your Business?



Hi there. I am Gail Zona, Founder of Learn AI for Biz. I've taught over 600 professionals — including dozens of Realtors — how to use AI tools like ChatGPT to save time, stand out, and stay competitive without needing to be tech-savvy. If you want help applying these prompts to your real estate business or figuring out what else AI can do for you, book a free 30-minute Discovery Chat. We'll talk through your goals and map out where AI can save you the most time and effort.

👉 Email me at gail@learnaiforbiz.com to schedule your free **Discovery Chat**.