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AI for Realtors

Learn how to use artificial intelligence to save time, create better marketing, communicate more effectively, generate qualified buyers, and grow your real estate business.



PROFESSIONAL BUSINESS GUIDE

UNITED MORTGAGE

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Introduction

Artificial Intelligence is changing the way Realtors work. When used correctly, AI helps you save time, improve productivity, create better marketing, communicate more effectively, and focus on what matters most—building relationships and helping buyers.

AI Is Your Business Assistant







Artificial Intelligence isn't here to replace Realtors—it's here to help them become more productive.

Instead of spending hours writing emails, creating social media posts, organizing information, or brainstorming ideas, AI can complete many of these tasks in minutes, allowing you to spend more time building relationships and serving your buyers.

The most successful Realtors are learning how to combine their expertise with AI tools to work smarter, respond faster, and deliver a better overall experience.

This guide will introduce practical ways to integrate AI into your daily workflow, helping you improve efficiency while maintaining your unique voice and professional expertise.

What You'll Learn

-  The best AI tools for Realtors
-  How to create marketing content faster
-  How to write emails and listing descriptions with AI
-  Ways to automate repetitive tasks
-  Common AI mistakes to avoid
-  Practical prompts you can start using today



PRO TIP

Think of AI as your productivity partner—not your replacement. The best results come from combining your experience, local market knowledge, and personal relationships with the speed and efficiency of AI.

Why Every Realtor Should Use AI

Artificial Intelligence helps Realtors work smarter by reducing repetitive tasks, improving productivity, creating better marketing, and allowing more time to focus on building relationships with buyers.



Save Valuable Time

Use AI to complete repetitive tasks like writing emails, organizing notes, brainstorming ideas, and creating marketing content in minutes.



Create Better Marketing

Generate captions, blog posts, newsletters, listing descriptions, and advertising ideas faster while maintaining a professional tone.



Improve Client Communication

Draft follow-up emails, appointment reminders, thank-you messages, and buyer education materials quickly and consistently.



Increase Productivity

Spend less time on administrative work and more time meeting buyers, showing homes, and growing your business.



Generate Fresh Ideas

Use AI to overcome creative blocks and generate new marketing campaigns, video ideas, and social media content.



Stay Competitive

Realtors who understand AI can work more efficiently, respond faster, and provide a better client experience in today's digital marketplace.



WORK SMARTER, NOT HARDER

AI doesn't replace your expertise—it enhances it by helping you accomplish more in less time while allowing you to focus on the relationships that grow your business.









PRO TIP


Start by using AI for one small task every day. As your confidence grows, you'll naturally discover new ways to save time and improve your business.

The Best AI Tools for Realtors


The right AI tools can help Realtors save time, improve communication, create professional marketing materials, and streamline everyday business tasks.



 <p>ChatGPT Generate marketing ideas, write listing descriptions, create social media captions, draft emails, answer buyer questions, and brainstorm content.</p>	 <p>Canva AI Design professional marketing materials, presentations, flyers, social media graphics, and branded content quickly.</p>
 <p>Grammarly Improve grammar, spelling, clarity, and professionalism across emails, proposals, and marketing materials.</p>	 <p>Perplexity AI Research neighborhoods, market trends, schools, and local information quickly using AI-powered search.</p>
 <p>CapCut AI Create engaging short-form videos with automatic captions, AI editing tools, and professional effects.</p>	 <p>AI Meeting Assistants Use AI-powered meeting assistants to summarize client meetings, organize notes, create action items, and improve follow-up.</p>



BUILD YOUR AI TOOLKIT
You don't need dozens of AI tools. Master a small set of reliable platforms that help you work faster, communicate better, and deliver more value to your buyers.



PRO TIP Start with one or two AI tools and use them consistently. As you become more comfortable, gradually add new tools that fit your workflow instead of trying to learn everything at once.

Creating Social Media Content with AI

Artificial Intelligence can help you consistently create high-quality social media content that educates, engages, and attracts qualified buyers—without spending hours brainstorming ideas.



Generate Post Ideas

Use AI to brainstorm educational posts, market updates, buyer tips, neighborhood highlights, and seasonal content in seconds.



Write Better Captions

Create engaging captions that capture attention, tell a story, and encourage buyers to interact with your content.



Create Content Calendars

Generate a full week or month of organized social media content tailored to your audience and business goals.



Repurpose Existing Content

Transform one blog post, email, or video into multiple Instagram posts, Facebook updates, LinkedIn articles, or short-form videos.



Generate Hashtags

Use AI to suggest relevant, local, and industry-specific hashtags that increase discoverability and reach.



Improve Consistency

Maintain a regular posting schedule by using AI to plan and prepare content in advance.



CREATE MORE IN LESS TIME

AI doesn't replace your creativity—it helps you organize ideas, eliminate writer's block, and publish valuable content more consistently.



PRO TIP

Always personalize AI-generated content before publishing. Add your own insights, local market expertise, and personality to create authentic posts that connect with buyers.

Writing Listing Descriptions with AI

Create compelling listing descriptions in minutes by using AI to highlight a property's most valuable features while maintaining your personal voice and local market expertise.



Highlight Property Features

Ask AI to organize the home's most attractive features into a compelling and easy-to-read description.



Write for the Buyer

Generate descriptions that focus on how buyers will experience the home—not just its specifications.



Adjust the Tone

Use AI to create different versions of the same listing, whether luxury, family-friendly, modern, or investment-focused.



Create Multiple Versions

Generate short MLS descriptions, long-form website content, social media captions, and email versions from the same property information.



Improve Readability

Ask AI to simplify complex descriptions, improve grammar, and create a smoother reading experience.



Always Personalize the Final Version

Review and edit every AI-generated description to include your local expertise, unique insights, and personal style.



AI WRITES FASTER — YOU ADD THE EXPERTISE

AI helps organize ideas and save time, but your market knowledge and personal experience make every listing more authentic and persuasive.



PRO TIP

Instead of asking AI to “write a listing,” provide details such as the property's location, style, size, upgrades, target buyer, and neighborhood highlights. The more context you provide, the better the results.

Using AI for Emails & Client Communication



AI helps Realtors communicate faster and more professionally by drafting emails, follow-up messages, appointment reminders, and buyer updates while maintaining a personal, authentic approach.



Draft Professional Emails

Use AI to write listing updates, follow-up emails, appointment confirmations, and thank-you messages in minutes.



Respond to Buyer Questions

Generate clear, professional responses to frequently asked questions while maintaining a helpful and friendly tone.



Create Appointment Reminders

Write personalized reminders that reduce missed appointments and improve the buyer experience.



Follow Up Consistently

Use AI to create structured follow-up messages after property tours, open houses, consultations, or initial inquiries.



Adjust Your Tone

Rewrite messages to sound more professional, more conversational, shorter, or easier to understand depending on your audience.



Proofread Before Sending

Use AI to improve grammar, clarity, and readability before sending important client communications.



COMMUNICATE WITH CONFIDENCE

AI helps you respond faster and more consistently, but every message should still reflect your professionalism, empathy, and personal attention.



PRO TIP

Never copy and send AI-generated messages without reviewing them first. Personalize every email with the buyer's name, specific details, and your own voice to build stronger relationships.

Using AI to Save Time Every Day

Artificial Intelligence can simplify repetitive tasks, improve organization, and help Realtors focus on what matters most—serving buyers and growing their business.



Organize Daily Tasks

Use AI to create daily to-do lists, prioritize tasks, and build efficient schedules.



Summarize Meetings

Turn meeting notes into organized summaries with action items and follow-up reminders.



Brainstorm Marketing Ideas

Generate new campaign concepts, video topics, blog ideas, and seasonal promotions in minutes.



Create Checklists

Build step-by-step checklists for buyer consultations, listing appointments, open houses, and transaction milestones.



Research Faster

Use AI to quickly gather information about neighborhoods, market trends, schools, and community amenities.



Save Time Every Day

Automate repetitive writing, planning, and organizational tasks so you can spend more time meeting buyers and building relationships.



PRODUCTIVITY MULTIPLIER

The greatest benefit of AI isn't doing more work—it's spending less time on repetitive tasks so you can focus on the activities that grow your business.




PRO TIP


Identify one repetitive task you complete every day and use AI to simplify it. Saving just 20–30 minutes daily adds up to hundreds of productive hours each year.


Common AI Mistakes to Avoid


Artificial Intelligence is a powerful business tool, but using it effectively requires good judgment. Avoid these common mistakes to maintain professionalism, accuracy, and trust with your buyers.





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Don't Copy and Paste Everything
Always review, edit, and personalize AI-generated content before sharing it with buyers.
- 


Verify the Facts
AI can occasionally provide inaccurate or outdated information. Confirm important details before publishing or sending them.
- 


Protect Client Privacy
Never enter confidential client information, financial details, or sensitive personal data into AI tools.
- 

Keep Your Personal Voice
Use AI to improve your writing—not replace your personality. Buyers want to connect with you, not a machine.
- 

Avoid Over-Reliance
AI is a valuable assistant, but your experience, judgment, and local market knowledge remain your greatest strengths.
- 

Continue Learning
AI evolves quickly. Stay informed about new tools, best practices, and ways to improve your workflow over time.

 **AI SUPPORTS YOUR EXPERTISE**
Artificial Intelligence works best when combined with your professional experience, local knowledge, and genuine relationships. The Realtor should always remain the trusted expert.

 **PRO TIP**
Before publishing any AI-generated content, ask yourself: **“Does this sound like me, and does it accurately represent my expertise?”** If the answer is yes, you're ready to share it confidently.

50 ChatGPT Prompts Every Realtor Should Save



The quality of your AI results depends on the quality of your prompts. Use these examples as inspiration to create faster, smarter, and more effective real estate content.



MARKETING PROMPT

"Create five Instagram post ideas for a Realtor specializing in first-time homebuyers in my local market."



LISTING PROMPT

"Write a compelling listing description for a four-bedroom home with a renovated kitchen, spacious backyard, and excellent school district."



EMAIL PROMPT

"Write a professional follow-up email for buyers who attended an open house but haven't responded yet."



SOCIAL MEDIA PROMPT

"Generate a 30-day social media content calendar for a Realtor targeting buyers in my city."



BUYER EDUCATION PROMPT

"Explain the mortgage pre-approval process in simple language that first-time buyers can easily understand."



VIDEO PROMPT

"Write a 60-second Reel script explaining the three biggest mistakes first-time homebuyers should avoid."



BETTER PROMPTS = BETTER RESULTS

The more specific your prompt is, the better the AI can help. Include details such as your target audience, location, tone, property type, and business goals.



PRO TIP

Don't settle for the first answer. Ask AI to rewrite, shorten, expand, simplify, or change the tone until the content matches your personal brand and communication style.

30-Day AI Implementation Plan

Integrating AI into your business doesn't happen overnight. Follow this four-week action plan to build confidence, improve productivity, and make AI a valuable part of your daily workflow.



WEEK 1 — Learn the Basics

- Create an AI account and explore its features
- Ask AI to brainstorm content ideas
- Generate your first email draft
- Create your first social media caption
- Practice improving prompts



WEEK 2 — Use AI Every Day

- Write listing descriptions
- Create Instagram captions
- Draft follow-up emails
- Build a weekly content calendar
- Organize your daily tasks



WEEK 3 — Improve Your Marketing

- Create a Reel script
- Generate blog ideas
- Write a newsletter
- Build a buyer FAQ
- Test different AI prompts



WEEK 4 — Build Your AI Workflow

- Identify repetitive tasks you can automate
- Create a personal prompt library
- Review what saved you the most time
- Continue improving your prompts
- Make AI part of your daily business routine



SMALL STEPS CREATE BIG RESULTS

You don't need to master AI in one day. Consistently using it for small daily tasks will transform the way you work and free up more time for your buyers.



PRO TIP

Spend just 15 minutes a day practicing with AI. In one month, you'll develop habits that save hours every week and help you become a more efficient, modern Realtor.

Your Trusted Mortgage Partner



Helping modern Realtors combine innovative technology with trusted mortgage solutions to deliver a faster, smarter, and more seamless experience for their buyers.

Technology Helps You Work Smarter. Partnerships Help You Close More Deals.

Artificial Intelligence can help you save time, improve communication, and create better marketing—but having the right mortgage partner is what helps buyers confidently move from interest to homeownership.

United Mortgage partners with Realtors by providing fast pre-approvals, personalized financing solutions, responsive communication, and dedicated support throughout every stage of the homebuying journey.

Together, technology and trusted partnerships create a better experience for every buyer.

Why Partner with United Mortgage?

- ✓ Fast Pre-Approvals
- ✓ Wide Variety of Loan Programs
- ✓ Dedicated Mortgage Experts
- ✓ Responsive Communication
- ✓ Reliable Closing Support
- ✓ Personalized Financing Solutions
- ✓ Trusted Realtor Partnerships



Have Questions? We're Here to Help.

Whether you're working with first-time homebuyers, repeat buyers, or real estate investors, our experienced mortgage team is here to support you and your buyers every step of the way.

- Phone: (800) 579-1622
- Email: Info@UnitedMtg.net
- Website: www.UnitedMtg.net

Ready to Help Your Buyers Take the Next Step?

Invite your buyers to complete a secure online mortgage application and connect with one of our experienced mortgage professionals.

APPLY ONLINE

Apply.UnitedMtg.net

Fast. Secure. Simple. Start your mortgage application today.