AI Prompts for Real Estate Students

A working prompt library for agents in the Atlanta market. Compiled by **Debra Betolatti**.

Everything in brackets is yours to fill in. Anything the AI writes about price, contracts, or property condition is a draft, not advice — you own what goes out under your name. Nothing here replaces your broker's review or Georgia license law.

Georgia ground rules — read before you use any prompt

AI will happily write in the language of other states. Georgia is not other states. Add these to every prompt you save.

- **There is no fiduciary duty in Georgia.** Brokerage relationships here are statutory, not fiduciary. If AI hands you the words “fiduciary,” “fiduciary duty,” or “my fiduciary obligation,” take it out — our duties come from the Brokerage Relationships in Real Estate Transactions Act, not from common-law agency.
- **Never give legal advice.** You are not an attorney. Explaining a contract's terms is one thing; telling a client what a contract means for them, what they should sign, or how a dispute would come out is the unlicensed practice of law. Refer them to their attorney.
- **Cite the actual rule.** Anything about license law, disclosure, advertising, trust accounts, or brokerage relationships gets checked against the GREC rules and the O.C.G.A. — by name and section, not by what the AI remembers. AI invents citations. Look it up.
- **Your broker has the final word.** Every contract, addendum, advertisement, and compliance question goes to your broker before it reaches a client. When the broker's policy is stricter than this guide, follow the broker.

Paste this line into any prompt on the pages that follow: *“This is for Georgia. Do not use the word fiduciary or describe fiduciary duties. Do not give legal advice. Cite the specific GREC rule or O.C.G.A. section for any legal or license-law point, and flag anything I need to verify with* *my broker."*

1. Rewrite your agent bio

Use this when your bio reads like a résumé instead of a person.

> You are a marketing brand expert writing copy for a real estate agent in Atlanta, Georgia. Rewrite the bio below in under 750 words in a warm, direct, confident tone — friendly, not salesy. Use good SEO practices and end with one clear call to action. My name is Debra Betolatti and my website is [YOUR WEBSITE]. Here is my current bio: [PASTE CURRENT BIO]

2. Draft a repair addendum

A starting draft only. Your broker and the parties' attorneys decide what gets signed.

> You are a real estate attorney drafting an addendum to a residential purchase and sale agreement in Georgia. Write the addendum in plain, precise language at a college reading level. Here are the terms: [Sample — The seller agrees to repair the leaking roof and the HVAC system that is not cooling the home. The seller also agrees to move closing to August 31, and the buyer will increase the purchase price from $575,000 to $620,000.]

3. Cool down an angry email

Write the angry version, feed it to the AI, send the calm one.

> You are a seasoned professional handling a difficult negotiator on the other side of a transaction. Rewrite the email below so it de-escalates instead of escalating. Keep the substance, drop the heat, stay friendly but firm. [Sample — The sellers have been more than patient with your buyer's petty demands. I don't appreciate your tone or the personal attacks in your last email. You've made a simple transaction far harder than it needed to be. If you threaten to terminate the contract one more time, the sellers are calling their attorney. Did you even read the contract?]

4. Build an eight-minute video script

> You are a video marketing expert. Write a script for an eight-minute video explaining to Atlanta home sellers why overpricing a listing costs them money and time. Make the case for working with an experienced agent who knows the local market. Keep the tone engaging and a little funny. Close with a call to action to reach Debra Betolatti at [YOUR WEBSITE].

1. Then: Write three title options for this video.
2. Then: Write the video description with strong SEO and relevant hashtags.

5. New buyer onboarding checklist

> You are a real estate expert. Build a complete checklist for onboarding a new home buyer in metro Atlanta, designed to deliver excellent service and make my value obvious at every step. Include a timeline with sample copy for the emails, texts, and calls in the first thirty days.

6. Promote a brand-new agent

> Write a twelve-month marketing plan for a real estate agent who is new to the business. My name is Debra Betolatti. I am an agent with [YOUR BROKERAGE] in Atlanta, Georgia. Focus on online tools — social media and video first, paid last.

1. Then: Write three social posts that show my value to buyers and sellers in a tough market.
2. Then: Design a three-week Instagram plan introducing me as an agent in Atlanta.
3. Then: Give me five free ways to reconnect with my sphere of influence and ask for referrals.

7. Listing marketing, end to end

> You are an expert marketing writer. In a warm, inviting tone with a little excitement, rewrite the listing description below for the MLS. Use good SEO, close with a call to action to book a showing, keep it under 1,000 characters, write at a seventh-grade reading level, and do not violate fair housing law. [PASTE LISTING DESCRIPTION — e.g. Come home at the end of a long day, walk down to the water's edge, and take the kayak out on a quiet lake. When the sun sets, there's the hot tub out back or a movie in the theater room. On weekends, cook in either of the two kitchens, play games in the yard, or fish the reservoir. Year-round views over 600 feet of water frontage on 4.91 wooded acres, with smart-home security, large bedrooms, spacious baths, an open living area, and hardwood floors — minutes from shopping and the interstate.]

1. Then: Turn that description into a ninety-second script I can record on my phone.
2. Then: Write three social posts promoting this listing and asking people to schedule a showing.
3. Then: Build a two-month marketing campaign for this listing.
4. Then: Describe the ideal buyer for this home without violating fair housing law.
5. Then: Write the seller an email listing every marketing step we have taken so far.
6. Then: Write the seller an email recommending a $10,000 price reduction. Facts: 27 showings in two weeks, 27,000 views online, and two comparable homes just listed below us.

8. Blog post, and everything it becomes

> You are a real estate marketing expert with a friendly, professional voice. My name is Debra Betolatti and my website is [YOUR WEBSITE]. Using five main points, write a 500-word blog post at an eighth-grade reading level on what a buyer needs to know before buying a foreclosure in Atlanta, Georgia. Use good SEO practices and add relevant hashtags.

1. Then: Give me an engaging title for it.
2. Then: Condense the post into a short social caption that makes people want to read it.
3. Then: Rework the same content as a newsletter article.

9. Client persona: first-time buyer

This one is long on purpose. The structure is what makes the output usable.

> You are a marketing researcher. Generate a detailed user persona for a first-time home buyer in Atlanta, Georgia. Above the first table, write: USER PERSONA — FIRST-TIME HOME BUYER, ATLANTA, GA. Structure the response as four tables, each with a separate row per data point, and no bullet points.
>
> **Table 1 — Demographics.** Two columns, seven rows: name, age, occupation, annual income, marital status, family situation, location.
> **Table 2 — User description.** A summary in 240 characters or fewer.
> **Table 3 — Psychographics.** Two columns, nine rows: personal characteristics, hobbies, interests, personal aspirations, professional goals, pains, main challenges, needs, dreams.
> **Table 4 — Shopping behaviors.** Two columns, eight rows: budget, shopping frequency, preferred channels, online behavior, search terms, preferred brands, triggers, barriers.
>
> Do not violate fair housing law.

1. Then: Build a twelve-month social media plan with content ideas aimed at this buyer.
2. Then: Write the welcome email this buyer gets after they inquire through my site. Warm, upbeat, personable. Ask them to book a meeting in the next week and to visit [YOUR WEBSITE]. I am Debra Betolatti with [YOUR BROKERAGE] in Atlanta, Georgia.

10. A year of seller emails

> You are a real estate marketing expert building a one-year email campaign to engage Atlanta homeowners thinking about selling, and to make the case for hiring Debra Betolatti. Twenty-four emails total, sent twice a month, 250 words or fewer each. First person, eighth-grade reading level, pithy and informative with some humor. Write subject lines people actually open. End each email with a call to action to visit [YOUR WEBSITE]. Do not violate fair housing law.

11. Reply template for listing inquiries

> You are an expert marketing writer. Using the listing description below, write the email I send to buyers who ask about the house. Warm and a little excited, friendly and professional, eighth-grade reading level, no fair housing violations. Point them to [YOUR WEBSITE]/[LISTING ADDRESS] for photos and details, and ask them to reply with two times they could tour it. Listing description: [PASTE LISTING DESCRIPTION]

12. A newsletter in one pass

> You are a marketing content expert. Draft a newsletter with three articles, each 600 words or fewer, written in the first person at an eighth-grade reading level. Cover the benefits of selling now, how to get a home ready for the market, and how to choose an agent worth hiring. Keep it positive and engaging. Do not violate fair housing law.

13. Audit your digital presence

Run this once a quarter. Paste in what you actually have, not what you meant to build.

> You are a digital marketing strategist auditing a real estate agent's online presence. I am Debra Betolatti, an agent with [YOUR BROKERAGE] in Atlanta, Georgia. Here is what I have: website [YOUR WEBSITE], Google Business Profile [LINK OR "none"], Instagram [HANDLE], Facebook [PAGE], YouTube [CHANNEL], LinkedIn [PROFILE], email list of [NUMBER] contacts, and I post about [HOW OFTEN]. Score each channel from 1 to 10 on completeness, consistency, and lead capture. Tell me the three weakest points, why each one is costing me business, and what to fix first. Be blunt.

1. Then: Review my website copy and page structure for local SEO in Atlanta. List the exact changes, in priority order. [PASTE PAGE COPY]
2. Then: Rewrite my Google Business Profile description and pick the service categories I should be listed under.
3. Then: Audit my Instagram bio, highlights, and last ten captions against my target buyer. What would you cut? [PASTE BIO AND CAPTIONS]
4. Then: Turn the three weakest points into a thirty-day fix list, one task per weekday, none longer than thirty minutes.

14. Listing presentation

Build it once, then adjust the property details before each appointment.

> You are a listing specialist coaching me for a seller appointment. I am Debra Betolatti with [YOUR BROKERAGE] in Atlanta, Georgia. Build a listing presentation outline of twelve to fifteen sections covering: what is happening in this seller's market, how I price a home and why, my marketing plan week by week, how I handle showings and feedback, how I negotiate offers, what my fee covers, and what I need from the seller. For each section give me the headline, three supporting points, and one sentence I say out loud. The home is at [ADDRESS], listed around [PRICE RANGE], and the seller's main concern is [CONCERN].

1. Then: Write my answers to the five objections I am most likely to hear — commission, price, timing, “we want to try it ourselves,” and “we're talking to two other agents.”
2. Then: Write the one-page leave-behind version of this presentation.
3. Then: Write the follow-up email I send the same evening, restating the price recommendation and asking for the signature.

15. Buyer presentation

> You are a buyer's agent trainer. Build a buyer consultation presentation for a first meeting in Atlanta, Georgia. I am Debra Betolatti with [YOUR BROKERAGE]. Cover: what buying looks like start to finish, financing and what they need before we tour, how I search and screen homes, what happens when we write an offer, inspections and due diligence in Georgia, closing costs and the closing itself, and how I get paid and what my agreement says. Ten to twelve sections. For each, give the headline, three points, and the one question I should ask the buyer. Keep the reading level at eighth grade and do not violate fair housing law.

1. Then: Turn this into a buyer questionnaire I send before the meeting — twelve questions, no jargon.
2. Then: Explain the buyer representation agreement to a first-time buyer in plain language, in under 200 words.
3. Then: Write the recap email I send after the consultation with the next three steps and dates.

16. Monthly market report

Pull the numbers from your MLS first. The AI writes the story; it does not know the data.

> You are a real estate market analyst writing for homeowners, not for agents. Using only the figures I give you, write a one-page market report for [NEIGHBORHOOD OR ZIP], Atlanta, Georgia, for [MONTH AND YEAR]. Here are the numbers: median sale price [ ], change from last year [ ], homes sold [ ], new listings [ ], active inventory / months of supply [ ], average days on market [ ], percent of list price received [ ]. Open with what the numbers mean for a seller and what they mean for a buyer, in that order. First person, eighth-grade reading level, no hype, no invented statistics. End with a call to action to reach Debra Betolatti at [YOUR WEBSITE].

1. Then: Condense it into a 60-second video script and three social captions.
2. Then: Write the email version with a subject line that names the single most interesting number.
3. Then: Rewrite the same report for a homeowner who is considering selling in the next six months.

17. Build your ideal week

Answer the brackets honestly. A schedule built around the hours you wish you had never survives a Tuesday.

> You are a real estate productivity coach. Build the ideal weekly schedule for a full-time agent in Atlanta, Georgia. I am Debra Betolatti with [YOUR BROKERAGE]. I work [DAYS AND HOURS I AM ACTUALLY AVAILABLE], my non-negotiables are [FAMILY, GYM, CHURCH, SCHOOL RUN, ETC.], my goal is [NUMBER] closings in the next twelve months, and my weakest habit is [WHAT I AVOID]. Block the week hour by hour, Monday through Sunday. Put lead generation in the first working block of every weekday and protect it. Show me where these go: prospecting and follow-up, database contacts, appointments, showings, listing and buyer presentations, contract and file work, content and video, market study, admin, and time off. For each block, name the one outcome it exists to produce. Flag anything in my answers that will make this schedule fail.

1. Then: Work backward from [NUMBER] closings. How many conversations, appointments, and listings a week does that require? Show the math.

2. Then: Write my daily non-negotiables as a five-item morning list I can post at my desk.
3. Then: Rebuild this for a part-time agent still working another job [HOURS AVAILABLE].
4. Then: Give me a Friday review — five questions I answer each week to see whether I actually followed this.

18. Your annual marketing plan

Section 6 promotes a brand-new agent. This one is the whole year, with a budget attached.

> You are a real estate marketing strategist. Build a twelve-month marketing plan for me. I am Debra Betolatti with [YOUR BROKERAGE] in Atlanta, Georgia; my website is [YOUR WEBSITE]. My market areas are [NEIGHBORHOODS], my ideal client is [WHO I SERVE], my database is [NUMBER] contacts, my budget is [DOLLARS PER MONTH], and I can give this [HOURS PER WEEK]. Goal: [NUMBER] closings. Lay the year out month by month. For each month give me the theme, the specific actions across social, video, email, my database, and local presence, the budget for that month, the time it takes, and the one number I measure. Put the highest-return, lowest-cost work first and tell me plainly what to skip.

1. Then: Turn month one into a day-by-day launch checklist.
2. Then: Build the content calendar — what I post, on which platform, on which day, for the next ninety days.
3. Then: Split the budget across paid, tools, print, and events, and tell me the first thing to cut if money gets tight.
4. Then: Write the quarterly review — the numbers I check and the rule for when I kill a channel that is not working.

Turn any prompt in here into a reusable skill

A prompt is something you retype. A skill is something you save once and call by name, and it already knows who you are. Any section above can become one. Work through these five steps with the prompt you use most.

1. **Write your brain file first.** One document the skill reads every time: my name is Debra Betolatti, [YOUR BROKERAGE], Atlanta, Georgia, [YOUR WEBSITE], who I serve, the areas I work, my voice in three words, and words I never use.

Everything else gets shorter because this exists.

2. **Name the trigger.** Write the phrases you would actually say — “write my listing description,” “build my market report,” “plan my day.” If you cannot say it out loud in five words, the skill is too broad; split it.
3. **List what it must ask me.** Everything in brackets becomes a question the skill asks before it writes. Address, price, month, seller's concern. No brackets left in the output.
4. **Fix the output shape.** Say exactly what comes back and in what order — headline, three points, one line I say out loud; or four tables; or 24 emails of 250 words. A skill that returns a different shape each time is still just a prompt.
5. **Write the rules that never change.** Fair housing. Georgia license law. No invented numbers, dates, or dollar figures. Contracts go to the broker. Reading level. These sit in the skill so you stop retyping them and stop forgetting them.

Then hand the whole thing over in one go:

> Turn the prompt below into a reusable skill for me. I am Debra Betolatti, an agent with [YOUR BROKERAGE] in Atlanta, Georgia; my website is [YOUR WEBSITE]. Give me: a short skill name; the trigger phrases I would say to call it; the questions it should ask me before writing anything; the exact structure of what it gives back; and the standing rules it must follow every time — fair housing, Georgia license law, no invented figures, and no legal language without broker review. Ask me anything you need before you write it. Here is the prompt: [PASTE ONE PROMPT FROM THIS GUIDE]

Put the whole library on a schedule

Keep one project that holds your brain file, your saved skills, and this guide. Once everything lives in the same place, the work stops being eighteen separate decisions and becomes a calendar. Assign every skill a cadence:

- **Daily, first working block.** Plan the day, then lead generation. Nothing creative before this.
- **Weekly.** Social and video content for the week (sections 4, 8), listing updates and seller emails (7), and the Friday review from section 17.

- **Monthly.** The market report (16), the newsletter (12), and the next month's block from your annual plan (18).
- **Quarterly.** Digital presence audit (13), the marketing plan review, and a pass over your bio (1) and presentations (14, 15).
- **As it happens.** Listing marketing (7), buyer onboarding (5), inquiry replies (11), addenda (2), and the email you should not send angry (3).

Then set the cadence up once, in your own words:

> Using my brain file and my saved skills, build me a recurring schedule for this project. I am Debra Betolatti with [YOUR BROKERAGE] in Atlanta, Georgia. I work [DAYS AND HOURS] and my non-negotiables are [ ]. Assign every skill a cadence — daily, weekly, monthly, quarterly, or on demand — and place each one at a specific day and time inside my real availability. Tell me what I need to have ready before each run, how long each one takes, and what I do with the output when it comes back. Then give me a one-page calendar I can print.

- Ask for recurring runs by name and time: “every Monday at 8am, run my weekly content skill,” or “on the first business day of each month, run my market report and ask me for the numbers.”
- Anything that needs data you have to pull — MLS figures, showing counts, ad results — should be scheduled a day after the reminder to gather it, not the same morning.
- Nothing goes out unread. The schedule produces drafts on time; approving them is still your job.

One scheduled task that runs everything

Use this when you want a single standing task instead of eighteen reminders.

> Create one recurring scheduled task for this project that runs my whole marketing system, and write it so it works unattended. I am Debra Betolatti with [YOUR BROKERAGE] in Atlanta, Georgia; my website is [YOUR WEBSITE]. Read my brain file and all of my saved skills before you start.
>
> Run it [DAY AND TIME — e.g. every Monday at 7am]. Each run should: check the date and decide which skills are due that day — daily, weekly, monthly on the first business day, quarterly at the start of each quarter; run every due skill in that order; ask me for anything it cannot know, and if data is missing (MLS figures, showing counts, ad results), draft everything else and list exactly what you still need instead of stopping or inventing numbers.
>
> Give the output back as one approval document: what you produced today, each draft in full and ready to copy, what needs my numbers, what needs broker review, and what is due next run.
>
> Every run follows these standing rules: this is Georgia — do not use the word fiduciary or describe fiduciary duties; no legal advice; cite the specific GREC rule or O.C.G.A. section for any license-law point and flag it for me to verify; no fair housing violations; no invented figures, dates, or dollar amounts; contracts and addenda go to my broker before anyone else sees them; and keep everything in my voice.
>
> Before you set it up, tell me what the task will do on its first three runs, and ask me anything you need.

Before you press send

- Read every line. If you would not say it out loud to a client, cut it.
- Check every number, date, address, and dollar figure yourself. AI invents them.
- Fair housing applies to AI copy exactly as it applies to yours.
- Strike “fiduciary” wherever the AI puts it. Georgia brokerage relationships are statutory.
- No legal advice, ever. Verify every GREC rule and O.C.G.A. citation yourself — AI makes them up.

- Contracts, addenda, and legal language go to your broker or an attorney before a client sees them.
- Never paste a client's private or financial information into a public AI tool.