# Real Estate Agent Pack

30 prompts for property listings, buyer/seller communication, market analysis, and marketing. Copy, customize the `[BRACKETS]`, paste into any AI.

## Property Listings (8 prompts)

### Prompt 1: MLS-Ready Property Description

```
Write an MLS-compliant property description for a [PROPERTY_TYPE] located at [ADDRESS/NEIGHBORHOOD]. Key details: [BEDROOMS] bed, [BATHROOMS] bath, [SQUARE_FOOTAGE] sq ft, built in [YEAR_BUILT], lot size [LOT_SIZE]. Standout features: [LIST_3-5_STANDOUT_FEATURES]. Recent upgrades: [LIST_UPGRADES_WITH_YEAR_COMPLETED]. The home is zoned [ZONING_TYPE] and priced at [LIST_PRICE].

Write in third person, present tense. Lead with the single most compelling feature. Keep it under 250 words. Include room dimensions only for primary living spaces. End with a call-to-action sentence about scheduling a showing. Do NOT use the words "stunning," "gorgeous," or "dream home."
```

**Example Output:** "Set on a tree-lined cul-de-sac in Maple Ridge, this 4-bed, 3-bath Colonial delivers 2,800 sq ft of refined living space anchored by a chef's kitchen with quartz countertops and Wolf appliances (2023). The open-concept main level flows into a 400 sq ft screened porch overlooking a landscaped half-acre lot..."

## Prompt 2: Luxury Property Narrative

```
Write an aspirational lifestyle-driven listing description for a luxury property:
[PROPERTY_TYPE] in [NEIGHBORHOOD/CITY]. Price point: [PRICE]. Square footage: [SQ_FT]. Key
luxury features: [LIST_5-7_PREMIUM_FEATURES]. Views/setting: [DESCRIBE_SURROUNDINGS].
Lifestyle amenities nearby: [LIST_NEARBY_AMENITIES].

Write in a sophisticated editorial tone — think Architectural Digest, not Zillow. Open
with a scene-setting paragraph that puts the reader inside the home at a specific time of
day. Weave features into lifestyle moments rather than listing specs. Include one
paragraph about the neighborhood's exclusivity. Keep to 300-350 words. End with private
showing language.
```

**Example Output:** "As morning light filters through floor-to-ceiling glass, the Santa Monica coastline unfolds beneath you — an ever-changing canvas visible from every room of this 5,200 sq ft architectural residence. The Bulthaup kitchen becomes the natural gathering point for post-surf breakfasts..."

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## Prompt 3: Fixer-Upper Opportunity Listing

```
Write a property listing that honestly positions a [PROPERTY_TYPE] as a renovation
opportunity. Address: [ADDRESS/NEIGHBORHOOD]. Price: [PRICE]. Comparable renovated homes
sell for: [COMP_PRICE_RANGE]. Square footage: [SQ_FT], lot size: [LOT_SIZE]. Condition
issues: [LIST_KNOWN_ISSUES]. Positive bones: [LIST_STRUCTURAL_POSITIVES]. Neighborhood
trend: [DESCRIBE_AREA_TRAJECTORY].

Frame this as an investor/DIY opportunity, not a liability. Lead with the upside (ARV, lot
value, neighborhood momentum). Be transparent about condition without dwelling on
negatives. Mention the price gap between current ask and renovated comps. Include a
sentence about zoning or ADU potential if [LOT_SIZE] supports it. Keep to 200 words.
```

**Example Output:** "Priced $185K below renovated comps on the same block, this 1,400 sq ft ranch in up-and-coming Eastwood Heights is the blank canvas investors have been waiting for. Solid foundation, updated electrical panel (2019), and a 0.3-acre lot with R-2 zoning that supports ADU development..."

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## Prompt 4: Rental Property Listing

```
Write a rental listing for a [PROPERTY_TYPE] at [ADDRESS/NEIGHBORHOOD]. Monthly rent: [RENT]. Bedrooms: [BEDROOMS], Bathrooms: [BATHROOMS]. Square footage: [SQ_FT]. Included amenities: [LIST_INCLUDED_AMENITIES]. Parking: [PARKING_DETAILS]. Pet policy: [PET_POLICY]. Lease terms: [LEASE_LENGTH]. Available: [MOVE_IN_DATE]. Nearest transit/highway: [TRANSIT_INFO].

Write for renters scanning 50+ listings — lead with the top 3 differentiators in the first sentence. Use bullet points for amenities and lease terms. Include a "Neighborhood Snapshot" section with walk score context, grocery/dining proximity, and commute times to [NEAREST_EMPLOYMENT_HUB]. End with clear application instructions. Keep to 200 words.
```

**Example Output:** "In-unit laundry, covered parking, and a private balcony — this 2-bed/2-bath in downtown Kirkland checks the boxes most rentals miss. 950 sq ft, top-floor corner unit with mountain views. Neighborhood Snapshot: Walk Score 82, 3 min to Whole Foods, 25 min bus to Microsoft campus..."

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## Prompt 5: New Construction / Pre-Sale Listing

```
Write a listing for a new construction [PROPERTY_TYPE] in [DEVELOPMENT_NAME], [CITY]. Builder: [BUILDER_NAME]. Price: [PRICE]. Sq ft: [SQ_FT]. Estimated completion: [COMPLETION_DATE]. Floor plan name: [PLAN_NAME]. Included features: [LIST_STANDARD_FEATURES]. Available upgrades: [LIST_UPGRADE_OPTIONS]. HOA: [HOA_AMOUNT] covering [HOA_INCLUDES]. Energy features: [GREEN_FEATURES].

Emphasize the "new everything" advantage — warranty coverage, modern building codes, energy efficiency. Compare estimated utility costs vs. older homes if [GREEN_FEATURES] are significant. Mention the builder's reputation briefly. Create urgency around pre-sale pricing vs. post-completion pricing if applicable. Keep to 250 words.
```

**Example Output:** "Be the first to live in Riverton Crossing's Aspen floor plan — 2,400 sq ft of brand-new living backed by a 10-year structural warranty from Toll Brothers. This 4-bed/3.5-bath layout features 9-ft ceilings, hardwood throughout the main level, and a tankless water heater that cuts utility costs an estimated 30% vs. comparable 2005-era builds..."

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## Prompt 6: Condo / Townhome Lifestyle Listing

```
Write a listing for a [CONDO/TOWNHOME] in [BUILDING_NAME/COMMUNITY], [NEIGHBORHOOD]. Unit: [FLOOR/UNIT_POSITION]. Price: [PRICE]. Bedrooms: [BEDROOMS], Bathrooms: [BATHROOMS]. Sq ft: [SQ_FT]. HOA: [HOA_FEE] (includes [HOA_COVERAGE]). Building amenities: [LIST_BUILDING_AMENITIES]. Walk score: [WALK_SCORE]. Parking: [PARKING_TYPE].

Focus on the low-maintenance lifestyle angle. Quantify the HOA value (e.g., "your $350/month covers gym, pool, and concierge — memberships that would cost $200+ separately"). Highlight the specific floor/position advantages (views, quiet, natural light). Mention security features. Compare monthly cost of ownership vs. renting a comparable unit if data is available. Keep to 225 words.
```

**Example Output:** "Top-floor corner unit in The Meridian means two walls of windows and zero shared ceilings. This 1,100 sq ft 2-bed/2-bath comes with $350/month HOA that covers what would cost $200+ in standalone memberships: rooftop pool, 24-hr fitness center, package concierge, and secured parking..."

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## Prompt 7: Commercial Property Listing

```
Write a commercial property listing for a [PROPERTY_TYPE] (e.g., retail, office, industrial, mixed-use) at [ADDRESS/NEIGHBORHOOD]. Available for: [SALE/LEASE]. Price/rate: [PRICE_OR_RATE_PER_SF]. Total SF: [SQUARE_FOOTAGE]. Zoning: [ZONING_CODE]. Current condition: [CONDITION — turnkey/shell/second-gen]. Frontage: [STREET_FRONTAGE]. Traffic count: [DAILY_TRAFFIC_COUNT]. Parking ratio: [PARKING_RATIO]. Existing tenants (if multi-tenant): [TENANT_MIX]. Cap rate (if investment): [CAP_RATE].

Write for a sophisticated commercial buyer/tenant. Lead with the investment thesis or business case, not physical description. Include ROI-relevant numbers prominently. Mention 1031 exchange eligibility if applicable. Keep jargon appropriate to the audience — these readers know NNN, CAM, and cap rates. Keep to 200 words.
```

**Example Output:** "7.2% cap rate on a fully-leased 12,000 SF strip center with 8 years weighted average remaining on NNN leases. Located on Route 9 (28,000 ADT) with 150 ft of frontage and monument signage. Tenant mix includes a national credit pharmacy (58% of GLA) and three local service tenants..."

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## Prompt 8: Seasonal / Vacation Property Listing

```
Write a listing for a [PROPERTY_TYPE] positioned as a vacation home or short-term rental investment in [LOCATION]. Price: [PRICE]. Bedrooms: [BEDROOMS], sleeps [MAX_GUESTS]. Sq ft: [SQ_FT]. Rental history: [ANNUAL_GROSS_RENTAL_INCOME] gross annual rental income over [NUMBER_OF_YEARS] years. Peak season rate: [PEAK_NIGHTLY_RATE]. Key attractions nearby: [LIST_3-5_ATTRACTIONS_WITH_DISTANCE]. Furnished: [YES/NO]. Property management in place: [YES/NO].

Dual-frame this as both a personal retreat and an income-producing asset. Lead with the income numbers to justify the price. Include occupancy rate if available. Paint a one-sentence lifestyle vignette for each season to show year-round appeal. Mention tax advantages of vacation property ownership. Keep to 250 words.
```

**Example Output:** "This lakefront A-frame grossed $62,000 in rental income last year at 74% occupancy — and you still get to keep your favorite weeks. Winter brings ski-in access to Powder Mountain (0.3 miles); summer means private dock access on Bear Lake..."

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# Client Communication (8 prompts)

## Prompt 9: New Buyer Welcome Email

```
Write a welcome email from a real estate agent to a new buyer client. Agent name: [AGENT_NAME]. Buyer name: [BUYER_NAME]. Buyer's target: [PROPERTY_TYPE] in [TARGET_AREA], budget [BUDGET_RANGE]. Pre-approval status: [PRE-APPROVED/NOT_YET]. Timeline: [TIMELINE].

Tone: warm, professional, confidence-building. Structure: (1) Express genuine excitement about helping them. (2) Set expectations for the process — how you'll communicate, how often, what they'll receive from you. (3) List 3 concrete next steps personalized to their situation. (4) If not pre-approved, explain why getting pre-approved first saves time and strengthens offers — without being pushy. (5) Sign off with your direct contact info and preferred communication method. Keep to 250 words.
```

**Example Output:** "Hi Sarah, I'm thrilled to be part of your home search in the Westside neighborhood. Here's how we'll work together: I'll send you curated listings every Tuesday and Friday (no Zillow spam blasts — only homes I'd actually walk through myself). Your three next steps: 1) Complete the buyer questionnaire I've attached..."

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## Prompt 10: Seller Pre-Listing Consultation Email

```
Write an email to a prospective seller you've just met with, summarizing your listing strategy. Agent name: [AGENT_NAME]. Seller name: [SELLER_NAME]. Property: [PROPERTY_ADDRESS]. Suggested list price: [PRICE]. Estimated prep work: [LIST_RECOMMENDED_PREP]. Estimated days on market: [DOM_ESTIMATE]. Your commission structure: [COMMISSION_DETAILS]. Comparable recent sales you discussed: [LIST_2-3_COMPS_WITH_PRICES].

Tone: authoritative but not salesy. Structure: (1) Thank them for their time. (2) Recap the pricing strategy with comp data. (3) Outline the pre-listing timeline (prep, photos, staging, launch). (4) Explain your marketing plan in 3-4 bullets. (5) Address the one concern they raised during the meeting: [SELLER_CONCERN]. (6) Clear CTA — what you need from them to move forward. Keep to 300 words.
```

**Example Output:** "Hi Mark and Lisa, thank you for walking me through your home on Elm Street yesterday. Based on the three comps we reviewed — 142 Oak ($485K, 12 DOM), 88 Maple ($472K, 18 DOM), and 201 Birch ($491K, 8 DOM) — I'm confident $479,000 positions us to generate multiple offers within the first two weeks..."

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## Prompt 11: Open House Invitation Email

```
Write an open house invitation email for [PROPERTY_ADDRESS]. Date: [DATE], Time:
[TIME_RANGE]. Property highlights: [LIST_3_HIGHLIGHTS]. Agent name: [AGENT_NAME]. RSVP
method: [RSVP_DETAILS]. Special draw: [REFRESHMENTS/GIVEAWAY/OTHER].

Write two versions:
VERSION A — for your existing database/sphere (warmer, mention referrals)
VERSION B — for cold leads from online inquiries (more property-focused, build
credibility)

Both versions: Keep subject line under 50 characters. Include a P.S. line that adds
urgency or a personal touch. Keep each version under 150 words.
```

**Example Output:** "Subject: Sunday Open House — The Kitchen Alone Is Worth the Visit | VERSION A: 'Hi [NAME], I'm hosting an open house this Sunday at 445 Riverside Dr and I'd love for you to stop by — even if you're not in the market, I'd value your opinion. And if you know anyone looking for a 4-bed with a chef's kitchen and heated garage...'"

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## Prompt 12: Price Reduction Notification

```
Write an email to a seller recommending a price reduction. Agent name: [AGENT_NAME].
Seller name: [SELLER_NAME]. Property: [PROPERTY_ADDRESS]. Current price: [CURRENT_PRICE].
Recommended new price: [NEW_PRICE]. Days on market: [CURRENT_DOM]. Number of showings:
[SHOWING_COUNT]. Feedback themes from showings: [LIST_SHOWING_FEEDBACK]. New comparable
data: [LIST_RECENT_COMPS]. Market shift context: [MARKET_CONTEXT — e.g., rising inventory,
rate changes].

This is a sensitive conversation. Tone: empathetic, data-driven, never blame the seller.
Structure: (1) Acknowledge their patience and the market reality. (2) Present the data —
showings, feedback patterns, fresh comps. (3) Explain the psychology of stale listings and
how a strategic reduction resets buyer interest. (4) Recommend the specific new price and
WHY that number (not just "lower"). (5) Describe what you'll do differently in the
relaunch — new photos, social push, broker outreach. (6) Give them a decision timeline.
Keep to 300 words.
```

**Example Output:** "Hi David, I want to be straightforward with you because that's what you deserve after 34 days on market. We've had 11 showings — solid traffic — but the feedback is converging on one theme: buyers love the layout but feel the price doesn't reflect the kitchen's age compared to 310 Cedar ($445K), which sold last week with a full renovation..."

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## Prompt 13: Offer Presentation Email to Seller

```
Write an email presenting a buyer's offer to your seller client. Seller name:
[SELLER_NAME]. Property: [PROPERTY_ADDRESS]. List price: [LIST_PRICE]. Offer price:
[OFFER_PRICE]. Buyer's financing: [CASH/CONVENTIONAL/FHA/VA]. Pre-approval amount:
[PRE_APPROVAL_AMOUNT]. Contingencies: [LIST_CONTINGENCIES]. Requested closing date:
[CLOSING_DATE]. Earnest money: [EARNEST_MONEY_AMOUNT]. Special terms or requests:
[SPECIAL_TERMS]. Your recommendation: [ACCEPT/COUNTER/NOTES].

Present the offer objectively first, then give your professional analysis. Calculate the
net proceeds estimate. Compare to what the market is likely to produce if they decline. If
recommending a counter, suggest specific terms to counter on and why. Mention the buyer's
strengths (strong financing, flexible timeline, waived contingencies). Keep to 250 words.
```

**Example Output:** "Hi Janet, we received an offer on 220 Pine Street this morning — here's the breakdown and my honest analysis. Offer: $468,000 (97.1% of asking), conventional financing with $520K pre-approval, $15,000 earnest money, 30-day close. Contingencies: inspection and appraisal (standard). Estimated net to you after commissions and closing costs: $437,200..."

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## Prompt 14: Closing Congratulations & Next Steps

```
Write a closing-day congratulations email to your buyer client. Agent name: [AGENT_NAME].
Buyer name: [BUYER_NAME]. Property: [PROPERTY_ADDRESS]. Something personal you remember
about their search: [PERSONAL_DETAIL]. Homeowner tips to include: [LIST_2-3_PRACTICAL_TIPS
— e.g., change locks, update address, homestead exemption].

Tone: celebratory, genuine, relationship-sustaining. Structure: (1) Congratulate them with
a specific callback to their journey (not generic). (2) List 3 practical "first week"
homeowner tips. (3) Mention that you're a resource long after closing — contractor
referrals, market questions, neighbor recommendations. (4) Ask for a review/testimonial
(low-pressure, specific ask). (5) End with something memorable and personal. Keep to 200
words.
```

**Example Output:** "Sarah, you're officially a homeowner! I still remember our first showing when you walked into the backyard and said, 'This is where I'm putting the fire pit' — and now it's yours. First-week checklist: (1) Rekey all exterior locks — I recommend Mike at SecureLock, (2) File your homestead exemption with the county before April 1..."

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## Prompt 15: Past Client Check-In / Anniversary Email

```
Write a home anniversary check-in email to a past client. Agent name: [AGENT_NAME]. Client name: [CLIENT_NAME]. Property: [PROPERTY_ADDRESS]. Purchase date: [PURCHASE_DATE] ([YEARS] year anniversary). Current estimated home value: [CURRENT_VALUE]. Their purchase price: [PURCHASE_PRICE]. Appreciation amount: [APPRECIATION].

Tone: friendly, value-giving, non-salesy. Structure: (1) Acknowledge the anniversary with warmth. (2) Share their home's estimated value gain — make them feel smart about their purchase. (3) Offer one piece of timely homeowner advice (seasonal maintenance, refinance opportunity, property tax appeal window). (4) Mention you're available for a referral without making it the focus. (5) Keep it feeling like a friend checking in, not a CRM drip sequence. Keep to 150 words.
```

**Example Output:** "Hi Tom, can you believe it's been two years since you closed on Maple Drive? Quick update that'll make your day: your home's estimated value has climbed to $515,000 — that's roughly $47,000 in equity since you bought. With spring around the corner, now's a great time to..."

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## Prompt 16: Neighborhood Expertise Introduction Letter

```
Write a geographic farming letter to homeowners in [NEIGHBORHOOD_NAME]. Agent name: [AGENT_NAME]. Recent sales you've closed in the area: [LIST_2-3_SALES_WITH_PRICES]. Average home value in the area: [AVG_VALUE]. Year-over-year appreciation: [YOY_PERCENT]. A hyperlocal detail that proves you know the area: [LOCAL_DETAIL — e.g., new restaurant, school rezoning, park renovation].

This is a cold outreach piece — it must earn attention in the first sentence. Do NOT open with "Hi, I'm [NAME] and I'm a real estate agent." Instead, lead with a neighborhood insight or data point they'd find valuable. Weave in your credentials through results, not claims. Include a no-strings-attached offer (free home valuation, market report, etc.). Keep to 200 words. Format for print mailer.
```

**Example Output:** "Homes in Creekview Estates are selling for 12% more than they did two years ago — and the new Whole Foods breaking ground on Elm Street this fall is likely to push values further. I've helped three families on your street navigate this market in the past 18 months: 412 Oak Lane ($489K, 6 days), 287 Maple Ct ($502K, 4 days)..."

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# Market Analysis (7 prompts)

## Prompt 17: CMA Narrative Summary

```
Write a Comparative Market Analysis narrative for [PROPERTY_ADDRESS]. Subject property: [BEDROOMS] bed, [BATHROOMS] bath, [SQ_FT] sq ft, built [YEAR_BUILT], condition: [CONDITION]. Comparable sales (provide 3-5): [For each comp, list: ADDRESS, SALE_PRICE, SQ_FT, SALE_DATE, DOM, CONDITION, KEY_DIFFERENCES_FROM_SUBJECT].

Structure: (1) Executive summary — recommended price range with confidence level. (2) Market context — current DOM trends, inventory levels, buyer/seller balance. (3) Comp analysis — for each comp, one sentence on why it's comparable and what adjustment is needed. (4) Adjustments table — line-item adjustments for sq ft, condition, lot size, garage, updates. (5) Final opinion of value with a tight range (e.g., $472K-$488K). Write in professional appraiser-adjacent language but keep it accessible to a homeowner audience. Keep to 400 words.
```

**Example Output:** "Based on analysis of four comparable sales within 0.5 miles and 90 days, I recommend listing 445 Birch Lane at $479,000-$492,000. The subject's 2022 kitchen renovation and corner lot position command premiums of $12,000 and $8,000 respectively over the nearest comp at 330 Birch ($468,000, 42 DOM)..."

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## Prompt 18: Neighborhood Guide for Buyers

```
Write a comprehensive neighborhood guide for [NEIGHBORHOOD_NAME] in [CITY, STATE]. Target audience: [BUYER_PERSONA — e.g., young families, retirees, remote workers]. Include: Price range: [PRICE_RANGE]. Housing stock: [TYPICAL_HOME_TYPES]. School district: [SCHOOL_DISTRICT] (rating: [RATING]). Commute times: [KEY_DESTINATIONS_WITH_TIMES]. Walkability: [WALK_SCORE]. Local gems: [LIST_3-5_LOCAL_BUSINESSES/PARKS/FEATURES]. Recent developments: [NEW_CONSTRUCTION/INFRASTRUCTURE_CHANGES]. Vibe in one sentence: [YOUR_ONE_LINE_NEIGHBORHOOD_DESCRIPTION].

Write this as a mini-guide someone would save and share. Organize into: Overview, Who Lives Here, Housing Snapshot, Schools & Families, Commute & Transportation, Eat/Drink/Shop, The Verdict. Include at least one "insider tip" that only a local would know. Keep to 500 words.
```

**Example Output:** "**Ballard, Seattle WA** | Overview: A former Scandinavian fishing village turned craft brewery capital, Ballard delivers walkable urban living without downtown prices. Who Lives Here: Young professionals and growing families drawn by the Sunday farmers market, 15-minute bike commute to SLU, and homes that still (occasionally) dip below $700K..."

## Prompt 19: Monthly Market Update Newsletter

```
Write a monthly real estate market update email newsletter for [CITY/AREA]. Month: [MONTH, YEAR]. Data points: Median sale price: [MEDIAN_PRICE] (vs. [LAST_MONTH] last month, [LAST_YEAR] last year). Active listings: [ACTIVE_LISTINGS] ([UP/DOWN] [PERCENT]% from last month). Average DOM: [AVG_DOM]. Months of supply: [MONTHS_SUPPLY]. Interest rate context: [CURRENT_AVG_RATE]. One notable trend: [TREND — e.g., cash offers declining, condos outperforming SFH].

Structure: (1) Headline — one sentence that captures the month's story. (2) "By the Numbers" — clean data table or bullets. (3) "What This Means for Buyers" — 2-3 sentences of practical advice. (4) "What This Means for Sellers" — 2-3 sentences. (5) "One Thing I'm Watching" — the trend you noted, with your take. (6) CTA — offer a free consultation. Keep to 350 words. Tone: authoritative, conversational, not alarmist.
```

**Example Output:** "**March 2025: Inventory Is Finally Moving — But Don't Call It a Buyer's Market Yet.** | By the Numbers: Median sale price $472K (+1.2% MoM, +4.8% YoY). Active listings up 18% — the first meaningful jump since September. Average DOM: 22 days. Months of supply: 1.8 (still below the 3-month threshold for balance)..."

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## Prompt 20: Hyperlocal Market Micro-Report

```
Write a micro market report for a specific street, subdivision, or building: [LOCATION_NAME]. Time period: last [6/12/24] months. Data: Total sales: [NUM_SALES]. Price range: [LOW] to [HIGH]. Average price per sq ft: [PRICE_PER_SF]. Average DOM: [AVG_DOM]. Currently active listings: [ACTIVE_COUNT] at [ACTIVE_PRICE_RANGE]. Currently pending: [PENDING_COUNT]. Rental comps if relevant: [RENTAL_RANGE].

This is a door-knock or direct mail leave-behind. Make it scannable — use a bold header, 3-4 key stats with context, and one "bottom line" insight. Include your name and contact info placeholder. Format as a clean one-page document. Under 200 words. Every sentence should contain a number or specific fact — no filler.
```

**Example Output:** "**Creekview Estates — 12-Month Market Snapshot** | 14 homes sold ($445K-$528K). Average: $487K / $238 per sq ft. Average DOM: 11 days. Right now: 2 active listings, 3 pending. Bottom line: Creekview is moving 40% faster than the citywide average — if you've been thinking about selling, your timing is strong..."

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## Prompt 21: Investment Property Analysis Summary

```
Write an investment analysis summary for a rental property at [ADDRESS]. Purchase price: [PRICE]. Down payment: [DOWN_PAYMENT_PERCENT]%. Estimated interest rate: [RATE]%. Monthly rent (estimated or actual): [MONTHLY_RENT]. Property taxes: [ANNUAL_TAXES]. Insurance: [ANNUAL_INSURANCE]. HOA (if applicable): [MONTHLY_HOA]. Estimated maintenance: [ANNUAL_MAINTENANCE]. Property management fee: [MGMT_FEE_PERCENT]%. Vacancy rate assumption: [VACANCY_PERCENT]%.

Calculate and present: Monthly cash flow, annual cash-on-cash return, cap rate, gross rent multiplier, and the 1% rule result. Show the math for each metric. Then provide a qualitative assessment: (1) Is this a cash flow play or an appreciation play? (2) What's the break-even occupancy rate? (3) What rent increase would make a marginal deal work? (4) One risk factor and one upside factor specific to this property. Keep to 350 words.
```

**Example Output:** "**445 Oak Drive — Investment Analysis** | Purchase: $320,000 (25% down = $80,000). Mortgage: $1,287/mo (P&I at 6.75%). Monthly rent: $2,200. Monthly expenses: Mortgage $1,287 + Taxes $292 + Insurance $125 + Maintenance $200 + Management (8%) $176 + Vacancy (5%) $110 = $2,190. **Monthly cash flow: $10.** Cash-on-cash return: 0.15%. Cap rate: 5.8%. Verdict: This is an appreciation play, not a cash flow play..."

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## Prompt 22: Relocation Guide

```
Write a relocation guide for someone moving to [CITY, STATE] from [ORIGIN_REGION]. Reason for move: [JOB_TRANSFER/LIFESTYLE/RETIREMENT/COST_OF_LIVING]. Family situation: [SINGLE/COUPLE/FAMILY_WITH_KIDS_AGES]. Budget: [HOUSING_BUDGET]. Priorities: [LIST_TOP_3_PRIORITIES — e.g., good schools, short commute, walkable downtown].

Structure: (1) "Welcome to [CITY]" — 2 sentences on the city's personality. (2) "Neighborhoods to Explore" — recommend 3 neighborhoods that match their priorities, with price ranges and why each fits. (3) "The Adjustment" — 2-3 things that will be different from [ORIGIN_REGION] (weather, pace, culture, taxes). (4) "Before You Arrive" — checklist of 5 practical steps (license, registration, utilities, school enrollment, etc.). (5) "Your Secret Advantage" — one piece of strategic advice for out-of-state buyers in this market. Keep to 400 words.
```

**Example Output:** "**Welcome to Raleigh.** The Triangle's quiet overachiever blends research-park careers with a cost of living that'll feel like a raise after the Bay Area. Neighborhoods to Explore: (1) North Hills — $450K-$600K, walkable mixed-use district, 20 min to RTP. Perfect for your commute priority. (2) Apex — $380K-$520K, top-rated Wake County schools, family-heavy..."

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## Prompt 23: Market Objection Handler Script

```
Write talk-track scripts for handling these common market-related objections from
[BUYERS/SELLERS]. Local market context: [DESCRIBE_CURRENT_LOCAL_CONDITIONS — e.g., low
inventory, rising rates, price corrections].

Objection 1: "[OBJECTION_1 — e.g., 'I'll wait for prices to drop']"
Objection 2: "[OBJECTION_2 — e.g., 'Interest rates are too high']"
Objection 3: "[OBJECTION_3 — e.g., 'I can't compete with cash buyers']"

For each objection, provide: (1) An empathy statement — acknowledge their concern is
valid. (2) A reframe — shift the perspective with data or logic. (3) A local proof point —
a specific stat or anecdote from the current market. (4) A bridge question — an open-ended
question that moves the conversation forward. Keep each response to 75-100 words. Write in
natural spoken language, not script-robot.
```

**Example Output:** "**'I'll wait for prices to drop.'** I totally get that instinct — nobody wants to buy at the top. Here's what I'm seeing locally though: even during the 2022 slowdown, [CITY] prices only dipped 3% before rebounding. Meanwhile, rents are up 11% year-over-year. So the 'waiting' cost isn't zero — you're paying someone else's mortgage at a higher rate every month. Let me ask you this: if we found a home priced 5% below comps tomorrow, would that change the equation for you?"

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# Social Media & Lead Gen (7 prompts)

## Prompt 24: Property Teaser Post (Instagram/Facebook)

```
Write 5 social media post variations for promoting a listing at [PROPERTY_ADDRESS].
Property type: [PROPERTY_TYPE]. Price: [PRICE]. Key features: [LIST_3_BEST_FEATURES].
Target buyer: [IDEAL_BUYER_PERSONA]. Photos available: [DESCRIBE_BEST_PHOTOS].

For each variation, use a different hook strategy:
1. Question hook — open with a question the target buyer relates to
2. Number hook — lead with a compelling stat or figure
3. Story hook — mini-narrative about the home or neighborhood
4. FOMO hook — scarcity, urgency, or social proof angle
5. Lifestyle hook — paint the daily life picture

Each post: 2-3 sentences max for the caption. Include 5 relevant hashtags (mix of local
and real estate). Add a CTA. Format for Instagram (primary) with notes on adapting for
Facebook. Do NOT use the word "listing" — real people don't think in agent jargon.
```

**Example Output:** "**Question Hook:** Ever pull into your driveway and think, 'I actually love coming home'? That's what 445 Birch Lane does. 4 beds, chef's kitchen, and a backyard built for weekend hangs. DM me before Sunday's open house. #SeattleHomes #JustListed #PNWLiving #WestSeattle #OpenHouse"

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## Prompt 25: Market Tips Educational Post

```
Write an educational social media carousel post (Instagram or LinkedIn) about [TOPIC —
e.g., "5 things first-time buyers overlook," "how to win a bidding war," "why your home
isn't selling"]. Target audience: [BUYERS/SELLERS/INVESTORS] in [MARKET_AREA].

Structure:
- Slide 1: Bold headline + hook (pattern interrupt — challenge a common assumption)
- Slides 2-6: One tip per slide. Each tip: headline (under 8 words) + 2 sentences of
explanation with a specific example or stat
- Slide 7: Summary + CTA (follow for more / DM me / link in bio)

Write the text for all 7 slides. Keep each slide under 40 words. Use conversational
authority — you're teaching, not selling. Include a caption for the post (3-4 sentences)
with hashtags.
```

**Example Output:** "**Slide 1:** '5 Mistakes That Cost First-Time Buyers Thousands (I See #3 Every Week)' | **Slide 2:** 'Skipping Pre-Approval — You're Not Just Competing on Price.' Sellers review financing strength before price. A pre-approval letter from a local lender beats an out-of-state online lender every time..."

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## Prompt 26: Testimonial Request Email

```
Write an email requesting a testimonial from a past client. Agent name: [AGENT_NAME]. Client name: [CLIENT_NAME]. Transaction type: [BOUGHT/SOLD]. Property: [PROPERTY_ADDRESS]. Close date: [CLOSE_DATE]. Something memorable about working together: [MEMORABLE_MOMENT].

Tone: grateful, easy to say yes to. Structure: (1) Brief personal touch referencing the closing. (2) Explain why testimonials matter to your business — be honest and human about it. (3) Make it EASY — provide 3 specific guiding questions they can answer in 2-3 sentences each: "What was your biggest concern before we started?" / "What surprised you about the process?" / "Would you recommend me, and if so, why?" (4) Offer to draft something based on their responses if they prefer. (5) Mention where it'll be used (Google, Zillow, your website). Keep to 175 words.
```

**Example Output:** "Hi Rachel, I hope you're settled into Elm Street and that the garden is surviving its first season! I have a small favor to ask — and feel free to say no. Online reviews are honestly how most of my new clients find me, and a few words from you would mean a lot..."

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## Prompt 27: Real Estate Lead Magnet Content

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Create content for a downloadable lead magnet PDF titled "[LEAD_MAGNET_TITLE — e.g., 'The [CITY] Home Buyer's Checklist,' 'Sell Your Home for Top Dollar: 15-Point Prep Guide,' '2025 [NEIGHBORHOOD] Market Report']." Target audience: [AUDIENCE]. Agent name: [AGENT_NAME]. Agent branding: [BRAND_COLORS/STYLE_NOTES].

Write the full text content (a designer will format it). Structure: (1) Cover page text — title, subtitle, agent name/brokerage. (2) Introduction — 3 sentences on why this guide exists and who it's for. (3) Main content — 8-15 actionable items, each with a headline and 2-3 sentence explanation. Make every item specific enough to be genuinely useful — no "research the market" filler. (4) Bonus tip — one insider insight that feels exclusive. (5) About the Author — 3-sentence agent bio emphasizing local expertise. (6) CTA — what to do next (call, schedule, visit website). Keep total to 600-800 words.
```

**Example Output:** "**Cover:** 'The Seattle Home Buyer's Checklist: 12 Steps from Pre-Approval to Keys in Hand' — Your step-by-step guide to buying with confidence in the Pacific Northwest. By [Agent Name], [Brokerage]. | **Step 1: Get Pre-Approved (Not Pre-Qualified).** There's a difference, and it

matters. Pre-qualification is a guess; pre-approval means a lender has verified your income, assets, and credit..."

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## Prompt 28: Just Sold / Social Proof Post

```
Write a "Just Sold" social media post for [PROPERTY_ADDRESS]. Sale price: [SALE_PRICE] (listed at [LIST_PRICE]). DOM: [DAYS_ON_MARKET]. Number of offers: [NUM_OFFERS]. Represented: [BUYER/SELLER/BOTH]. A win from this transaction: [WHAT_WENT_WELL — e.g., "sold $15K over asking," "negotiated $10K in repairs," "closed in 21 days," "won in a 6-offer situation"].

Do NOT just brag. Frame it as a story or lesson that provides value to followers. Use the result to teach something. Include the client's words if you have a quote: [CLIENT_QUOTE_IF_AVAILABLE]. Format for Instagram with LinkedIn adaptation notes. Keep caption to 4-5 sentences. Include relevant hashtags.
```

**Example Output:** "12 offers. $32K over asking. 9 days on market. Here's what actually made the difference for my sellers at 445 Birch Lane: we spent $1,200 on pre-listing staging and $400 on twilight photography before going live. That $1,600 investment generated a $32,000 premium. Staging isn't decoration — it's strategy. #JustSold #SeattleRealEstate..."

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## Prompt 29: Community Event / Local Expert Post

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Write a social media post positioning yourself as a local expert by highlighting a community event, new business, or neighborhood development. Event/topic: [DESCRIBE — e.g., new restaurant opening, farmers market season, school bond measure, park renovation]. Location: [NEIGHBORHOOD/CITY]. Your connection to it: [HOW_YOU_KNOW_ABOUT_THIS — e.g., "I live here," "my client's house is two blocks away," "I've been tracking this development"].

This is a SOFT sell — zero property talk, zero "call me to buy/sell." You're demonstrating local knowledge and community investment. End with a question to drive engagement. Format: 3-4 sentences plus a question. Include 1-2 local hashtags only. Write for Instagram and Facebook simultaneously.
```

**Example Output:** "The new Thai place on Division Street (Khao Soi Kitchen) just opened and I've already been twice. The northern Thai curry is the best I've had outside of Chiang Mai — and they're BYOB for the first month while the liquor license processes. What new spot in [NEIGHBORHOOD] have you been meaning to try? #MadisonEats #MadisonWI"

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## Prompt 30: Expired Listing Outreach Letter

```
Write a prospecting letter to the owner of an expired listing. Owner name: [OWNER_NAME] (use "Homeowner" if unknown). Property: [PROPERTY_ADDRESS]. Original list price: [ORIGINAL_PRICE]. Days on market before expiring: [DOM]. Listing agent's strategy (based on public listing): [WHAT_YOU_OBSERVED — e.g., "poor photos," "overpriced for the micro-market," "no staging," "limited online presence"]. Your name: [AGENT_NAME]. Your relevant recent sale: [YOUR_COMP — address, price, DOM].

This is the most competitive letter in real estate — they're getting 10 of these. Rules: (1) Do NOT trash the previous agent explicitly. (2) Do NOT promise a higher price. (3) DO diagnose what you believe went wrong without naming the agent. (4) DO provide one specific, concrete thing you'd do differently. (5) Lead with empathy — they're frustrated. (6) Include your relevant comp as proof, not a boast. (7) CTA: offer a no-obligation 15-minute call. Keep to 200 words. Format for printed letter.
```

**Example Output:** "Dear Mr. Henderson, Having your home sit on the market for 94 days is exhausting — I won't pretend otherwise. Looking at your listing from a buyer's perspective, I noticed the photos didn't capture the natural light your south-facing great room gets in the afternoon, and the pricing positioned you above the two renovated homes on Oak that sold during your listing period..."

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