

# AI FOR REAL ESTATE AGENTS

## Your Practical Resource Guide

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# GETTING STARTED

## Recommended Tools

Tool	Best For	Cost	Website
ChatGPT	All-around, images, voice	Free / \$20/mo	chat.openai.com
Claude	Long docs, nuanced writing	Free / \$20/mo	claude.ai
Gemini	Google Workspace users	Free / \$20/mo	gemini.google.com
Copilot	Microsoft 365 users	Included w/ M365	copilot.microsoft.com

**Recommendation:** Start with the free tier of ChatGPT or Claude. Use it for one week on one task. Then decide if the \$20/month upgrade is worth it.

## The Prompting Framework: R-T-C-F

<b>R</b>	<b>Role</b>	Who should the AI be? (listing agent, buyer specialist, etc.)
<b>T</b>	<b>Task</b>	What specifically do you want done?
<b>C</b>	<b>Context</b>	Property details, client situation, market conditions
<b>F</b>	<b>Format</b>	Word count, tone, structure

# PROPERTY DESCRIPTIONS

## Standard Listing Description

**Role:** Act as an experienced real estate listing agent who writes compelling property descriptions. **Task:** Write a property listing description for MLS and marketing materials. **Context:** • Address: [ADDRESS] • Beds/Baths: [X] bed, [X] bath • Square feet: [X] • Key features: [LIST 5-7 STANDOUT FEATURES] • Neighborhood: [NEIGHBORHOOD NAME] • Target buyer: [First-time / Families / Empty nesters / Investors] **Format:** Write 150-200 words. Lead with the most compelling feature. Use vivid but professional language. End with a call to action. Avoid clichés like "move-in ready."

## Social Media Property Teaser

**Role:** Act as a social media-savvy real estate agent. **Task:** Write a property teaser post for Instagram/Facebook. **Context:** • Property: [KEY DETAILS] • One standout feature: [THE HOOK] • Price: \$[PRICE] **Format:** 2-3 sentences max. Create curiosity. Include 1 emoji maximum. End with "Link in bio" or "DM for details."

# CLIENT COMMUNICATIONS

## Buyer Follow-Up After Showing

**Role:** Act as a thoughtful buyer's agent following up after a property showing. **Task:** Write a follow-up email to a client who viewed a property. **Context:** • Client name: [NAME] • Property viewed: [ADDRESS] • What they liked: [POSITIVE REACTIONS] • Concerns mentioned: [ANY HESITATIONS] • Days since showing: [X] • Other interested parties: [Yes/No] **Format:** Keep under 150 words. Warm but professional. Reference something specific they said. Include clear call to action.

## Seller Weekly Update

**Role:** Act as a proactive listing agent keeping sellers informed. **Task:** Write a weekly update email to my seller clients. **Context:** • Property: [ADDRESS] • Days on market: [X] • Showings this week: [X] • Feedback themes: [COMMON COMMENTS] • Online views/saves: [NUMBERS] • Recommended actions: [NEXT STEPS] **Format:** Professional but reassuring. Lead with positives. Be honest about challenges. 150-200 words.

## Price Reduction Recommendation

**Role:** Act as a diplomatic listing agent recommending a price adjustment. **Task:** Write an email to my seller recommending a price reduction. **Context:** • Current price: \$[PRICE] | Days on market: [X] | Showings: [X] • Feedback received: [SUMMARY] • Comparable recent sales: [1-2 EXAMPLES] • Recommended new price: \$[PRICE] **Format:** Empathetic but data-driven. Frame reduction as strategy, not failure. 200 words max.

# LEAD GENERATION & NURTURING

## Cold Lead Re-Engagement

**Role:** Act as a real estate agent reconnecting with a past lead. **Task:** Write an email to re-engage a lead who inquired months ago but went quiet. **Context:** • Lead name: [NAME] • Original inquiry: [WHAT THEY WERE LOOKING FOR] • Time since last contact: [X MONTHS] • Reason to reach out now: [NEW LISTINGS / MARKET SHIFT / SEASONAL TIMING] **Format:** Casual, not salesy. Acknowledge time has passed. Provide value. Under 100 words.

## Neighborhood Market Update Email

**Role:** Act as a knowledgeable local real estate expert. **Task:** Write a monthly market update email for homeowners in a specific neighborhood. **Context:** • Neighborhood: [NAME] • Homes sold last month: [X] | Average sale price: \$[PRICE] • Average days on market: [X] • Price trend: [Up/Down X%] vs. last year • Notable sale: [ADDRESS - PRICE - DETAIL] **Format:** Informative, not salesy. Position yourself as local expert. Subtle CTA. 200-250 words.

# MARKETING CONTENT

## Agent Bio

**Role:** Act as a marketing copywriter specializing in personal branding. **Task:** Write a professional bio for a real estate agent's website. **Context:** • Name: [YOUR NAME] | Years in real estate: [X] • Specialties: [BUYER/SELLER/LUXURY/AREA] • Areas served: [CITIES/NEIGHBORHOODS] • Personal details: [FAMILY/HOBBIES/COMMUNITY] • Tone: [Professional / Approachable / Luxury] **Format:** Third person. 150-200 words. Lead with value to clients, not years of experience.

## Instagram Content Calendar

**Role:** Act as a social media manager for a real estate agent. **Task:** Create a week of Instagram post ideas with captions. **Context:** • My focus areas: [NEIGHBORHOODS/PROPERTY TYPES] • My brand: [PROFESSIONAL/FUNNY/EDUCATIONAL/LUXURY] • Current listings: [BRIEF DESCRIPTIONS] **Format:** 5 posts (one per weekday). For each: post type, caption under 100 words, 5 hashtags. Mix content types.

# QUICK-USE TEMPLATES

Copy these when you're short on time:

## 30-Second Listing Description

Write a 100-word listing description for: [BEDS] bed, [BATHS] bath, [SQFT] sqft in [NEIGHBORHOOD]. Key features: [LIST 3]. Target buyer: [TYPE]. Avoid clichés.

## Instant Email Reply

Write a friendly 50-word reply to a buyer who inquired about [ADDRESS]. Thank them, mention one highlight, suggest scheduling a showing. Include my phone: [NUMBER].

## Quick Social Post

Write an Instagram caption for a photo of [PROPERTY/SOLD SIGN/NEIGHBORHOOD]. Under 50 words. Include a question for engagement. Suggest 5 hashtags.

# TIME-SAVING WORKFLOWS

## New Listing Launch: 30 minutes instead of 3 hours

1. Input property details → Get MLS description (2 min) 2. Ask for "shorter social media version" → Get Instagram/Facebook post (1 min) 3. Ask for "email to my buyer list" → Get email blast (2 min) 4. Ask for "5 feature highlights as bullet points" → Get flyer copy (1 min) 5. Review and refine all (20 min)

## Weekly Seller Updates: 10 minutes instead of 45

1. Compile your data (showings, feedback, views) 2. Paste into prompt template 3. Review and personalize (add 1-2 sentences in your voice) 4. Send

# TIPS FOR SUCCESS

DO THIS	DON'T DO THIS
Always review AI output before sending	Send AI output without reading it
Add personal details AI can't know	Include confidential info in free tools
Keep prompts saved for reuse	Expect AI to know your market without context
Iterate: "shorter," "more casual," etc.	Use generic prompts expecting specific results
Use AI for first drafts, then make it yours	Forget to verify facts and claims

# ADVANCED MOVES

## Create Your Voice Clone

Give AI examples of your writing so it matches your style:

Here are 3 emails I've written to clients. Study my tone, vocabulary, and style: [PASTE YOUR EMAILS] Now write a new email to [SITUATION] in my voice.

## Build a Knowledge Base

Create a document with info AI should always know about you:

When writing content for me, know that: • I specialize in [AREAS/PROPERTY TYPES] • My typical clients are [DESCRIPTION] • My brand voice is [PROFESSIONAL/CASUAL/LUXURY/FRIENDLY] • I always include [YOUR SIGNATURE PHRASES] • Never use these words: [CLICHÉS YOU HATE] Paste this at the start of prompts for personalized output.

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Thank you for attending the Rose Creek Golf Club AI Workshop.  
Questions about implementing AI in your real estate business? Reach out anytime.

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