

The Agent AI Prompt Playbook (free PDF)

18 prompts organized by deal moment: new listing, price drop, expired, FSBO, sphere, open house, buyer consult, CMA and objections. Each includes fill-in fields, MLS/text length limits, tone options and a worked example. Enter your email to get the PDF and the weekly brief.

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 Fair-housing safe: describe the property, amenities and distances, never the people (no 'perfect for families', 'young professionals', 'exclusive', 'walking distance to church'). Check your MLS rules.

New listing

New listing 1. MLS public remarks (character-capped)

Fill in: [beds] · [baths] · [sq ft] · [lot] · [year built] · [top 3 upgrades with year] · [neighborhood + 2 nearby amenities with distance] · [MLS char limit, e.g. 1,000] · [tone: warm / crisp / luxury]

Limit: MLS public remarks: hard limit [limit] characters including spaces

You are a listing copywriter. Write MLS public remarks for:

- [beds] bed / [baths] bath, [sq ft] sq ft, [lot], built [year]
- Upgrades: [upgrade 1 + year], [upgrade 2 + year], [upgrade 3 + year]
- Location: [neighborhood]; [amenity 1 + distance]; [amenity 2 + distance]

Tone: [warm / crisp / luxury].

Rules: stay under [limit] characters including spaces and print the count at the end. Lead with the single strongest feature, not 'Welcome home'. Only use facts I gave you; if something is missing, leave it out rather than guess. Describe the property, never the buyer (no 'perfect for families/couples/retirees'). No ALL CAPS, no exclamation points. End with a showing call to action.

Copy prompt

▼ Worked example (sample data)

Sample input: 3 bed / 2 bath, 1,840 sq ft, 0.21 ac, built 1998; kitchen remodel 2023 (quartz, gas range), roof 2021, new HVAC 2022; 0.4 mi to Creekside Park, 6 min to I-270; tone crisp.

Output: "Quartz-and-gas kitchen remodeled in 2023 anchors this 3-bed, 2-bath, 1,840 sq ft home on a 0.21-acre lot. Big-ticket items are done: roof (2021) and HVAC (2022). Open main level, primary suite with walk-in closet, fenced backyard. Creekside Park is 0.4 miles away and I-270 is 6 minutes. Schedule your showing today." (339 characters)

New listing

2. Just-listed Instagram caption + 3 hooks

Fill in: [address or area] · [price] · [beds/baths/sq ft] · [the one 'wow' feature] · [open house date] · [tone: playful / straightforward]

Limit: Instagram caption: first 125 characters show before 'more'

Write an Instagram caption for my new listing at [area], [price], [beds/baths/sq ft]. The standout feature is [wow feature]. Open house: [date/time].

Give me: (1) 3 alternative opening hooks under 125 characters each, (2) one full caption under 150 words in a [tone] tone with line breaks, (3) 5 local hashtags for [city] and 3 general ones. Describe the home, not the ideal buyer. No 'dream home' or 'won't last'.

Copy prompt

▼ Worked example (sample data)

Sample input: Dublin, OH · \$489,900 · 4/3/2,600 · screened porch facing a wooded ravine · Sun 1–3 PM.

Hooks: "A screened porch that looks straight into the trees. Dublin, \$489,900." / "Coffee spot: ravine view, no neighbors behind you." / "4 beds, 2,600 sq ft, and the porch is the best room."

Caption opens: "Just listed in Dublin: 4 bed · 3 bath · 2,600 sq ft. The screened porch backs to a wooded ravine — no rear neighbors. Open house Sunday 1–3 PM. DM 'PORCH' for the full photo set."

Price drop

Price drop

3. Price-improvement announcement that doesn't sound desperate

Fill in: [address] · [old price] → [new price] · [days on market] · [what feedback said] · [new incentive if any, e.g. seller credit]

Limit: Email to your list under 120 words; text version under 300 characters

My listing at [address] just changed from [old price] to [new price] after [DOM] days. Showing feedback: [feedback]. New incentive: [incentive or 'none'].

Write: (1) a 'price improvement' email to my buyer list, under 120 words, that leads with value per dollar (price per sq ft now [calc if I gave sq ft]) and one feature that addresses the feedback; (2) a text under 300 characters for buyers who already toured; (3) a subject line. Never use 'reduced', 'motivated seller', or 'must sell'. Describe the property only.

Copy prompt

▼ Worked example (sample data)

Sample input: 412 Elm · \$425,000 → \$409,000 · 38 DOM · feedback: "kitchen dated" · \$5,000 seller credit.

Subject: "412 Elm is now \$409,000 — plus \$5,000 toward updates"

Text: "Hi Jamie — 412 Elm just moved to \$409,000 and the seller is offering a \$5,000 credit, which could go toward the kitchen you mentioned. Want a second look this week?"

Price drop

4. Seller conversation script for recommending a reduction

Fill in: [DOM] · [showings] · [online views/saves] · [offers] · [3 active comps with price, DOM] · [2 pending/sold comps] · [recommended new price]

Limit: Script you'll say out loud in ~2 minutes

Help me prepare to recommend a price change to my seller. Data: [DOM] days, [showings] showings, [views/saves], [offers] offers. Active competition: [comps]. Recent pending/sold: [comps]. My recommendation: [price].

Write: (1) a 2-minute spoken script that opens with the data, not an apology, explains what the market is telling us, and gives two options (adjust to [price] now, or hold [X] more days with a defined trigger); (2) answers to 'Can't we wait for the spring?' and 'You told us we'd get more'. Calm, factual, no pressure.

Copy prompt

▼ Worked example (sample data)

Excerpt: "In 24 days we've had 11 showings and 410 online views but no offers, which tells us buyers are seeing it and choosing other homes. The two homes that went pending near us were at \$398k and \$405k. Option one: move to \$409k now so we land in that range while we're still fresh..."

Expired listing outreach

5. First-touch letter to an expired listing

Fill in: [owner first name] · [address] · [original list price] · [DOM before expiring] · [3 specific observations: photos, price vs comps, description] · [your local stat] · [tone: direct / empathetic]

Limit: One printed page, under 220 words

Write a letter to [owner] whose listing at [address] expired after [DOM] days at [price]. I reviewed the listing and noticed: [observation 1], [observation 2], [observation 3]. My relevant result: [stat].

Rules: under 220 words, [tone] tone. Do not criticize the previous agent by name. Open with something specific to THEIR house, not 'Sorry your home didn't sell'. Give 2 concrete things I'd change. One clear ask: a 15-minute call or a no-obligation price review. P.S. line with a deadline-free reason to call.

Copy prompt

▼ Worked example (sample data)

Excerpt: "Dear Karen, I looked at 88 Birch closely. The listing had 14 photos, none showing the finished lower level — roughly 600 sq ft buyers never saw. And at \$299/sq ft it was priced above the two homes that sold on your street this summer (\$281 and \$286)..."

6. Expired call opener + 3 objection replies

Fill in: [owner name] · [address] · [days expired] · [your one-line differentiator]

Limit: Phone script, 30-second opener

Write a 30-second phone opener for calling [owner] about [address], which expired [X] days ago. My differentiator: [line]. Then write short replies (2–3 sentences each) to: 'We're taking it off the market', 'We're relisting with our agent', and 'Just send me something'. Respectful, no high pressure, end each reply with one question.

Copy prompt

▼ Worked example (sample data)

Opener: "Hi Karen, it's Sam with Main Street Realty. I'm calling about 88 Birch — I know your listing ended last week and you've probably had a lot of calls. I'll be quick: I noticed the finished basement wasn't in any photos, and I think that cost you showings. Are you still planning to sell in the next few months?"

'Just send me something': "Happy to. So it's actually useful, can I ask what price you'd need to net to make the move worth it?"

FSBO 7. FSBO value-first message

Fill in: [seller name] · [address] · [their asking price] · [where listed: Zillow, sign, Facebook] · [one free resource you'll give] · [channel: text / letter / door-knock script]

Limit: Text under 320 characters or letter under 150 words

Write a [channel] to [name] who's selling [address] FSBO at [price] on [where]. Lead with a genuinely useful free resource: [resource]. Do not argue that they need an agent. Ask permission to send it. One short, friendly follow-up for 5 days later if no reply.

Copy prompt

▼ Worked example (sample data)

Sample input: Mike · 23 Oak · \$350,000 · Zillow · showing-safety + disclosure checklist · text.
"Hi Mike, Sam here, local agent — saw 23 Oak on Zillow. Not pitching you: I have a 1-page checklist of the Ohio disclosure forms and showing-safety steps FSBO sellers usually ask me about. Want me to text it over?" (220 characters)

FSBO 8. FSBO 'net sheet' comparison

Fill in: [asking price] · [their expected discount/concessions] · [buyer-agent fee if they'll offer one] · [your fee] · [your typical list-to-sale ratio] · [local avg ratio]

Limit: Table + 3-sentence summary

Build a side-by-side net proceeds table for a FSBO seller at [asking price]: Scenario A FSBO (assume [their concessions] and [buyer-agent fee]); Scenario B listed with me at [my fee] with my [ratio] list-to-sale. Show each line item and net. Then a 3-sentence neutral summary. Clearly label every assumption and do not invent figures I didn't provide.

Copy prompt

▼ Worked example (sample data)

Output excerpt: | Line | FSBO | With agent | ... Sale price \$343,000 (98%) | \$350,000 (100%) ...
"Assumptions are yours to change: I used the 98% figure you mentioned. If your buyers come in at full price without an agent, Scenario A nets more — this is about which is more likely."

Sphere follow-up

9. Non-salesy sphere text with a real reason

Fill in: [contact name] · [how you know them] · [last real detail you know about them] · [one local fact or event this month] · [ask: none / referral / review]

Limit: Text under 250 characters

Write 3 versions of a text to [name] ([relationship]). Last thing I know: [detail]. Local hook: [event/fact]. Ask: [ask]. Rules: under 250 characters, sounds like me texting a friend, no 'just checking in', no 'if you know anyone' unless ask=referral, max one question.

Copy prompt

▼ Worked example (sample data)

Sample input: Priya · former client · daughter started at Ohio State · Short North gallery hop this Saturday · ask: none.

"Hey Priya! How's move-in going for Anika at OSU? If you're down there Saturday, the Short North gallery hop is that night — great excuse to take her to dinner."

Sphere follow-up

10. Home-anniversary equity update

Fill in: [client] · [address] · [purchase date + price] · [your estimated value range, from a CMA you ran] · [a home-maintenance tip for the season]

Limit: Email under 150 words

Write a home-anniversary email to [client] for [address], bought [date] for [price]. Estimated value range from my CMA: [range]. Include one seasonal maintenance tip: [tip]. Under 150 words, warm, no hard sell; offer a full equity report if they want it. Present the value as a range and say it's an estimate.

Copy prompt

▼ Worked example (sample data)

Excerpt: "Happy 3-year home anniversary at 15 Maple! Based on the sales I'm seeing nearby, my estimate is that it would sell for \$372,000–\$389,000 today (you bought at \$318,000). Fall tip: get the gutters cleared before the first freeze..."

Open house follow-up

Open house follow-up

11. Same-day follow-up to open house visitors

Fill in: [visitor name] · [address] · [what they commented on] · [are they working with an agent? y/n] · [2 similar listings]

Limit: Text under 300 characters + email under 120 words

Write a same-evening text and a next-morning email to [name], who toured [address] at my open house and said [comment]. Agent status: [y/n] (if yes, stay respectful and don't solicit). Reference their comment specifically. In the email, offer [2 listings] that match what they liked. No 'Thanks for stopping by!' openers.

Copy prompt

▼ **Worked example (sample data)**

Text: "Hi Dana, it was nice meeting you at 412 Elm today. You were right about the light in that back bedroom. If the smaller yard was the dealbreaker, I know of two nearby with bigger lots hitting the market soon — want me to send them?"

Open house follow-up **12. Sign-in sheet to CRM notes**

Fill in: [paste raw sign-in notes]

Limit: One CRM row per visitor

Turn these open-house notes into CRM entries. For each visitor: name, contact, agent status, timeline (now / 3–6 mo / 6+ / unknown), price range if mentioned, what they liked/disliked, next step + date, and a temperature (hot/warm/cold) with a one-line reason. Don't infer anything about family status, age, or other personal characteristics. Notes: [paste].

Copy prompt

▼ **Worked example (sample data)**

Output row: "Dana R. | dana@... | no agent | 3–6 mo | ~\$400k | liked light, disliked yard size | send 2 larger-lot listings by Tue | Warm: pre-approval in progress, renewing lease in March"

Buyer consult prep

Buyer consult prep **13. Pre-consult brief from an intake form**

Fill in: [paste intake answers: budget, pre-approval status, areas, must-haves, timeline, current housing]

Limit: One-page brief

From this buyer intake, build my consult brief: (1) 3 things to confirm, (2) gaps or contradictions (e.g. budget vs areas vs must-haves), (3) 5 questions to ask, (4) what I should bring (sample listings in range, lender intro, timeline). Base it only on what they wrote; don't guess about their family, age, or background. Intake: [paste].

Copy prompt

▼ **Worked example (sample data)**

Excerpt: "Gap: they want 4 beds + 0.25 ac in Upper Arlington under \$450k. Last 90 days there were very few sales matching that (confirm in MLS). Bring 2 options: a 3-bed + office in UA, or a 4-bed in Hilliard."

Buyer consult prep

14. Explain the buyer agreement in plain English

Fill in: [your state] · [key terms: compensation, term length, exclusivity, cancellation]

Limit: Talking points under 200 words

Write plain-English talking points I can use to walk a buyer through my buyer representation agreement: compensation [terms], term [length], exclusivity [terms], how to end it [terms]. Under 200 words, neutral, and end with 'questions you should feel free to ask'. Add a note that I should confirm wording against my state's form and my broker.

Copy prompt

▼ **Worked example (sample data)**

Excerpt: "This agreement says I work for you, not the seller, for 90 days. My fee is 2.5%. If the seller offers to cover some or all of it, that reduces what you'd owe..."

CMA explainer

CMA explainer

15. Turn a CMA into a 1-page seller summary

Fill in: [subject property facts] · [3–6 comps: address, sold price, date, sq ft, key differences] · [your price range]

Limit: One page, a seller can read in 2 minutes

Turn this CMA into a one-page summary for my seller. Subject: [facts]. Comps: [comps]. My range: [range]. Include: a simple table (comp, sold price, \$/sq ft, how it compares:

better/similar/worse and why), the 2 comps that matter most and why, and what moves us to the top vs bottom of the range (condition, timing, prep). Plain English, no jargon.

Copy prompt

▼ **Worked example (sample data)**

Excerpt: "The two sales that matter most: 19 Pine (\$402k, 1,820 sq ft, updated kitchen like yours) and 7 Cedar (\$389k, no updates). Your home sits between them: we recommend listing between \$399k and \$409k."

CMA explainer **16. Answer 'Zillow says it's worth more'**

Fill in: [the Zestimate or portal estimate] · [your CMA range] · [2 reasons they differ, e.g. unpermitted addition, dated interior]

Limit: Reply under 120 words

My seller says Zillow shows [estimate] but my CMA says [range]. Reasons: [reasons]. Write a calm reply under 120 words that respects their research, explains what an automated estimate can't see, and points to the specific comps. Offer to walk through the portal's own listed comps together.

Copy prompt

▼ **Worked example (sample data)**

"That's a fair question. The Zestimate can't see inside, so it treats your 1990s kitchen like the remodeled one at 19 Pine that sold for \$402k. Buyers will see the difference. Want to pull up the homes Zillow is using and go through them together?"

Objection replies

Objection replies **17. Commission objection**

Fill in: [the objection in their words] · [your fee] · [3 things your fee covers, with specifics] · [your list-to-sale or DOM stat]

Limit: 3 reply options, 2–4 sentences each

A seller said: '[objection]'. My fee is [fee]. It covers: [items]. My results: [stat]. Write 3 replies: (1) curious (ask a question back), (2) data-led, (3) flexible (what I could change in scope, not just price). No defensiveness, no claims about other agents.

Copy prompt

▼ **Worked example (sample data)**

Data-led: "Fair to ask. Over the last year my listings sold at 99.1% of list in 12 days on average. On a \$400k home, a point of price difference is \$4,000 — that's where I'd like to earn the fee."

Objection replies

18. 'We want to wait until spring'

Fill in: [their reason] · [local inventory now vs typical spring] · [their goal: price / timing / next home]

Limit: Reply under 100 words + one question

A seller says they want to wait for spring because [reason]. Local context: [inventory/competition]. Their main goal: [goal]. Write a reply under 100 words that agrees where they're right, adds one data point, and ends with one question. Also give me a 'nurture plan' of 3 touches between now and spring if they still want to wait.

Copy prompt

▼ **Worked example (sample data)**

"You're right that more buyers shop in spring — more sellers list too. Right now there are 14 homes like yours for sale, and spring usually brings more. If you could sell for the same price now, would you rather move before or after the holidays?"

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