



RealtyToolRank

Free sampler

Free AI Prompt Sampler

10 prompts from our paid packs for real estate agents and property managers

10 copy-paste prompts

Written for **ChatGPT, Claude and Gemini**

Fair housing and privacy reminders built in

A free taste of our paid packs. All 10 prompts here also appear in the Agent Prompt Pack or the Property Manager Prompt Pack.

What's inside

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How to use this pack

1. **Open a new chat** in ChatGPT, Claude or Gemini. The prompts are plain text, so free and paid versions both work. Paid versions usually allow longer documents and more messages.
2. **Paste the working rules first.** They keep the AI to your facts, your location and fair housing rules for the whole chat. Send them alone or with a task prompt below them in one message.
3. **Copy one prompt and fill in every [BRACKET].** Replace each bracket with your own details. Delete any line that doesn't apply. The more real facts you give, the better the draft.
4. **Ask for changes.** Reply with things like "shorter", "warmer", "less formal" or "give me 3 versions". You rarely need to start over.
5. **Check it before you use it.** Use the checklist at the back. AI tools make confident mistakes. You're responsible for what you send or publish.

Samples are illustrative. They use made-up properties to show the shape of a good answer. Your results depend on the facts you give and the AI tool you use.

Never paste these into an AI tool

- Social Security or Social Insurance numbers, ID numbers, birthdates
- Bank, card or loan account numbers
- Medical or disability details
- Full names together with phone numbers, emails or addresses
- Anything a client or tenant told you in confidence

Use first names or unit numbers in your prompts, then add the real details in your own email, CRM or property software. Also check your AI tool's data settings. Many let you stop your chats being used for training.

Set up and listings (agents)

A2 Working rules for every chat

Use it when: Paste this first in any new chat. Send it on its own, or with a task prompt right below it in the same message.

PROMPT

For this whole chat, follow these rules:

1. Use only the facts I give you. If something you need is missing, ask me or write **[CHECK]** in its place. Never guess numbers, dates, features, fees or names.
2. Describe properties and places, never the kind of person who should live there. Don't mention or hint at race, colour, religion, sex, national origin, disability, family status, age or any other protected group.
3. Don't give legal, tax, lending or inspection advice. Where it matters, write "Confirm with **[your lawyer / accountant / lender / inspector]**."
4. Plain English. Short sentences. No clichés like "nestled", "boasts", "must-see", "dream home" or "won't last long".
5. Use **[US / CANADIAN]** spelling. I work in **[CITY, STATE OR PROVINCE]**.
6. At the end of every draft, list anything I should double-check before I use it.

If this message also includes a task, follow these rules and do that task now. If this message is only these rules, reply "Ready" and wait for my first task.

Tips

- This is the single most useful prompt in the pack. It stops most of the common AI mistakes before they happen.
- Rule 2 lists the US federal protected classes plus age. Your state, province or city may protect more groups (for example source of income or sexual orientation). Add them to the list.

⚠ An AI following these rules can still make mistakes. You're responsible for anything you send or publish.

L2 Listing launch kit from one fact sheet

Use it when: Your fact sheet is done and you need all the listing copy at once.

PROMPT

Using ONLY the fact sheet below, write a listing launch kit:

1. MLS public remarks, [CHARACTER OR WORD LIMIT] maximum. Lead with the strongest feature.
2. A 50-word short version for portals and texts.
3. 6 feature bullets, most important first.
4. 3 headline options, under 10 words each.
5. A one-line caption for each photo in this order: [LIST YOUR PHOTOS, E.G. FRONT, KITCHEN, LIVING ROOM, PRIMARY BEDROOM, YARD].
6. A list of every detail you wanted but didn't have.

Rules: no features, views, distances, school names or measurements that aren't on the sheet. Describe the home, not the buyer. Skip anything marked [VERIFY].

Fact sheet:

[PASTE FACT SHEET]

SAMPLE OUTPUT

Illustrative sample (made-up property), part 2 only:

"Updated 3-bedroom bungalow on a 50 × 120 ft lot. New kitchen (2023) with quartz counters and gas range, refinished oak floors, and a fully fenced backyard with a detached single garage. Furnace replaced 2021."

Tips

- Check the MLS character count yourself. AI tools often miscount characters.
- Ask for "2 more versions of part 1, one shorter and one warmer" and pick the best lines from each.
- Run the finished copy through L3 before it goes live.

L3 Fair housing and accuracy check

Use it when: Before any listing, ad or post goes public. Works on your own writing too.

PROMPT

Review the listing copy below against the fact sheet. Don't rewrite it yet. Make a table with columns: Exact text | Problem | Suggested fix.

Flag:

1. Any words that describe people instead of the property (for example "perfect for families", "ideal for retirees", "great for young professionals"), or that hint at a protected group.
2. Any claim that isn't on the fact sheet.
3. Claims nobody can prove, like "best", "quietest" or "safest".
4. Any mention of school quality, crime, safety or who lives in the area.
5. Measurements or dates that differ from the fact sheet.

If you find nothing in a category, say "None found."

Listing copy:

[PASTE COPY]

Fact sheet:

[PASTE FACT SHEET]

SAMPLE OUTPUT

Illustrative sample row:

Exact text: "Perfect starter home for a young family" | Problem: Describes the buyer (family status, age) | Suggested fix: "3-bedroom home with a fenced yard"

Tips

- This is a second pair of eyes, not a legal review. Your brokerage's compliance rules still apply.
- For school or crime questions from buyers, point them to the school district or board and the local police or government website instead of giving your view.

Leads and market updates (agents)

F2 Reply to a portal question about a listing

Use it when: A lead asks something specific about one of your listings.

PROMPT

A buyer asked this about my listing: " [PASTE THEIR QUESTION] "

Write a reply under 120 words that:

1. Answers questions about the home using ONLY the fact sheet below. If a fact isn't on it, say I'll find out and get back to them by [DAY].
2. Offers a showing at one of these times: [2-3 TIMES YOU'RE ACTUALLY FREE], or a video tour.
3. Asks one simple question that helps me help them.

If they ask whether the home, building or area is good for families, kids, seniors, students or any other kind of person, or ask about schools, safety, crime or who lives there: don't answer that part and don't offer to find out. Say I can describe the home but not who it suits or who lives nearby. Give them neutral places to look instead: the school district or board website, the local police or city website, and visiting at different times of day. Still answer the rest of their question.

Fact sheet:

[PASTE FACT SHEET]

SAMPLE OUTPUT

Illustrative sample, for the question "Is it a good area for families?" (showing times given: Saturday 11 am, Sunday 2 pm):

"Thanks for asking! I can't describe neighbourhoods by who lives there, but I can help you check what matters to you. The [SCHOOL DISTRICT] website lists school boundaries, and the city's website has park and community centre info. The home has 3 bedrooms and a fenced yard. Would Saturday at 11 or Sunday at 2 work for a showing?"

Tips

- Answering "is it a good area for..." questions with your opinion is a common fair housing trap. This prompt avoids it.
- Reply fast. A short accurate answer now beats a perfect one tomorrow.

M1 Monthly market snapshot with the math shown

Use it when: You have this month's numbers from your MLS or board and want a clear summary.

PROMPT

Here are market numbers for [AREA, PROPERTY TYPE] from [SOURCE, E.G. MY MLS OR BOARD REPORT]:

Measure	[LAST MONTH]		[THIS MONTH]		[SAME MONTH LAST YEAR]	
Median or benchmark price						
New listings						
Sales						
Active listings						
Average days on market						

1. Calculate the month-over-month and year-over-year change for each row. Show the formula and result for each.
2. Write a 120-word summary: one headline takeaway, then 3 short points.
3. Write one sentence on what this means for buyers and one for sellers.

Use only these numbers. Don't predict future prices or rates. End with "Source: [SOURCE], [MONTH YEAR]."

SAMPLE OUTPUT

Illustrative sample with made-up numbers:

Sales: 142 last month, 168 this month. Change = $(168 - 142) / 142 = +18.3\%$.

Headline: "More homes sold in [AREA] this month, while the number of homes for sale held steady."

Tips

- Then run M2 on the result. AI tools still make arithmetic mistakes.
- Many boards limit how their statistics can be republished. Check your MLS or board's rules before posting their numbers publicly.

M2 Check the AI's math

Use it when: Any time a draft contains numbers you'll publish.

PROMPT

Check every number in the draft below against the source data.

For each number in the draft:

1. Find the source value or values it came from.
2. Recalculate it step by step.
3. Mark it OK or WRONG, and give the correct value.

Then list any number in the draft that doesn't come from the source data at all.

Source data:

[PASTE YOUR NUMBERS]

Draft:

[PASTE DRAFT]

Tips

- Run this in a new chat so the AI isn't just agreeing with its own earlier answer.
- For anything important, check the key numbers with a calculator or spreadsheet too.

Property management

R1 Working rules for property management chats

Use it when: Paste this first in every new chat. Send it on its own, or with a task prompt right below it in the same message.

PROMPT

For this whole chat, follow these rules:

1. Use only the facts I give you. If you need something that's missing, ask me or write **[CHECK]**. Never guess amounts, dates, notice periods, fees or lease terms.
2. I manage **[PROPERTY TYPES]** in **[CITY, STATE OR PROVINCE]**. Tenancy rules differ by place. Never state a notice period, deadline, fee limit or legal requirement unless I gave it to you. Write **[CHECK LOCAL RULE]** instead.
3. Treat every applicant and tenant the same way. Describe units and buildings, never who should live there. Don't mention or hint at race, colour, religion, sex, national origin, disability, family status, age, source of income or any other protected group.
4. Drafts are not legal notices. If something needs an official form, say so.
5. Plain English, polite and firm. Short sentences.
6. Use **[US / CANADIAN]** spelling. Sign as **[NAME, COMPANY]**.
7. At the end of each draft, list what I should check before sending.

If this message also includes a task, follow these rules and do that task now. If this message is only these rules, reply "Ready" and wait for my first task.

Tips

- Add any extra protected groups from your state, province or city to rule 3.
- Use first names or unit numbers only. Don't paste tenant phone numbers, ID numbers, bank details or birthdates into an AI tool. Add them in your own system afterwards.

⚠ You're responsible for anything you send. For formal notices, use your local official forms and get legal advice where needed.

V3 Write your screening criteria in neutral language

Use it when: Before you advertise, so every applicant sees the same rules.

PROMPT

Turn my rental screening rules below into a clear, neutral "Rental criteria" page for applicants.

My rules: [PASTE: INCOME TEST, CREDIT, RENTAL HISTORY, REFERENCES, OCCUPANCY LIMITS, PET POLICY, HOW YOU REVIEW APPLICATIONS, ANY FEES]

Rules for you:

- Rewrite only what I gave you. Don't add new requirements.
- Same rules for everyone. Plain English.
- Add: "We follow all fair housing and human rights laws. If you need a reasonable accommodation to apply, contact [EMAIL]."
- After the page, list any of my rules that commonly conflict with local law (for example limits on income tests, source-of-income protection, rules about criminal history, application fee caps, or occupancy standards), so I can check them.

Tips

- Many US states and cities, and several Canadian provinces, protect people who pay rent with public assistance or vouchers. Check yours before you set an income rule.
- Have a lawyer or your local landlord association review your criteria once. Then use the same page for every unit.

W1 Triage a batch of maintenance requests

Use it when: Requests piled up and you need to know what to do first.

PROMPT

Sort these maintenance requests using my urgency rules.

My rules:

- Emergency (act now): [YOUR LIST, E.G. NO HEAT BELOW A SET TEMPERATURE, ACTIVE LEAK, NO WATER, ELECTRICAL HAZARD, SECURITY ISSUE]
- Urgent (within [X] hours): [YOUR LIST]
- Routine (within [X] days): everything else

Requests (unit number and description only):

[PASTE REQUESTS]

Make a table: Unit | Issue | Category | Why | Suggested trade | Question to ask the tenant.

Flag anything that could be a safety or health issue (for example mould, gas, electrical, carbon monoxide) even if it's not in my emergency list.

SAMPLE OUTPUT

Illustrative sample row:

204 | Water dripping from bathroom ceiling | Emergency | Active leak can spread to the unit below | Plumber | "Is water still coming through, and is it near any light fixture?"

Tips

- Write your urgency rules once, in your lease or welcome guide, so tenants know what to expect.
- Some places set legal deadlines for essential repairs like heat and water. Add those to your rules.

OW2 Explain a big expense to an owner

Use it when: A repair or replacement costs more than the owner expects.

PROMPT

Write an email to an owner about this expense:

- Problem: [WHAT HAPPENED, WHEN FOUND]
- Quotes: [VENDOR A: AMOUNT, SCOPE], [VENDOR B: AMOUNT, SCOPE]
- My recommendation and why: [YOUR VIEW]
- What happens if we wait: [ONLY WHAT THE VENDOR OR INSPECTOR SAID]
- Decision needed by: [DATE]

Under 200 words. Start with the decision needed. Include a simple table of the quotes. Plain English, no scare tactics.

SAMPLE OUTPUT

Illustrative sample opening:

"Decision needed by Friday: the water heater at 12 Oak St. failed an inspection this week and needs replacing. I have two quotes (below) and recommend Quote B..."

Tips

- Attach the quotes and photos. Owners approve faster when they can see the problem.

Before you send or publish: checklist

For agents

- ☐ Every fact, number and date matches your documents (fact sheet, contract, MLS data).
- ☐ It describes the property and places, never who should live there. No claims about schools, crime or who lives in the area.
- ☐ Anything about law, tax, lending, fees or deadlines is checked against an official source or a professional.

- ☐ It follows your MLS rules and brokerage advertising rules (for example showing your brokerage name where required).
- ☐ Marketing texts and emails only go to people who agreed to hear from you. Each one says who it's from and how to opt out, and marketing emails include your mailing address (TCPA and CAN-SPAM in the US, CASL in Canada).
- ☐ No private client data was pasted into the AI tool.
- ☐ Virtual staging and AI-edited images are labelled, and no defect is hidden.
- ☐ It sounds like you. Read it out loud once.

For property managers

- ☐ Every amount, date and lease term matches your lease, ledger or rent roll.
- ☐ Notice periods, deposit rules, rent increase limits and required forms are checked for your state, province or city.
- ☐ Every applicant and tenant gets the same information and the same rules. Units are described, not the people who should live there.
- ☐ Formal notices use the official form where one exists. An AI draft is not a legal notice.
- ☐ Texts and emails follow consent and opt-out rules (TCPA and CAN-SPAM in the US, CASL in Canada) where they apply.
- ☐ No tenant or owner private data was pasted into the AI tool.
- ☐ It's polite, firm and clear. Read it out loud once.

The fine print, in plain English

These prompts help you write drafts. They aren't legal, tax, lending or financial advice, and they don't replace your broker, lawyer (attorney), accountant or inspector. Laws, MLS rules and brokerage policies differ by place and change over time. AI tools can be wrong, so check every draft before you use it. We don't promise any particular results.

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