

REAL ESTATE

Across 10 Real Estate Workflows · owneroperated.ai

Listing Descriptions — 10

- MLS listing copy
- Social media property posts
- Open house announcements

Buyer Communication — 10

- Needs assessment scripts
- Offer strategy letters
- Buyer presentation prep

Seller & Listing Strategy — 10

- Listing presentation scripts
- Pricing conversation prep
- Seller update reports

Lead Generation — 10

- Cold outreach scripts
- SOI follow-up sequences
- Farming campaign copy

Negotiation & Offers — 10

- Offer presentation scripts
- Counter-offer strategies
- Inspection negotiation prep

Marketing & Social Media — 10

- Video script outlines
- Content calendar ideas
- Ad copy for listings

Transactions & Compliance — 10

- Transaction timeline emails
- Disclosure guidance
- Contract summary notes

Investment Property — 10

- Rental income analysis
- Cap rate explanations
- Investor pitch materials

Referrals & Reviews — 10

- Review request scripts
- Referral partner outreach
- Client appreciation ideas

Business Planning — 10

- Annual goal setting
- GCI projection models
- Team & brokerage growth plans

LISTING DESCRIPTIONS

10 prompts

- 1 Write an MLS listing for a {bed}/{bath} {home_type} in {neighborhood}. Key features: {features}. Asking: \${price}.
- 2 Rewrite this bland listing description to be more compelling: {current_description}
- 3 Create an Instagram post announcing a new listing at {address}. Include price, key features, and a strong CTA.
- 4 Write an open house announcement for {address} on {date} from {start_time}–{end_time}. Make people want to show up.
- 5 Draft a 'just listed' email to my sphere for a {property_type} at \${price} in {area}.
- 6 Write a luxury property description for a \${price} home in {neighborhood}. Highlight {features}. Sophisticated tone.
- 7 Create a 'coming soon' teaser post for a {property_type} listing launching in {days} days.
- 8 Write a virtual tour script for a {bed}/{bath} {property_type}. Guide viewers room by room, 3–4 min total.
- 9 Rewrite this listing headline to be more attention-grabbing: {current_headline}
- 10 Create 5 property listing titles for a {property_type} with {unique_feature}. Each under 10 words.

BUYER COMMUNICATION

10 prompts

- 1 Write a buyer needs assessment questionnaire: 15 questions to understand must-haves, deal-breakers, timeline, budget.
- 2 Draft a buyer consultation presentation outline. Cover market overview, my process, financing steps, what to expect.
- 3 Write a personal cover letter for a buyer offer on {address}. Buyer story: {story}. Make the seller feel it.
- 4 Create a multiple-offer strategy explainer for buyers who keep losing bids. Present 5 tactics to be more competitive.
- 5 Draft a 'here's what to expect this week' email for buyers under contract on {address}. Cover inspection, appraisal, timeline.
- 6 Write a buyer objection response for 'we're going to wait until rates come down.' Honest, data-backed, no pressure.
- 7 Create a first-time homebuyer guide: 10-step process from pre-approval to keys. Simple language, no jargon.
- 8 Write a check-in email to a buyer who went quiet after 3 showings. Re-engage without being pushy.
- 9 Draft a buyer representation agreement explanation email: what it means, why it protects them, what I commit to.
- 10 Write a post-closing email to a buyer: congratulations, next steps (utilities, address change), my continued support.

SELLER & LISTING STRATEGY

10 prompts

- 1 Write a listing presentation for a {property_type} in {neighborhood}. Include my marketing plan, pricing strategy, and differentiators.
- 2 Create a CMA narrative for {address}: comparable sales, active competition, price range recommendation, and rationale.
- 3 Draft a price reduction conversation script for a seller whose home has been on market {days} days with no offers.
- 4 Write a weekly seller update email covering: showings last week, agent feedback, online views, market activity.
- 5 Create talking points for a seller who wants to list above market value. Help me guide them without losing the listing.
- 6 Draft a staging recommendation letter to a seller. Identify the top 5 changes that will increase perceived value.
- 7 Write a marketing plan one-pager for a new listing: professional photos, social, email, open house, MLS syndication.
- 8 Create a net proceeds estimate sheet explanation for a seller at \${list_price} — cover agent fees, closing costs, payoff.
- 9 Draft a 'your listing is expiring' re-engagement email to a seller whose listing expired with another agent.
- 10 Write a multiple-offer presentation script: how to walk a seller through 3 offers and choose the best one.

LEAD GENERATION

10 prompts

- 1 Write a 5-email drip sequence for new leads from {lead_source}. Nurture them from cold to conversation-ready.
- 2 Create a 'just sold' postcard message for a home I sold in {neighborhood}. Use it to prospect surrounding homes.
- 3 Draft a door-knocking script for a neighborhood where I recently listed/sold. Approachable, not pushy.
- 4 Write a monthly neighborhood market update email for {neighborhood}: sales data, trends, and my local expertise.
- 5 Create a sphere of influence check-in text: reconnect, not solicit. Something a normal person would actually send.
- 6 Draft a 'thinking of selling?' landing page headline and 3 supporting bullets for {neighborhood} homeowners.
- 7 Write a LinkedIn outreach message to a relocating employee at {company}: introduce my services in {city}.
- 8 Create an expired listing outreach letter that empathizes, differentiates, and asks for a meeting.
- 9 Draft a FSBO outreach script: acknowledge their effort, offer value without being condescending, ask for a meeting.
- 10 Write a 12-month follow-up plan for leads who said 'not yet' — emails, texts, and value-add touchpoints.

NEGOTIATION & OFFERS

10 prompts

- 1 Write a script to present my buyer's offer to a listing agent over the phone. Offer: \${price} with {terms}.
- 2 Draft a counter-offer response strategy for a seller who received a lowball offer of \${offer} on a \${list_price} listing.
- 3 Create a post-inspection negotiation request letter for {repair_items}. Dollar amount: \${amount}. Professional tone.
- 4 Write a multiple-counter letter addendum for a seller responding to 3 buyers simultaneously.
- 5 Draft a 'best and final' request email to all buyers in a multiple offer situation. Set a deadline.
- 6 Write a negotiation script for when a buyer wants to walk over a minor inspection issue. Bring them back to the table.
- 7 Create a bridge financing explanation for a seller who wants to buy before they sell.
- 8 Draft an appraisal gap strategy script for buyers: explain the risk, options, and decision framework.
- 9 Write a contingency waiver recommendation memo to a buyer in a hot market. Include the risks clearly.
- 10 Draft a 'buyer is asking for repairs' response strategy for my seller: when to fix, when to credit, when to hold firm.

MARKETING & SOCIAL MEDIA

10 prompts

- 1 Write a 60-second video script introducing myself as a {city} real estate agent. Authentic, not salesy.
- 2 Create a 30-day social media content calendar: mix of listings, market stats, testimonials, local content, and tips.
- 3 Draft a Facebook ad for my buyer services targeting {demographics} in {zip_codes}. Budget: \${budget}/month.
- 4 Write 5 'local expert' Instagram post ideas I can execute without a photographer this week.
- 5 Create a YouTube video outline: '5 Things First-Time Buyers in {city} Wish They Knew.' 8-10 min.
- 6 Draft an email subject line split test: 5 versions for a 'just sold' announcement email.
- 7 Write a Reels script showing a home transformation from listing day to sold day. Fun, fast-paced, 30 seconds.
- 8 Create a Google Ads campaign outline for '{city} homes for sale' targeting buyer intent keywords.
- 9 Draft a testimonial request text message to send a client 2 weeks after closing. Casual, makes it easy to respond.
- 10 Write a bio for my real estate website. Background: {background}. Tone: approachable expert.

TRANSACTIONS & COMPLIANCE

10 prompts

- 1 Create a transaction timeline overview email for a buyer going under contract. Dates: offer accepted {date}, close {date}.
- 2 Write a disclosure checklist for a seller of a {property_type} in {state}. What must be disclosed under current law?
- 3 Draft a contract summary one-pager for a buyer: key dates, contingencies, what they need to do and when.
- 4 Write a 'clear to close' email to all parties: congratulations, final steps, what to bring to closing, what to expect.
- 5 Create a title issue explanation email for a buyer when we found a {lien_type} lien on the property.
- 6 Draft an appraisal came in low email to a buyer. Explain options: renegotiate, pay difference, cancel.
- 7 Write a HOA document review summary for a buyer: key rules, fees, financials, red flags found in {condo_docs}.
- 8 Create a closing cost explanation for a buyer at a \${price} purchase in {state}: itemized, clear, no surprises.
- 9 Draft a contract extension addendum request when closing needs to move from {original_date} to {new_date}.
- 10 Write a post-inspection repair agreement summary: items seller agreed to fix, credits, and close-of-escrow deadline.

INVESTMENT PROPERTY

10 prompts

- 1 Analyze this rental property: purchase \${price}, rent \${rent}/month, expenses \${expenses}/month. Show cap rate, cash-on-cash, and NOI.
- 2 Write an investor property analysis one-pager for {address}. Highlight return metrics, neighborhood trend, and value-add potential.
- 3 Create a 'should I buy vs. rent?' analysis for {market} using current rates, prices, and rent comparables.
- 4 Draft an investment property pitch for an off-market {property_type} I'm bringing to an investor client.
- 5 Write a 1031 exchange explainer for a client selling an investment property with \${gain} in capital gains.
- 6 Create a portfolio review memo for an investor who owns {num_properties} rentals: performance, equity, next move.
- 7 Draft a multi-family property underwriting template: rents, vacancy, expenses, NOI, cap rate, cash flow.
- 8 Write a cash offer justification memo for an investor making a below-market offer on {property_type}.
- 9 Create a property management recommendation letter for an out-of-state investor buying in {city}.
- 10 Draft a 'best markets to invest in 2026' email for my investor list — use current data and local intel.

REFERRALS & REVIEWS

10 prompts

- 1 Write a review request text to a recent client {days} days after closing. Casual, direct, easy to act on.
- 2 Draft a referral partner pitch to a mortgage broker about exchanging leads. Propose a mutual referral relationship.
- 3 Create a 5-email past client campaign to re-engage my database and generate referrals over 30 days.
- 4 Write a 'thank you for the referral' handwritten note script for when a client sends me a new lead.
- 5 Draft a client appreciation event invitation for a VIP client wine-and-cheese evening on {date}.
- 6 Write a '1-year homeversary' text or email for clients who bought with me last year. Personal, memorable.
- 7 Create a referral program explanation for my clients: how it works, what they get, how to refer someone.
- 8 Draft an outreach script to CPAs about referring clients going through major life changes (divorce, estate).
- 9 Write a Google review response for: {review_text}. Make it personal and brand-building, not robotic.
- 10 Create a quarterly 'market update + personal check-in' email for my top 20 past clients.

BUSINESS PLANNING

10 prompts

- 1 Build a {year} business plan for a real estate agent targeting \${gci_goal} GCI. Reverse-engineer the lead and conversion math.
- 2 Write a 90-day sprint plan to generate {lead_count} new buyer or seller leads using only organic and SOI strategies.
- 3 Create a time-blocking schedule template for a solo agent doing {transaction_count} deals/year.
- 4 Draft a team model analysis: when does it make sense to hire an assistant vs. a buyer's agent vs. go solo?
- 5 Write a brokerage selection criteria checklist: splits, culture, training, brand, tools, support.
- 6 Create a personal brand positioning statement for a {specialty} agent in {market}. What makes you the obvious choice?
- 7 Draft a profit and loss overview for a real estate agent: income, commission splits, marketing, tools, taxes.
- 8 Write a listing-to-sales ratio analysis: I list {list_count} homes/year and sell {sell_count}. How to improve?
- 9 Create a niche market strategy for specializing in {niche} (e.g., investors, relocations, probate, new construction).
- 10 Draft a 5-year vision and exit strategy for a real estate team doing \${current_vol}/year in volume.