

Prompt Guide & Library

Unlock 20 Powerful Prompts to
Elevate Your Real Estate Business



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Welcome!

In the ever-evolving landscape of business, staying ahead means embracing the tools that redefine how we connect, sell, and grow.

At Simplified AI Solutions, we've pioneered a pathway to this future, making the complex world of AI accessible and practical for real estate professionals.

My name is Jaume Boix, and I am here to introduce you to a transformative skill that will change the way you work: prompt engineering.

Why prompt engineering?

Because in a world where time is precious and efficiency is key, leveraging AI effectively can set you apart.

This guide is your first step towards mastering the art of communication with AI, to enhance your listings, engage with clients more personally, and navigate market trends with data-driven insights.

What's inside

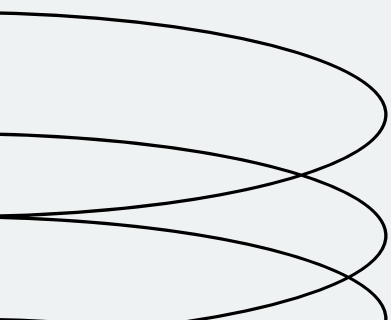
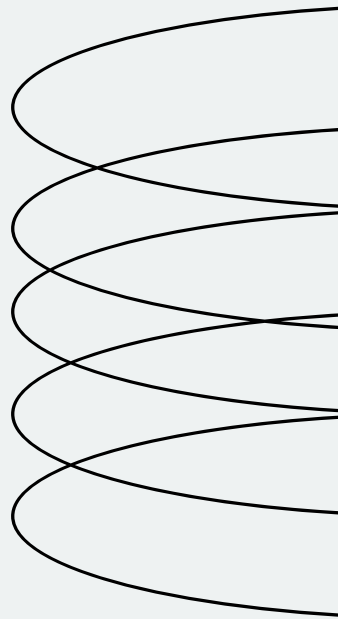
This guide is your first step towards leveraging AI's power in real estate, crafted to make your journey as informative and enjoyable as possible.

So here is what's inside this guide for you:

- A straightforward **introduction to prompt engineering**, crafted for real estate professionals.
- **Step-by-step strategies** to harness AI for creating compelling property descriptions, personalized client communications, and insightful market analyses.
- A **curated library of prompts**, ready to deploy in your day-to-day operations, ensuring you get the most out of AI with the least effort.

The future of real estate is not just about properties; it's about how effectively you can connect, persuade, and provide value to your clients. And with AI by your side, the possibilities are limitless.

So let's embark on this journey together, equipping you with the knowledge and tools to transform your approach to real estate in the digital age



The Art Of Prompt Engineering



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Prompt Engineering

Prompt engineering is all about crafting simple, clear instructions to tell AI exactly what you need it to do.

This means opening up a whole new world of efficiency and innovation for your business.

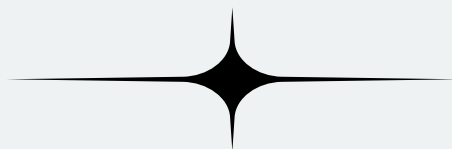
Imagine being able to streamline the process of content creation, streamline your marketing strategies, and simplify those time-consuming legal and administrative tasks—all with just a few well-chosen words.

That's the power of prompt engineering.

By mastering this skill, you're not just saving time; you're also enhancing the quality of your interactions with clients and getting time back in your day to build stronger relationships with them.

Whether it's drafting the perfect property description, sending personalised emails to clients, or analysing market trends, prompt engineering equips you to do it all more effectively and in a fraction of the time.

This guide is your key to unlocking AI's potential, allowing you to focus on what you do best—selling homes, managing properties and growing your business.



Creating Effective Prompts

Creating Effective Prompts

Crafting clear and well-structured prompts is crucial for getting the most out of AI language models.

An effective prompt provides the necessary context and instructions to guide the AI in generating a useful and relevant response.

Large language models have trillions of data parameters and learning techniques for specifying the desired output format, establishing the appropriate tone and persona, and providing sufficient information and examples are critical to steer the AI in the right direction.

When crafting an effective prompt, you must consider the following principles:

✦ **Garbage in = Garbage Out**

The quality of your prompts will directly determine the quality of the AI's output, so it's essential to put careful thought into how you frame your instructions.

✦ **Provide Context**

Providing sufficient context about the background and goals of the task allows the AI to better understand the prompt's intent.

✦ **Be Specific**

Being specific with your wording and requirements, rather than vague or ambiguous, ensures the AI doesn't get led astray.

✦ **Define The Format**

Clearly state what you want the output to be like, whether it's as bullet points, paragraphs, or short sentences for example.

✦ **Give Examples**

Providing positive and negative examples can further clarify your expectations for the AI model. You can upload a document as a sample or copy an extract of text for guidance.

✦ **Review and refine**

Reviewing sample outputs and refining your prompts iteratively is key to achieving optimal results over time. If the output is not what you expected, ask what you want or don't want more of and keep tweaking until you achieve the desired output.

Key elements of an effective prompt

Let's take a look at how we structure the prompts. There are many frameworks out there to generate prompts, but this one has **3 elements** that are easy to create and are extremely effective.



A Role

Give the AI a role to act as. This helps to narrow the scope and provides context.

Imagine you're delegating tasks to a team member. In this case, AI is your versatile teammate. Whether you need it to be a real estate agent drafting personalized property tours for clients, a copywriter creating compelling listing descriptions, or a market analyst offering the latest market trends, defining its role sharpens the focus of where to fetch the information from its vast data set.

Example:

"Act as a real estate agent. You are an expert in generating the latest market reports and trends in Real Estate."



The Task

Clarity is key. Avoid making assumptions and treat it as if it doesn't know anything. Specify exactly what you need from AI, whether it's an engaging listing description that highlights a home's unique charm, a client email updating them on new listings, or a market report showcasing current trends and prices. The more specific and elaborate your task is defined, the more accurate your output will be.

Example:

"Generate a report on New Zealand residential house price trends from 2010-2023, including analysis of internal economic factors, as well as external global that influenced the market."



The Format

The format shapes how information is presented.

Whether you require a detailed email, a concise blog post on staging tips, or a structured market report, outlining the desired format ensures the output meets your expectations. If you can provide examples, you will get an even better result.

Example:

"The report must be written in a professional and engaging tone succinct. Outline the key elements in bullet points and provide well-reasoned projections for the New Zealand housing market."

Putting it all together

So when you put it all together, an effective prompt looks like this:

“ Act as a real estate agent. You are an expert in generating the latest market reports and trends in Real Estate. Generate a report on New Zealand residential house price trends from 2010-2023, including analysis of internal economic factors, as well as external global that influenced the market. The report must be written in a professional and engaging tone succinct. Outline the key elements in bullet points and provide well-reasoned projections for the New Zealand housing market. ”

With these steps, you've essentially learned how to make AI your go-to assistant. The key is to be clear and specific—like you're guiding a friend who's eager to help but needs the right directions.

You've got the basics down. Now, think about the endless possibilities this opens up for tasks where AI can be a game-changer.

Whether it's creating content that stands out, keeping up with the backend paperwork, or staying ahead with market insights, prompt engineering is the skill that'll keep you two steps ahead in the game.

There are many tools out there that you can use, so let's explore which ones are best suited for the task at hand.

Selecting the right tools

Selecting the right tools

When it comes to prompt engineering, having the right tools can make a big difference in your efficiency and effectiveness.

There are a variety of chatbots and LLMs that can streamline the process. The landscape is constantly evolving, with new tools emerging all the time to enhance different aspects of the prompt engineering workflow.

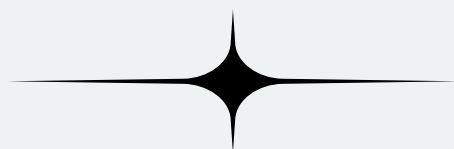
To help navigate your options and simplify this complex landscape, we've selected 3 of the leading tools currently available, along with their key strengths and ideal use cases.

This will give you an easy place to start with free and paid options, depending on your preference and needs.

Tool	Price	Best for
ChatGPT 3.5	Free	Fast and easy to use for low level admin tasks and low reasoning level tasks. It's great for creative tasks. However, you can't upload documents, connect to the internet or generate images.
ChatGPT 4	US\$20/month	More complex tasks like data analysis, provides better reasoning and more well thought out answers. It's also multimodal so it can generate images, you can upload documents, it can interpret images and it can access the internet via Bing. Really versatile.

Tools table continued

Tool	Price	Best for
Claude Sonet	Free	Great and easy to use, matched in some aspects with ChatGPT 4. It's great for content writing and it produces more human-like text output. You can upload documents and it has a big context window, but you it doesn't connect to the internet.
Claude Pro – Opus	US\$20/month	It's the advanced version of Sonet, it has better reasoning and it's probably the fastest model out there now. It's great for generating large quantities of text and it can interpret images too. However, it can't generate images or access the internet.
Perplexity AI	Free	Its biggest strength is that it's connected to the internet and it's great for researching. It provides the sources of information and it's quite user-friendly. However, it lacks the capabilities of generating good content, so not ideal for articles or strategic tasks.



Although this is based on our experience and research, we highly encourage you to do your own research and testing.

We just wanted to provide you with a starting point, so you have a range of free and paid options to start your prompting journey.

Regardless of which tool you use, free or paid, we want to encourage you to always edit the output. Especially if you're going to send it to a client or present it to your colleagues.

AI is good at generating human-like language, but nothing can substitute your human touch.

After iterating and getting the right output, always edit it and make it yours so it sounds like you.

“ Apply the 80/20 rule: if you’ve done a good job at prompting, AI will get you 80% there. Add your 20% (or more) of human input. ”

Trust us when we say that, after a while of using AI, people can tell if a document or article has been written by AI or a human. I can't stress it strongly enough.

Also, always check the facts provided to you. AI can sometimes “hallucinate” and provide incorrect answers, pretend they are true and back them up – although they're completely wrong.

The tools that can access the internet are less likely to do that, but always ask for links to the sources, so you can check if they're reliable after all.

Now that you have a good idea of what a great prompt looks like and which tools you can use, let's dive into the next section and explore all the different ways you can put your new AI teammate to work.

Prompt Library



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Real Estate prompt library

In this section, you'll find a variety of sample prompts and use cases to test and refine everything we've talked about.

These range from basic prompts that demonstrate key principles to more advanced examples that incorporate more advanced techniques.

For each use case, we'd suggest that you analyse the prompt structure, output format, and provided context. This will give you a starting point from which you can iterate and experiment with modifications to improve the results.

Here are 20 prompts that you can copy&paste, and use right away for your Real Estate business. We have left notes in some of the prompts recommending specific tools or suggesting alternative ways to input documents and information.

We really hope you enjoy them and, most importantly, tweak them, refine them, experiment and make them your own.



Generating Listing Descriptions

*Act as a copywriter. You have 30+ years of experience in crafting property listings and creating copy that sells for the Real Estate Industry. Your task is to create a property listing description for the following property: **[Insert description of your property]**. Write it in a professional, engaging and persuasive tone.*



Creating Email Campaigns for New Listings

*Act as a marketing specialist. Draft an email for a campaign about the latest listings in **[city, region]** tailored for first-time homebuyers. Keep the tone friendly and informative, addressing common concerns of new buyers. Showcase properties like affordable prices, low-maintenance features, and desirable locations. Include calls-to-action encouraging recipients to schedule viewings or consultations. Write in a clear format for easy readability.*

✦✦✦ Drafting Market Analysis Reports

*Act as an expert Real Estate Analyst. Over the last 40 years, you have become a world-leading expert on analysing trends from reports in the Real Estate Industry. You are extremely insightful, and your analysis provides actionable outputs. Your task is to analyse this report **[insert or upload report name]**. I want you to provide specific insights about the most significant trends in New Zealand and Canterbury. Provide strategies on how, as a Real Estate Agent, I can use these insights to increase our market share.*

✦✦✦ Drafting Sales&Purchase Agreements

*Act as a legal advisor. Draft a Sales & Purchase Agreement for a residential property sale, including standard conditions. Ensure the agreement complies with all applicable laws and regulations in **[country]**. Outline the terms of sale, including purchase price, deposit, and closing date. Include clauses for home inspections, financing contingencies, and other common conditions. Use clear, legally binding language that protects the interests of all parties involved.*

✦✦✦ Responding to Client Inquiries

*Act as a customer service rep. Craft a response to this email **[insert email here]**. Maintain a professional, knowledgeable, and empathetic tone throughout. Address all their concerns and answer all their questions. Provide straightforward explanations using easy-to-understand terminology. Offer additional resources or avenues for further assistance if needed.*

Note: make sure you leave out all personal information in the email, such as name, phone number or email address.

✦✦✦ Writing a Blog Post

*You are an expert blogger. Your expertise is in writing informative and engaging blog posts that create very loyal followers in the Real Estate Industry. Your task is to write a 2,000-word article about **[insert topic]**. My target audience for this article is **[describe target audience]**. Write it in a professional, engaging and compelling tone and follow the best SEO and blogging practices.*

✦✦ Creating Social Media Content Calendar

Act as a social media manager. Your task now is to create a X month content calendar for [insert social media platform] posts that addresses the problems of my audience as defined below:

[describe your audience]

I want the content calendar in a table format as follows for each column:

- Date: first day of the week (i.e. 2nd Oct). The calendar starts in **[insert month]**
- Topic: the topic should solve the problems of my audience and should alternate every week and be different one each week.
- Title: list 5 possible post titles based on the keywords.

✦✦ Developing a Client Onboarding Guide

Act as a real estate consultant. Put together an onboarding guide for new clients, outlining the buying process. Break down the process into clear, easy-to-follow steps, from getting pre-approved to closing. Explain key terms and concepts in simple language for those new to real estate. Offer advice on setting realistic expectations and preparing for potential challenges. Include checklists, timelines, and other useful tips to make the guide user-friendly.

✦✦ Creating Listing Video Scripts

Act as a video scriptwriter. Craft an engaging script for a property listing video, showcasing these key features of this property **[insert property description]**. Open with an attention-grabbing intro capturing the essence. Vividly describe exterior curb appeal and interior living spaces. Maintain a **[desired tone]** aligning with **[target audience]**. Close with a strong call to action.

✦✦ Creating Follow-Up Emails After Viewings

Act as a sales copywriter. Draft a follow-up email template for clients after they've attended a viewing. Open with a personalized greeting and express appreciation for their time and interest. Recap the key details and highlights of the property they viewed **[insert property description]**. Include a clear call-to-action, encouraging them to schedule a second viewing or discuss next steps.

✦ ✦ ✦ Drafting Investment Property Analysis

*Act as an investment advisor. Provide an analysis of the potential ROI for this property under consideration **[insert property report]**. Research comparable rental rates, operating costs, and market trends in each area. Calculate projected cash flow, accounting for factors like vacancy rates and maintenance expenses. Evaluate the long-term appreciation potential and growth opportunities for each property. Present your findings in a clear, data-driven report with recommendations on the best investment options.*

Note: you will need ChatGPT+ for this prompt or another LLM with internet access to do market research. Alternatively, you can upload a report or file with the relevant financial information about the area for it to run the analysis.

✦ ✦ ✦ Managing Client Feedback Collection

Act as a feedback analyst. Create a survey for clients' post-purchase to gather insights on the buying experience. Develop a mix of rating scales, multiple-choice, and open-ended questions to capture quantitative and qualitative data. Cover key areas such as agent communication, property selection, negotiation process, and overall satisfaction. Include opportunities for clients to provide additional comments or suggestions. Ensure the survey is user-friendly and easy to complete.

✦ ✦ ✦ Analysing Reports

*Act as an expert Real Estate Analyst. Over the last 40 years, you have become a world-leading expert on analysing trends from reports in the Real Estate Industry. You are extremely insightful and your analysis provides actionable outputs. Your task is to analyse this report **[insert report]**. I want you to provide specific insights about the most significant trends in **[city/area/region]**. Provide strategies on how, as a Real Estate Agent, I can use these insights to increase our market share.*

Note: You can use Claude or ChatGPT+ to upload the report. Alternatively, copy and paste the information from the report (or sections at a time if it's too long).

✦ ✦ ✦ Writing Articles on Market Trends

*Act as a journalist. Write an article on the impact of recent economic changes on the real estate market in **[city/area/region/country]**. Research and cite reliable sources on factors such as interest rates, employment rates, and consumer confidence. Analyse how these changes have influenced home prices, buyer behaviour, and overall market activity. Present a balanced perspective, exploring both potential risks and opportunities for buyers and sellers.*

Note: You can use ChatGPT+ as it can access the internet. However, make sure you check the sources. Alternatively, you can use Perplexity as a first draft (it will provide sources and can access the internet) and then use ChatGPT or Claude to finish the article.

✦ ✦ ✦ Creating FAQ Sections for Websites

*Act as a web content creator. Compile a comprehensive FAQ section for a real estate agency's website **[insert link]**. Identify common questions and concerns from potential clients, covering topics like the buying/selling process, financing, and agency services. Organize the FAQs into logical categories or sections for easy navigation. Provide clear, concise answers using simple language and avoiding industry jargon. Incorporate internal links to relevant pages or resources on the website for further information.*

Note: You can use Perplexity or you can use ChatGPT+ if you want to insert the link.

✦ ✦ ✦ Developing Training Materials for New Agents

*Act as a real estate trainer. Develop a training module on **[insert topic/skill]** for real estate agents. Cover the fundamental principles and provide real-world examples for best practice. Incorporate interactive elements, such as role-playing, simulations and quizzes to reinforce learning through practical application. Include supplementary resources, materials and tools for real estate agents to reference. The module should be engaging, comprehensive and actionable to equip learners with the knowledge and skills to **[insert desired outcome]**.*

✦✦ Brainstorming Marketing Strategies

Act as a creative strategist. Generate a list of innovative marketing strategies for my business, focusing on digital platforms. Explore ideas for leveraging social media influencers, virtual/augmented reality tours, and targeted digital advertising. Identify opportunities for creating engaging video content or hosting exclusive online events. Consider unique ways to showcase properties and attract buyers. Propose strategies that align with the brand's image and target demographic.

✦✦ Translating Real Estate Documents

*Act as a translator. Translate this document from English to **[insert language]**, ensuring legal terminology is accurately conveyed. Thoroughly review the source documents to understand the context and legal implications. Ensure the correct translation of technical terms. Maintain a consistent tone and style throughout the translated document. Proofread and verify the accuracy of the final translated versions before delivery.*

✦✦ Learning Negotiation Techniques

Act as a negotiation coach. Provide an interactive guide on advanced negotiation techniques tailored for real estate agents, with real-life scenarios. Cover strategies for identifying and addressing common objections and sticking points. Discuss tactics for building trust, finding mutually beneficial solutions, and closing deals effectively. Include exercises or role-playing activities to practice and reinforce the techniques. Offer guidance on reading body language, managing emotions, and maintaining professionalism throughout negotiations.

✦✦ Practicing Objection Handling Skills Role-Play

Act as a sales trainer in a role-play scenario where you will be the buyer, presenting various objections for me to handle. The setting is an interview-like real situation, with objections that could arise in a property sale context. I must navigate all your objections like price negotiations, timing concerns and as many as you can think. Guide on active listening, responding to concerns, and formulating persuasive counterarguments. Include moments for feedback and coaching, enabling me to pinpoint and refine my answers. Emphasize the importance of adjusting sales strategies to suit diverse buyer personalities.



A final word...

Throughout this guide, we've explored the essential elements of effective prompt engineering.

We've really enjoyed putting this guide together and we really hope that you have found it valuable.

But this is just the beginning. The most important thing now is to keep experimenting, iterating, and pushing the boundaries of what's possible with prompt engineering.

Don't be afraid to think creatively about how to combine prompting with other AI capabilities. Have fun discovering all the different ways you can leverage these powerful AI teammates!

If you're feeling inspired and want to take your prompting skills to the next level, we'd love to hear from you.

At **Simplified AI Solutions** we provide a wide range of AI training and can provide customised coaching to guide you through advanced prompt engineering techniques.

Whether you're an individual looking to upskill or you want to explore integrating AI into your business, we have solutions tailored to your needs.

Just connect with me on **LinkedIn** or click on the button below to get in touch, I'd love to hear from you!

