



CHAT GPT & REAL ESTATE

Tone of Voice

Real Estate Copy: Conversational, Witty, Humorous, Informative, Engaging, Friendly, Approachable, Professional, Genuine, Sincere, Passionate, Encouraging, Inspiring, Persuasive, Thoughtful, Creative, Playful, Edgy, Innovative, Quirky, Bold, Energetic, Empathetic, Optimistic, Trustworthy, Reliable, Experienced, Knowledgeable, Assertive, Dependable, Responsive, Accessible, Helpful, Organized, Discreet, Strategic, Detail-oriented, Personable, Reassuring, Straightforward, Current, Motivating, Resourceful, Insightful, Solutions-oriented

HighNet Worth Audience: Luxurious, Exclusive, Prestigious, Sophisticated, Exclusive, High-end, Quality, Upscale, Glamorous, Elegant, Refined, Stylish, Discreet, Distinctive, Exquisite, Sumptuous, Refined, Grand, Splendid, Lavish, Impeccable, Luxe, Opulent, Prestige, Magnificent

Listing

- Brainstorm Keywords
- Leading Questions to ask at Listing Presentation
- Refresh Listing Presentation
- Marketing Remarks
- Flyer
- Postcard/Letter
- Instagram/Facebook Post
- Google Business Update
- Reels script
- Video narration script
- Ad copy
- Email-reverse prospecting on MLS
- SOLD Story/Post
- SOLD GBP Product
- Review Request
- Congrats email to seller

Marketing

- Refresh/Write Bios-match platform criteria
- Brainstorm topics, titles, and content for a consistent overall brand to match brand voice
- Write lead follow-up email campaigns
- Write lead magnets and e-books
- Write scripts/text for traditional media such as radio & print
- Reach out to leads with newsletters and other email campaigns
- Write headlines & hooks to attract your ideal client
- Lead capture forms & pop-up messages for website

CHAT GPT | REAL ESTATE | AUDIENCES

Sphere

- Write monthly emails/newsletters
- Write compelling subject lines
- Brainstorm client event ideas & details
- Messages for Handwritten notes
- Write birthday note/post

- Brainstorm calls/voicemail/text to stay top of mind (Real Estate Advisor)
- Annual CMA letter with market update
- Write text campaign & stay top of mind

Search

- Google Business Profile: bio/updates/open house announcements/products/categories/review responses
- Keyword research
- Trending topics research
- Targeted content to engage potential buyers and sellers.

- YouTube channel: playlists/bio/content ideas/video scripts/tags
- Reasons to move to...video
- Write buyer/seller/local page content for website
- Write headlines & hooks to attract your ideal client
- Outline for blogs

Social

- Brainstorm upcoming month of posts
- Write Instagram/Facebook/LinkedIn posts
- Write Reels scripts
- Map out social campaign: Tips & advice for buyers & sellers as posts/reels/stories

- Facebook/Instagram ad copy
- #Hashtags
- Respond to comments
- Chat bot: engage with potential clients, answer listing questions, provide links to photos/videos/related resources

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To Sign up for a chatGPT account, go to chat.openai.com

Listing Descriptions are the easiest place to start....

Prompt examples (Copy and paste these prompts in RED)

Write me a listing description for a 4 bedroom, 2.5 bathroom, 2000 square foot home in Battle Ground Washington

As you can see ChatGTP created a very generic Prompt with amenities that the home may not even have.

If we give ChatGTP some context by listing the amenities, we will get a much better result.

Write a listing description for a home with the following amenities: <LIST AMENITIES HERE>

Example:

Write a listing description for a home with the following amenities: 2 story, 4 bedroom, 3 full-bathrooms, huge master suite on main, Recently renovated kitchen, newer roof, private 20 acre lot with gated entry and large shop, large covered outdoor living area, creek nearby to fish or swim.

Or take an existing description and have it rewritten to elaborate even more

Rewrite this listing description in a professional tone: <PASTE EXISTING DESCRIPTION HERE>

Create a Shorter Version for the MLS

Write me a version that is under 1024 characters and abbreviate as many things as possible.

Create a Name for the Property

what are some good names for this property?

Pick a name from the examples and tell ChatGPT

I like number <x>



Write an email to your Database

In a story form, write an email to my database introducing this property mentioning that there will be an open house on Sunday February 5th, from 1pm-3pm and include a call to action to see more information at the domain I chose.

Pick a Subject Line

In an excited tone, give me some examples of email subject lines I can use, include a few emojis to make it look fun.

Write a Letter to the Neighbors

In a casual but professional tone, write a letter I can send to the neighbors introducing this property and inviting them to preview the home at a neighbors only open house on Saturday, February 4th from noon-2pm.

Facebook Ad/Post Copy

Write a Facebook Ad for this property mentioning that there will be an open house on Sunday February 5th, from 1pm-3pm.

Write an instagram post for this.

Write an Instagram Post for this property mentioning that there will be an open house on Sunday February 5th, from 1pm-3pm.

Write a VoiceOver video script

Write a short 60 second video script for this I can use as a VoiceOver.

Market Stats

I pulled stats from the RMLS Market Action. Copied the first 3 paragraphs and had ChatGPT write an email newsletter, A Social Post and a Video Script for it.

Using the following statistics, write an email to my database: <Insert Statistics Here>

Make it a FUN Newsletter

Make it a fun newsletter written in a witty and upbeat tone



Social Post

write a facebook post for this

Video Script

write a 60-second video script for this

Use ChatGTP to Draft Emails

I'm a Real Estate Agent, in an excited tone, Draft a congratulations email to my home buyers Jane and John who bought their home one year ago this month letting them know that I would be happy to do an annual real estate asset audit for them. Make sure to let them know to look for an invitation to my client appreciation BBQ this coming August.

OR...

I'm a Real Estate Agent, in an excited tone, Draft an email to a new first-time homebuyer lead introducing myself. Make sure to thank them for signing up and how excited I am to help them buy their first home in 2024. Mention that I helped 29 first-time home buyers find their dream home in 2023.

Rewrite drip email campaigns

What are the top 5 things first-time home buyers need to do before buying a home in 2023?

In a casual tone, write me an email to a First Time Home Buyer on item number 1

In a casual tone, write me an email to a First Time Home Buyer on item number 2

In a casual tone, write me an email to a First Time Home Buyer on item number 3



Ask for reviews email

Write an email to my client asking for a google review

in a friendly and casual tone write an email asking for a google review to my real estate clients Jane and John, who recently purchased their first home after several months of searching. In this email, make sure to ask if their dog Buster loves the big backyard and James is enjoying watching football in his covered outdoor living area.

Review Reply - Stuffing the reply with Google Keywords

Write a reply to this review using keywords that are specific to a Real Estate Agent: Aaron and Mandy were an excellent sales team. They were knowledgeable, involved us in the steps leading to our listing and readily accepted our suggestions. This involvement and communication continued through the listing period and all the way through to closing. Both of them were readily available to answer questions as well.

Write blog posts

I'm a real estate agent, in a conversational tone directed to local residents who rent a home or apartment, write a blog article about why buying a home is better than renting and the first steps to make 2023 the year you finally buy a home.

Social Post IDEAS

what are a few reasons that people are moving from portland oregon to vancouver, wa?
Write an engaging Social Media Post for this.

in a casual and conversational tone, write a blog post about these reasons. make sure to mention Vancouver's fancy new waterfront area.



write a blog post as a real estate agent on the importance of staging a home before you put it up for sale.

write me a YouTube video script for this

write me a hook for the intro of this video

Rewrite YOUR bio:

Rewrite my bio using Google keywords specific to a Real Estate Agent in El Paso, Tx:
<PASTE EXISTING BIO HERE>



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