Real Estate *Use Cases*

50

AI Prompts for Real Estate Agents

From realestateusecases.com



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50 AI Prompts for Real Estate Agents

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What this PDF is

Fifty copy-and-paste prompts, pulled from real AI workflows that real estate agents, brokers, hosts, and commercial real estate teams shared publicly.

Each prompt was written by the Real Estate Use Cases directory, based on one creator's workflow. The creator gets the credit line. The card link shows the full story and the source.

How to use the prompts

1. Pick the problem you want solved this week.
2. Copy the prompt.
3. Paste the prompt into ChatGPT, Claude, or the tool the card names.
4. Replace every [bracket] with your own details.
5. Check every number, price, date, and status before anything reaches a client.

Fair housing first

- Never describe or target buyers, renters, or neighborhoods by protected class.
- Review every piece of AI marketing copy for fair housing compliance before publishing.
- Virtually staged photos need disclosure. Follow your MLS rules.

"AI drafts. You decide what ships."

01

More leads

Seller leads hide in public records, expired listings, and city filings. These prompts turn those sources into a call list.



01 Build a high-equity farming list

What the prompt solves: Finds long-time owners whose mailing address is somewhere else.

```
From the attached list of properties in [farm area]:
1. Keep only properties last purchased [7] or more years ago.
2. For each remaining property, look up the owner on the [county]
property appraiser website and record the owner mailing address.
3. Add a column "Absentee owner" = Yes when the mailing address differs
from the property address.
4. Output a spreadsheet with address, purchase year, owner mailing
address, and absentee flag. Note any record you could not verify
instead of guessing.
```

WORKFLOW BY REALTOR® News (Dina Cheney)
FULL CARD https://realestateusecases.com/u/high-equity-farming-list-cowork/

02 Find likely sellers in PropertyRadar

What the prompt solves: Turns property data into a likely-seller audience.

```
How many homeowners in [ZIP code] have owned for 10+ years, have more than 50% equity, and are over 65?
Then: Tell me about [address]. What's owed on it, and what have similar homes sold for? Pull the sale and loan history.
Then: Save this search as an audience called [farm name] and watch it.
```

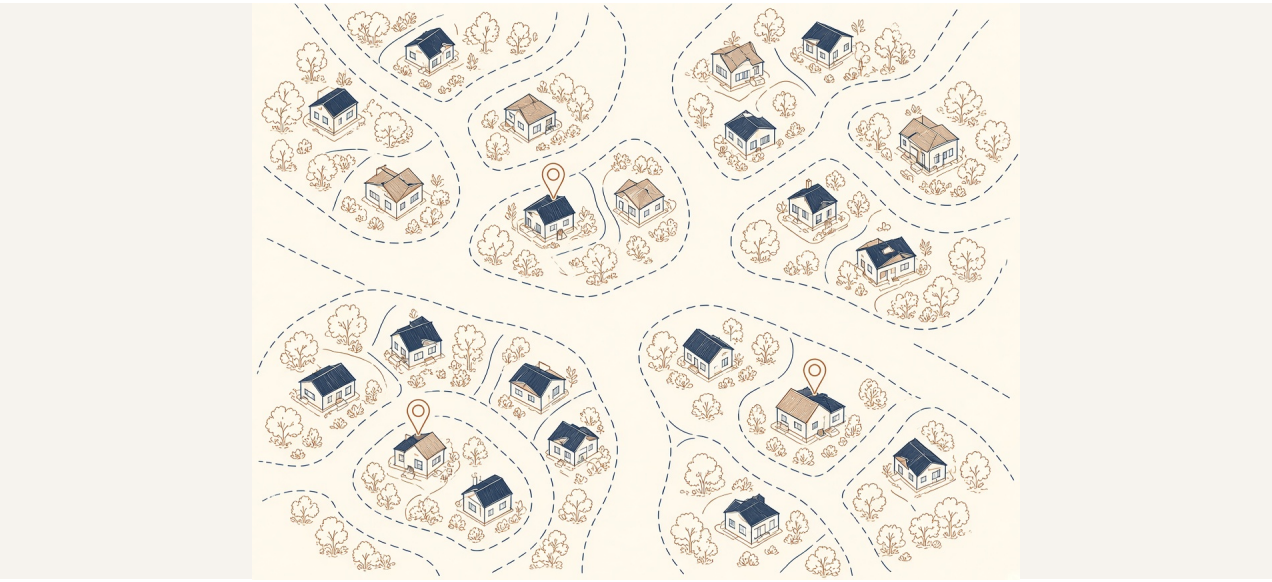
WORKFLOW BY PropertyRadar
FULL CARD https://realestateusecases.com/u/likely-seller-audience-propertyradar-claude/

03 Reach expired-listing sellers

What the prompt solves: Gives every expired listing a researched first message.

```
Here are yesterday's expired and withdrawn listings in [zip codes]:
[paste address, list price, days on market, price changes, listing remarks].
For each listing:
1. Give a motivation score 1-5 based only on days on market, number of price reductions, and status.
2. Write a 120-word first email to the owner that names the property address, gives one specific reason the listing may not have sold (based on the data provided), and offers a no-pressure pricing review.
3. Write a 2-email follow-up sequence (day 3 and day 7).
Do not claim a sale price, buyer, or result you cannot support.
```

WORKFLOW BY Ed Neuhaus (Neuhaus Realty Group)
FULL CARD https://realestateusecases.com/u/expired-listing-seller-outreach-agent/



04 Test ChatGPT ads for seller leads

What the prompt solves: Sets up a small, measured seller-lead ad test.

> I'm a real estate agent in `[city]` who works `[neighborhoods or ZIP codes]`. I'm testing ChatGPT ads for seller leads with a budget of $ `[amount]` a day for `[number]` weeks. 1) List 15 questions a homeowner in my area might ask an AI assistant before selling (home value, timing, the selling process, market conditions) that I can use as prompt targeting. 2) Write 5 one-line ad texts under 60 characters, each tied to one of those questions, with no promises about price or results. 3) Write a one-page plan for the landing page and the 6-month follow-up sequence for leads who plan to sell in 3 to 6 months. 4) Give me a weekly tracking sheet layout with spend, clicks, click-through rate, cost per click, leads, and cost per lead, with a column to compare against my Facebook and Google Ads numbers.

WORKFLOW BY William Zhang (Real Estate AI Society)
FULL CARD https://realestateusecases.com/u/chatgpt-ads-seller-leads-test/

05 Mine city planning filings for leads

What the prompt solves: Turns permit and planning filings into owner leads.

```
Run my planning-filings lead skill on [city planning portal URL].
1. Collect the [5] newest case filings. For each case, record the address, applicant, representative, case number, filing date, project description, and requested entitlement.
2. Open the initial submittal documents and project plans, and record any owner, architect, engineer, surveyor, or general contractor named there, with the contact details the documents show.
3. Append each case as a new row in my existing Google Sheet [sheet name]. Do not create a new sheet.
4. Add the source link for every row and a research note on anything you could not confirm.
5. If a document won't load, fall back to values you already captured and fill as many fields as possible instead of leaving the row blank.
Use only contact details published in the filing documents.
```

WORKFLOW BY PLOT Daily Editorial Desk (AI for CRE Collective)
FULL CARD https://realestateusecases.com/u/city-planning-filings-leads-codex-skill/

06 Send a quick CMA to new seller leads

What the prompt solves: Answers a home-value request before the seller lead goes cold.

```
A homeowner submitted this seller form: [paste address, beds, baths, square feet, condition, timeline, reason for selling].
Here are verified comparable sales from the MLS: [paste 3-6 comps with address, sale date, price, beds, baths, square feet].
1. Qualify the seller lead: timeline, motivation, and next step, in 3 bullets.
2. Write a one-page "CMA-lite" for the homeowner: a suggested price range based only on the comps above, how each comp compares to the subject home, and a clear note that a full CMA after a walkthrough will refine the range.
Do not invent comps or market statistics.
```

WORKFLOW BY Hassan
FULL CARD https://realestateusecases.com/u/seller-lead-cma-lite-gemini-hubspot/

02

Faster follow-up

The agent who answers first usually gets the appointment. These prompts sort, score, and draft follow-ups so you can answer first.



07

Text new portal leads in seconds

What the prompt solves: Sends a first text to Zillow and Facebook leads right away.

```
Write the first text message for a new buyer inquiry.
Lead data: name [first name], property [address], list price
[price], MLS # [number], source [Zillow/IDX/Facebook].
Rules: under 300 characters, mention the exact property address, ask
one question about the buyer's timeline or a showing time, include my
name [name] and brokerage [brokerage], end with "Reply STOP to opt
out."
Then write 4 follow-up questions an AI qualification sequence should
ask over the next 3 days (timeline, budget range, pre-approval status,
showing availability), one per message.
```

WORKFLOW BY Maxim Dudnik
FULL CARD https://realestateusecases.com/u/speed-to-lead-n8n-aloware-sms/

08

Score brokerage leads

What the prompt solves: Gives each agent a ranked morning list of leads.

```
You are the operations assistant for [brokerage name].
For each agent below, review the agent's assigned CRM leads (attached)
and produce a morning briefing:
1. The 5 highest-priority leads, ranked using these factors: buyer or
seller, lead source, geographic focus, price point, response timing,
and last call duration.
2. For each lead, one suggested follow-up approach based only on the
CRM notes.
3. Any lead with no contact in [X] days.
Keep each briefing under 200 words and address each briefing to the
agent by first name.
Agents and leads: [paste]
```

WORKFLOW BY Sarah Williams (Leading Culture)
FULL CARD https://realestateusecases.com/u/brokerage-ai-agent-russ-lead-scoring/

09

Wake up quiet CRM leads

What the prompt solves: Groups cold leads by the reason each lead went quiet.

```
Pull everyone in my CRM I have not spoken to in 90 days or more.

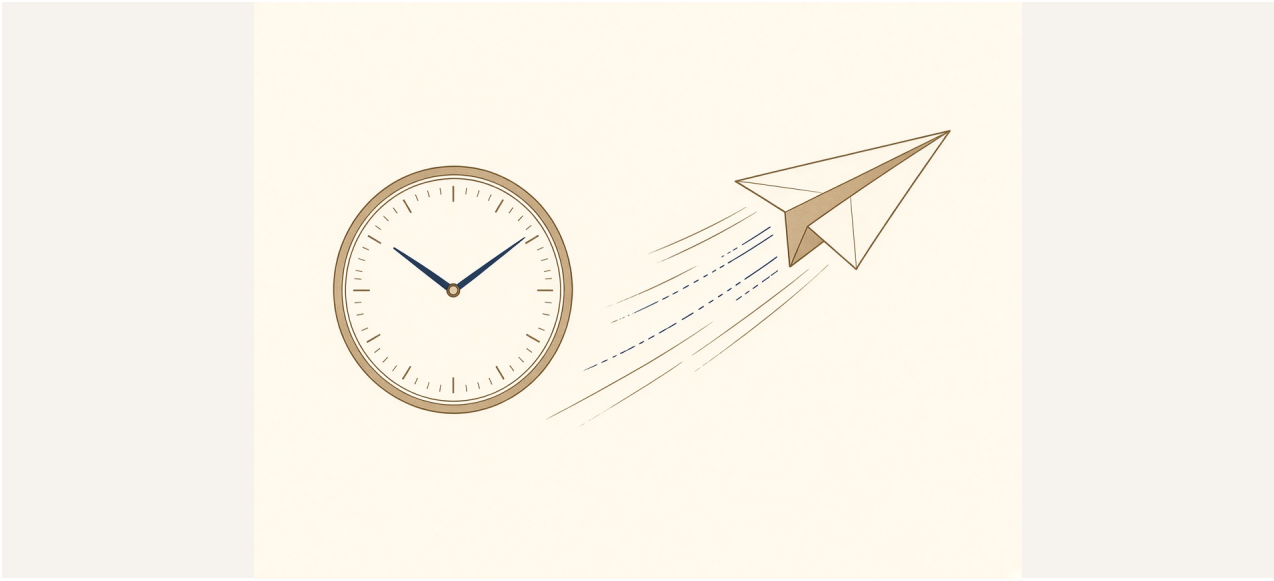
Do not write anything yet. First, group them by WHY they went quiet,
based on the notes and history on each record. Expect groups like:
- never qualified, we never actually talked
- were looking, then stopped, and I do not know why
- lost out on a property and went dark
- bought with someone else
- past clients I simply have not called

Show me the groups and the counts. Tell me which group is worth my time
first, and why.

Then write ONE re-open message for each group:
- under 60 words
- reference something specific that is actually on their record
- no "just checking in", no "circling back", no apology for the gap
- one question, answerable in under ten words
- no market claim or price unless it is on the record
- for past clients, you may mention a recent sale on their street only
if I paste the address and sold price

Show me the drafts. Nothing sends without my approval.
```

WORKFLOW BY William Zhang (Real Estate AI Society)
FULL CARD https://realestateusecases.com/u/crm-reactivation-grouped-by-why-quiet-claude/



10 Follow up on an open house sign-in sheet

What the prompt solves: Turns a paper sign-in sheet into personal follow-up emails.

```
You are my open house follow-up assistant.
Listing: [address], listing URL: [URL], open house date: [date].
1. Read every name, email, and handwritten note on the attached sign-in
sheet photo. List any entry you cannot read instead of guessing.
2. From the listing URL, pull 4 standout property features.
3. For each visitor, draft a 90-110 word email that thanks the visitor,
references one note I wrote about that visitor, names two property
features that match the note, asks one open question, and offers a
second showing or market alerts.
4. Use a warm, plain tone, vary the opening line, and sign as
[my name].
Show all drafts and wait for my approval. Do not send any email.
```

WORKFLOW BY Matt Spangler (Agent Intelligence)
FULL CARD https://realestateusecases.com/u/open-house-sign-in-follow-up-claude/

11 Find life events in a year of texts

What the prompt solves: Lists clients who mentioned a baby, a move, or a new job.

```
Search my messages from the last 12 months. Find every conversation
where the other person mentioned a life event: a baby, an engagement or
wedding, a new job, a move, a renovation, a kid starting school, a
death in the family. For each one give me their name, the date, one
line on what they said, and how long it's been since we last talked.
Sort by how long it's been. Don't draft anything.
Skip group threads.
```

WORKFLOW BY Matt Spangler (Agent Intelligence)
FULL CARD https://realestateusecases.com/u/sphere-life-events-from-text-messages/

12 Triage mortgage follow-ups

What the prompt solves: Sorts loan-file follow-ups by urgency.

```
Pull every open follow-up task in my CRM that is due today or overdue.
Sort the tasks into three batches: due today, overdue, and red flags
(duplicate tasks, several open tasks on one borrower, missing email or
phone data, unanswered texts). Rank the first two batches High to Low.
For each task, merge the borrower's texts, emails and logged calls by
date and recommend a channel: the channel the borrower last used; a
phone call if several texts and emails went unanswered; email with a
note if the borrower never replied. Show a warning on any borrower
marked do-not-email, do-not-text or do-not-call. Then, for the batch I
choose, draft each email or text, or write a 50-word call brief. Send
nothing until I approve each draft.
```

WORKFLOW BY David Cockrum (Vantage Point)
FULL CARD https://realestateusecases.com/u/mortgage-follow-up-triage-claude-salesforce/



13

Route buyer and seller leads

What the prompt solves: Sends each new lead to the right agent and sheet.

```
You score real estate inquiries. Return only JSON with these keys: intent (buyer/seller/both), summary (one sentence), timeline_band (0-3 months / 3-6 months / 6+ months / unknown), financing_readiness (pre-approved / cash / not started / unknown), score (1-10), recommended_next_step.
Scoring rubric: [your rubric, e.g. +3 for timeline under 90 days, +2 for pre-approval, +2 for a specific area and budget].
Base every field only on the inquiry text below. Never infer a score from the person's name, age, or other personal characteristics.
Inquiry: [paste form submission]
```

WORKFLOW BY Milos Vranes
FULL CARD https://realestateusecases.com/u/route-buyer-seller-leads-claude-sheets/

14

Book WhatsApp leads into showings

What the prompt solves: Qualifies WhatsApp inquiries and books a calendar slot.

```
You are a listing WhatsApp assistant for [brokerage] in [market].
Approved listing facts only (from Airtable): [address, beds, baths,
price, status, showing notes].
Lead message: [paste].
1. Answer only with facts from the listing record. If the answer is not
in the record, say you will have an agent confirm.
2. Ask one qualifying question (timeline, budget band, or financing
status).
3. Classify the lead as hot, warm, or cold with a one-line reason.
4. If hot and they want a viewing, propose times only from this
availability list: [calendar slots] and ask them to confirm one.
Never invent amenities, prices, or open times.
```

WORKFLOW BY Muhammad Sami Ullah
FULL CARD https://realestateusecases.com/u/whatsapp-leads-gemini-airtable-calendar-n8n/

03

Listings and marketing

A listing sells on its photos, its description, and its local story.
These prompts draft each piece in your voice.



15 Write MLS descriptions in your voice

What the prompt solves: Teaches Claude your listing description style once.

```
Save this as a skill named "MLS description".
Inputs I will give you: property address, executed listing agreement
(PDF), and MLS tax roll record.
Steps:
1. Extract beds, baths, square footage, lot size, year built, and legal
details from the tax roll; flag any conflict with the listing
agreement.
2. Write an MLS public remarks paragraph within [character limit]
characters using only verified facts, plus private agent remarks with
showing instructions from the listing agreement.
3. List every fact you used and the source document for each fact.
Never add features that are not in the documents.
```

WORKFLOW BY REALTOR® News (Dina Cheney)
FULL CARD https://realestateusecases.com/u/mls-description-skill-cowork/

16 Write search-friendly listing copy

What the prompt solves: Drafts property listings built for search engines.

```
Write a listing description for the property below. Use only these facts:
[beds, baths, square feet, lot, year built, upgrades, amenities, building features, nearby transit and landmarks].
- 180-220 words, lead with the strongest feature.
- Include these search phrases naturally: [e.g. "two-bedroom condo in [neighborhood]", "doorman building"].
- No clichés ("nestled", "boasts", "dream home"), no exclamation marks.
- Describe the property, not the ideal buyer.
Then give a 40-word version for social media.
```

WORKFLOW BY Randy Baruh via Business Insider
FULL CARD https://realestateusecases.com/u/broker-chatgpt-property-listings-seo/

17 Build a branded CMA

What the prompt solves: Turns comp data into a CMA that looks like your brand.

```
Turn this CMA data into a branded one-page seller report: [paste subject property and 4-6 comps].
Brand: [brokerage name], colors [hex codes], font [font], logo [attached].
Sections: headline value range, comps table (address, sale date, price, price per square foot, days on market), 3 plain-English takeaways, and a recommended list price with reasoning tied to specific comps.
Format as a print-ready one-page HTML document. Use only the numbers provided.
```

WORKFLOW BY Dustin Brohm (Massive Agent)
FULL CARD https://realestateusecases.com/u/branded-cma-claude-vs-chatgpt/

18 Build a listing package from room photos

What the prompt solves: Drafts listing copy from a folder of room photos.

```
I am attaching photos of each room plus these property facts:
[address, beds, baths, square feet, upgrades].
1. For each photo, list the visible features (finishes, fixtures,
light, layout). Do not guess at features that are not visible.
2. Write a listing title (under 60 characters), a 200-word description,
and 5 key selling points.
3. Using only these verified comps
[paste], suggest a list price range with a one-line reason per comp.
Mark every claim that needs agent verification.
```

WORKFLOW BY Oneclick AI Squad
FULL CARD https://realestateusecases.com/u/listing-package-from-room-photos-claude/

19 Virtually stage a folder of listing photos

What the prompt solves: Stages every empty room and labels every staged photo.

```
Use the virtual staging skill on every photo in the attached listing
folder. For each room photo, keep the walls, floors, windows, counters,
islands, and fixtures exactly as they are, and add only furniture and
decor in a modern style. Generate two versions of each room. Add a
small 'Virtually staged' label in the bottom right corner of every
staged photo. Save the staged photos in a new folder named staged, keep
each original file name with '-staged' added, and list any photo where
the room structure might have changed so I can compare that photo with
the original.
```

Virtually staged photos need disclosure. Follow your MLS rules.

WORKFLOW BY William Zhang (Real Estate AI Society)
FULL CARD https://realestateusecases.com/u/virtual-staging-folder-claude-higgsfield-mcp/



20 Write a virtual staging brief

What the prompt solves: Writes a staging brief for an AI staging tool.

```
I am virtually staging a listing photo. Room: [living room/bedroom],
dimensions: [size], style of the home: [e.g. 1960s ranch with oak
floors], price point: [range].
Write a staging brief for the AI tool: furniture pieces, scale, color
palette, and the elements that must stay unchanged (windows, floors,
walls, fixtures, views).
Then write the photo caption disclosure: "Virtually staged. Furniture
is not included."
```

Virtually staged photos need disclosure. Follow your MLS rules.

WORKFLOW BY Sandra Noy via Pedra
FULL CARD https://realestateusecases.com/u/ai-photo-editing-virtual-staging-solo-agent/

21 Use one prompt structure for all listing copy

What the prompt solves: Gives ChatGPT one structure for MLS remarks, captions, and follow-up emails.

```
Role: You are a listing copywriter for a [city] real estate agent.
Context: This copy is for [MLS remarks / an Instagram caption / a follow-up email] read by [audience].
Data: [address, price, beds/baths, square feet, standout features, one recent comparable sale].
Voice: direct, warm, specific. Never use "nestled", "boasts", or "dream home".
Task: Write one [150-word MLS description]. End with one line that encourages a showing without hype.
```

WORKFLOW BY Emily Terrell
FULL CARD https://realestateusecases.com/u/chatgpt-content-system-san-antonio-agent/

22 Add voiceovers to home tour videos

What the prompt solves: Writes a script for a home tour voiceover.

```
Write voiceover scripts for these home tour videos: [paste for each home: city, price, beds, baths, 3 standout features, video length].
Each script: 25-30 seconds when read aloud (about 70 words), open with the price and city, name the 3 features in the order the features appear on screen, and end with "[call to action, e.g. DM me 'TOUR' for details]".
Plain spoken language, no emojis, describe the home only.
```

WORKFLOW BY BAM / The Broke Agent
FULL CARD https://realestateusecases.com/u/home-tour-voiceovers-elevenlabs-muse/



23 Build a local buyer education page

What the prompt solves: Drafts a local education page, such as closing costs in your county.

```
I am building a local education page for buyers in [county/city].
Topic: "[e.g. What are closing costs in [county]?]".
1. Write the page in plain English with a worked example using these
verified fee figures: [paste transfer tax rates, recordation fees,
typical title fees with sources].
2. Build a simple closing cost calculator in one HTML/JavaScript block
with inputs for price, loan amount, and buyer/seller side.
3. List the assumptions the calculator makes and the sources I should
link.
```

WORKFLOW BY HousingWire
FULL CARD https://realestateusecases.com/u/hyperlocal-education-website-claude/

04

Seller and buyer conversations

Sellers want net numbers, and buyers want local answers.
These prompts prepare both before the meeting.



24 Run live seller net sheet scenarios

What the prompt solves: Compares two list prices side by side at the listing appointment.

```
Build a one-page seller net sheet calculator in HTML and JavaScript.
Inputs: sale price, payoff balance, [compensation figures as agreed in the listing agreement], title/escrow fees [defaults], transfer tax rate [%], prorated property taxes, HOA fees, seller concessions, and monthly carrying cost.
Show two scenarios side by side (for example price A sold in month 1 vs. price B sold in month 3) including carrying costs, with estimated net proceeds for each.
Footer: "Estimate only. Final figures come from the settlement statement."
```

WORKFLOW BY William Zhang (Real Estate AI Society)
FULL CARD https://realestateusecases.com/u/live-net-sheet-scenarios-listing-appointment/

25 Build a listing presentation from your template

What the prompt solves: Turns your template and a CMA into a finished PDF.

```
Using my template [file] and the CMA export [file] for [address]:
Build a listing presentation PDF with these sections in the template
layout: my bio, the comps table, a neighborhood market snapshot from
the CMA data, a pricing strategy with three price scenarios, and my
marketing plan [paste plan].
Use only numbers from the CMA file. Save as "[address] Listing
Presentation.pdf" and list any section where data was missing.
```

WORKFLOW BY Matt Spangler (Agent Intelligence)
FULL CARD https://realestateusecases.com/u/listing-presentation-pdf-dispatch/

26 Turn an inspection report into a repair list

What the prompt solves: Lists repairs and drafts a rider for attorney review.

```
Review the attached home inspection report for [address].
1. List every [electrical and plumbing] issue: report page, the
inspector's wording, location, and severity (safety / major system /
minor).
2. Add a rough cost range for each item and label every range
"estimate, verify with a licensed contractor".
3. Summarize the total range for my buyers in plain English, under 200
words.
After contractors confirm pricing [paste confirmed numbers], format
the agreed repairs or credit as a draft rider to the purchase contract
for attorney review.
```

WORKFLOW BY Matt Spangler (Agent Intelligence)
FULL CARD https://realestateusecases.com/u/inspection-report-to-contract-rider/



27 Answer property questions by text

What the prompt solves: Replies to buyer texts and books showings.

```
You are an SMS listing assistant for [brokerage].
Lead mobile: [number]
Known property codes for this lead: [codes]
Property rows found:
[paste sheet rows with code, address, beds, baths, price, status].
Inbound SMS: [paste]
1. Answer using only the property rows. If a code is missing, say which
codes you found and ask them to resend the correct code.
2. If they ask to tour, check these open slots only: [calendar
availability] and propose one time.
3. Keep the SMS under 320 characters when possible; split into two
short messages if needed.
4. End with how to opt out (Reply STOP).
Do not invent inventory, prices, or open appointment times.
```

WORKFLOW BY iamvaar
FULL CARD https://realestateusecases.com/u/sms-property-qa-twilio-gemini-calendar-n8n/

28 Create a hyperlocal buyer guide

What the prompt solves: Turns local sources into a buyer guide.

```
Using only the sources in this notebook, write a buyer guide for
[area].
Sections: local landmarks and parks, popular restaurants and coffee
shops, commute times to [employment centers], current price ranges by
home type (cite the source and date), and a homebuying checklist for
this market.
Cite a source for every number. Do not rank or describe areas by who
lives there.
Then create a 10-question FAQ from the guide for a lead magnet.
```

WORKFLOW BY BAM / The Broke Agent
FULL CARD https://realestateusecases.com/u/notebooklm-hyperlocal-buyer-guide/

29 Schedule property viewings automatically

What the prompt solves: Matches showing requests to open calendar times.

```
Draft a viewing proposal email and a short SMS for this lead.
Lead: [name], [email], [phone]
Property: [address or listing URL]
Proposed slots: [slot 1], [slot 2], [slot 3]
Calendly booking link: [url]
Agent: [name], [brokerage], [phone]

Email rules: warm and specific, name the property, list the three slots
as bullets, include the Calendly link once, ask them to book or reply
with a preferred time, under 180 words.
SMS rules: under 300 characters, name the property, include the
Calendly link, end with Reply STOP to opt out.
Do not invent availability outside the slots provided.
```

WORKFLOW BY Hassan
FULL CARD https://realestateusecases.com/u/schedule-property-viewings-calendly-gemini/

05

Transactions

Missed deadlines cost deals. These prompts pull dates out of contracts and keep every party informed.



30 Put contract deadlines on your calendar

What the prompt solves: Reads contracts and drafts calendar events for approval.

```
Find every executed contract, amendment, and addendum in my inbox for [property address].
Read each document and build a deadline table: deadline name, date and time, the contract section that sets the deadline, and the source document.
Include option/inspection period end, earnest money due, financing approval deadline, appraisal deadline, and closing.
If two documents give different dates, stop and ask me which date controls. After I approve the table, add each deadline to my calendar with a 24-hour reminder.
```

WORKFLOW BY William Zhang (Real Estate AI Society)
FULL CARD https://realestateusecases.com/u/contract-deadlines-to-calendar-cowork/

31 Write transaction status emails

What the prompt solves: Drafts status updates for every stage of the deal.

```
Transaction: [address], buyer [name], seller [name], lender [name/email], title [company/email], closing [date].
Current milestone:
[e.g. day 3 after acceptance / inspection resolved / 5 days before closing].
Draft the [lender check-in / buyer inspection update / title pre-closing summary] email:
- under 150 words, subject line included
- list what is complete, what is due next with the date, and what I need from the recipient
- no legal interpretation of contract terms.
I will review before sending.
```

WORKFLOW BY Emily Terrell
FULL CARD https://realestateusecases.com/u/tc-status-email-templates-claude/

32 Intake a contract and email every party

What the prompt solves: Turns a signed contract into introduction emails.

```
I uploaded this executed purchase contract: [attach PDF].
1. Extract every contingency and hard deadline with the calendar date and which party owns the action.
2. Build a day-by-day checklist from contract to close.
3. Draft three short chase emails, each addressed to the correct party for a specific task (for example open escrow with title, request inspection report from the buyer's agent, or confirm loan commitment with the lender).
4. Flag any missing signatures, blank date fields, or conflicts you see in the document.
Do not invent dates that are not in the contract. Mark every extracted date as unverified until I compare it to the PDF.
```

WORKFLOW BY File to Close
FULL CARD https://realestateusecases.com/u/listedkit-ava-contract-intake-party-emails/

33 Run transaction coordination with AI

What the prompt solves: Lists parties, dates, and gaps across a contract and its addenda.

```
Read the accepted contract, every counteroffer, and every addendum
attached for [address].
Return:
1. Parties (buyers, sellers, agents, lender, title/escrow) with any
contact details listed.
2. Every date and deadline, each with the document name and page or
section the date came from.
3. Final agreed price, earnest money, and concessions after all
counteroffers.
4. Conflicts between documents (for example two closing dates) and
blank fields or referenced documents that are missing.
Do not resolve conflicts yourself; list the conflicts for my review.
```

WORKFLOW BY LabCoat Agents
FULL CARD https://realestateusecases.com/u/ai-transaction-coordination-demo-labcoat/

34 Catch deal deadlines in Gmail

What the prompt solves: Pulls a deal's dates out of a long email thread.

```
Ask Gmail Live (or type into Gmail's search with AI): "For the deal at
[address], what are the inspection, appraisal, financing, and closing
dates mentioned in my email, and which emails are they in?" Then open
each source email card and compare each date with the executed contract
and any amendments before you put it on your calendar or tell your
client.
```

WORKFLOW BY Matt Spangler (Agent Intelligence)
FULL CARD https://realestateusecases.com/u/deal-deadlines-gmail-ai-inbox/

06

Rentals and short-term rentals

Short-term rental hosts and landlords answer the same messages every day. These prompts handle the repeat work.



35 Reply calmly to a bad guest review

What the prompt solves: Writes a factual reply aimed at the next guest.

```
Here is a guest review of my rental: [paste review].
Here is what actually happened, with dates:
[paste facts, messages, and the steps we took to fix any issue].
Write a public response under 90 words that thanks the guest, states
the facts calmly without arguing, mentions the fix or policy that
addresses the concern, and reassures future guests. No sarcasm, no
guest names, no private details.
```

WORKFLOW BY Stacey St. John
FULL CARD https://realestateusecases.com/u/str-review-response-calm-factual/

36 Answer Airbnb guest messages

What the prompt solves: Drafts replies to common guest questions.

```
You answer guest messages for [property name]. Use only the facts
below.
Property FAQ: [check-in/out times, door code process, Wi-Fi, parking,
hot tub rules, trash day, appliance instructions, local
recommendations].
House rules: [paste].
Rules: reply in under 80 words, friendly and clear. Never offer
refunds, discounts, early check-in, late checkout, or extra guests;
instead say "Let me check with the host and get right back to you" and
tag the message HOST. Tag any safety, damage, or lockout message
URGENT.
Guest message: [paste]
```

WORKFLOW BY Akshay Bajaj
FULL CARD https://realestateusecases.com/u/airbnb-ai-bot-alfred-guest-messages/

37 Schedule short-term rental turnovers

What the prompt solves: Builds cleaning and turnover tasks from bookings.

```
When a reservation is created or changed, create or update a turnover
task in [tool] for [unit].
Task fields: unit name, checkout date/time, next check-in date/time,
hours available for the clean, guest count for linen count ([sets per
guest]), special requests or damage notes from the last guest, and
restock items flagged by the cleaner last time.
If the reservation is cancelled, mark the task cancelled. If the window
is under [3] hours, tag the task RUSH and notify me. Do not message
the cleaner.
```

WORKFLOW BY J. Massey (CashflowDiary)
FULL CARD https://realestateusecases.com/u/str-turnover-tasks-managed-agent/

38 Find where your guests come from

What the prompt solves: Spots guest origin trends in Hospitable data.

```
Can you visualize over time since the very beginning of each listing
(grouped is fine) where our guests have come from? I want to see a
changing or constant 'demographic'. Watch out though, the location is
not normalized that comes back from Hospitable / Airbnb. So look at the
data then think it through first!
Then: Tell me how many stays had no usable guest location, and list the
three origin regions whose share changed most from the first year to
the last year.
```

WORKFLOW BY Andrew A. (Hospitable Community)
FULL CARD https://realestateusecases.com/u/guest-origin-trends-claude-hospitable-mcp/

39 Score a new short-term rental launch

What the prompt solves: Checks a new listing's first weeks against a scorecard.

```
Using my Hospitable reservations and reviews, score the launch of these
listings: [listing name and go-live date for each]. For each listing
give confirmed reservations, booked nights, number of guest reviews and
the average star rating, days from go-live to first booking, and days
from go-live to first public review. Then total the same numbers across
all the listings. Count only confirmed reservations, show any listing
where the go-live date and the first booking look wrong, and say which
numbers you could not calculate from the data.
```

WORKFLOW BY The Orange Cabins (Hospitable Community)
FULL CARD https://realestateusecases.com/u/new-listing-launch-scorecard-claude-hospitable/



40 Match rent payments to tenants

What the prompt solves: Matches incoming payments to the right lease.

```
Twice a day, read the new messages in my rental inbox. For every Zelle,
Venmo, Cash App or housing authority payment notice, match the payment
to the tenant in my master rent spreadsheet by name, amount and unit,
and log the date and amount in that tenant's row. If a housing
authority deposit covers several units, read the attached PDF and split
the deposit by unit. Do not guess a match: list any payment you cannot
match, any duplicate payment, and any spreadsheet error in an end-of-
day email to me. Five days before rent is due, draft a friendly
reminder for each tenant; at 2, 5 and 8 days late, draft a follow-up;
at 10 days late, flag the tenant for me and draft nothing. Send no
message to any tenant until I approve the draft.
```

WORKFLOW BY Scott (@therentalpro)
FULL CARD https://realestateusecases.com/u/rent-payment-matching-landlord-grok-bot/

07

Commercial real estate and lending

Commercial real estate deals arrive as rent rolls, leases, and loan requests. These prompts turn each document into a decision.



41 Fill your underwriting spreadsheet

What the prompt solves: Teaches Claude your multifamily model from the OM, rent roll, and T12.

```
We are filling my underwriting model [file] for the deal in this
folder (OM, rent roll, T12). Go one step at a time and wait for my OK
after each step.
1. Cell [C11]: find the property address in the offering memorandum
(usually the first 4 pages).
2. Unit mix tab: list each unit layout in the rent roll under Unit
Type, then fill Unit Count, Average Square Footage, and Average Rent
column by column.
3. T12: map each income and expense line to my categories: [e.g. Late
Fees -> Other Income; Snow Removal -> Contract Services; Office
Supplies -> General/Admin]. Stop and ask when a line is unclear.
When we finish, save this workflow as a Skill named "Underwrite deal".
```

WORKFLOW BY Ben Michel (Ridgeview Report)
FULL CARD https://realestateusecases.com/u/train-claude-cowork-underwriting-spreadsheet/

42 Model a short-term rental acquisition

What the prompt solves: Runs a short-term rental purchase through an acquisition model.

```
I am evaluating a short-term rental purchase as a [buyer / LP / lender].
Property: [address], price [$], loan terms [rate, LTV, amortization].
Revenue inputs I verified: monthly ADR and occupancy for each of the 12 months [paste, with data source].
Expenses: cleaning, platform fees, management, utilities, insurance, property tax, supplies, maintenance reserve, furnishing budget.
Compute monthly NOI, minimum and average DSCR, cash-on-cash, and levered IRR over a [5]-year hold. Show the 3 weakest months and a downside case with occupancy 15% lower.
Do not supply any revenue or expense figure I did not give you; list the missing inputs instead.
```

WORKFLOW BY Adventures in CRE
FULL CARD https://realestateusecases.com/u/str-acquisition-model-ai-skill/

43 Build a deal package from a rent roll

What the prompt solves: Turns a rent roll into an investor deal package.

```
Here is the rent roll for [property name, address]: [paste], and a one-sentence description of the deal: [sentence]. Using my firm's assumptions below, list the underwriting inputs you would need from me that are missing, then summarize in-place rent, occupancy, and the gap to market rent by unit type. From my past deals list [paste], rank the three closest comps and explain each match in one line. Do not invent comps, rents, or buyers that are not in what I gave you. My assumptions: [list].
```

WORKFLOW BY AI for CRE Collective (The Collective)
FULL CARD https://realestateusecases.com/u/deal-package-from-rent-roll-henry-ai/



44 Intake commercial loan requests

What the prompt solves: Sorts broker emails into new loan requests, follow-ups, and noise.

> Here is an email a mortgage broker sent to our loan officer: `[paste email]`. First, decide whether the email is a new loan request, a follow-up on an existing request, or not a loan request (auto-reply, calendar accept, CC). A new property from the same broker counts as a new request. If the email is a new loan request, extract the property address, city, property type, loan amount, purpose, and any loan-to-value or debt-service numbers the broker gave. Score the request against our criteria as Meets, Needs review, or Does not meet, and quote the criterion behind the score: `[paste lending criteria]`. Do not draft a decline; list what the loan officer should check before replying.

WORKFLOW BY John Hulina (CRM Assist)
FULL CARD https://realestateusecases.com/u/commercial-loan-intake-hubspot-agents-claude/

45

Abstract a lease and its amendments

What the prompt solves: Pulls key lease terms into one summary.

> Abstract this tenant's lease into the attached lease abstract template. The files are the original lease plus every amendment, assignment, extension agreement, and commencement certificate for this tenant. Fill each template field (tenant, landlord, premises, lease dates, base rent, rent steps, renewal options, termination rights, notice periods) with the term currently in force. When an amendment changes a term from the original lease, use the amended term and name the document and section that controls the term. Keep renewal option details exact: term, rent method (fixed rent, fair market value, or a percentage of fair market value), and notice period. If two documents conflict, do not choose one: mark the field NEEDS REVIEW and cite both provisions. If a referenced exhibit is missing, say which exhibit is missing. Give a document and section reference for every important term.

WORKFLOW BY PLOT Daily Editorial Desk (AI for CRE Collective)
FULL CARD https://realestateusecases.com/u/lease-abstraction-skill-claude-amendments/

08

Saving time on busywork

Meetings, recruiting, and onboarding eat the week. These prompts give the hours back.



46 Turn meetings into notes and action items

What the prompt solves: Captures decisions and next steps from a meeting.

```
Here is the transcript of my [listing appointment / team meeting] on
[date]: [paste].
Produce:
1. A 5-bullet summary.
2. Decisions made.
3. Action items with owner and due date.
4. A follow-up email to [client name] under 150 words confirming next
steps and dates.
5. CRM notes in 3 lines.
Do not add commitments that are not in the transcript.
```

WORKFLOW BY Inman
FULL CARD https://realestateusecases.com/u/record-meetings-chatgpt-notes-action-items/

47

Run a daily chief-of-staff briefing

What the prompt solves: Pulls email, calendar, and tasks into one plan.

```
Review my Gmail, calendar, Slack and ClickUp. Create a succinct morning
briefing that tells me my top three priorities today, important emails
that need a response, meetings I should prepare for, deadlines or
deliverables at risk, and any action items that are blocked or waiting
on me. Keep it clear, practical and concise.

Organize the output under these headings:
- Top three priorities today
- Email priorities
- Calendar overview
- Deliverables and deadlines
- Recommended focus

Draft only. Do not send emails or accept calendar invites unless I ask.
```

WORKFLOW BY Audie Chamberlain (Rechat / Lion & Orb)
FULL CARD https://realestateusecases.com/u/claude-cowork-chief-of-staff-rechat/

48 Run a brokerage blog pipeline

What the prompt solves: Moves blog posts from idea to draft in Notion.

```
You are our brokerage marketing fact-checker and blog optimizer.

Brand voice rules: [paste 5 sample paragraphs or your style guide].
Topic and outline: [paste outline].

1. Fact-check every claim in the outline. Flag anything that needs a
source link, local MLS verification, or legal/compliance review. Do not
invent statistics.
2. Expand the outline into a full draft that matches our brand voice.
3. Apply SEO and GEO best practices: clear H2s, one primary keyword in
the title and first paragraph, FAQ-style subheads where useful, and a
short summary block AI search engines can cite.
4. Return: (a) the draft, (b) a checklist of claims that still need
human verification, (c) suggested meta title and meta description under
60 and 155 characters.
```

WORKFLOW BY Kate Hulbert (Bozeman Real Estate Group)
FULL CARD https://realestateusecases.com/u/brokerage-blog-pipeline-claude-notion/

49 Enrich agent recruiting leads

What the prompt solves: Pulls applicant details and public license info into one recruiting profile.

```
You enrich agent recruiting leads for [brokerage].
Input: applicant email from [Indeed/form] [paste].
1. Extract name, email, phone, license status, license state, years of
experience, current brokerage, and stated goals.
2. Using public sources only (state license lookup, public agent
profile pages), confirm license status and recent production signals;
cite each source.
3. Write a 3-sentence recruiter summary and a personalized first
outreach email under 120 words.
Leave fields blank when a source does not confirm the value.
```

WORKFLOW BY Edward Tull via Zapier
FULL CARD https://realestateusecases.com/u/recruiting-lead-enrichment-zapier-agents/



50 Coach new agents through onboarding

What the prompt solves: Gives every new agent a staged first-week plan.

```
You are the onboarding coach for new agents at [brokerage].
Reference material: [paste tool list with URLs, training schedule,
broker contacts, policies manual, transaction checklist].
When a new agent asks "What should I do first?", give a staged plan:
today, this week, before the first client, before the first
transaction.
For each step name the tool to open, the person to ask, and the item to
verify with the managing broker. When the answer depends on the agent's
state or license status, say so and point to the broker instead of
guessing.
```

WORKFLOW BY AI for Real Estate (letter.often.to)
FULL CARD https://realestateusecases.com/u/exp-agent-onboarding-coach-skill/

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Pick one prompt. Run the prompt this week. Then come back for the next one.