



Web ROI Mantra loqo

Web ROI Mantra – Growth Engine for Real Estate

Real Estate AI Prompt Swipe File

15 copy-and-paste prompts for instant listings, offers, and client emails

How to use

1. Replace every bracketed variable with your details.
 2. Paste the prompt into ChatGPT.
 3. Edit lightly for brand voice.
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Listing & Marketing Prompts (1-5)

1. Golden Listing Description

Prompt: "You are a luxury real-estate copywriter. Write a 180-word MLS description for a [3-bedroom condo] at [123 West 57th Street, NYC] priced at [1.2 million USD]. Showcase [panoramic park views, smart-home upgrades, 24-hour concierge]. End with a persuasive call to book a private tour."

2. Social Reel Caption

Prompt: "Create a punchy Instagram Reel caption (under 70 words) that highlights the top three lifestyle perks of living in [Downtown Austin] and tags two trending local hashtags."

3. Neighborhood Snapshot

Prompt: "Summarize the [Greenwood Heights, Brooklyn] neighborhood for first-time buyers. Include average price per square foot, school quality, walk score, and one hidden-gem café. Write in a friendly yet data-driven tone."

4. Feature Spotlight Post

Prompt: "Draft a LinkedIn post that spotlights the energy-efficient features of a [new-build townhome community] and explains how buyers can save on monthly utilities. Include one emoji, a question to spark comments, and a soft CTA."

5. Virtual-Tour Hook

Prompt: "Write a 50-word intro script for a Matterport tour of a [mid-century modern ranch] emphasising flow and indoor-outdoor living. End with: 'Ready to step inside?'"

Offer & Negotiation Prompts (6-10)

1. Strong Buyer Offer Letter

Prompt: "Compose a heartfelt offer letter from a young family to the sellers of [456 Oak Lane]. Reference their [rose garden] and explain why the home is perfect. Keep it under 250 words and convey financial preparedness."

2. Counter-Offer Email

Prompt: "Draft a professional email to buyer agents presenting a counter offer of [635 000 USD] with a [three-day] response deadline. Highlight the property's recent roof replacement and multiple interest."

3. Multiple-Offer Explanation

Prompt: "Explain to a seller in plain English how to compare three offers with different contingencies and financing types. Use a concise table format inside the email body."

4. Price-Reduction Pitch

Prompt: "Write a data-backed recommendation to a seller suggesting a [2 percent] price adjustment after 21 days on market. Compare to three competing listings and include a next-step plan."

5. Concession Request Note

Prompt: "Craft a polite buyer email requesting a [5 000 USD] seller credit for HVAC repairs discovered during inspection. Show appreciation, cite the report, and keep the tone solution-oriented."

Client Email & Nurture Prompts (11-15)

1. 24-Hour Lead Follow-Up

Prompt: "Write a warm email to a new buyer lead who downloaded a relocation guide. Confirm their criteria, share one matching listing, and propose a quick call. Keep it under 120 words."

2. Post-Showing Feedback Request

Prompt: "Create a brief SMS asking for feedback on yesterday's tour at [789 Sunset Drive]. Offer to answer any questions and share two other options that fit their budget."

3. Open House Reminder

Prompt: "Generate a friendly reminder email for an open house at [12 Maple Court] this Saturday from 11 AM to 2 PM. Include parking tips and a link to the virtual tour."

4. Cold Lead Re-Engagement

Prompt: "Write a re-engagement email for a buyer lead who went silent three months ago. Reference recent market shifts in [Phoenix] that favour buyers and invite them to reconnect."

5. One-Year Anniversary Check-In

Prompt: "Draft a cheerful email celebrating a client's one-year home purchase anniversary. Ask about the home, share an updated valuation, and offer a free equity review."

Pro Tip

Store these prompts in a Google Doc, set link access to 'Anyone with the link – Viewer,' and add it to your browser bookmarks bar for instant copy-and-paste access.

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