

# 50 AI Listing Prompts for Real Estate Agents

Listing Descriptions • Open Houses • Follow-ups • Video Scripts • Social Posts

Use these prompts with ChatGPT, Claude, Gemini, Saleswise, Canva AI, or any AI writing assistant.

Agent note: Verify all property facts, pricing, square footage, MLS rules, fair housing concerns, and local compliance requirements before publishing.

## Listing Descriptions

### Prompt 1

Write a polished MLS listing description for [property details]. Highlight layout, upgrades, natural light, outdoor space, and lifestyle benefits. Keep it factual and under 180 words.

### Prompt 2

Write a short listing description under [word count] words for [property]. Include bedrooms, bathrooms, location, top features, and a clear buyer benefit.

### Prompt 3

Rewrite this listing description to sound more professional, warm, and specific without exaggerating: [paste description].

### Prompt 4

Create 3 listing description versions for [property]: luxury tone, family-friendly tone, and investor-focused tone.

### Prompt 5

Write a listing description for [property] that avoids clichés like dream home, must-see, hidden gem, and rare opportunity.

## Luxury and Premium Listings

### Prompt 6

Write an elegant luxury listing description for [property]. Focus on architecture, finishes, privacy, entertaining spaces, and lifestyle appeal.

### Prompt 7

Create a refined property description for a high-end home with [features]. Tone: understated, premium, and confident.

### Prompt 8

Write 10 luxury listing headline ideas for [property]. Avoid clichés and keep each headline under 12 words.

### Prompt 9

Write a premium brochure paragraph for [property]. Focus on emotional appeal, design details, and buyer lifestyle.

### Prompt 10

Rewrite this luxury listing copy to sound more sophisticated and less generic: [paste copy].

## Open House Marketing

### Prompt 11

Write 5 social media captions for an open house at [property]. Include date, time, top features, and a friendly CTA.

### Prompt 12

Create an open house email invitation for [property]. Tone: warm, professional, and concise.

### Prompt 13

Write a short SMS invitation for an open house at [property]. Keep it under 160 characters.

### Prompt 14

Create 5 open house flyer headlines for [property]. Highlight location, price, and top feature.

### Prompt 15

Write a follow-up message for visitors who attended an open house at [property]. Ask if they want a second showing.

## Buyer Follow-up

### Prompt 16

Write a follow-up email to a buyer who toured [property]. Mention two strongest features, ask for questions, and offer a second showing.

### Prompt 17

Write a friendly follow-up text after a buyer viewed [property]. Keep it short and not pushy.

### Prompt 18

Create 5 follow-up questions to ask a buyer after touring [property]. Focus on fit, concerns, and next steps.

### Prompt 19

Write an email comparing [property A] and [property B] for a buyer. Use a simple table and clear recommendation.

### Prompt 20

Write a second-showing invitation email for a buyer interested in [property]. Tone: helpful and confident.

## Seller Communication

### Prompt 21

Write a weekly seller update email for [property]. Include showing activity, feedback themes, market context, and next recommendation.

### Prompt 22

Write a price reduction recommendation email for a seller. Be respectful, data-focused, and clear.

### Prompt 23

Create a seller-friendly explanation of why professional photos and staging matter for [property type].

### Prompt 24

Write a listing launch email to a seller explaining the marketing plan for the first 7 days.

### Prompt 25

Write a calm email to a seller about low showing activity. Include possible reasons and next steps.

## Price Reduction and Market Updates

### Prompt 26

Write a positive price reduction announcement for [property]. Old price: [old price]. New price: [new price]. Avoid sounding desperate.

### Prompt 27

Create 5 social captions announcing a new price for [property]. Tone: opportunity-focused.

### Prompt 28

Write a market update paragraph for [city/neighborhood] explaining inventory, buyer demand, and pricing trends.

### Prompt 29

Create a simple CMA summary for a seller using these comps: [paste comp details]. Include suggested price range and reasoning.

### Prompt 30

Write a buyer-facing note explaining why [property] is now a stronger value after a price update.

## Social Media Posts

### Prompt 31

Write 10 Instagram captions for a new listing at [property]. Include hook, feature, lifestyle angle, and CTA.

### Prompt 32

Write 5 LinkedIn posts for a real estate agent promoting [property]. Tone: professional and helpful.

### Prompt 33

Create 10 short hooks for a real estate Reel about [property feature]. Keep each hook under 8 words.

### Prompt 34

Write 7 days of social posts for promoting [property]. Include captions for launch, feature highlight, open house, and final reminder.

### Prompt 35

Create 5 Facebook post variations for [property]. Audience: local buyers. Tone: clear and inviting.

## Video Scripts

### Prompt 36

Write a 45-second listing video script for [property]. Include opening hook, 3 key features, lifestyle angle, and CTA.

### Prompt 37

Write a 30-second Instagram Reel script for [property]. Make it natural for voiceover.

### Prompt 38

Create a YouTube Shorts script for a real estate agent explaining the top 3 features of [property].

### Prompt 39

Write a property walkthrough script room by room for [property]. Keep it conversational and concise.

### Prompt 40

Create 5 voiceover hooks for a listing video showing [feature].

## Neighborhood and Lifestyle Copy

### Prompt 41

Write a neighborhood description for [area]. Mention lifestyle, amenities, local feel, and buyer appeal without making unverifiable claims.

### Prompt 42

Create a buyer-friendly paragraph about living near [feature: park/schools/downtown/transit]. Avoid guaranteed commute or school claims.

### Prompt 43

Write 5 lifestyle angles for marketing [property] to [buyer type].

### Prompt 44

Create a short community spotlight post for [neighborhood]. Tone: helpful and local.

### Prompt 45

Write a listing paragraph focused on outdoor living for [property].

## Compliance and Editing

### Prompt 46

Review this listing copy for exaggerated, risky, or unsupported claims. Suggest safer alternatives: [paste copy].

### Prompt 47

Rewrite this property description to be more factual, compliant, and still attractive: [paste description].

### Prompt 48

Identify any fair housing or compliance-sensitive language in this real estate copy: [paste copy].

### Prompt 49

Create a factual checklist for reviewing AI-generated listing descriptions before publishing.

### Prompt 50

Rewrite this social post to avoid pressure tactics, false scarcity, or unsupported claims: [paste post].

## Final note

Verify every property detail before publishing. AI should draft the copy; the agent must make it accurate, compliant, and local-market ready.