The Realtor's AI Toolkit

Practical AI you can use today. Copy, paste, adapt.

Everything here works with the free tier of at least one major tool. Nothing here requires RE:Partner, a subscription, or a technical background.

> **Every prompt here was written and tested in Claude, and the live session was demonstrated in Claude Desktop.** The same prompt in ChatGPT, Gemini, Copilot or anything else will give you a different answer — sometimes better, sometimes worse, always different. That is normal and it is not a sign you did something wrong.
>
> Two things carry across every tool: the four-part pattern in Section 2, and the rules in Section 7. Those are about how these systems work, not about which company made them.

1. Which tool for which job

You do not need three subscriptions. You need to know which one to open.

The job	Use	Why
Long documents — read a 40-page HOA packet, an inspection report, a contract	**Claude**	Handles long documents best and is the most careful about saying "this isn't in the document"
Anything with a photo — condition notes, "what style is this house"	**ChatGPT** or **Gemini**	Both read images well
Quick web-current facts — new construction in an area, school boundary changes	**Gemini** or **ChatGPT**	Both search the live web; Claude may not
Writing that sounds like you — listings, emails, flyer copy	**Any of the three**	The prompt matters far more than the tool
Spreadsheets and numbers	**ChatGPT**	Best at running actual calculations rather than guessing

Free vs paid, honestly. Free tiers are genuinely good and will handle most of this page. You hit the wall in three places: long documents (free tiers cut you off), heavy daily use (message limits), and image analysis at volume. If you pay for exactly one, pick the one you'll open every day.

A rule that will save you. These tools are confident when they are wrong. That is not a bug you can prompt away — it's how they work. Everything in Section 7 exists because of it.

2. What separates a good prompt from a bad one

Bad: *"Write a listing description for my new listing."*

Good: the same request with four things added.

1. **Role** — "You are an experienced listing agent in Colorado Springs."
2. **The actual facts** — beds, baths, square footage, year, features. The tool

invents details when you don't supply them, and invented details in marketing copy are your license, not its problem.

1. **Constraints** — length, tone, what to avoid, Fair Housing.
2. **Format** — "Give me three versions: MLS-length, social-length, one line."

That's it. Every prompt below is built that way, so you can see the pattern and write your own.

The one line to put in every prompt

Every prompt in this handout was run and checked before it was printed. Every single one obeyed the rules it was given. **Every problem came from somewhere the prompt was silent** — a house described as "well-maintained" when the notes said the buyers walked out in six minutes, a price comment nobody asked for, a "western exposure" on a house whose direction was never mentioned.

These tools do not leave blanks. Where you don't supply a fact, they supply something plausible. So the fix is not a better tool or a cleverer phrasing — it's closing the gaps:

```
Use only what I gave you. If something is missing or unclear, say so
instead of filling it in. Do not add facts, features, numbers, or
positive descriptions I did not provide.
```

That paragraph is already built into every prompt below. Put it in the ones you write yourself. It is the difference between a draft you edit and a draft you have to fact-check.

Two habits worth forming. Paste your *own* best past work and say "match this voice" — output stops sounding like a robot immediately. And when something comes back wrong, say what's wrong and ask again; the second answer is usually the one you wanted.

3. Listing & marketing

3.1 Listing description

```
You are an experienced listing agent writing MLS copy.

Property:
- Address: [ADDRESS]
- [BEDS] bed, [BATHS] bath, [SQFT] sq ft, built [YEAR]
- Lot: [LOT SIZE]
- Standout features: [LIST — e.g. renovated kitchen 2024, primary on main,
  mountain views, oversized garage]
- Neighborhood facts: [PARKS / COMMUTE TIMES / DISTRICT NAME — plain facts,
  not a pitch]
- Condition: [MOVE-IN READY / NEEDS COSMETIC WORK / etc.]

Write three versions:
1. MLS description, under [YOUR MLS LIMIT] characters
2. Social media post, 2-3 sentences, warmer tone
3. One-line headline

Rules:
- Use ONLY the facts I gave you. Do not invent features, finishes, or history.
- Do not add orientation, exposure, lot characteristics, view direction, or
  market commentary unless I stated it. If a detail would help and I did not
  give it to you, ask me for it instead of choosing one.
- List anything you were unsure about at the end, under "CHECK THESE."
- No Fair Housing violations: describe the property, never the buyer. No
  references to families, children, schools as a lifestyle pitch, religion,
  nationality, or "safe neighborhood." If anything I typed above reads as a
  buyer-targeting pitch rather than a property fact, tell me — do not just
  quietly rewrite it.
- No superlatives you can't support. No "stunning" or "must see."
```

Why the Fair Housing rules matter. Exposure in marketing copy is real, and AI will cheerfully write "perfect for a young family" because it reads like natural marketing language. It is also a violation. Read every description before it goes live.

And why that field says "facts," not "selling points." When this prompt was tested with *"District 20 schools"* typed in as a selling point, the tool handled it correctly — it stated the district as a bare geographic fact and dropped the pitch. But it did it **silently**. It never mentioned that the input was the problem. That is why the rule now asks it to tell you: the constraint was doing real work, and you could not see it working. Delete the constraint and nothing warns you.

Naming a school district factually is generally fine. Selling the schools as a lifestyle is where agents get into trouble.

3.2 Flyer copy and layout

AI writes the flyer. **AI does not make the photos.**

```
You are designing a one-page property flyer.

Property: [PASTE THE LISTING DESCRIPTION YOU JUST APPROVED]
Price: [PRICE]
Open house: [DATE/TIME, or delete this line]
My contact: [NAME, BROKERAGE, PHONE, EMAIL]

Give me:
1. A headline, under 8 words
2. Three bullet points — the three things that sell this house
3. A 40-word body paragraph
```

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4. A suggested layout: where the photo, price, bullets and my contact block go
5. A caption for each of these photos: [LIST YOUR PHOTOS — e.g. kitchen,
   backyard, primary suite]

Keep it scannable. Someone picks this up for four seconds.

Use only what is in the description and the details above. Captions must
describe only what I told you is in each photo — you cannot see them. Do not
invent selling points, and do not add market or pricing commentary.
```

Then put that copy into Canva, your brokerage template, or Word.

> **Never generate or alter property images without disclosing it.** No "clean up the yard" edit, no AI-made exterior, no virtually-staged room presented as real. California's AB 723 made non-disclosure a **misdemeanor** as of 1 January 2026, and MLS fines run **$500 to $5,000**. Virtual staging itself is legal and useful — Section 6 has the exact allowed/prohibited list and how to disclose properly.

3.3 Repurposing one listing into a week of content

```
Here is my listing description: [PASTE]

Turn this into:
- 3 Instagram captions with different angles (the kitchen, the location, the price)
- 1 short video script, 30 seconds, that I can read to camera
- 1 email subject line and 2-sentence teaser for my database
- 5 relevant hashtags, no more

Match this voice: [PASTE A POST YOU'VE WRITTEN THAT YOU LIKED]

Use only the facts in the description. No claims about the market, the
neighborhood, price-per-foot, comparable homes, or how this compares to
anything else — I did not give you that data. No urgency language ("won't
last", "before it's gone") unless I asked for it.
```

That market-claim rule is there for a reason. Run without it, this prompt produced *"not the cheapest per foot in 80920"* — a comparative market claim invented out of nothing, sitting inside otherwise excellent copy. It is the easiest kind of error to publish, because everything around it is correct.

4. Email and client communication

This is where most agents get the fastest return. Every one of these is a draft *you* send after reading it.

4.1 The new lead, answered in two minutes

```
Write a reply to a new buyer lead.

What they sent: [PASTE THEIR MESSAGE]
What I know about them: [ANYTHING — or "nothing yet"]
My goal for this reply: get a phone call scheduled

Keep it under 100 words. Warm, not salesy. Ask exactly one question that
moves us toward a call. Sign off as [YOUR NAME].

Do not answer questions I have not given you the facts to answer — do not
state availability, price, taxes, HOA, schools or timelines unless I supplied
```

```
them. If they asked something I did not give you an answer for, turn it into
the question instead of guessing.
```

4.2 The follow-up that isn't annoying

```
I showed [CLIENT NAME] [NUMBER] homes on [DATE]. They haven't responded in
[DAYS] days.

Context: [WHAT THEY LIKED / WHAT THEY DIDN'T / ANY LIFE CIRCUMSTANCE]

Write a short check-in email that gives them an easy way to say "still
thinking" without feeling pressured. Under 80 words. No "just checking in."
Give me two versions with different tones: one lighter, one more direct.

Use only what I told you. Do not reference household composition, health,
family circumstances, age, or anyone who may live with them — if that
matters to the search, express it as a property requirement instead
(e.g. "main-level bedroom"). Do not invent listings or say something new
has come up unless I said so.
```

Why the household-composition rule is there. Tested with a note that the buyer's mother might move in, the tool wrote that fact straight into the client email. It was accurate, and it was the kind of detail that makes an email feel personally written. It also puts your tracking of a family's living arrangements into writing, and familial status is protected. Discuss it by phone; write it down as a room requirement.

4.3 The price reduction conversation

The hardest email in the business. Get help with the framing, keep the numbers yours.

```
You are helping me prepare a difficult conversation, not sending it for me.

Situation: My listing at [ADDRESS] has been on market [DAYS] days at
[PRICE]. We've had [N] showings and [N] offers. Feedback themes:
[PASTE ACTUAL FEEDBACK]. Comparable homes are selling at [YOUR NUMBERS].

Seller's situation: [MOTIVATED / NOT MOTIVATED / EMOTIONALLY ATTACHED /
FINANCIAL PRESSURE]

Help me with:
1. How to open this conversation without making them defensive
2. The three strongest points, in the order I should make them
3. The two objections they'll raise and a response to each
4. A short follow-up email summarizing what we agree to

Use only the numbers I gave you. Do not estimate market values. Do not
propose a specific new list price — leave that as a blank for me to fill in
after we talk. Do not invent buyer feedback, showing counts, or comparable
sales beyond what I pasted.
```

4.4 Presenting an offer to a seller

```
Summarize this offer for my seller in plain English.

Offer terms: [PASTE — price, financing, earnest money, contingencies,
close date, inclusions, concessions]
List price: [PRICE]
Other offers: [DETAILS, or "none"]

Give me:
1. A plain-English summary a non-agent understands
2. The three strongest things about this offer
```

```
3. The three weakest, and what risk each creates
4. Questions I should ask the buyer's agent before we respond

Do not tell me whether to accept. Do not interpret contract language. Use
only the terms I pasted — do not assume standard timelines, customary
practice, or anything "typical" for my market. If a term I gave you is
ambiguous, say it is ambiguous rather than resolving it. Show your
arithmetic for any figure you calculate.
```

4.5 Post-showing recap — two versions

```
Here are my notes from today's tour with [CLIENT]: [PASTE ROUGH NOTES,
TYPOS AND ALL]

Give me two outputs:

A) FOR ME: what patterns show up across these homes? What are they
   consistently drawn to and consistently rejecting? What should I show them
   next, and what should I stop showing them?

B) FOR THE CLIENT: a clean, friendly recap email of what we saw, with the
   pros and cons of each home laid out neutrally, and clear next steps.

For B, do not editorialize about which one they should pick.

For B, use ONLY what is in my notes. If I recorded nothing positive about a
home, do not invent something positive to balance it — write what I actually
observed, or leave that home with fewer points than the others. Do not add
features, condition, or neighborhood details I did not write down. If my
notes are unclear or contradictory, flag it to me in section A rather than
smoothing it over in section B.

In A, mark anything that is your inference rather than something I wrote,
so I can tell your reading apart from my notes.
```

Version A is the one that makes you look like you have a photographic memory three weeks later.

■ **Those two paragraphs were added after testing, and they are the most important addition in this handout.** Run without them, this prompt described a house as *"well-maintained and priced below the others"* — from notes that said "hated it, left after 6 min." It filled the gap because the other four homes had positives and that one did not. In a client-facing email, that is a small misrepresentation of a day the client was present for.

The same prompt with the constraints produces a shorter, unbalanced-looking recap. That is the correct output. The day was unbalanced.

5. Showing prep and buyer work

5.1 The pre-showing brief

```
I'm showing these homes tomorrow to [BUYER PROFILE — e.g. relocating couple,
work downtown, one dog, want a yard, $500-600k]:

[PASTE ADDRESSES AND KEY DETAILS FOR EACH]

For each home, give me:
- The one thing to point out first
- The likely objection and how I'd address it honestly
```

```
- Two questions to ask them in the house to learn what they actually want

Then: the best driving order and why.

Use only the details I listed. Do not state drive times, distances, school
assignments, HOA rules, or anything about the neighborhoods — I did not give
you that. Base the driving order only on price, condition and the notes
above, and say what it is based on.
```

5.2 Making sense of scattered feedback

```
Here is buyer feedback across [N] showings over [TIME PERIOD]:
[PASTE EVERYTHING — quotes, ratings, your notes]

Identify:
1. What they say they want vs. what their reactions suggest they want
2. Any contradiction worth raising with them directly
3. Three search-criteria changes I should propose
4. Whether their budget matches their must-haves, based only on the
   prices in this data

Quote the specific feedback each conclusion rests on, so I can check it.
Where the data is thin, say the conclusion is tentative. Do not tell me what
is available on the market or what they "need to spend" — you have no
inventory data, only these showings.
```

5.3 Turning an inspection report into a conversation

Upload the PDF — do not paste an excerpt. This is the one prompt where the tool choice in Section 1 really matters: the value is in it reading all forty pages, including the parts you skimmed. Pasting the summary page defeats it.

```
Attached is an inspection report for [ADDRESS]. [UPLOAD THE PDF]

Summarize for a first-time buyer:
1. Safety issues
2. Expensive-to-fix items
3. Normal-for-the-age items that sound scary but aren't
4. Questions to ask a contractor

Quote the report's own wording for anything in categories 1 and 2. If
something is unclear in the report, say so rather than guessing. Do not
estimate repair costs.

Where the report states a condition but not its extent, say the extent is
unknown and make it a question — do not assume it is limited or widespread.
Mark clearly anything that is your inference rather than the report's own
finding. Do not add typical service lives, code requirements or common
practice unless the report states them.
```

The last two sentences matter. Repair-cost estimates are the thing these tools invent most confidently, and a wrong number in a buyer's head becomes your negotiation problem.

The extent rule earns its place. Tested on a report noting polybutylene piping *"at water heater connection,"* the tool correctly refused to say whether it ran through the whole house and made that the headline question — the difference between a small job and a repipe. But in the same answer it wrote that an 18-20 year roof "is a replacement conversation," which the report never said. Both behaviors, one output. The rule is what makes the second one label itself.

6. Voice, video and animation

Tool names and prices verified August 2026. This category changes faster than any other — OpenAI's Sora shut down in April 2026 — so check before you buy.

Sort these into three buckets. The bucket decides how much care you need.

Bucket	What it does	Risk
A. Puts you on camera	Voiceover, avatars, dubbing	Low — it's you and your words
B. Shows the property	Virtual staging, image/video generation	**High — regulated, disclosure required, some of it illegal**
C. Edits what you shot	Captions, clipping, cleanup	Lowest — biggest time saver

Bucket A — Voiceover and on-camera

Voiceover / text-to-speech

Tool	Good for	Cost
ElevenLabs	The quality ceiling. Narration for listing videos, market updates	Free to try; **commercial use needs the ~$99/mo Pro tier**
Murf	The most polished option if you're not technical — script, generate and edit alongside your slides	From ~$19/mo
Google Cloud TTS	Close to ElevenLabs quality at a fraction of the price, if you're volume-heavy	Pay per use
CapCut / Canva built-in	Good enough for a social clip, already in the tool you're using	Free

Check the commercial-use terms before a voice goes on anything public. Free tiers frequently permit personal use only, and a listing video is commercial.

Avatar video — the practical one for realtors. You record yourself once; after that you type a script and your digital double delivers it. Best fit is recurring content: weekly market updates, listing intros, the same explainer in Spanish.

Tool	Notes	Cost
HeyGen	Free tier exists; unlimited standard avatar videos and 175+ languages with lip-synced dubbing	~$24/mo
Synthesia	230+ stock avatars, enterprise-steady, no credit-system confusion	Higher, team-oriented

Two cautions. Disclose that it's an AI avatar — an audience that discovers it later feels deceived, and that costs more trust than the video earned. And use it for *information*, not for anything that should feel personal. An AI avatar delivering condolences or bad news about a deal is worse than no video.

Bucket B — Anything that shows the property

This is the bucket that carries real legal risk. Read Section 7.5 with it.

Generative video (Veo, Kling, Runway) makes fictional footage. It is excellent for a brand clip, an establishing shot of a city, an abstract background. It must **never** be used to depict a real listing. A generated "walkthrough" of a house that doesn't look like that is misrepresentation, full stop.

Tool	Notes	Rough cost
Google Veo 3.1	Current quality leader — 4K with native audio	From ~$0.15/second
Kling 3.0	Best value; ~$0.84 for a 10-second clip with audio	~$0.10/second
Runway Gen-4.5	Most creative control, best if you're art-directing	~$12–15/mo standard
~~OpenAI Sora~~	**Discontinued — shut down 26 April 2026**	—

Virtual staging is the one Bucket B tool most agents actually need, and it is legal in every major US MLS **when disclosed**. The rules got sharper this year:

- **California AB 723 took effect 1 January 2026** — non-disclosure of

digitally altered listing photos is now a **misdemeanor**, the strictest such law in the country. Other states are following.

- MLS fines for non-compliance run **$500 to $5,000**.

Allowed: adding furniture and decor to a real photo, where walls, floors, windows and architecture stay exactly as they are.

Prohibited: removing or hiding defects, changing room dimensions, adding windows or doors, removing an unattractive view, altering the exterior, or changing flooring, wall color or countertops.

How to disclose: label every altered image visibly, in words a buyer understands at a glance. Put the unaltered photo immediately before or after it in the MLS. On print, a QR code to the original works.

Your own MLS's rule is the one that binds you — they differ. Look it up once and write it on a sticky note.

Bucket C — Editing what you already shot

The least glamorous bucket and almost certainly the highest return.

Tool	What it saves you
Descript	Edits video by editing the transcript — delete a sentence, the video cuts. Removes "um" automatically
CapCut	Auto-captions, templates, trimming. Free, and captions matter because most social video is watched muted
Opus Clip / Captions	Turns one long walkthrough into a week of vertical clips
Canva Magic Studio	Animated social posts and flyers from templates — the lowest-effort entry point
Adobe Podcast (Enhance)	Free. Makes phone audio sound like a microphone. Fixes a windy walkthrough

If you do one thing from this section: shoot a real walkthrough on your phone, run it through CapCut for captions, and add an ElevenLabs or Murf voiceover if you don't like your recorded voice. Real footage, professional finish, no disclosure problem, about twenty minutes.

7. What will get you in trouble

Five rules. All of them come from things that actually happen.

1. Never paste client personal information into a public AI tool. Full names with financial details, Social Security numbers, bank statements, signed contracts with personal data. Use initials or "my client." Assume anything you paste could be seen by someone else.

2. Never trust a comp it gives you. These tools will produce specific addresses, sale prices and dates that look completely real and are completely invented. Comps come from the MLS. Every time.

3. Never trust HOA rules, ordinances, or legal requirements it states. Same problem, higher stakes. It will state a pet-weight limit or a rental restriction with total confidence. Read the actual governing documents.

4. Never let it write or interpret contract language. Not an addendum, not a contingency, not "what does this clause mean." That is the unauthorized practice of law and your E&O carrier will not enjoy the conversation. Use your brokerage's forms and your transaction attorney.

5. Never send raw output. Read every word first. You are responsible for what you send, and "the AI wrote it" is not a defense to a Fair Housing complaint or a misrepresentation claim.

The 30-second verification habit

Before anything leaves your desk:

- Did it state a **number** I didn't give it? → Verify it or cut it.
- Did it state a **rule or law**? → Verify it or cut it.
- Did it name a **property, person, or company** I didn't mention? → Verify or cut.
- Does it describe **people** rather than the property? → Rewrite it.
- Would I be comfortable if this appeared in a complaint? → If no, don't send it.

8. Where a human is not optional

AI drafts. You decide. These are the moments where the decision is the job:

- **Legal review** — anything contractual
- **Emotional situations** — divorce, estate sales, a deal falling apart
- **Negotiation judgment** — reading what the other agent isn't saying
- **Anything that could end up in front of a broker or an E&O claim**
- **Local knowledge** — the road that floods, the neighbor who sues, why that

block sits longer. No model knows your market. You do.

That last one is the whole argument for your commission, and it got more important after the NAR settlement, not less. AI makes the documentable part of your work faster. It cannot do the part clients actually pay you for.

9. Start here, today

Pick one. Not five.

1. **Today** — next new lead, use prompt 4.1. Time how long it takes.
2. **Next** — next listing, use 3.1, and read it for Fair Housing before it goes live.
3. **Then** — after your next tour, use 4.5 and keep version A in your CRM notes.
4. **After that** — take one listing and run 3.3. That's a week of content in ten minutes.
5. **Last** — build your own prompt for the task you hate most, using the four-part pattern in Section 2.

The agents who get value from this are not the ones who learn the most tools. They're the ones who take one workflow they already do and make it take a quarter as long.

10. Where to find us

repartner.ai/training
this handout

repartner.ai
the apps

re-quest.com
for your clients

repartner.ai/training — this handout. Nobody retypes a prompt off paper. The current PDF is on that page: free, no account, no email required. Copy the prompts straight out of it, and send the link to anyone in your office who missed the session. Everything we hand out at a future session goes there too.

repartner.ai — the apps behind several of today's examples. RE:Agent plans your showing tours, scores every home you walk, tracks mileage automatically and searches the MLS in plain English. RE:Buyer is the free companion your clients use — they score homes, take photos and notes on the spot, and it all syncs to you as it happens. Nothing in this handout requires it. Ninety days free.

re-quest.com — help clients find trusted real estate professionals on demand. A free, privacy-first way for buyers and sellers to find and compare the professionals they need: agents, lenders, inspectors, appraisers and real estate attorneys. They search anonymously, compare real profiles and reviews, and decide when and whether to make contact. No sales calls, no sold data. Worth knowing because it is where a consumer builds their team, and being findable there costs nothing.

Want this session in your office?

support@pocketsoft.co

The session runs about an hour, it is not a sales pitch, and everyone leaves with this handout.

We are glad to run it for a brokerage, a team meeting, a board event or a conference, either in person or over video, and there is no charge for it.

Send us an email with an approximate number of attendees and a few dates that would work, and we will contact you to get the session scheduled.