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AI for estate agents: 10 prompts to paste

For sales and lettings negotiators. Ten prompts for listings, vendor updates, viewing feedback and the chasing that fills the gaps between appointments.

How to use these

Paste a prompt into ChatGPT, Claude, Gemini or Copilot (the free versions are fine) and swap the [brackets] for your own details.

DESCRIPTIONS MUST BE ACCURATE

You're responsible for what goes in a listing. Give the AI only true facts, and check every claim, measurement and feature before it goes live. Leave clients' names, addresses and finances out of the chat.

Listings

PROMPT 1

Write a property description from your notes

You're back from a valuation with a page of notes.

> Write a property description for a portal listing. Facts: **[type, bedrooms, bathrooms, area, key features, condition, outside space, parking, tenure, anything notable]**. Nearby: **[transport, schools, shops, as facts]**. Around 180 words, plain and specific, no clichés like "deceptively spacious", and only use the facts I've given. Start with the strongest feature.

Tip: Ask for "a 60-word version for social media" afterwards.

PROMPT 2

Three headline options

The first line is what gets the click.

> Write five short headline options for this property: **[key facts]**. Each under 12 words, factual, leading with what a buyer would search for.

PROMPT 3

Check a listing before it goes live

A second pair of eyes at 5.55pm.

Check this property description for typos, anything unclear, any claim that sounds exaggerated or that I'd need evidence for, and anything a buyer would want to know that's missing: **[paste it]** .

Vendors and landlords

PROMPT 4

Write a weekly vendor update

Friday, and twenty vendors want to hear from you.

Write a short weekly update to a vendor. This week: **[number]** viewings, **[number]** enquiries, feedback themes: **[themes]** , portal views: **[figure if you have it]** . My honest advice: **[your advice, e.g. hold / consider a price change]** . Warm, straightforward, under 130 words.

PROMPT 5

Have the price conversation

Six weeks on the market and no offers.

Help me write a tactful email to a vendor suggesting a price reduction from **[price]** to **[price]** . The evidence: **[viewings, feedback, comparable sales]** . Be respectful, lead with the evidence, explain what the change is likely to do, and offer a call. Under 150 words.

PROMPT 6

Follow up a valuation you didn't win yet

You valued it ten days ago and they've gone quiet.

Write a friendly follow-up to a homeowner whose property I valued on **[date]** . I'd like to know if they have questions and whether they're closer to deciding. Mention one thing specific to their property: **[detail]** . No pressure, under 90 words.

Buyers and tenants

PROMPT 7

Turn viewing feedback into a tidy summary

After a Saturday of back-to-back viewings.

Here are my rough notes on feedback from today's viewings, with names removed: **[paste]**. Summarise the common positives, the common objections, and what I should tell the vendor. Only use what's in my notes.

PROMPT 8

Reply to a portal enquiry so they book

An enquiry has landed and speed matters.

Write a reply to someone who enquired about **[property]**. Thank them, answer their question: **[question and true answer]**, offer these viewing slots: **[slots]**, and ask the two things I need to know: their position and timescale. Friendly, under 100 words.

PROMPT 9

Chase a sale that's stuck

The chain has gone quiet.

Write a polite chaser to **[a solicitor / a buyer / a broker]** about **[what's outstanding]** on a sale agreed on **[date]**. Ask for a clear update and a date. Firm, courteous, under 80 words.

Winning instructions

PROMPT 10

A week of local social posts

The branch page hasn't been updated since spring.

Give me seven social media post ideas for an estate agency in **[area]**: a local spot, a market fact I can verify, a tip for sellers, a tip for first-time buyers, a behind-the-scenes moment, a recent success without private details, and a question. Write each caption in under 50 words.

Map how a property goes from valuation to completion

Tell doingit.today how the job really runs in your branch. We'll map it in plain steps, mark the ones AI could help with, and teach you each one.

Free to start. No tech background needed.

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