

REAL ESTATE

AGENT **AI** PLAYBOOK

ChatGPT can be your secret weapon



Digital **Ebook**

Real Estate Series

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Welcome

If you're a real estate agent looking for a competitive edge, this AI Playbook was built for you. Inside, you'll find clear, repeatable ChatGPT tips and prompts designed to help you write faster, follow up better, and win more listings with less effort.

Whether you're juggling FSBO leads, writing your 10th listing this month, or simply trying to stand out in a crowded market, ChatGPT can be your secret weapon if you learn how to use it properly.

Almost every page gives you something helpful you can use right now.



Plug-and-play, copy, paste, tweak, and go.

Is This You?

You're in The Right Place

If you're a real estate agent who's constantly writing listing descriptions, follow-ups, or FSBO content from scratch, **this Playbook will change everything.**

It's for the agent who wants to stop wasting time, start sounding sharper, and win more business using the power of ChatGPT. You don't need to be a tech wizard. You just need to be curious, and ready to work smarter, not harder.



Here's what this eBook will do for you

This isn't just another PDF. It's a complete mindset shift for how you use ChatGPT to sell, follow up, and win listings faster. Inside this guide, you'll learn how to:

- ✓ Talk to ChatGPT like a pro (no coding required)
- ✓ Write listings that actually get attention
- ✓ Fix weak FSBO and follow-up scripts
- ✓ Train ChatGPT to sound like you
- ✓ Stand out in a crowded inbox or DMs
- ✓ Create social and email content in minutes, not hours
- ✓ Win more listings with advanced tactics
- ✓ Stop sounding like every other agent online

Whether you're brand new to AI or already using ChatGPT casually, **this guide will help improve your process and speed up your workflow.**

39%

of buyers are already
using AI tools

-Veterans United AI Homebuying Survey

FLIP THE SWITCH

More importantly, this Playbook will help to flip a switch in your brain, and you'll stop asking, "What should I write?" and start saying, "I already know how to get this done with ChatGPT."

When this happens, you're ready to leverage the power of ChatGPT.



Disclaimer

ASSUMPTIONS

You have already properly completed the set-up of your ChatGPT account and *Personalization* so it knows who you are and what you do. This is **VERY IMPORTANT**.

NOTE TO AGENT:

Do not insert Personal Identifiable Information (PII) in AI tools.

PII

This eBook shares ideas, methods, and strategies designed to help real estate agents improve their outreach, and follow-up using ChatGPT. Results may vary depending on your market, clients, and approach. This guide is a helpful resource to show you how to think differently and take action more confidently. Always use your own judgment and check with your brokerage firm when trying something new.



28-30%

of real estate firms are
piloting or exploring AI.

[V7labs](#)



This eBook becomes the bridge
between personal use and
strategic rollout.

How to Talk the ChatGPT Language

A successful prompt includes 5 important variables. Each one, if filled in with the right information will get you closer to the desired output. Many people just enter a brief question (task), and don't fill in the others. **This is probably the most important thing you can learn.**



PRO

TIP: Be specific in all your prompts

How to Talk the ChatGPT Language



1

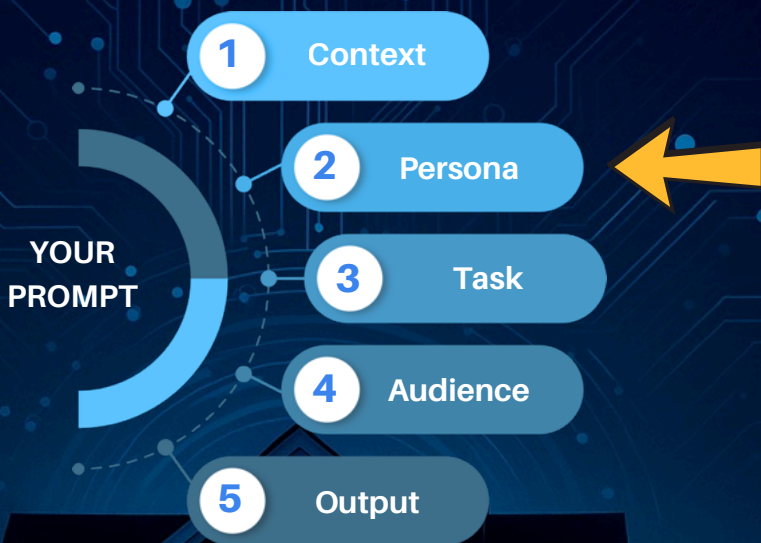
CONTEXT:

The main subject, idea, or scenario you want ChatGPT to focus on or respond to.

PRO

TIP: Always tell ChatGPT where you're operating, industry, situation, or environment. The clearer the scene, the sharper the response.

How to Talk the ChatGPT Language



2

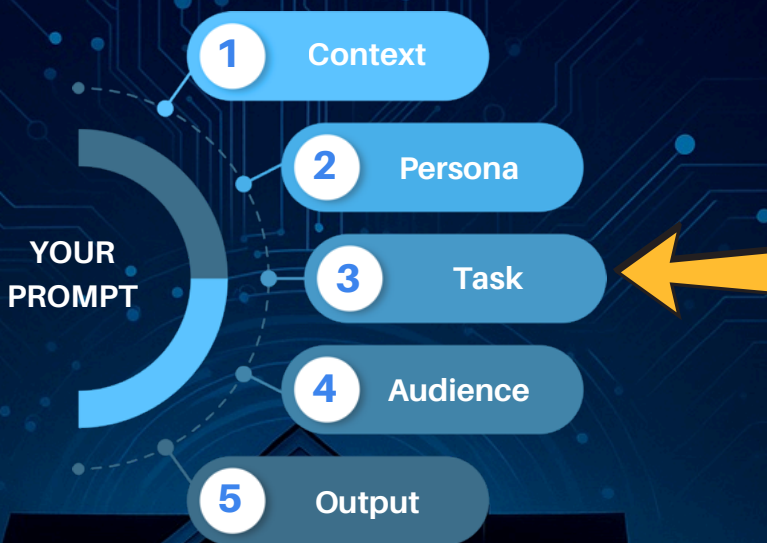
PERSONA:

The specific expert identity you want ChatGPT to adopt when responding to your prompt.

PRO

TIP: Assign ChatGPT a role (ex: "Act as a sales director") so answers match the expertise you need.

How to Talk the ChatGPT Language



3

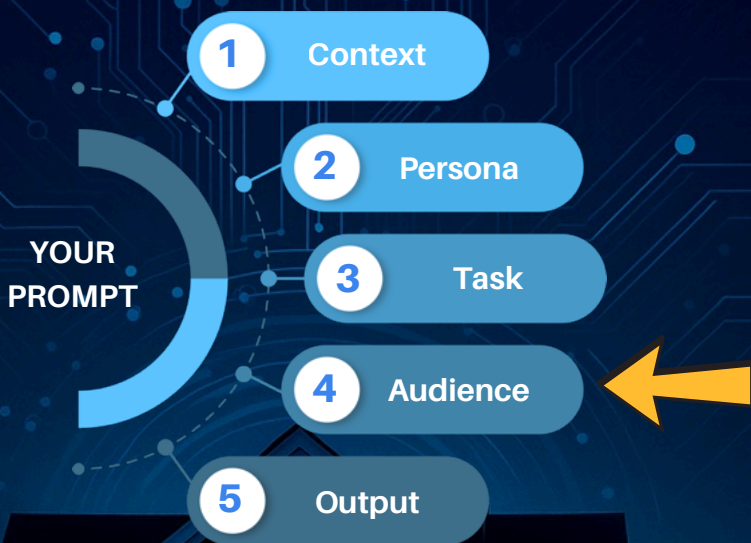
TASK:

The specific action or instruction you want ChatGPT to perform (e.g., write a follow-up email, create a listing description, generate social captions).

PRO

TIP: State the action clearly: "Write," "Summarize," "List," "Create", so ChatGPT delivers exactly what you want.

How to Talk the ChatGPT Language



4

AUDIENCE:

The person or group the output is meant for, which helps tailor tone, language, and relevance (e.g., homebuyers, sellers, social media followers).

PRO

TIP: Name your reader: customers, executives, sales reps, so tone, complexity, and format fit them.

How to Talk the ChatGPT Language



5 OUTPUT:

The exact format or deliverable you want from ChatGPT, such as a list, email, headline, script, paragraph, bullets, listing description, video script, or blog article. Note: You may want a research report, a summary, or even a coverletter.

PRO

TIP: Define the end form: bullet points, email draft, blog post, script—so ChatGPT packages results in the right format.

Did you get a bad response?

HERE'S WHAT YOU DO:

Re-Compose:

- Re-read your prompt, look for ambiguous words (remove them).
- Re-type your prompt and be more specific.
- Follow the 5 ChatGPT variables on pages 9-13.

Re-Frame:

- Sometimes you need to start again and explain your prompt from a different perspective.
- This helps ChatGPT look at it differently.

Search Engine Asks:

- Write your prompts like you're talking to an expert friend (not like you're typing in a search engine).



TIP: If you need details,
give more context

Advanced Prompting

15

Consider using these 5 methods when prompting or re-framing. They provide details, additional context and structure which will help give you better outputs.



5 METHODS:

1

Terminology: Specify industry-specific or technical keywords to use or avoid.

2

Tone: Specify the desired tone (e.g. formal, casual, informative, persuasive).

3

Scope: Define the scope / range of your content.

4

Limitations: Specify constraints: word or character count, geography, or number of examples.

5

Examples: Provide examples of desired style, structure, or content.

Train ChatGPT to Sound Like You

16

SECRETS:

What's the secret to make ChatGPT useful? Teach it your tone and style. Also, communicate with ChatGPT like a human teammate and you will get far better responses.

PRO TIP

Make sure your "Personalization" fields are filled in fully in your ChatGPT account.

THE PROMPT

“ You are a veteran real estate agent in [Your City/State]. You specialize in [Type of Property], and your tone is [Friendly, Luxury, Professional]. Write in a confident, clear, conversational voice. Help buyers and sellers feel informed, empowered, and excited. Task: Write a [listing description / email / blog post / social caption / explainer] about [Insert topic or property type here]. Speak directly to the client. Make them feel understood and motivated to take action. ”

Train ChatGPT to Sound Like You

17

ChatGPT should now be part of your daily workflow, especially for writing and client follow-ups.



58%

of real estate agents
use AI daily.

[-Finance.yahoo.com](https://finance.yahoo.com)

NOTE TO AGENT:

You can add more details to the prompt like neighborhoods, past sales, your personal story, or relevant selling data.



Train ChatGPT to Sound Like You

18

PRO TIP:

Save prompts in your notes app on your phone or on your laptop so you never start from scratch again.

36.1%

growth rate shows
accelerating
adoption and
pressure to
modernize.

-TheBusinessResearchCompany

Write Listings That Help **Capture** Attention

Stop writing from scratch. Let ChatGPT build the base, and you do the fine-tuning.



5-8
HOURS

**AI saves reps 5-8
hours per week.**

-6 AI Tools for Real Estate

THE PROMPT

“ Write a 150-word listing description for a 3-bed, 2-bath home in [City, State]. The home includes [3 key features]. Use emotional language. Make buyers feel something. End with a strong CTA. ”

Write Listings That Help **Capture Attention**

20

NOTE TO AGENT:

You can even mirror the style of listings you like and ask ChatGPT to help you write your listing, so it is similar (DO NOT plagiarize).

82%

of agents use AI for
listing descriptions

-floridarealtors.org

PRO TIP

Want to add video script? Ask ChatGPT for a script using the same listing data. Be specific.

FSBO & Overused Scripts

IS THIS YOU?

Let's be honest, every agent has a go-to FSBO or overused script saved on their computer.



Maybe yours sounds like this:

"Hi [Name], I saw your home FSBO in [Neighborhood]. I'm a local agent who knows the area well. If you ever want a second set of eyes, no pressure, I'm here to help. [Your Name]"



FSBO & Overused Scripts

22

But here's the thing: Having one script isn't enough. You need flexibility. You need variations. You need to sound human, not robotic. And that's where ChatGPT comes in.

Instead of reusing the same message over and over, try asking ChatGPT:



THE PROMPT

“ Give me 5 variations of this FSBO outreach text message with different tones, friendly, luxury, casual, bold, and persuasive. ”

Now you've got options.

FSBO & Overused Scripts

23

This is the kind of message that helps you stand out above your competition.

THE PROMPT

“ This FSBO has been listed for 30 days with no price change. Write a message that acknowledges that and offers value without being pushy. ”

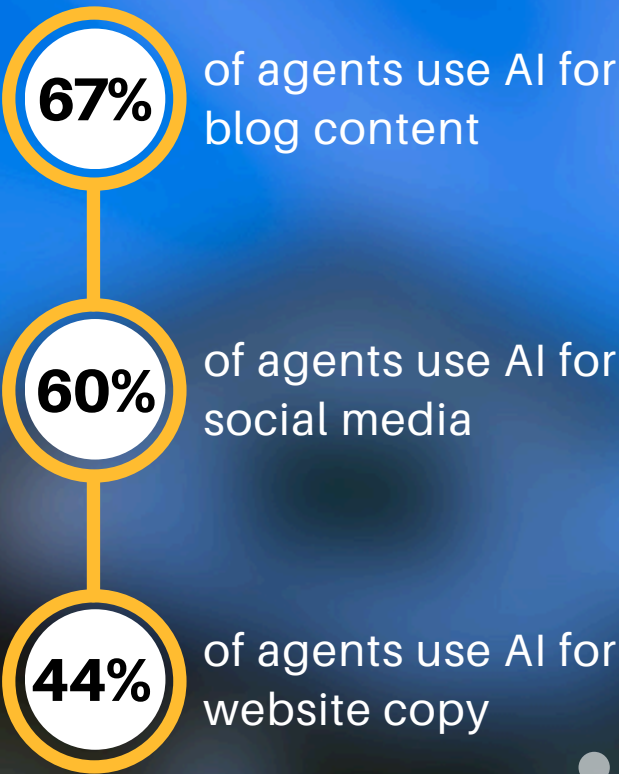
THE PROMPT

“ Write a voicemail message to a FSBO homeowner based on this situation: their listing has great photos, but no offers. Keep the tone warm and helpful. ”



TOP 3 USE CASES

driving everyday AI adoption:



[-FloridaRealtors.org](https://www.floridarealtors.org)



What about follow-ups?

25

15-30%

FSBO homes sell
for 15-30% below
comparable
agented listings

-Clever

ChatGPT isn't replacing you, it's
giving you depth, speed, and variation.

That's the real power. And if you ever need
a confidence boost, remember, FSBOs usually sell
for a lot less on average than agent-assisted homes.

That stat alone can open the door to a
conversation.

What about follow-ups?

26

Now let's put ChatGPT to work so your messages never sound like everyone else's.



THE PROMPT

“Create a 3-message sequence to follow up with a FSBO lead who didn't respond the first time. Provide varying tone options.”

Stop sounding like every other agent



When leads go quiet, it's not because people are uninterested, it's because they're busy. Good follow-ups reopen the conversation.



**Did you know you can
turn one prompt into a
plethora of options?**

Stop sounding like every other agent

Buyer Follow-Up Email:

to-generate listing
Property details
Staging suggestions
Price range

THE PROMPT

“Write a short, friendly email to a buyer who toured two homes yesterday. Under 100 words. Ask one question to re-engage and offer a next step.”

Stop sounding like every other agent

Buyer Follow-Up Email:

AI
Auto-generate listing
Property details
Staging suggestions
Price range suggestions

Example Output:

Hi Sarah, It was great seeing you yesterday and touring both homes. Did one stand out more to you? I'd be happy to line up a second showing or talk next steps if you're ready. – Samantha

Other follow-up prompts to try

Buyer Follow-Up Email:

- Write a voicemail script to a potential buyer who came to my open house.
- Write a casual text to let a buyer know a home they liked just dropped in price.
- Take my follow-up email and make it sound more eloquent, like I am going to do anything I can to help them find a new home without sounding desperate.



58%

**of agents use AI for
email follow-ups and
CRM tasks**

-Campuscollective

NOTE TO AGENT:

Remember to put these in ChatGPT and ask it to create something new for you. But be specific, it needs to know what direction you want to go.



Sound Clear, Concise and On-Point

If you want to win the listing, your message has to land. Sellers need to feel confident, clear, and taken care of, from the first touch all the way to the signed agreement.

But here's the thing: Many agents wing it. They reuse the same email. They stumble through the commission conversation. Or they fumble when trying to explain why their marketing is different.



PRO

TIP

That's where ChatGPT becomes your rehearsal partner, positioning coach, and pro writer, all in one.



Let's walk through
how you can use it:

Confirm the Listing Appointment with Energy

THE PROMPT

“ Write a text confirming tomorrow's listing appointment at [Address]. Be upbeat. Mention that I'm excited to walk them through my listing process and custom marketing plan. ”



PRO

TIP

Use this the night before your appointment. It sets the tone, shows you're prepared, and builds anticipation.

Try this next time you face an objection.



Handle Commission Objections with Confidence

THE PROMPT

“ A seller says, another agent offered to list for less commission.’ Write a confident, non-defensive response that reinforces my value. ”



Let's walk through
how you can use it:

Try copying and pasting in a line about your unique process. You'll be surprised how well ChatGPT helps you sharpen your positioning.

Explain Your AI Advantage Clearly

THE PROMPT

“Explain in 2-3 sentences how my AI-powered listing strategy helps homes sell faster and stand out online. Make it sound modern and client friendly.”



This becomes part of your pitch. Put it on your website, in your listing packet, or say it in your bio section on MLS or your website. ChatGPT can change it in 30-seconds.

Better language = better positioning.
Ready to go win it? Let's keep building.



NOTE TO AGENT:

Winning the listing isn't just about being nice. It's about communicating value with precision. And ChatGPT helps you say it better, every time in your desired tone.



10 Ways to Use ChatGPT to Win Listings

36

Prompt

—

1

Create Listing Pitch Scripts

Prompt: *"Write a persuasive pitch script for a [\$750K] home in [Jupiter, FL]. Emphasize pricing strategy and AI-driven marketing."*

2

FSBO & Expired Outreach

Prompt: *"Write 3 friendly, no-pressure texts to FSBO homeowners in [City, State]."*

3

Neighborhood Market Updates

Prompt: *"Summarize local trends for [Neighborhood, City, State] including days on market, price changes, and buyer activity."*

4

Home Valuation Emails

Prompt: *"Write an email offering a free home valuation with a CTA for a listing consult."*

5

Photo-to-Caption Generator

Prompt: *"Based on these 5 listing photos, write 3 Instagram captions."*

10 Ways to Use ChatGPT to Win Listings

37

Prompt

—

6

Pre-Listing Seller Guide

Prompt: *"Write a 5-step checklist for sellers preparing to list their home."*

7

3-Message Follow-Up Sequence

Prompt: *"Write an email series for a seller who said they're not ready yet."*

8

Objection Handling Roleplay

Prompt: *"Roleplay with me. A seller says, 'We'll wait until next spring.' Respond with empathy and insight."*

9

Unique Marketing Offer Generator

Prompt: *"Based on what top agents do, give me 3 listing guarantee offers that build trust."*

10

Just Sold Letters

Prompt: *"Write a postcard for a home I just sold at [97%] of list price in [12 days]."*

Thank You

You took the time to read through the *Real Estate AI Playbook*, which means you're not just another real estate agent. You're someone who wants to work smarter, stand out, and lead the way in a highly competitive market.

Right now, you have access to the foundational methods that many agents in your market haven't figured out how to use yet.

The good news is: this is just the beginning. Coming soon, I will release more ChatGPT real estate-specific eBooks built to help you leverage **one of the most powerful tools of our time.**

Until then, keep experimenting. Let ChatGPT help you be smarter, faster, and lightyears ahead of your competition. - Enjoy!



— Scott MacFarland

[Linkedin](#) | [Email](#)

The insights and statistics in this guide were informed by recent research, industry reports, AI adoption studies from leading organizations in real estate, technology, and finance, as well as thousands of hours using ChatGPT. The following sources are included to support transparency and provide you with further exploration:

- [Veterans United AI Homebuying Survey](#)
- [V7labs](#)
- [Finance.yahoo.com](#)
- [TheBusinessResearchCompany](#)
- [6 AI Tools for Real Estate](#)
- [Floridarealtors.org](#)
- [FloridaRealtors.org](#)
- [Clever](#)
- [Campuscollective](#)
- [Images generated by OpenAI's DALL·E via ChatGPT](#)

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