ChatGPT for Real Estate Agents: 25 Prompts and Setup

From brainmox.com/blog/chatgpt-for-real-estate-agents/. ChatGPT settings checked against OpenAI's help center on November 21, 2026. Test each prompt on a fictional listing first. Not legal advice.

Set up ChatGPT once (10 minutes)

1. Decide what client data goes in

Go to **Settings** → **Data controls** and turn off **Improve the model for everyone** if you don't want your chats used for training. For anything with a client's personal details, use a **Temporary Chat**: it doesn't appear in your history, doesn't create memories, isn't used for training, and OpenAI says it may keep it for up to 30 days for safety. ChatGPT Business and Enterprise workspaces aren't used for training by default. OpenAI data controls FAQ.

Better still, leave names out. "Buyer A, pre-approved to $640,000" works as well as a real name. In Ontario, RECO's guidance says not to put client information into public AI tools without the client's written consent; check your own regulator and brokerage policy.

2. Add custom instructions

On the web or desktop app, go to **Settings** → **Personalization**, switch on **Enable customization**, and paste this into **Custom Instructions**. It's under 1,500 characters, the limit on the Free and Go plans (paid plans allow 5,000). OpenAI custom instructions.

> I'm a licensed real estate agent in [state or province], working with [brokerage]. When I give you facts about a property, client or deal, use only those facts. Never add features, upgrades, measurements, prices, dates or school names I didn't give you. If something is missing, write [MISSING: what] instead of guessing.
>
> Write in plain, warm, direct English. Short sentences. No clichés such as "nestled", "boasts", "dream home", "won't last long" or "move-in ready" unless I use them first.
>
> Fair housing: describe the property, never the people. Don't mention or suggest who would suit a home (families, singles, retirees, religion, race, nationality, disability) and don't describe a neighbourhood as safe or unsafe. If I ask for that, remind me of the rule instead.
>
> Don't give legal, tax, lending or pricing advice. Don't state a home's value. Flag anything that needs my broker, a lawyer or a lender.
>
> When you write an email, keep it under 150 words, end with one question, and sign it [Your name].

3. Make a “Listings” project

Projects keep their own instructions, files and, if you choose, project-only memory, and they’re available to signed-in users on every plan. Create a project called **Listings**, and upload two or three past listing descriptions you liked plus your brokerage’s advertising rules. Free accounts can add 5 files per project; Go and Plus 25; Pro, Business and Enterprise 40. OpenAI Projects help.

A note on Custom GPTs: many guides tell you to build a “real estate GPT”. As of November 2026, OpenAI’s help center says new GPT creation isn’t available on personal accounts (Free, Go, Plus and Pro). A project does the same job for one agent. OpenAI: creating a GPT.

How to write any real estate prompt

Every prompt below follows the same four parts. Use it for anything that isn’t on the list.

Part	What to write	Example
Facts	Everything true, pasted in a block	“3 bed, 2 bath, 1,450 sq ft, roof 2021, south-facing yard”
Task	One job, with a length	“Write a 150-word listing description”
Rules	What it must not do	“Use only these facts. No clichés.”
Format	How you want it back	“Two versions, then a list of facts you didn’t use”

Asking for “a list of facts you didn’t use” is the quickest check that it didn’t invent any.

25 ChatGPT prompts for real estate agents

Replace everything in [brackets]. Each prompt ends with what to check before you use the result.

Listings

1. Listing description, two lengths

> Using only the facts below, write two listing descriptions: 80 words for portals and 200 words for our website. Lead with the strongest feature. Then list any fact you didn’t use. Facts: [paste].

Check: every feature against the listing sheet, and room count and square footage against the measurements.

2. Rewrite a weak description

> Here's my current listing description. Rewrite it to be clearer and more specific without adding any new facts. Remove clichés. Then list the changes you made. Description: [paste].

Check: that no new fact slipped in.

3. Feature sheet for the open house

> Turn these facts into a one-page feature sheet: a 2-line intro, 8 bullet points grouped by inside, outside and updates, and a "Good to know" line for taxes and fees. Use only these facts: [paste].

Check: taxes, fees and update years against the documents.

4. Photo captions and alt text

> For each photo below, write a 10-word caption and alt text that describes what's visible for someone who can't see it. Don't describe people or who would live there. Photos: [list room and what's in each photo].

Check: captions match the actual photos, in order.

5. Fair housing check on your copy

> Review this listing copy for wording that describes people instead of the property, suggests who the home suits, or describes the area as safe or unsafe. Quote each phrase and suggest a property-focused replacement. Copy: [paste].

Check: this is a second pair of eyes, not a compliance review. Your broker has the final word.

Marketing and social

6. Five posts from one listing

> From this listing description, write five short social posts: just listed, open house [day/time], price update, under contract, sold. Under 60 words each, no hashtags in the text, then 5 hashtags at the end. Description: [paste].

Check: dates and prices, and that "sold" goes out only after closing and with the seller's OK.

7. Video script for a walkthrough

> Write a 45-second walkthrough script for a phone video of this home, room by room in this order: [rooms]. Say what to film for each line. Use only these facts: [paste].

Check: the room order matches how you'll walk it.

8. Market update from your numbers

> Using only these numbers for [area] last month, write a 150-word market update and two sentences on what it means for someone thinking of selling. No predictions. Numbers: [median price, sales, days on market, active listings, same month last year].

Check: every number against your MLS or board report, and the source line under the update.

9. Newsletter section

> Write a short newsletter section with three parts: one local market fact from the numbers below, one home maintenance tip for [month] in [climate or region], and one line inviting readers to reply with questions. 200 words total. Numbers: [paste].

Check: the tip suits your climate, and the newsletter has an unsubscribe line.

10. Ideas for a month of posts

> Give me 20 social post ideas for a real estate agent in [area] for [month], mixing listings, local events I'll fill in, home tips and behind-the-scenes. One line each. Don't invent local events; write [EVENT] where I should add one.

Check: you fill every [EVENT] with something real.

Clients and email

11. First reply to a new lead

> Draft a reply to this inquiry. Answer their question using only the listing facts below, offer two showing times from my availability, and end with one question. Under 120 words. Inquiry: [paste]. Facts: [paste]. Availability: [paste].

Check: the times are still free on your calendar.

12. Follow-up after a showing

> Write a follow-up email to a buyer who saw [address] today. They liked [detail] and worried about [detail]. Offer one useful next step. Under 100 words.

Check: you got their likes and worries right.

13. Explain a process in plain words

> Explain [the offer process / a home inspection / conditions and deadlines] to a first-time buyer in [state or province], in under 200 words, at a grade 8 reading level. Write [CHECK] next to any step that varies by contract or location.

Check: every [CHECK] line against your contract and local practice. This is general information, not advice.

14. Reply to a tricky email, calmly

> Here's an email from a client who's upset about [issue]. Draft a calm reply that acknowledges the problem, says what I'll do next by [date], and doesn't admit fault or promise an outcome. Under 150 words. Email: [paste].

Check: the next step is one you can deliver, and your broker sees it first if it's a complaint.

15. Turn a voice note into an email

> Here's a transcript of my voice note after a call with a seller. Turn it into a short recap email to the seller with what we agreed, what I'll do, what they'll do, and dates. Write [MISSING] for any date I didn't say. Transcript: [paste].

Check: every agreement matches what was said on the call.

Transactions and documents

16. Deadline checklist from contract dates

> From these contract dates, make a checklist of every deadline: the date, what's due, who's responsible and a reminder two days before. Sort by date. Dates: [paste from the signed agreement].

Check: every date against the signed contract, line by line.

17. Inspection report summary

> Summarize this inspection report in 10 bullets, most serious first, as the report rates them. Give the page number for each. Don't add opinions on cost or urgency. Report: [paste or upload].

Check: the page numbers, and read the serious items in the original yourself.

18. Condo or HOA document summary

> Summarize these condo/HOA documents: fees and what they cover, special assessments, rules on rentals, pets and renovations, and anything about upcoming repairs. Quote the section for each point. Documents: [upload].

Check: quoted sections exist. Send the buyer the original documents, not just the summary.

19. Closing checklist for the client

> Write a closing checklist for my [buyer/seller] in [state or province]: what to do 2 weeks before, 1 week before, the day before and on the day. Write [CHECK] next to anything that varies by location.

Check: each [CHECK] line, and who handles closing where you work (lawyer, notary or title company).

20. Comparison table for a buyer

> Make a table comparing these three homes on price, size, bedrooms, bathrooms, lot, taxes, fees, age of roof and furnace, and distance to [place]. Use only the facts given; write “unknown” where a fact is missing. Homes: [paste].

Check: no “unknown” got filled in with a guess.

Your business and admin

21. Listing presentation outline

> Outline a 20-minute listing presentation for [address]: introduction, how I’d market it, recent nearby sales (I’ll add the numbers), my communication plan and next steps. Write [ADD] where I should add my own data.

Check: you price the home yourself, from real comparable sales.

22. Past client check-in list

> Here are notes on my past clients. For each, give the date of last contact, one personal detail to mention and a two-line check-in message. Sort by longest since contact. Notes: [paste, names removed if you prefer].

Check: details are current, and nothing private goes into a message.

23. Weekly plan

> Here's my week: appointments, deadlines and goals. Build a time-blocked plan with lead follow-up every morning, two prospecting blocks and buffer time between showings. Flag any conflict. Week: [paste].

Check: travel time between showings.

24. Bio for your website

> Write a 120-word professional bio from these facts: years licensed, areas, specialties, one personal detail and how clients can reach me. First person, no superlatives, no awards I didn't list. Facts: [paste].

Check: licence wording and brokerage name follow your regulator's advertising rules.

25. Objection practice

> Act as a seller who wants to list above the comparable sales I give you. Push back three times in a realistic way. After each of my replies, tell me what was clear and what was weak. Sales: [paste].

Check: it's practice. Don't send its arguments to a real seller as advice.

What not to ask ChatGPT

- **A price or a value.** It doesn't have live MLS data, and a number from a chatbot isn't a comparative market analysis.
- **Legal, tax or lending advice** for a client. Use it to prepare questions for the professional.
- **"Is this a good neighbourhood?"** That's a steering risk. Point buyers to public data sources and let them decide.
- **Edited listing photos without a label.** Altered photos need to be disclosed in some places, such as California from January 1, 2026.

For the full list of tasks AI should and shouldn't handle, see AI for real estate agents.

Rules that apply when you use AI (US and Canada)

Rule	Where	What it means for ChatGPT use
Fair Housing Act	US	No describing buyers or neighbours by protected class, no steering. Applies to AI-written copy
CAN-SPAM	US	Marketing emails need a real sender, a physical address and a working opt-out
California AB 723	California	Label altered listing photos and link to the originals (from Jan 1, 2026)
CASL	Canada	Consent, sender ID and unsubscribe for commercial emails and texts
TRESA and RECO AI guidance	Ontario	Verify AI output, label altered images, brokerage ID in ads, no client data in public AI tools without written consent
Your brokerage and MLS rules	Both	Often stricter than the law on photos, ads and data

This is a summary to help you ask the right questions, not legal advice. Your broker of record and your regulator have the final word.