

STAFFCASTLE

The Real Estate AI Prompt Pack

25 copy-paste prompts your VA (or you) can run today

Listings | Lead Follow-Up | Marketing | Comps | Transaction Coordination

staffcastle.com

Vetted, English-fluent, AI-ready Filipino virtual assistants

HOW TO USE THIS PACK

Three rules before you paste

- 1. Fill every [BRACKET].** Each prompt has placeholders like [ADDRESS] or [PRICE]. The more real detail you feed in, the less generic the output.
- 2. AI drafts, a human ships.** Nothing goes to a client, the MLS, or social media without a human read for accuracy, fair-housing compliance, and tone. Never let AI invent square footage, school info, or numbers.
- 3. Delegate the loop.** The real win isn't running one prompt — it's handing this whole pack to a virtual assistant who runs it every day: drafts in the morning, your edits by noon, posted by 2pm.

These prompts work in ChatGPT, Claude, or Gemini. On StaffCastle, every VA profile lists the AI tools they actually use — and AI-Ready badge holders completed our reviewed practicum.

SECTION 1

Listing Descriptions

The fastest wins in real estate AI. Feed facts in, get polished copy out, edit for accuracy.

#1 MLS listing description

Write an MLS listing description for [ADDRESS], a [BEDS]-bed, [BATHS]-bath [PROPERTY TYPE] with [SQFT] sq ft, listed at [PRICE]. Key features: [LIST 5-8 FEATURES]. Neighborhood highlights: [2-3 ITEMS]. Tone: warm and professional, no hype words like "stunning" or "must-see." 150-200 words. End with a call to action to schedule a showing.

VA tip: Have your VA keep a features sheet per listing so this takes 3 minutes, not 30.

#2 Three headline options

Give me 3 headline options (under 12 words each) for this listing: [PASTE DESCRIPTION FROM #1]. One emotional, one feature-led, one urgency-led. No all-caps, no exclamation points.

#3 Luxury rewrite

Rewrite this listing description for a luxury buyer audience: [PASTE DESCRIPTION]. Elevate the vocabulary, lead with lifestyle, keep every fact identical. 180 words max.

#4 Fair-housing compliance check

Review this listing copy for potential fair-housing issues (references to family status, religion, nationality, disability, or "ideal buyer" language): [PASTE COPY]. List anything questionable and suggest neutral rewording.

VA tip: Run this on every piece of listing copy before it ships. Non-negotiable.

SECTION 2

Lead Follow-Up & CRM

Speed-to-lead and consistent nurture — exactly the work a VA plus AI does best.

#5 Speed-to-lead first text

Write a first text message (under 300 characters) to a new buyer lead named [NAME] who just inquired about [ADDRESS] on [PORTAL]. Friendly, zero pressure, one clear question about their timeline. Do not sound automated.

#6 5-touch new lead sequence

Create a 5-touch follow-up sequence (Day 0 text, Day 1 email, Day 3 text, Day 7 email, Day 14 text) for a buyer lead interested in [AREA] around [PRICE RANGE]. Each touch adds value (market stat, new listing, financing tip) instead of "just checking in." Give me subject lines for the emails.

#7 Cold lead revival

Write a re-engagement email to a lead who went quiet [X MONTHS] ago after looking at homes in [AREA]. Reference how the market has changed since ([1-2 REAL STATS I'LL PROVIDE:]), ask one low-commitment question. Under 120 words.

#8 Objection: 'We'll wait for rates to drop'

A buyer says they want to wait for interest rates to drop. Write a respectful 3-paragraph response covering: date-the-rate/marry-the-house logic, what typically happens to prices when rates fall, and a no-pressure next step. Conversational, not preachy.

#9 Past-client anniversary note

Write a one-year home anniversary message to past clients [NAMES] who bought [ADDRESS] last [MONTH]. Warm, personal, mentions one detail: [DETAIL]. Close with a soft referral ask. Text-message length.

VA tip: Your VA pulls anniversaries from the CRM every Monday and preps the week's batch.

SECTION 3

Marketing & Social

A week of content in one sitting — drafted by AI, scheduled by your VA, approved by you.

#10 Just-listed social post

Write a just-listed post for Instagram and Facebook for [ADDRESS] ([BEDS]/[BATHS], [PRICE]). Hook first line, 3 short selling points, CTA to DM for a showing. Add 8 relevant hashtags for [CITY] real estate. Under 120 words.

#11 Just-sold story post

Write a just-sold post celebrating my clients (no names) who [BOUGHT/SOLD] in [NEIGHBORHOOD] after [BRIEF STORY: e.g., 3 offers, 6-day close]. Focus on the outcome and emotion, end with "thinking of making a move?" CTA.

#12 Weekly market update script

Turn these stats into a 45-second video script for a weekly [CITY] market update: [MEDIAN PRICE], [DOM], [INVENTORY], [ANY NOTABLE CHANGE]. Hook in the first 5 seconds, plain English, one takeaway for buyers and one for sellers.

#13 Neighborhood guide outline

Outline a 700-word neighborhood guide for [NEIGHBORHOOD] aimed at relocating buyers. Sections: vibe in one paragraph, housing stock and price ranges, commute, food and coffee, parks and rec, who it's perfect for. I'll fill in local specifics.

#14 Email newsletter

Draft my monthly client newsletter for [MONTH]. Sections: 2-sentence market pulse for [CITY] (stats: [PASTE]), one featured listing ([DETAILS]), one homeowner tip for the season, one local event. Friendly, skimmable, under 350 words. Give me 3 subject line options.

#15 Open house promo bundle

Create an open house promo bundle for [ADDRESS], [DATE/TIME]: (a) Facebook event description, (b) Instagram post, (c) reminder text to my buyer list, (d) day-of story caption. Consistent details across all four.

VA tip: One prompt, four assets — this is the kind of batch your VA runs every Thursday.

SECTION 4

Comps, CMAs & Client Communication

AI can't pull comps — but it turns your numbers into client-ready explanations instantly.

#16 Comp summary email

Turn these comps into a client-friendly email explaining my suggested list price of [PRICE] for [ADDRESS]: [PASTE 3-5 COMPS WITH ADDRESS, SPECS, SOLD PRICE, DOM]. Explain the logic simply, acknowledge the emotional side of pricing, no jargon. Under 250 words.

#17 Overpriced-listing conversation prep

My seller wants to list at [THEIR PRICE]; the data supports [MY PRICE]. Using these comps [PASTE], write talking points for a price conversation: lead with agreement on the home's strengths, show the cost of overpricing (staleness, price cuts), propose a strategy. Respectful, data-first.

#18 Offer comparison table

Compare these offers for my seller in a simple table plus a 3-sentence recommendation: [PASTE OFFER TERMS: price, financing, down payment, contingencies, close date, concessions]. Flag risks in plain English.

#19 Net sheet explainer

Explain this estimated seller net sheet in plain English for a first-time seller: [PASTE FIGURES]. Walk through each line in one sentence, end with the bottom-line number and what could change it. Reassuring, accurate, no guarantees.

SECTION 5

Transaction Coordination & Back Office

Contract-to-close is checklist work — the natural home turf of a VA armed with these prompts.

#20 Contract-to-close checklist

Build a contract-to-close checklist for a [STATE] residential purchase closing on [DATE], with contingencies: [LIST: inspection, financing, appraisal, etc.]. Group by week, include who's responsible (agent, TC/VA, lender, title), and flag the drop-dead dates.

VA tip: Your VA turns this into recurring tasks in your task manager the day a contract goes pending.

#21 Milestone update emails

Write 4 short template emails updating buyers at each milestone: offer accepted, inspection scheduled/complete, clear to close, final walkthrough + closing day logistics. Warm, clear about next steps, each under 120 words. Leave [BRACKETS] for dates and names.

#22 Vendor request email

Write a scheduling request email to a [VENDOR TYPE: inspector/photographer/stager] for [ADDRESS], needed by [DATE]. Include access details placeholder, ask for confirmation and cost, professional and brief.

#23 Meeting-notes to action items

Turn these raw notes from my team meeting into a clean action list grouped by owner with deadlines: [PASTE NOTES]. Flag anything with no owner or no date.

#24 Review request + reply

(a) Write a Google review request text to my just-closed buyers [NAMES] — grateful, specific to their story [1 DETAIL], with the review link placeholder. (b) Write a warm 2-sentence public reply I can post once they review.

#25 Weekly business scorecard

Create a weekly scorecard template I can fill in every Friday: new leads by source, conversations, appointments set, active listings, pendings, closings, reviews received. Add a 2-line "wins and focus" section. Format as a simple table.

VA tip: Hand this to your VA: they fill it from the CRM every Friday at 3pm, you read it in 90 seconds.

THE REAL UNLOCK

Prompts don't run themselves.

Every prompt in this pack works. But the agents winning with AI aren't the ones with the best prompts — they're the ones who **delegated the running of them**. A trained Filipino virtual assistant runs your listing copy, follow-up, social calendar, and transaction checklists every single day, with AI making them 3x faster.

On StaffCastle, every VA profile shows the AI tools they actually use, a recorded English video intro, verified government ID, and internet speed proof. VAs with the **AI-Ready badge** completed our reviewed practicum — real exercises like the ones in this pack, reviewed by our team.

Ready to hand this pack to someone?

Browse vetted, AI-ready real estate VAs free — or get a hand-picked shortlist of 3-4 finalists in 72 hours.

staffcastle.com/real-estate-virtual-assistant

© 2026 StaffCastle. You're welcome to share this pack with your team. AI outputs require human review; nothing here is legal, financial, or fair-housing compliance advice.