

AI UNLEASHED WORKSHOP

The Best AI for Real Estate Agents to Market
their Businesses



www.AIMasteryCenter.com

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Types of Prompts

- One-Shot Prompts
- Two-Shot Prompts
- Dual-Prompts
- Prompt Priming
- Tree of Thought Prompts
- Setting Multiple Instructions

One-Shot Prompt Example

"Write a social media post designed for first-time homebuyers that is engaging, informative, and visually appealing. The content should focus on demystifying the home buying process, emphasizing the joy and pride of owning a home. It should highlight tips for securing a mortgage, understanding credit scores, and finding the right property. The tone should be optimistic and empowering, encouraging young families and professionals to take the step towards homeownership. Please include a call-to-action that invites them to a free webinar on home buying essentials, with a link to sign up. The visual should be warm and welcoming, resonating with the aspirations of new buyers."

Two-Shot Prompt Example

First Shot:

"Create a social media post targeting first-time homebuyers. The goal is to educate and inspire confidence in the home buying process. The post should highlight key steps like mortgage pre-approval, searching for the right home, and the final purchase. The tone should be encouraging and supportive, with a clear, concise message. Can you draft a sample post with this focus?"

After receiving the first draft, you provide feedback for refinement:

Second Shot:

"Thank you for the draft. Now, I'd like to refine the message to appeal more directly to young families and professionals. Please emphasize the financial benefits of homeownership, such as building equity and potential tax advantages. Also, include a call-to-action for a webinar that details these benefits and guides them through the financing options available. Adjust the visual to something that conveys growth and stability, such as an image of a young family enjoying their new home."

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Dual Prompts Example

Prompt 1: "Create a visual graphic for first-time homebuyers that educates them on the importance of credit scores in the home buying process. The graphic should explain how credit scores affect mortgage rates and loan approval in a clear and simple way. Include a visual element that illustrates this relationship, such as a graph or an infographic."

Prompt 2: "Once you have created the visual graphic, write a social media post to use on Facebook along with the graphic."

Tree of Thought Prompt Example

Initial Seed (Root of the Tree):

"Develop a social media campaign for first-time homebuyers."

First Branch (Expanding on the Root):

"In the first post, focus on demystifying the mortgage pre-approval process. Provide clear, step-by-step guidance on what documents are needed, how credit scores impact the process, and why pre-approval is a crucial first step in home buying."

Second Branch (Another Expansion):

"For the second post, create content that illustrates the journey from renting to owning. Highlight the emotional pride and financial benefits of homeownership, such as equity growth and potential tax deductions."

Third Branch (Delving Deeper):

"In the third post, address common fears and misconceptions about the home buying process that may deter first-time buyers. Provide reassuring facts and motivational messages to encourage them to take the first step."

Connecting the Branches (Synthesizing the Tree):

"Ensure that each post includes a consistent design theme and tone that aligns with our brand's message of trust and guidance. Include a call-to-action that invites readers to a webinar for more detailed information and personal assistance."

The Fruit (Final Outcome):

"The end goal is to create a cohesive series of posts that not only inform and educate but also inspire confidence in first-time homebuyers, leading to increased engagement and sign-ups for the webinar."

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Multiple Instructions Example

Weekly Marketing

Develop my marketing content for this week. I will give you the topic in the next prompt. Once you receive that topic, I want you to create the following content in the order I have listed.

I want you to include my licensing and contact information in all items except the video scripts. Here is my information:

Name:

Company:

License #:

Website:

Phone:

I want you to begin with the first item and once I review the information you give me and approve it, I will type in Next, and you can proceed to creating content for the next item on the list.

Here is the list:

1. Video Scripts: Create a video scripts for the topic. Include a catchy opening and include an introduction to me. The script should be informative and engaging and be easy to understand. I do not need any direction or narrators in the scripts. I only want what I will be reading in the teleprompter. Include a call to action at the end of the script.
2. YouTube Descriptions: Create the YouTube descriptions for each of these videos. I want the descriptions to include a catchy headline and at least 500 words for a description. I want it to include hashtags.
3. Social Media Post for the video: Create social media post for the three video. I want it to include a short catchy headline.
4. Social Media Posts for two graphics: Create two social media posts that relate to the topic of the week but are different from the videos. I only need the post information. I want it to include a fun short headline.
5. Blog Post: Write a 500-word blog post on this week's topic for my website and one for my LinkedIn. Create a catchy headline and be sure to include call to action at the end.
6. Email Newsletter: Write a newsletter that includes one of my videos as well as information that relates to this week's topic.

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Real Estate Prompts

1. **Understanding the Home Buying Process:** A step-by-step guide for first-time homebuyers.
2. **Selling Your Home: What to Expect:** A detailed overview of the home selling process.
3. **Real Estate Market Trends:** Analysis of current trends in the local real estate market.
4. **Tips for First-Time Sellers:** Key advice for those looking to sell their home for the first time.
5. **Understanding Real Estate Jargon:** Decoding common real estate terms and acronyms.

ATM Method

A (Act): Just as you'd select the type of transaction at an ATM, here you define the 'role' you want ChatGPT to assume. Whether it's a Loan Officer, Marketing Manager or Manager, you're selecting the expert hat you want the model to wear.

T (Tell): This is like specifying the transaction details, such as the amount to withdraw. Here, you're directing ChatGPT on the specific task or information you seek, shaping the depth and scope of the response.

M (Message): Think of this as choosing the note denominations at an ATM. This determines the format or style in which you receive the information—be it in bullet points, a formal report, or even a Southern tone.

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Buyer/Agent Agreement Prompt

Write a new Buyer-Broker Agreement for a new buyer. I will give you the information about the buyer and details about the agreement in the next prompt.

Here is the list of what I want you to prompt me for in the next prompt:

Essential Information for Buyer-Broker Agreement

1. **Buyer's Full Name(s):**
2. **Buyer's Current Address:**
3. **Buyer's Contact Information:**
4. **Purpose of the Agreement:** (Typically to engage as the exclusive agent for property search and acquisition)
5. **Specific Type of Property and Location of Interest:**
6. **Official Date when the Agreement will take effect:**
7. **Duration of the Exclusive Representation Term:**
8. **Agreed-upon Commission Rate (%) of the Purchase Price:**
9. **Start and End Date of the Agreement:**
10. **Conditions for Early Termination and Any Associated Termination Fee:**
11. **Preferred Method for Dispute Resolution:**
12. **State Law Governing the Agreement:**

Once you receive that information, I want you to create the agreement and include the information about the buyer and details about the agreement. I want you to write the agreement exactly as is below:

Buyer-Broker Agreement

Between [Buyer's Full Name(s)] ("Buyer") and [Real Estate Agent Name] ("Agent").

Introduction

This Buyer-Broker Agreement ("Agreement") is entered into on this **[Official Date when the Agreement will take effect]**, by and between **[Buyer's Full Name(s)]** ("Buyer"), residing at **[Buyer's Current Address]**, and **[Real Estate Agent Name]** ("Agent"), a licensed real estate agent with **[Real Estate Company]**, **[License Number]**. The Buyer engages the Agent as the exclusive representative in the search for and acquisition of a **[Specific Type of Property and Location of Interest]** within the agreed-upon location of interest. This Agreement

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outlines the terms and conditions under which the Agent will perform real estate services on behalf of the Buyer.

Agent Responsibilities

The Agent commits to utilizing comprehensive access to Multiple Listing Service (MLS) listings, private listings, and leveraging advanced tools and technologies for the property search. The Agent will offer expert advice on offer strategies, negotiation assistance, and provide ongoing market analysis to ensure the Buyer makes informed decisions.

Property Search:

- As **[Buyer's Full Name(s)]** exclusive agent, I will leverage my comprehensive access to Multiple Listing Service (MLS) listings, augmented by a network of local contacts and private listings to ensure a diverse range of properties to consider.
- I commit to utilizing advanced tools and technologies, such as real-time market analysis software and virtual tour capabilities, to streamline the property search process.

Presenting Offers:

- My approach includes a thorough evaluation of property value to ensure **[Buyer's Full Name(s)]** offers are competitive and fair. I'll provide expert advice on offer strategies and include personalized touches that resonate with sellers, making **[Buyer's Full Name(s)]** offers stand out.

Negotiation Assistance:

- I bring to the table a proven track record of successful negotiations, employing tactics that range from assertive bargaining to strategic concessions, always aiming to achieve the best possible terms for **[Buyer's Full Name(s)]**.
- I'll maintain open and timely communication with **[Buyer's Full Name(s)]**, providing updates and insights at every step, ensuring that **[Buyer's Full Name(s)]** is empowered to make informed decisions throughout the negotiation process.

Market Analysis and Advice:

- My services include ongoing market analysis, delivered through comprehensive reports and personalized consultations, ensuring that **[Buyer's Full Name(s)]** remains informed about current market trends and how they may impact her purchasing decisions.

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- I will offer **[Buyer's Full Name(s)]** strategic advice based on real-time data, such as the best times to buy, emerging neighborhood trends, and investment potential, to ensure she can capitalize on market conditions.

Buyer Responsibilities

The Buyer agrees to provide all necessary financial details promptly, be available for viewing properties, and maintain open lines of communication, responding to inquiries and providing feedback on properties promptly.

Exclusive Representation

The Agent shall represent the Buyer exclusively for the purchase of **[Specific Type of Property and Location of Interest]** located within the specified geographical areas, from **[Duration of the Exclusive Representation Term]**, unless extended by mutual agreement or terminated earlier as outlined in this Agreement.

Commission Structure

The Agent's commission will be **[Agreed-upon Commission Rate (%) of the Purchase Price]** of the purchase price of the property, due at the time of closing. The commission is earned upon entering into a binding purchase agreement and payable at closing. Any changes to the commission structure must be agreed upon in writing by both parties.

Duration of the Agreement

Effective from **[Duration of the Exclusive Representation Term]**. Early termination can be made by either party with [30] days written notice. A termination fee of **[Conditions for Early Termination and Any Associated Termination Fee]** will apply if the Buyer terminates early without cause.

Dispute Resolution

Disputes will first attempt to be resolved through negotiation, then mediation, followed by arbitration or litigation if necessary, adhering to the laws of the state where the property is located. The prevailing party in any dispute resolution process is entitled to recover reasonable attorney's fees and costs.

Governing Law

This Agreement shall be governed by the laws of the state where the property is located, with any legal action to be instituted exclusively in the courts of said state.

Signature Block

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By signing below, both parties affirm their understanding and acceptance of the terms and conditions of this Agreement.

BUYER:

[Buyer's Full Name(s)]

Date: _____

[Buyer's Full Name(s)]

Date: _____

AGENT:

[Agent's Name]:

[Real Estate Company]:

[License Number]:

Date: _____

Acknowledgement of Receipt

Both the Buyer and Agent acknowledge they have received, read, and understand the Agreement, committing voluntarily to their respective responsibilities and obligations.

I want you to include my licensing and contact information in the agreement.

Agent's Name:

Real Estate Company:

License Number:

Website:

Phone:

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I want you to begin by prompting me for the **Essential Information for Buyer-Broker Agreement**. Be sure to put the signature under the signature line. After I provide the Essential Information for Buyer-Broker Agreement, I want you to proceed with writing the agreement. I want you to make sure and include signature lines for the signatures. Once I have approved the agreement, I want you to write a compelling value proposition for the **[Agent's Name]** highlighting unique strengths, services, and the distinct advantages offered to clients. I want you to customize the Value Proposition to include information about the **[Buyer's Full Name(s)]**.

Do you understand?

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Buyer Information for Buyer/Agent Agreement Prompt

#	Information Required	Details to be Completed
1.	Buyer's Full Name(s):	
2.	Buyer's Current Address:	
3.	Buyer's Contact Information:	
4.	Purpose of the Agreement:	
5.	Specific Type of Property and Location of Interest:	
6.	Official Date when the Agreement will take effect:	
7.	Duration of the Exclusive Representation Term:	
8.	Agreed-upon Commission Rate (%) of the Purchase Price:	
9.	Start and End Date of the Agreement:	
10.	Conditions for Early Termination and Any Associated Fee:	
11.	Preferred Method for Dispute Resolution:	
12.	State Law Governing the Agreement:	

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Tools and Resources

AI Mastery Center

www.aimasterycenter.com

AI Clubhouse

www.aiclubhouse.co

AI Beehive

www.aibeehive.com

Daily AI Prompt

www.dailyaiprompt.com

ChatGPT

<https://chat.openai.com/>

AI Tools

Look for more AI Tools at www.AIBeehive.com

Vidyo.ai

Invideo

REImagineHome

GetFloorPlan

Aragon

Synthesia

Voice Pen