



Influencers in the Field

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The Efficiency Mindset: AI Prompts Every Real Estate Agent Should Be Using

If your days feel nonstop as a real estate agent, you're not alone. With your work hours full of balancing client services with behind-the-scenes tasks required to keep sales on track, it can be hard to find the time to complete the day's work, let alone get ahead.

Is the answer simply working more hours? No, the most successful real estate professionals are finding relief — and efficiencies — by leveraging the power of artificial intelligence (AI).

If you've never worked with AI before, don't be overwhelmed. With the right prompts, you can create listings, respond to clients and generate marketing content in minutes. In this guide, you'll find practical, easy-to-use AI prompts designed to fit right into your workflow, helping you save time, stay organized and focus on what matters most: your clients.

A number of industries are evolving alongside AI with the adoption of new rules and regulations, and real estate is among them. Therefore, it's essential that you are in compliance with any legal standards regarding your use of AI. Failure to do so can lead to fines and litigation.

1.

Listing Descriptions in Half the Time

Potential tools: Claude, AI Architectures, Copy.ai

Try this prompt:

"Write a warm, conversational MLS listing description of [word count limit] words for a [describe home, including number of bedrooms, architectural style and any amenities you want included in your listing]. Highlight [list features, such as updated kitchen, finished basement and proximity to nearby parks or schools]. Appeal to [select an audience, such as young families or move-up buyers]. Keep the tone inviting and lifestyle-focused — not overly salesy."

Pro tip: Save your best-performing descriptions to reuse as a template for future listings.

2.

Better Listing Photos Without Paying for Edits

Potential tools: Canva, PhotoRoom, Adobe Express

Try this prompt:

"Brighten the image with soft, natural daylight while preserving true-to-life colors and shadows. Remove only [describe unsightly items, such as small clutter from countertops] while keeping the rest of the room intact. Do not alter the dimensions of the room."

Pro tip: While virtually staging a space with digitally enhanced images can showcase a room's potential, it can also leave you vulnerable to legal issues. According to [Coldwell Banker Horizon Realty](#), a realtor was fined for misleading advertising for failing to clearly label AI-edited images.

Therefore, whenever enhancing photos with AI, always:

- Clearly label edited images, alongside a disclaimer in the property description describing your use of AI.
- Ensure altered photos do not hide any flaws, such as property or structural issues, nor do they change the home's dimensions or add amenities that do not currently exist.
- Provide labeled before-and-after images for transparency.

3.

Turn Listings Into Scroll-Stopping Videos

Potential tools: Reel-E, CapCut, Canva, InVideo

Try this prompt:

"Create a [time limit]-second video highlighting [property type] located in [neighborhood/city]. Highlight [list attractive elements of the home, such as a spacious interior, a modern kitchen, natural light and outdoor spaces]. Use [describe the creative approach you'd like to see, such as smooth cinematic transitions, warm color grading and text overlays for key details like price, size and location]. Add [describe background music: upbeat, dreamy or playful] background music to create a welcoming, aspirational vibe that attracts buyers."

Pro tip: Creative video ideas for your listing:

- Make a "Top Three Features" video showcase
- Develop a "What \$[Price] Gets You in [Your City]" video series
- Interview nearby businesses for a "Neighborhood Walk" series to build a sense of community

4.

Take the Guesswork Out of Pricing Conversations

Potential tools: Claude, Gemini

Try this prompt for a seller:

"Explain to a homeowner why their property is best priced at [\$X], using recent comparable sales, current market conditions and buyer behavior. Keep the tone professional, confident and supportive — not dismissive. Clearly outline the risks of overpricing and the advantages of pricing strategically to attract strong offers."

Try this prompt for a buyer:

"Explain to a buyer why we are recommending an offer price of [\$X], based on comparable sales, competition and current market conditions. Keep the message clear, reassuring and jargon-free. Emphasize the strategy behind the price and what outcomes to expect."

Pro tip: AI with real comparables, not placeholders.

The more specific your inputs, such as recent sales, days on market and price reductions, the more convincing and tailored the output will be. If you don't have real comparables, provide context for the age of data you're willing to accept, such as within the past two years. This helps ensure the information you're getting is timely and relevant.

5. Follow-Ups That Feel Personal, Not Scripted

Potential tools: Constant Contact (a Gallagher Affinity program available to our association and sponsor-organization partners to offer to their members or clients), Claude

Try this prompt:

“Write a friendly follow-up email to buyers after a home tour. Thank them for their time, ask what in the home did or didn’t feel like a fit and recommend a few similar prospects. Keep it conversational and concise.”

Pro tip:

 Take advantage of the features of Constant Contact to:

- A/B test **subject lines** to see what resonates best with your audience.
 - “Still thinking it over?” vs. “A quick follow-up after your tour”
- Customize a single email for multiple prospective buyers with **dynamic fields** for name and property.
- Segment based on **engagement, such as clicked vs. didn’t reply**, to trigger your follow-up version.

6. Social Media Posts for the Entire Week

Potential tools: Constant Contact, Canva, Claude

Try this prompt:

“Create [number of posts] short, engaging social media posts for a real estate agent. Each post should be [sentence limit] sentences and include a strong hook in the first line. Use a [describe tone] and include a clear call-to-action. Include a content mix of [list information valuable to prospective buyers, such as seasonal homeowner tips, local highlights and home-buying advice].”

Sample outputs:

- “Want your offer to stand out instantly?”
- “Hidden coffee gems in [Your City]”
- “Is now a good time to sell? Here’s what I’m seeing locally...”

Pro tip:

 In Constant Contact, you can:

- Create a post with suggested copy and hashtags.
- Design eye-catching graphics using the built-in Canva integration.
- Publish immediately or schedule posts across multiple platforms, including Facebook and Instagram.
- Monitor engagement with social performance reports to refine future content and identify top-performing themes.

7. Become the Local Expert With Neighborhood Guides

Potential tools: ChatGPT, Canva, Google Maps

Try this prompt:

“Write a buyer-friendly neighborhood guide for [neighborhood/city] covering parks, restaurants, schools and reasons why people love living there. Keep it engaging and easy to read with a warm, conversational tone.”

Pro tip: Turn these into PDFs or social media graphics using Canva or use as inspiration for a “Living in [Your City]” email series.

8. Professional Voiceovers Without Recording Yourself

Potential tools: CapCut, ElevenLabs, Descript

Try this prompt:

“Write a [describe tone: warm, conversational] voiceover script for a real estate listing video. Highlight key features, such as [list features, including amenities like an open floor

plan, modern upgrades and natural light]. Keep the tone [describe: friendly, professional, inviting]. Aim for [time limit] seconds, with smooth transitions and a subtle call to action at the end.”

Pro tip:

 Why agents love this:

- No need to record audio
- Great for listing videos and virtual tours
- Helps you stand out from the competition

9.

Turn Client Questions Into Content

Potential tools: ChatGPT, Claude

Try this prompt:

“Turn this [paste client question] into an engaging social media post. Start with a strong hook that grabs attention and explain the answer in simple terms without jargon. Keep it concise and easy to skim while addressing common misconceptions; include one takeaway or tip. Close with a friendly call to action.”

Pro tip: Use Canva to create eye-catching graphics to accompany your social media post. Experiment with multi-image posts, such as a carousel, to keep users viewing your content longer.

10.

Your End-of-Day Organizer

Potential tools: ChatGPT, Claude, Notion AI

Try this prompt:

“Turn these notes into a categorized to-do list with priorities and next steps. Highlight top three tasks: [paste your notes].”

Pro tip: Why it's powerful:

- Clears mental clutter
- Helps you stay organized during busy weeks
- Reduces missed opportunities and delays

Final Reminder for Using AI Responsibly: Always Double-Check Key Details

AI is a powerful tool — but it's not perfect. It can occasionally pull outdated or inaccurate data or even hallucinate entirely false information.

Before using AI-generated content, always:

- Verify facts like pricing, square footage, school info and local statistics.
- Double-check neighborhood details and business names.
- Review tone and wording to ensure it reflects your voice and brand.

Best practice: AI is your first draft — not your final answer.

The agents who get the most out of AI aren't the most technical; they're the ones who know how to ask better questions. When your success in real estate depends on your ability to uncover hidden needs and drivers, such as the real reason behind a move or the amenity they cannot live without, you already have the skills you need to become a real estate AI expert.

To explore our insurance products, risk management solutions and member savings programs, or to connect with an expert to assess your current offerings, visit gallagherperks.com/samantha-long.



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