

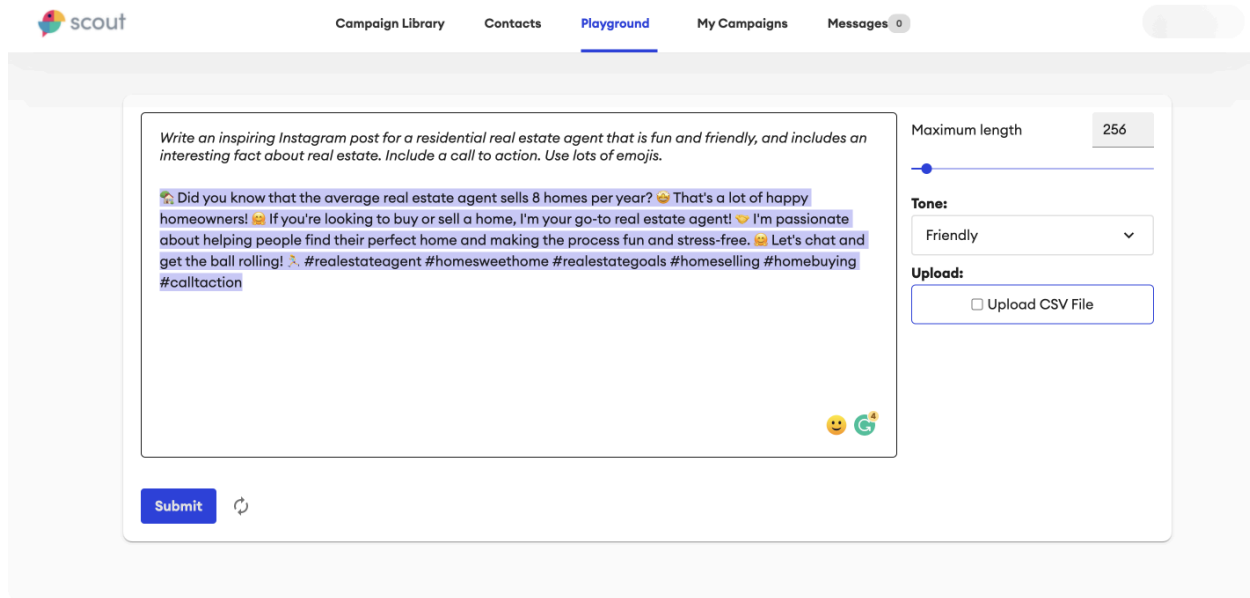


The AI Prompt Guide For Real Estate Sales & Marketing



2025 LEAD GEN SECRETS SERIES

The AI Guide Book For Real Estate Sales & Marketing



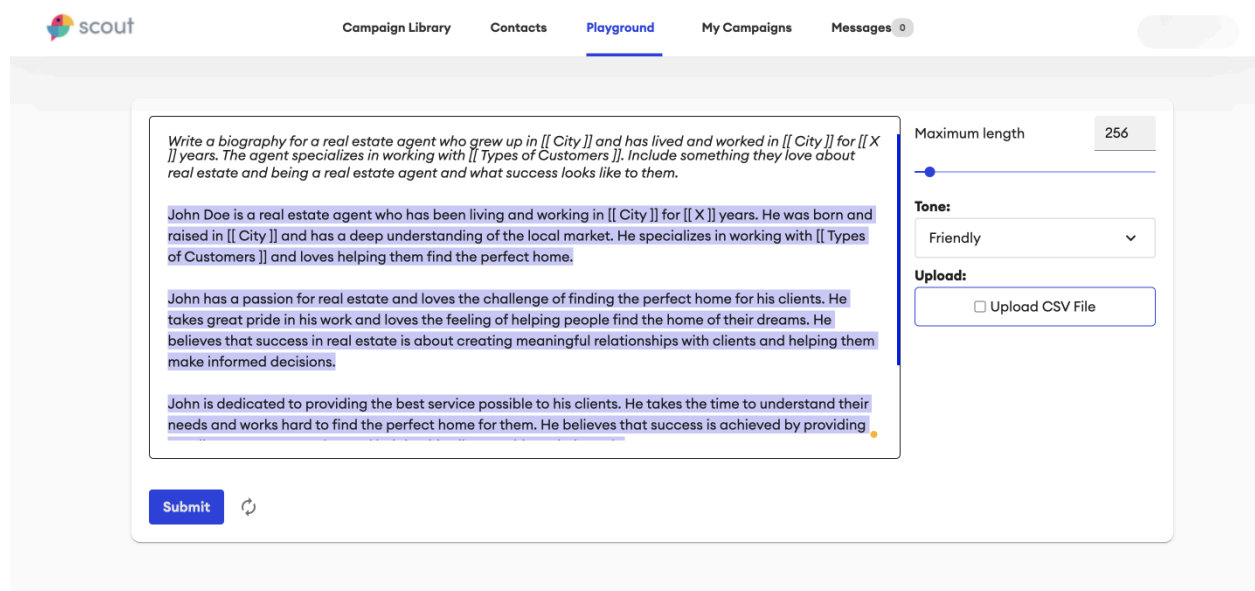
Welcome to The AI Guide Book For Real Estate Sales & Marketing! This book provides a comprehensive collection of GPT prompts to help you customize and optimize in [Scout](#). The prompts in this book will help you craft personalized messages with ease. So, let's get started and take your real estate sales and marketing to the next level!

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Biographies, Profiles, & Intros

Having a strong online presence or biography allows you to control the narrative of how others view you. It gives you the opportunity to showcase your skills, accomplishments, and professional experiences to the world. It also allows you to build relationships, collaborate with others, and increase your visibility in the industry. Overall, having a strong online presence helps to increase your credibility and influence, and gives you an edge over the competition.

Long-Form Bio - A long-form biography is a comprehensive, written profile of a person or business that typically includes information about their history, career, achievements, and/or services. This type of biography is typically used by real estate agents in order to provide potential clients with a detailed view of their qualifications and experience. It can also be used to introduce the agent to their community and to establish a connection with prospective buyers.



The screenshot shows the Scout AI interface for generating a biography. The top navigation bar includes the Scout logo, "Campaign Library", "Contacts", "Playground" (which is the active tab), "My Campaigns", and "Messages 0". The main content area is a text editor with a prompt: "Write a biography for a real estate agent who grew up in [[City]] and has lived and worked in [[City]] for [[X]] years. The agent specializes in working with [[Types of Customers]]. Include something they love about real estate and being a real estate agent and what success looks like to them." Below the prompt, three paragraphs of generated text are shown, each with a blue highlight. The text describes John Doe, a real estate agent who has been living and working in [[City]] for [[X]] years, and who specializes in working with [[Types of Customers]]. The text also mentions that John has a passion for real estate and loves the challenge of finding the perfect home for his clients, and that he is dedicated to providing the best service possible to his clients. To the right of the text editor, there are controls for "Maximum length" (set to 256), "Tone" (set to "Friendly"), and an "Upload" section with a checkbox for "Upload CSV File". At the bottom left of the text editor, there is a "Submit" button and a refresh icon.

Write a biography for a real estate agent who grew up in [[City]] and has lived and worked in [[City]] for [[X]] years. The agent specializes in working with [[Types of Customers]]. Include something they love about real estate and being a real estate agent and what success looks like to them.

If you want to customize your biography, try including additional prompts, like:

My Education, Awards, and Accolades include:

The reason that I chose my career path was:

The qualities that I believe are important are:

What I look for in a buyer:

What I look for in a seller:

The clients that I've worked with have this in common:

I focus on these types of transactions:

The internal principles that guide my work are:

A powerful lesson that I've learned during my career is:

My hobbies are:

My superpowers are:

Something people would be surprised to learn about me:

Short Bio – You should use a short version of your biography in situations where you need to provide a concise overview of yourself and your accomplishments. This could include a professional profile on social media, a job application, or a networking event. The easiest way to create a shorter bio is to first create the long-form version and then ask Scout to condense it for you!

Create a short and succinct version of this biography. Make sure that it is lighthearted and colloquial and highlights accomplishments and awards: [[Paste Long-Form Bio]].

Group Introduction – Facebook and LinkedIn groups are great for realtors to generate leads and referrals because they can target a specific audience, engage with potential clients and promote their services to those who may be interested. Additionally, realtors can use these groups to build relationships with other real estate professionals, network with potential clients and stay up-to-date on the latest industry news. Furthermore, these groups provide realtors with an opportunity to showcase their expertise and highlight their skills and experience. A strong intro is your first impression!



Real Estate Agent Referral Network & Marketing Tips

Tatiana Pai · October 27, 2022 · 🌐



Hello everyone! I'm Tatiana Pai. New to the group and new to Real Estate- a few months now. I'm located in Alexandria, VA. And I would love to build a referral partnership nationwide! Let's connect!!
-Hablo Español!! 😊

Write an introduction for a realtor in [[City]] who is new to a networking group and is excited to be joining. The realtor would like to be the go-to referral partner in their city.

Cold Calling Scripts

Scout is a great tool for generating cold-calling scripts, providing a range of different prompts to get the creative juices flowing. It can be used to quickly generate ideas for scripts, helping you to quickly create personalized, effective cold-calling scripts.

Start with a few of the templated prompts and start to feed in as much information as you can about the prospect!



Re-Engaging Old Buyer Leads - The purpose of a phone call to check in with old real estate leads is to build relationships with potential clients and stay in touch. It's an opportunity to reconnect with people who have previously inquired about buying a home, follow up on their questions or concerns, and provide any new information or resources that may be helpful. It also helps create a sense of trust and loyalty, which can lead to further business opportunities in the future.

Write a short and friendly phone calling script to reach out to someone who inquired about potentially purchasing a home in the past. We have not spoken with them recently and do not know whether the lead has already purchased or sold something. The

purpose of the call is to stay in touch to see if they have already purchased something or are still looking.

Re-Engaging Old Home Valuation Leads – The purpose of a phone call to check in with old real estate leads who have previously inquired about checking the value of their home is to follow up on the initial inquiry and to see if the lead is still interested in finding out the value of their home. The call could also be used to offer additional services or to answer any questions that the lead may have.

Write a short phone script for a residential real estate agent to reach out to an old lead. Mention that it's been a while since they connected but the last time you spoke the owner was looking for a valuation and that you would be happy to provide an updated market report, given the recent market volatility.

Cold Calling Expired Listings – The Expired Cold Calling strategy is a method of reaching out to homeowners who have recently had their property listed on the market but have since had the listing expire. By reaching out to these homeowners, agents can offer their services to help them successfully sell their property. Agents should focus on the homeowner's needs and emphasize the value they can provide in the current market conditions. Agents should also be prepared to offer advice on staging, pricing, and marketing strategies to ensure the homeowner's property is presented in the best light.

Draft a cold calling script for a residential real estate to use on the phone to break the ice with a homeowner whose home listing has expired. Mention that the purpose of the call is not to list the home, but to understand if the homeowner would be ok with an agent bringing potential buyers.

Cold Calling FSBOs - The FSBO (For Sale By Owner) cold calling strategy for residential real estate agents involves making direct contact with potential home sellers who have chosen to list their home without the help of an agent. Agents should research FSBO listings in their area and create a list of potential contacts. Once a list is compiled, agents should reach out to these contacts via telephone, email, or even door-to-door visits to introduce themselves and explain the benefits of working with a real estate agent. Agents should also be prepared to answer any questions potential clients may have, and provide information about the local market and their experience in the industry.

Draft a cold calling script for a residential real estate to use on the phone to break the ice with a homeowner who listed their home for sale on their own, but may need assistance from an agent. Mention that the purpose of the call is not to list the home, but to learn more about what the seller wants for the home.

Email & Direct Mail

Residential real estate agents can use Scout to create compelling email and direct mail marketing copy. Scout's AI-driven personalization engine makes it easy to personalize emails to the individual recipient and create dynamic messages that stand out from the competition. By leveraging Scout's database of real estate statistics, agents can create targeted messages that are tailored to their client's needs and interests. With Scout, agents can easily craft effective marketing messages that generate leads and help to close more deals.



Geo-farming Outreach - Geo-farming is a marketing strategy for real estate agents whereby they target a specific geographic area with their marketing materials to increase their business in that area. This strategy typically involves sending out direct mailers and other advertising materials (like texts and emails) to homes in the area. They may also use other methods such as door-knocking, hosting open houses, and sponsoring local events to increase their visibility in the area. The goal of geo-farming is to become the go-to real estate agent in an area and to build a loyal customer base.

Create a geo-farming outreach template for a residential real estate agent to use in the neighborhood that they live in. The real estate agent will also want to call the homeowner after the first message is sent.

Yellow Letters – A yellow letter in real estate is a type of direct mail marketing that is used to reach out to potential buyers or sellers. It is typically a bright yellow postcard or letter that stands out from the rest of the mail and is designed to grab the recipient's attention. The tone of a yellow letter is typically upbeat and optimistic, highlighting the potential benefits of working with the sender.

Write a "yellow letter" real estate marketing template for homeowners in [[Your City]].

Luxury Listings – Personalizing outreach to obtain a luxury listing is important because luxury listings require special attention. Agents need to show the potential client that they are knowledgeable and experienced in the luxury market and have the necessary resources to successfully manage the sale of their property. By personalizing their outreach, agents can demonstrate to potential clients that they are uniquely qualified to handle their listing, as opposed to just any other real estate agent. Additionally, personalizing outreach helps to build trust and a sense of comfort between the agent and the client, which is essential when dealing with a luxury listing.

1. Research the owner's property and market: Research the owner's property and the local market to be prepared for your initial contact. Understand what the property has to offer and how it fits into the luxury market.
2. Contact the owner directly: Reach out to the owner directly with a personalized message. Explain why you are the best agent for the job and how you plan to market their property to the right buyers.
3. Offer a personalized marketing plan: Present the owner with a comprehensive marketing plan that will help them achieve the best possible outcome for their property. Explain how you plan to use digital marketing, traditional advertising, and staging to highlight the property's features and maximize its potential.

4. Explain your experience and services: Explain to the owner how your experience and services will benefit them. Highlight your past successes with luxury properties and offer to provide references from previous clients.

5. Follow-up: Follow up with the owner to ensure they have all the information they need and answer any questions they may have. Keep the owner updated on any progress with their listing and stay in touch regularly.

Act as a residential real estate agent. Write a letter to the owner of a luxury home to introduce myself as a local market expert. Include real estate market statistics, my experience in the neighborhood, and current buyer demand.

Social Media

Agents can use social media to advertise their services, promote listings, network with other agents and clients, engage with prospective buyers and sellers, showcase their listings, and answer questions about the local market. They can also use social media to build their brand, create content, and connect with industry professionals.



Facebook Market Update - Using Facebook to post market updates is a great way for real estate agents to stay connected with their clients and keep them informed about current market trends. This allows agents to build relationships and show their expertise in the industry. Additionally, it can help to boost their online presence and increase their reach.

Create a Facebook post template that can be used by a real estate agent to provide a quick update on the local real estate market. Include merge tags for recent market trends.

Facebook Just Listed – Using Facebook to market a home that a real estate agent has just listed is an effective way to reach potential buyers quickly. A real estate agent can create a Facebook post with photos of the home, its features, and selling points, and share it with their network of contacts. This post can also be boosted to reach a broader audience and target potential buyers in their local area. Additionally, Facebook Ads can be used to target specific audiences who may be interested in the home, as well as to create custom audiences from the agent's existing contacts and website visitors.

Write a short Facebook post about a property that a real estate agent just brought to market.

Facebook Just Sold – Posting about a home that has just been sold on Facebook can be a great way for a residential real estate agent to showcase their success. It can show potential clients that they are reliable and successful agents, and can help to bring in more business. Additionally, it is a great way to engage with their current followers and can even help to attract new followers, who may be interested in the agent's services.

Act as a real estate agent. Write a Facebook post about a property that I just sold. Discuss how happy I am to have worked with the owners and wish them luck and success in their new home.

LinkedIn Tips – Agents should post content such as tips for buying or selling a home, market trends, helpful resources for home buyers and sellers, and updates on the local market. They should also share interesting facts and stories about their

local area and the people they work with. Additionally, they can post updates on their own real estate business and events they're hosting or attending. Finally, they can post content that showcases their expertise in the field.

Draft a LinkedIn post for a residential real estate agent containing tips for home buyers and sellers.

Instagram Captions - A great Instagram caption should be short, catchy, and relevant to the content of the post. It should also be engaging and evoke an emotion or reaction from your audience. Finally, it should be relatable to your followers and include a call-to-action.

Write an inspiring Instagram post for a residential real estate agent that is fun and friendly, and includes an interesting fact about real estate. Include a call to action. Use lots of emojis.

Bringing Stories To Life - Being a good storyteller on social media is important because it allows you to engage your audience in a meaningful way. By creating stories that are captivating, entertaining, and informative, you can create an emotional connection with your audience that will help build trust and loyalty. Additionally, storytelling gives you the opportunity to showcase your brand's values, mission, and vision in a meaningful way, helping to create a memorable brand experience.

Write a long-form social media post with lots of emojis about the ups and downs of a first-time home buyer's journey that had trouble finding what they were looking for until they started working with an agent and ultimately ended up in their dream home.

Blogs & Newsletters

A good blog is important to generate leads, establish yourself as an expert in the industry, and build trust with potential clients. Blogging provides a platform to showcase your knowledge, highlight the services you offer and demonstrate your passion for real estate. It also helps to drive traffic to your website, which in turn can help to increase your visibility, build your brand and boost your sales.

Getting Blog Post Ideas - Blogging allows you to develop relationships with clients, demonstrate your expertise and build your brand. When selecting blog post topics, agents should consider topics that will be of interest to their target audience, as well as topics that are relevant to their particular area of expertise. Additionally, they should ensure that the topics they choose are well-researched and well-written in order to maintain a professional standard. Still searching for content? Look no further.

What are the topics that first-time home buyers, sellers, and real estate investors want to read about?

Or, try something like:

What are the top 5 things that homeowners want to get a newsletter about from a residential real estate agent?

Writing About Market Trends - Keeping potential customers updated about residential real estate trends is important because it helps them make informed decisions about buying or selling a home. Knowing the current market trends can help buyers and sellers make more informed decisions about purchase

prices, timing, and location. Additionally, being aware of current trends can help buyers and sellers understand the current state of the market and how it may affect them. This knowledge can help them to make more educated decisions regarding their real estate investments.

Write a blog post about the most recent real estate market trends in New York City. How will this affect buyers and sellers? What are the considerations that people should think about when deciding whether to buy or sell? How can a real estate agent help?

Blog Post 202 – If you want to try to play with more structured prompts, try something like this!

Write: an article in the format of a blog post

Readers: families in their mid-30s who are thinking about buying a home in [[City]]

To: Discuss the benefits of moving to [[City]], including [[art, culture, and music]].

Use emotional trigger: [[Fear of missing out]]

Listing Descriptions

A great property listing description can help capture the attention of potential buyers by providing a detailed overview of the home, its features, and its benefits. It can also help to create an emotional connection with potential buyers by highlighting the unique aspects of the property and emphasizing its positive attributes. It should also include specific details such as measurements, upgrades, and amenities. Finally, a

great property listing description can help set realistic expectations and differentiate the property from other listings in the area.

Simple Property Listing Description – A listing description should generally be 250 words or less and tell a great story. Watch out for FHA compliance!

Write a creative and engaging residential real estate listing description [[Address]] for potential buyers in [[City]]. IMPORTANT: Do not include anything that may be perceived as discriminating a person's race, color, religion, sex, handicap, familial status or national origin.

Property Listing Description 202 – Once you've mastered the simple listing description, try moving on to a more detailed prompt, like the one below!

Write: a residential real estate listing description for a 2-floor single-family home around 3,300 sf

To engage potential homebuyers

Location: 7988 South 90th East Avenue, Tulsa, OK

Bedrooms: 3

Bathrooms: 3.5

Type of home: french country-style home

Aspects of the home to highlight: quartzite countertops recently remodeled

Aspects of the location to highlight: gated community, across the street from a private golf course

Ideal for: young professionals and golfers

Use emotional trigger. Envisioning themselves living there
IMPORTANT: Do not include anything that may be perceived as discriminating a person's race, color, religion, sex, handicap, familial status or national origin.

Learning GPT: The 202 Version

After you've played around with some of the functionality in Scout, you can try to start building more structured prompts and playing around with emotions, tones, and calls-to-action! There's a whole world of GPT prompts out there and we're here to make them easier for you!

Be on the lookout for Scout's GPT 202 Guidebook and if you have any questions at all, don't hesitate to reach out!