

REAL ESTATE PROMPT KIT

Six copyable prompts. Worked examples. A practical quick start.

NIGHT HOWL / EDITION 01.1 / NOVEMBER 2026

Start with one real task.

The carousel shares three prompts; this kit gives you all six. Copy prompts from this PDF or use the companion plain-text file for easier selection.

01 / Pick one task

Choose one prompt that matches work you need to do today. Start with a small draft you can review.

02 / Replace every bracket

Add your market, actual services, verified facts, and the requested context. Use anonymized or fictional notes. Leave out names, addresses, financial records, and confidential documents.

03 / Run the prompt

Paste the prompt into your preferred AI chat. If it asks questions, answer with information you know. Say "unknown" when you do not know.

04 / Check the result

Compare the draft with your input. Check facts, commitments, owners, dates, tone, and any assumptions. AI output is a draft for your review.

05 / Make it yours

Edit wording you would not naturally use. Use your normal brokerage review process before publishing or sending.

06 / Try one improvement

Note whether the draft was useful and what you had to change. Give that feedback to the AI and refine your next attempt.

ABOUT THE EXAMPLES

Every worked input and result is fictional and illustrative, not a live model test or a promised outcome. This kit helps you prepare drafts; your judgment remains part of the work.

Give people a reason to choose you.

COPY + CUSTOMIZE

I'm a real estate agent in [market]. My services include [services]. My approach is [specific approach], supported by [real experience or client feedback]. Write three distinct value statements under 30 words each and one Instagram bio under 150 characters. Make them specific and conversational. Avoid generic claims like 'dream homes' or 'exceptional service.' Don't invent credentials, results, or testimonials. If the information is too vague, ask three questions first.

EXAMPLE DETAILS YOU PROVIDE

Market: Boca Raton, FL. Services: seller preparation and listing coordination. Approach: a written preparation checklist and weekly updates. Evidence: these are services I actually provide. No results or testimonials supplied.

EXAMPLE RESPONSE FROM AI

Value statements:
1. Selling in Boca Raton, FL? You'll get a written prep checklist and weekly updates to help keep the next steps clear.
2. I handle seller prep and listing coordination, with a written checklist and a weekly update.
3. A written prep plan. Weekly updates. A clear place to start when you're thinking about selling.
Bio: Boca Raton, FL real estate | Seller prep + listing coordination. A written plan and weekly updates. Let's talk about your move.

BEFORE YOU USE IT

Confirm that every service describes what you actually deliver. Choose language you would comfortably say to a prospect.

Turn real questions into content.

COPY + CUSTOMIZE

Clients often ask me [question]. My answer is [your explanation and verified facts]. Create three Instagram post angles, then draft the strongest as a caption under 120 words. Open with the question or concern, explain one useful takeaway, and end with a relevant invitation to connect. Use my conversational tone: [short writing sample]. Don't invent market statistics or make predictions. List any claims I need to verify separately.

EXAMPLE DETAILS YOU PROVIDE

Question: Do I need to renovate everything before listing? Answer: My first step is a walkthrough and a prioritized preparation list. I do not promise any repair will increase the sale price. Tone sample: Let's look at what needs attention and make a practical plan.

EXAMPLE RESPONSE FROM AI

Three angles:
1. Make a plan before starting projects.
2. What a prep walkthrough can help you discuss.
3. Questions to ask before renovating.

Caption: 'Do I need to renovate everything before I list?' Before you start projects, let's have a plan. My first step is a walkthrough and a prioritized prep list. We can talk through what needs attention and which questions need specialist input. Thinking about selling? DM me and let's talk about a walkthrough.

Verify separately: make sure the walkthrough and prep list match the service you actually offer.

BEFORE YOU USE IT

Check factual claims and your service description. Add required brokerage information through your normal publishing review.

Restart the right conversations.

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Help me reconnect with an existing contact. Relationship: [context]. Our last conversation: [anonymized summary]. A useful reason to reach out now: [real reason]. Draft two messages under 70 words, one warm and casual, one more direct. Reference our actual conversation and ask one easy-to-answer question. Don't assume they're ready to move, invent familiarity, or use pressure. If I haven't provided a useful reason to contact them, ask me for one.

EXAMPLE DETAILS YOU PROVIDE

Relationship: past client who asked me to check in after summer. Last conversation: they wanted to consider selling but needed to discuss timing. Reason now: the requested check-in. No current moving decision is known.

EXAMPLE RESPONSE FROM AI

Warm: Hey [name]! You asked me to circle back after summer, so here I am. Still thinking about a move, or would another time be better to check in?

Direct: Hi [name], following up like you asked. Would a short call help you talk through timing on a possible sale?

BEFORE YOU USE IT

Use only real conversation history and an appropriate contact channel. Personalize and review the message before sending.

Walk into the appointment prepared.

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Help me prepare for a [buyer/seller] consultation. Here are anonymized notes: [paste]. Create a 20-minute agenda, five discovery questions, and three items I should prepare. Separate confirmed facts from assumptions. Focus on the client's goals, timing, concerns, and preferred communication. Don't recommend a price or interpret contracts. Flag missing information and keep the agenda practical.

EXAMPLE DETAILS YOU PROVIDE

Seller consultation. The seller may relocate for work. They want to understand preparation steps and have not chosen a listing date. They asked for email updates. Appointment: 20 minutes.

EXAMPLE RESPONSE FROM AI

Agenda (20 min): What's driving the move (0-4). Timing: what's set and what's open (4-9). Prep worries (9-14). How you like updates (14-18). Agree next steps (18-20).

Ask them:
1. What would make this move a yes for you?
2. Is the relocation confirmed, or still in the works?
3. What feels most overwhelming about getting the house ready?
4. What do you need to know before picking a listing date?
5. How often would email updates be useful?

Bring: your service overview, a blank prep checklist, and this question list.

Confirmed: possible work relocation, no listing date chosen, email updates requested. Still unknown: whether the relocation is happening and when. Let the seller fill those gaps.

BEFORE YOU USE IT

Verify your notes before the appointment. Let the client answer the unknowns rather than treating AI's suggestions as facts.

Turn client notes into next moves.

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Organize these anonymized client notes: [paste]. Return four sections: confirmed priorities, actions with owners and stated deadlines, unanswered questions, and a follow-up email under 120 words. Separate agreed actions from suggested next steps. Mark missing owners or dates 'To confirm.' Preserve important details, and don't invent commitments, deadlines, or facts.

EXAMPLE DETAILS YOU PROVIDE

Seller wants a written preparation checklist. Agent agreed to prepare it; no delivery date agreed. Seller will confirm availability for a walkthrough. Seller has not decided whether to paint. No listing date agreed.

EXAMPLE RESPONSE FROM AI

Priorities: a written prep checklist and arranging a walkthrough.

Agreed: Agent prepares the checklist (date: To confirm). Seller sends walkthrough availability (date: To confirm).

Still open: walkthrough time, checklist delivery date, whether to paint, and listing timing.

Suggested, not agreed: discuss painting during the walkthrough.

Email: Great talking with you. I'll prepare the checklist we discussed; let's confirm a delivery date. Send over your availability for a walkthrough. Painting and listing timing are still open questions.

BEFORE YOU USE IT

Check every owner, date, and commitment against your source notes. Keep suggested actions separate from agreed work.

Keep clients informed.

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Draft a client update using only these verified details. Completed: [items]. Current status: [status]. Next milestone: [milestone]. Client action needed: [action or none]. Confirmed dates: [dates]. Write an email under 150 words and a text under 60 words. Explain unfamiliar terms simply. Make the next step clear without implying the transaction is guaranteed. Flag missing or conflicting information separately.

EXAMPLE DETAILS YOU PROVIDE

Completed: inspection. Current status: report received, not yet reviewed together. Next milestone: review call. Client action: provide two available times. Confirmed dates: no call date agreed. No repair decision or closing status provided.

EXAMPLE RESPONSE FROM AI

Email: The inspection is complete, and the report is in. Our next step is to review it together. Can you send me two times that work for a call so we can get that scheduled?

Text: Inspection report's in! Send me two times that work for a call, and we'll schedule a time to go through it together.

Still open: call date and time. No repair decision or closing status was provided.

BEFORE YOU USE IT

Confirm status and dates immediately before sending. Keep internal notes out of client messages and route specialist questions to the appropriate professional.

Which task still eats your week?

You've got six prompts. What still takes too much of your time? Let's talk through it on a free 15-minute call and explore whether AI could help.

DM "WORKFLOW" to @nighthowlhq.

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