

REAL ESTATE AGENT'S AI WORK PLAN

Copy, swap the [brackets], paste.
50 ready prompts · new ones added monthly.

wiasoom.com/owner-planner

Get Listings Seen (Marketing)

01. Listing description

Write an attractive listing description for my [PROPERTY TYPE]. Location [AREA], size [SQFT/SQM], price [PRICE], highlights [FEATURES]. Clean, trustworthy tone for a portal listing.

02. Real estate blog

Write a blog draft about [LISTING/BUILDING] that sounds like an agent who's seen it in person. 5 catchy titles + body, work in [AREA] + [KEYWORD] naturally for search.

03. Neighborhood guide

Write a piece introducing what's great about [AREA/BUILDING] to buyers and renters. Focus on transit, schools, amenities, and the vibe — make it vivid.

04. Listing text to a lead

Write a short text recommending [LISTING] to a lead who showed interest. Keep it tight, invite a showing, under 50 words.

05. Flyer / signboard lines

Write 5 eye-catching flyer/signboard lines for [LISTING/PROMO], under 8 words each, readable from across the street.

06. Price-drop / hot listing

Write promo copy for a price-reduced [LISTING] that feels urgent but stays credible. Price [PRICE], reason in brief, no hype.

07. Channel new-listing alert

Write a new-listing alert to send my contact list. Make it clickable, a few emojis, under 120 words.

08. Instagram listing post

Write 3 Instagram captions for [LISTING] plus 10 local hashtags. Clean, professional tone.

09. Profile / bio line

Write 5 one-line headlines for my office sign and online profile that highlight [SPECIALTY], readable at a glance.

Handle Inquiries (Clients)

10. Reply to an inquiry

Reply to this property inquiry warmly and credibly, and naturally invite the next step (a showing).
Inquiry: [PASTE]

11. Post-showing follow-up

Write a follow-up text to a buyer who just toured a home. No pressure; offer to answer any questions.

12. Bridge a price gap

Write two messages — one for the seller, one for the buyer — that help close a price gap. Calm and objective.

13. Offer an alternative

Write a courteous message offering an alternative listing to a client whose criteria didn't match. Helpful, never deflating.

14. Showing confirmation

Write a showing-confirmation text: [DATE/TIME], address, what to bring, warm close.

15. Referral request

Write a warm thank-you + referral-request text to a past client. Sincere, no pressure.

16. Calm an upset client

Give me what to say to calm an upset client and rebuild trust, for this situation: [SITUATION]

17. Common questions

List 10 questions clients ask most in a [DEAL TYPE], with credible model answers.

Contracts & Closing

18. Explain disclosures simply

Take the key disclosure points for [PROPERTY] and rewrite the tricky parts in plain language a client can understand.

19. Explain the process

Lay out the [BUY/RENT/LEASE] process step by step for a first-timer, with the documents needed at each step.

20. Closing checklist

Build a closing-day and move-in checklist for the buyer/tenant, focused on the things people forget.

21. Draft a clause

Draft contract clause language for [SITUATION]. (Note clearly that it must be reviewed by an attorney before use.)

22. Deposit instructions

Write clear, dispute-proof instructions for a holding deposit. Amount [AMOUNT], terms [TERMS].

23. Prevent disputes

Write a calm advance notice that helps prevent a landlord-tenant dispute around [SITUATION].

24. Post-closing guide

Make a post-closing checklist for the client (registration, utilities transfer, fee settlement, etc.).

25. Lender / tax questions

List the key questions a client should ask their lender and accountant before a [SITUATION] deal.

Listing Content & Social

26. Home-tour video script

Write a YouTube home-tour script for [LISTING]: a 10-second hook, room-by-room narration (entry > living > bed > kitchen), and a closing call to action.

27. Reel script

Write a 30-second Reel script for [AREA/LISTING]: a 3-second hook, on-screen captions per scene, and a closing CTA.

28. Neighborhood blog

Write a 'best of [AREA]' neighborhood blog post from a resident's point of view, search-friendly with natural keywords.

29. Monthly market update

Write a plain-English monthly market update for [AREA]: volume, prices, outlook — avoid hard predictions.

30. Scroll-stopping titles

Give me 10 scroll-stopping titles for a real-estate post about [TOPIC], in a trustworthy agent voice.

31. Caption + hashtags

Write 3 Instagram captions for [LISTING/TOPIC] plus 10 local hashtags.

32. A week of content

Plan a week (7 posts) of social content for a real-estate office, balancing listings, neighborhood, tips, and reviews.

33. Turn a review into a post

Turn this client review into social-post copy that feels trustworthy. Review: [PASTE]

Run the Office (Admin)

34. Organize listing notes

Turn my on-site notes into a clean listing card to show clients. Notes: [PASTE]

35. Report to the owner

Write a courteous email updating the owner/seller on [SITUATION]. Get to the point, stay professional.

36. Ad-compliance check

Check this listing ad for any wording that could break advertising rules, and fix it. Ad: [PASTE]

37. Plan my day

Organize today's showings, closings, and consults by priority and travel route. Schedule: [PASTE]

38. Comparison table

Organize [SEVERAL LISTINGS] into a client-friendly comparison table by price, size, floor, exposure, and features.

39. Co-broke message

Write a concise, courteous [PURPOSE] message to a co-broking agent.

40. Contract review points

Give me a checklist of must-check points in a [CONTRACT TYPE] agreement.

41. Monthly numbers

Organize this month's inquiry/showing/closing notes into a performance summary and suggest next-month improvements. Notes: [PASTE]

Grow Your Business (Planning)

42. Farm an area

Build a 3-month, week-by-week plan to become the go-to agent for [AREA].

43. Win more listings

Give me 10 prospecting ideas to win more listings, ordered from cheapest to run upward.

44. Referral system

Design a follow-up system that turns one past client into a steady source of referrals.

45. Stand out from rivals

Compare me to nearby office [A] on [CRITERIA] and find what makes me different.

46. Intro / bio lines

Write 3 trustworthy agent-bio versions for my card and online profile, each with impact.

47. Client survey

Write 5 short satisfaction-survey questions for past clients that get honest answers.

48. 30-day plan

Break the goal '[GOAL]' into weekly tasks and pick the #1 task for week 1.

49. Motivation reset

Give me 5 questions to reset my mindset in a slow stretch, plus 3 small things I can do today.

50. Year-at-a-glance

Map this year's goals across four quarters, one key focus per quarter.