

"I have been a Realtor for 39 years. In the last 2 years AI changed everything. Agents using AI are finding more clients, closing more deals and working fewer hours. These 10 prompts are where I start every single day." — William C. DeShon

How to Use These Prompts

Copy any prompt below and paste it into ChatGPT (chat.openai.com) or any AI assistant. Customize the bracketed fields with your specific information. Each prompt is designed to save you hours of work and generate results immediately.

Prompt 1 — Find Your Next 10 Clients

"I am a Realtor in [City, State] specializing in [your niche]. Write me a list of 20 specific types of people in my market who are most likely to buy or sell a home in the next 90 days and exactly how to reach each one."

Prompt 2 — Write a Listing Description That Sells

"Write a compelling MLS listing description for a [bedrooms] bedroom [bathrooms] bathroom home at [address]. Key features: [list features]. Target buyer: [type of buyer]. Make it emotional and specific. 250 words maximum."

Prompt 3 — Create a Pre-Foreclosure Outreach Letter

"Write a compassionate letter to a homeowner who is [X] months behind on their mortgage at [address]. They owe \$[amount] on a home worth approximately \$[value]. Tone: empathetic, not predatory. Offer: help them explore their options. Length: one page."

Prompt 4 — Negotiate Like a Pro

"I am representing a buyer making an offer of \$[amount] on a property listed at \$[list price]. The seller has been on market for [days] days. Write me 5 specific negotiation points I can use to justify my offer price and get it accepted."

Prompt 5 — Generate Referral Business

"Write a personal email to send to my past clients asking for referrals without sounding pushy. I closed [X] transactions with them in [year]. Include a specific ask and make it feel genuine and personal."

Prompt 6 — Social Media Content for 30 Days

"Create a 30-day social media content calendar for a Realtor in [market]. Include post ideas for Facebook, Instagram and TikTok. Mix educational, market update, personal story and call-to-action posts. Target first-time buyers and move-up buyers."

Prompt 7 — Analyze the Market for a CMA

"I am preparing a CMA for a home at [address]. Recent comparable sales in the area: [list comps]. The subject property has [specific features]. Help me write the market analysis section of my presentation explaining why I am recommending a list price of \$[amount]."

Prompt 8 — Convert Expired Listings

"Write a script for calling a homeowner whose listing just expired. Their home was listed at \$[price] for [days] days. I want to explain why it did not sell and how my approach is different. Make it conversational and confident — not pushy."

Prompt 9 — Follow Up Without Being Annoying

"Write a 6-touch email follow-up sequence for a buyer lead who showed interest 30 days ago but went quiet. Space the emails 7 days apart. Each email should provide value — market update, neighborhood insight, new listing — not just ask if they are ready to buy."

Prompt 10 — Write Your Bio That Converts

"Write a compelling real estate agent bio for [your name] who has [X] years of experience in [market], specializes in [niche] and has closed [number] transactions. Make it personal, credible and end with a clear call to action. 200 words."

These 10 prompts are the beginning. ProspectShield AI gives you a complete AI-powered prospecting system with scripts, setup guides and automated follow-up — built specifically for Realtors by a 39-year industry veteran.

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