



The RealtyAI Playbook

FREE PROMPT PACK · FOR TEXAS AGENTS

10 AI prompts that write *a week of content.*

Five are yours to copy and run today — each written to keep your content fair-housing safe and in your own voice, no hype, no jargon. The full library lives inside The RealtyAI Playbook.

How to use this pack

Open ChatGPT, Claude, or whichever AI you like. Paste a prompt, replace the [bracketed] parts with your details, and run it. Tweak the result until it sounds like you — AI writes the first draft, you make it human.

One good idea can fill a whole week. Start with prompt #1, then use the others to stretch it across formats and platforms.

Everything here is built to stay fair-housing compliant: describe the home and the area, never who "should" live there. When you cite a number, cite the source out loud.

01 Turn one idea into a week of content

You are my real-estate content assistant. Take this one idea: [TOPIC]. Turn it into a week of content for buyers and sellers in [CITY]: a 30-second reel script, a 5-slide carousel outline, and 3 story hooks. Plain-spoken, no jargon, fair-housing safe (describe the home/area, never the ideal buyer), each ending with a soft call to action.

02 Generate 10 scroll-stopping hooks

Give me 10 three-second reel hooks about [TOPIC] for [CITY] buyers/sellers. Curiosity-driven, no hype, no superlatives. Then pick the strongest one and tell me in a sentence why it would stop the scroll.

03 Write a listing description that sells the feeling

Write a listing description for this home: [PASTE FEATURES]. Sell the lifestyle and the feeling of the next chapter, not just the specs. Keep it fair-housing compliant — describe the home and the area, never who 'should' live there. Under 150 words.

04 Turn market stats into a 30-second update

Turn these numbers into a 30-second market-update script for [CITY]: [PASTE MEDIAN PRICE, DAYS ON MARKET, INVENTORY]. Explain what each one means for a buyer and for a seller in plain English, and cite the source out loud (for example, 'per H. A. R. dot com').

05 Write a caption with clean hashtags

Write an Instagram caption for this post: [DESCRIBE THE POST]. Hook in the first line, value in the middle, a soft call to action at the end. Add five relevant, non-spammy hashtags for [CITY] real estate.

MORE INSIDE THE FULL PLAYBOOK



Build a neighborhood guide buyers save

Full prompt inside [The RealtyAI Playbook](#) → realtyaiplaybook.com



Answer a common objection with content

Full prompt inside [The RealtyAI Playbook](#) → realtyaiplaybook.com



Repurpose one post five ways

Full prompt inside [The RealtyAI Playbook](#) → realtyaiplaybook.com



Explain a confusing term to a first-time buyer

Full prompt inside **The RealtyAI Playbook** → realtyaiplaybook.com



Draft a warm lead follow-up (you approve, then send)

Full prompt inside **The RealtyAI Playbook** → realtyaiplaybook.com

This is one corner of *the whole system.*

The RealtyAI Playbook turns these prompts into a repeatable machine — content, follow-up, and the workflow that runs it — built for Texas agents. Founding members get first access.

realtyaiplaybook.com →

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