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First chapter only

The Real Estate AI Cheat Sheet

67 Ready-to-Use Prompts That Close Deals Faster

The Real Estate AI Cheat Sheet

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Published by Pragma Vision LLC

First edition, 2026.

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Why AI Changes Real Estate

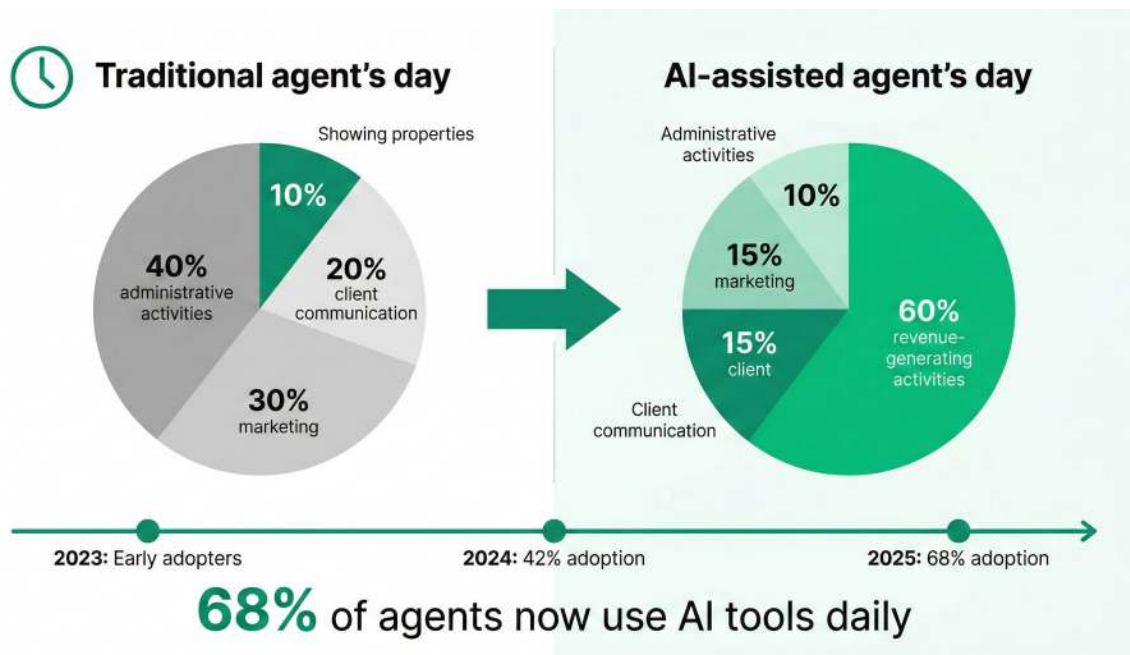


Figure 1. AI-assisted work reallocates an agent's day from 40% admin, 30% marketing, 20% communication, and 10% showings to 60% revenue work, as adoption moves from 2023 early adopters to 42% in 2024 and 68% daily use in 2025

1.1 The Shift Is Already Happening

Real estate has always been a relationship business. That has not changed. What has changed is the speed at which every non-relationship task can be completed. Writing listing descriptions, drafting client emails, analyzing comparable sales, creating social media posts, preparing market reports, and generating follow-up sequences—these tasks consumed 40–60% of a productive agent’s week. AI compresses them into minutes.

68%

of REALTORS use AI tools at least a few times per month; about 20% use them daily¹

The agents who adopted AI early are not replacing themselves. They are replacing the busywork that kept them from doing what actually earns commission: building relationships, showing properties, and negotiating deals. An agent who spends three hours writing a listing description has three fewer hours for client calls. An agent who generates that description in four minutes has reclaimed the morning.

Key Insight

AI does not replace the real estate agent. It replaces the tasks that prevent the agent from being an agent. The competitive advantage is not in using AI—it is in using AI *first* and redirecting the recovered time toward revenue-generating activities.

¹National Association of Realtors, “Technology Survey,” 2025.

1.2 What This Book Gives You

This is not a theory book. There are no chapters about the history of artificial intelligence or philosophical debates about automation. This book is a field manual. Every chapter contains ready-to-use prompts that you can copy, customize with your property details, and deploy immediately.

Each prompt includes:

- The exact text to paste into ChatGPT, Claude, or any major AI assistant
- Customization brackets showing where to insert your specific details
- Context explaining *why* the prompt works and what makes it effective
- A pro tip for getting even better results

1.3 How to Use This Book

Do not read this book cover to cover and then start using it. Open to the chapter that matches your most urgent need right now. Need a listing description today? Chapter 2. Client who has gone silent? Chapter 3. Open house this weekend? Chapter 7. Each chapter is self-contained.

20%

faster—homes with AI-optimized professional descriptions sell 20% faster on average

Pro Tip

Bookmark three prompts that match tasks you do every week. Use them consistently for two weeks before exploring further. Agents who try to use every prompt at once get overwhelmed. Agents who master three prompts first build a habit that sticks.

1.4 A Note on Authenticity

Every prompt in this book is a starting point, not a finished product. AI generates excellent first drafts, but your local knowledge, your client relationships, and your market expertise are what transform a good draft into a great piece of communication. Always review, always customize, and always add the details that only you know.

The best AI-assisted real estate communication sounds like *you* wrote it on your best day—not like a robot wrote it on any day.

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