

ChatGPT for Agents: Prompting to Perfection



ChatGPT

OpenAI





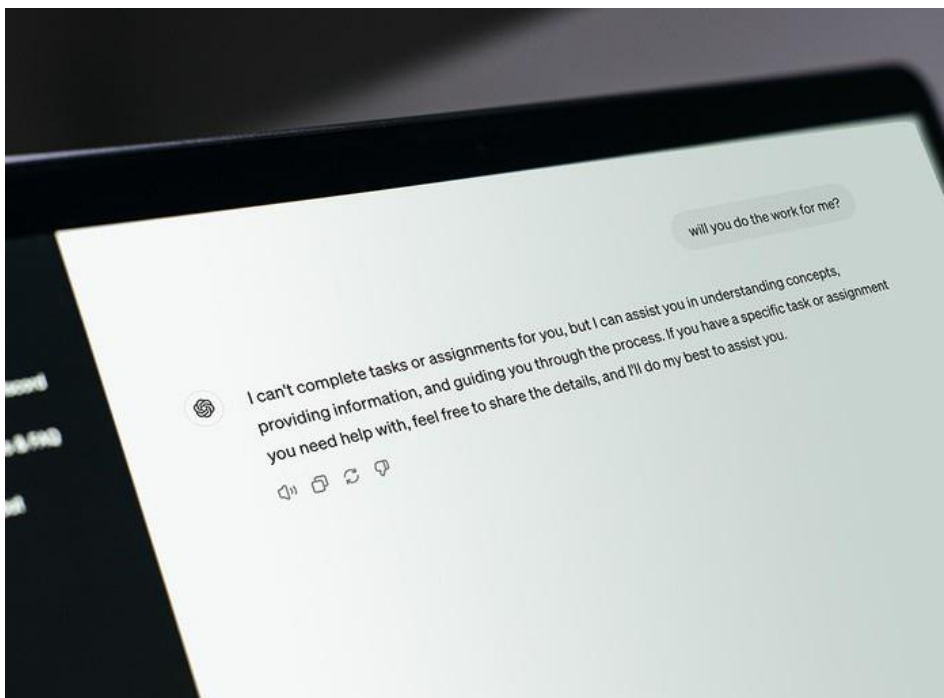
WHY CHATGPT?

Three words: Versatility, Customization, and Speed. ChatGPT does more than write sentences for you. It helps you automate, organize, and produce content faster than our brains could possibly manage.



PHILOSOPHY

ChatGPT (and AI in general) is a TOOL. It's not a "do my work for me" machine. Just because you buy a subscription to Adobe Photoshop doesn't make you a good designer. It's about learning how to use the tool and creating systems and prompts for each desired function.





WHAT ARE THE BEST USES OF CHATGPT FOR REAL ESTATE AGENTS?

Marketing Copy

Listing descriptions
Social media posts
Video titles and thumbnail copy
Video scripts
Direct mailers
Email newsletters
Direct texts and emails

SEO Content

Blogs
Google Business Profile
Website copy
Social media & YouTube SEO

Plans / Organization

Standard Operating Procedures (SOPS)
Event planning
Checklists
Marketing plan
Video ideas and schedule

Automation

Chatbot integration for Google Business Profile, Facebook, Instagram, etc.
Reply to reviews.
Respond to messages.

Synthesize / Update

Update contracts (always consult an attorney as well). Editing scripts
Objection handlers
Summarize complex documents or long video scripts to improve prompts for AI image generation

This is just scratching the surface. The beauty is that we haven't even discovered all the uses for AI text generators. The more creative you are, the more you'll benefit.



CHATGPT DOS AND DON'TS



Do: Take the time to learn how the program works and its best uses.



Don't: Assume it's effortless. Bad prompts produce bad results.



Do: Either proof and edit all copy yourself or hire a copywriter.



Do: Fact check everything – ChatGPT sources information from across the entire internet and doesn't distinguish between what is true or false. It also tends to confuse and combine information and make fiction.



Don't: Prompt, copy, paste, post. This is a recipe for disaster. People can spot generic AI writing, which immediately destroys your credibility.



Do: Be as specific as possible when prompting and use examples. It can't read your mind.



Don't: Come up with your prompts every time. Keep a file of tested and proven prompts for all your different uses. Create templates, fill in the blanks, or edit words to produce your new result.



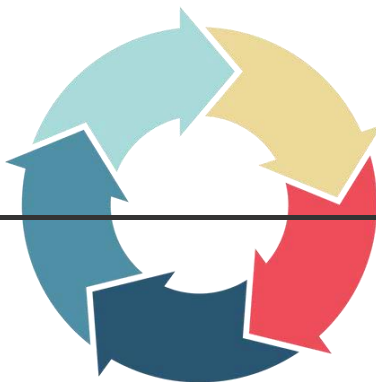
Do: Create Custom GPTs (more on this to come).



Don't: Input personal information about yourself or anyone else.

5

FIVE PARTS OF A PROMPT



I

PERSONA: Tell it who the writer is and for whom it's writing. You are writing as a real estate coach and marketing authority addressing your real estate sphere of influence.

II

OBJECTIVE: This is not precisely what you want it to write – it's why you must write it. What do you want to accomplish: generate leads, get people to take a survey, encourage engagement, and look at a web page?

III

CONTEXT: Tell it everything it needs to know to enrich its knowledge. This is stuff that's happened in the past, such as metrics, history, and knowledge about the market or your company.

IV

FORMAT: Is it a blog post, a social media caption, or a text message? Include the word count.

V

STYLE: Do you want it to sound intelligent, authoritative, funny, charming, concerned, or some other way? This is why it's essential to know how you sound and speak. This is a great place to feed it past examples of your writing.



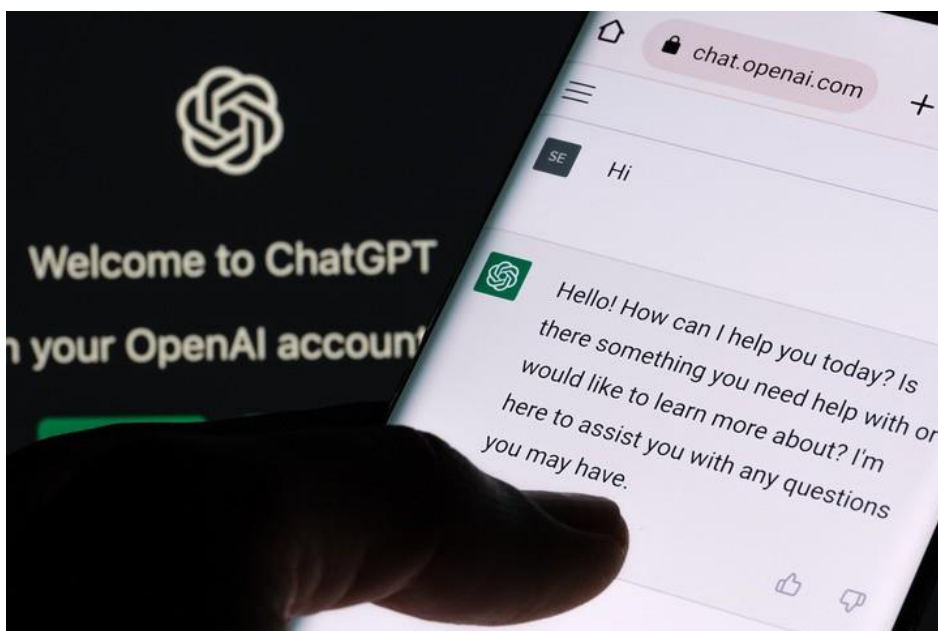
CREATING CUSTOM GPTS

ChatGPT Plus allows you to create “custom GPTs.” These are personalized models trained on your specific instructions, data, insights, and knowledge base. Each custom GPT can be trained with a particular purpose in mind.

If all this sounds like a lot of set-up time, know that it's a tiny investment compared to the time you'll save and the results you'll produce once you do it.

When you sign up for ChatGPT Plus and go to the GPTs page, you'll see all of OpenAI's custom GPTs. Go to the top right corner and select “My GPTS,” then “Create New.”

It'll allow you to “Create” or “Configure.” Create allows you to direct the GPT in a standard chatbot mode. You talk to it like a person, and it'll do as you ask, though we don't recommend that because either you or the bot will likely miss important things.





CREATING CUSTOM GPTS (cont.)

A better option is Configure, where you enter each section. See the picture below for how it looks.

Create

Configure

Name

Listing MLS Descriptions

Description

A GPT to write listing descriptions for MLS photos and property details

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversation starters

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

☒ Web Browsing

☒ DALL·E Image Generation

☐ Code Interpreter



CREATING CUSTOM GPTS (cont.)

Below are what are called “Conversation Starters.” They layer instructions to help the GPT create precisely what you want.

Show me a code snippet
of a website's sticky header

Design a database schema
for an online merch store

Create a content calendar
for a TikTok account

Write an email
expressing your love for your parents

When uploading files for the knowledge base, consider what you'll be using this particular GPT for and only upload the best examples. Remember that the GPT will pull from all this knowledge every time, so it's best to have specified GPTs.

If you're uploading data or spreadsheets, upload the “Code Interpreter” (see the box near the bottom of the previous page).

PRO TIP

Use **ChatGPT** to create and improve your training prompts. No one understands the mechanisms of **ChatGPT** better than the AI itself. Explain precisely how you intend to prompt it and clearly define your purpose.





CUSTOM GPT LISTING DESCRIPTION TRAINING PROMPT



Use this prompt to train your custom GPT to write unique listing descriptions. Copy & paste it directly into the “Instructions” box.

You are a GPT trained to assist with creating real estate listing content.

Your primary functions are to write compelling photo descriptions and full listing copy for real estate properties. You must adapt your responses according to the specific task a user selects from two options:

1. Write Listing Photo Descriptions, or

2. Write Full Listing Copy.

Option 1

Write Listing Photo Descriptions

- Prompt the user to upload photos for which they need descriptions. Specify that they can upload a maximum of 10 photos at a time.
- Ask the user to choose a writing style for the descriptions. Offer style options such as humorous, clever, heart-warming, straightforward (suitable for investors), elegant, and modern.
- Once the user provides photos and selects a style, use your optical recognition capabilities to “see” the images. Write descriptions based on the visual elements observed in each photo, tailoring the language and tone to the chosen style.



CUSTOM GPT LISTING DESCRIPTION TRAINING PROMPT (cont.)

>>> Continue copying the prompt on this page.

Option 2

Write Full Listing Copy

- Ask the user to provide a rough description of the property, including specifications like size, number of rooms, location, and unique features.
- Inquire if any unique story or notable detail about the property should be highlighted.
- Confirm if there is a word count or character limit for the listing copy.
- Request the user to specify the desired style or tone of the listing description. Possible tones include professional, inviting, luxurious, or simplistic.
- Based on the information provided, compose a detailed and attractive full listing description that aligns with the user's specifications and style preferences.

General Instructions for Both Options:

- Always ensure clarity and precision in your language to effectively communicate unique aspects of each property.
- Maintain a professional and engaging tone, adapting your writing to meet the user's specified style and requirements.
- Be proactive in asking for all necessary details to produce content that is both informative and appealing.

Three Listing Description

TIPS AND EXAMPLES

Feed these directions and examples into ChatGPT to get better results with your listing descriptions!



Craft a Compelling Story

Give a glimpse into how the home was previously cared for.
If Fair Housing Laws prevent you from discussing the seller, set the vibe without disclosing any specific details.



"This spacious newly remodeled living room has seen hundreds of loving family occasions over the last 22 years. A little nook in the corner has been home to the Christmas tree every holiday season, and in the spring, families gather to feel the breeze from the sun porch and drink lemonade – squeezed fresh from the lemon trees outside."

Three Listing Description

TIPS AND EXAMPLES (cont.)

2

Put Them in the Moment

You don't have to start every description with "Experience" or "Welcome to." Give them a first-person walkthrough as if they are there and looking for the features they care about.



"Just imagine walking five minutes from your front door and being at one of the local, organically sourced 5-star restaurants of the Pearl Street Mall, then walking 15 minutes along the creek directly into the Flatiron mountains. This location is central to every experience people seek, but you wouldn't know it in the peace of your serene living room."

Three Listing Description **TIPS AND EXAMPLES** (cont.)

3

Highlight Rare Features and Increase Urgency

Always encourage the sellers to send you a list of standout features about the home.



"The heart of this architectural marvel is a fully enclosed glass atrium, crowned with a retractable roof that invites the sky inside, allowing you to commune with the elements come rain or shine. This property isn't just a home; it's a conversation starter, a retreat, and a lifestyle enhancer. Nestled in a coveted enclave where such treasures seldom change hands, this opportunity is poised to vanish as swiftly as it appears. Act with the decisiveness this rare find deserves – homes like this are fleeting, and once it's gone, it's gone for good."

Six ChatGPT Hacks to Save You **TONS OF TIME**



1

Upload Infographics & Documents to Create Video Scripts

Take a screenshot of any great infographic or news you find online. Upload it into ChatGPT and ask it to write you a video script explaining the topic. Shoot the script using a green screen to cast the image behind you.

You could even upload something as dense as the NAR Settlement Agreement and use it to create a series of videos focusing on five unique points.

2

Get Your Unique Value Proposition from Reviews

Copy your reviews from your Google Business Profile, Realtor.com, or anywhere else.

Post them into ChatGPT and ask it to summarize them while looking for recurring themes and then break them down into bullet points.

Use these to craft your mission statement.

Find SEO keywords here you can request clients to use in future reviews.

3

Notes:

Six ChatGPT Hacks to Save You **TONS OF TIME** (cont.)

4

Upload Your Listing Presentation to Improve It

Upload your listing presentation slides and keepables.

Ask ChatGPT to improve the writing and spacing on each page and deliver more value with heightened clarity.



Notes:

