

WHITE PICKET REALTY

HOUSTON - 2x BATTLE OF THE BROKERS CHAMPION

FREE EBOOK FOR HOUSTON AGENTS

101 AI Prompts for Houston Real Estate Agents

The complete prompt library for working agents.

10 sections. 101 ready-to-paste prompts. Built by a working broker.

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These prompts are written to be pasted directly into ChatGPT, Claude, Gemini, or any LLM your brokerage gives you. Each one assumes you'll swap in your specifics where it says [brackets]. Copy. Edit. Send.

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SECTION 01

Prospecting & Lead Generation

Find leads. Reactivate dead ones. Turn introductions into appointments.

PROMPT 001 - PROSPECTING & LEAD GENERATION

Cold email to homeowner in a target ZIP

Write a 90-word cold email to a homeowner in [Houston ZIP code, e.g., 77040]. Tone: warm, not salesy. Hook: home values in their neighborhood are up roughly [X]% year-over-year. Soft ask: 'Would you like a no-strings valuation?' Include one P.S. line that adds personality. Sign-off: [Agent Name], Realtor, White Picket Realty Houston.

PROMPT 002 - PROSPECTING & LEAD GENERATION

Re-engage a stale buyer lead (90+ days dark)

Draft a 3-sentence text message to a former buyer lead [Name] who went quiet 90+ days ago. They were looking in [neighborhood], price point around [\$X]. Don't apologize for the silence. Lead with a specific recent listing or market change that would matter to them. End with a one-tap reply ask.

PROMPT 003 - PROSPECTING & LEAD GENERATION

FSBO outreach script (call + voicemail)

Write a 25-second voicemail script for a FSBO seller at [address]. Voicemail: warm, curious, NOT a pitch. Mention you have a buyer (only if true) or that you just want to ask one question. Then write a 60-second live-call script that flows from the voicemail message if they pick up. Include the one objection-handle for 'I'm not interested in an agent.'

PROMPT 004 - PROSPECTING & LEAD GENERATION

Expired listing outreach email

Write a 100-word email to a Houston expired-listing seller at [address]. The home was on the market [X] days at [\$Y]. Don't beat them up. Acknowledge their effort. Ask one specific question about what they think went wrong. Frame yourself as the agent who could re-list it with a different strategy.

PROMPT 005 - PROSPECTING & LEAD GENERATION

Introduction request via mutual connection

Write a LinkedIn DM to [Mutual Connection] asking for a warm intro to [Target Lead, who works at Y, lives in Z neighborhood]. The DM should: name the mutual connection, name the target person, give one sentence on why I want the intro, and make it dead-easy for the mutual to forward it. Under 80 words.

PROMPT 006 - PROSPECTING & LEAD GENERATION

Open house follow-up to a visitor who didn't sign in

Write a follow-up message (assume I got their info from a property card or geo tracking) to a visitor who walked through my open house at [address] on [date]. They stayed about [X] minutes and looked at the [kitchen / master / backyard]. Don't be creepy about the data. Ask one open-ended question about what they were hoping to find.

PROMPT 007 - PROSPECTING & LEAD GENERATION

Sphere of Influence quarterly check-in (one-to-one)

Write a 60-word personal email to [Past Client / Friend Name]. No real estate ask. Reference something specific I know about them: [hobby / kid's school / their job / recent vacation]. End with a casual 'thinking of you' close. Keep it conversational — this email should not feel like it came from a CRM.

PROMPT 008 - PROSPECTING & LEAD GENERATION

Renter conversion (start of lease end)

Write a text-message script to a renter [Name] whose lease in [neighborhood] is up in 4-6 months. Lead with the math: their current rent of [\$X] would cover a mortgage on a [\$Y] home with [Z]% down. Don't sell the appointment — just open the conversation.

PROMPT 009 - PROSPECTING & LEAD GENERATION

Neighbor letter after a sale (just-sold farming)

Write a 120-word letter to neighbors within 500 feet of [address I just sold for \$X]. Mention the sale, the days on market, and what the result might mean for their own home value. End with an offer to do a free valuation. Tone: confident but neighborly, NOT braggy.

PROMPT 010 - PROSPECTING & LEAD GENERATION

Investor outreach: 'are you still buying?'

Write a 90-word email to investor [Name] who bought a property from me [X months/years ago]. Ask one specific question: are they still actively acquiring in [neighborhood/asset class]? Offer to send a curated 5-property list this week if yes. No pitch, just the question.

SECTION 02

Listing Marketing & Descriptions

MLS-ready descriptions, listing announcements, and the words that move properties.

PROMPT 011 - LISTING MARKETING & DESCRIPTIONS

MLS description for a single-family home

Write a 250-word MLS description for a [3-bed, 2.5-bath, 2,400-sqft] home at [address], built in [year], priced at [\$X]. Highlight: [specific features — e.g., updated kitchen, primary suite on main, oversized lot, top-rated school zone]. Avoid stock phrases like 'must see' or 'priced to sell.' Open with a sensory hook. End with one line about the neighborhood.

PROMPT 012 - LISTING MARKETING & DESCRIPTIONS

Listing announcement post (Instagram + Facebook)

Write a 'just listed' Instagram caption for [address], [\$X], [bed/bath/sqft]. Open with a hook line, 3-4 short lines describing the home, 3-5 relevant hashtags. End with a clear CTA to DM for the tour link. Keep the entire caption under 800 characters.

PROMPT 013 - LISTING MARKETING & DESCRIPTIONS

Listing announcement post (LinkedIn — professional tone)

Adapt the just-listed post for LinkedIn. Same property: [address, \$X, bed/bath/sqft]. Less casual than Instagram. Lead with what makes this home distinctive in [neighborhood]. Mention one market context point (DOM, list-to-sale ratio, etc.). End with a soft 'open to questions about Houston's [neighborhood] market.'

PROMPT 014 - LISTING MARKETING & DESCRIPTIONS

Listing video script (60-second walkthrough)

Write a 60-second voiceover script for a video walkthrough of [address]. Pace: hook in first 3 seconds, 5 short benefit-led beats, callout for one wow feature, neighborhood line, CTA. Read at conversational speed it should land in ~150-160 words. Avoid real-estate clichés.

PROMPT 015 - LISTING MARKETING & DESCRIPTIONS

Listing photo captions for IG carousel (8 slides)

I'm posting an 8-image carousel of [address]. Write 8 short captions (one per slide) of 1-2 sentences each. Slide 1 hook. Slides 2-7 each highlight a specific room or feature [list them]. Slide 8 is the CTA to schedule a tour. Use varied sentence structure, no repeated openers.

PROMPT 016 - LISTING MARKETING & DESCRIPTIONS

Open house Eventbrite or Facebook event copy

Write the description for an open house event at [address] on [date], from [time A to time B]. Include: home highlights, what's special about the neighborhood, what visitors should expect (refreshments? lender on-site?), and the agent's name + contact. Under 200 words.

PROMPT 017 - LISTING MARKETING & DESCRIPTIONS

Price reduction announcement (without sounding desperate)

Write a price-reduction announcement for [address], originally listed at [\$X], now [\$Y]. Tone: confident, market-driven. Don't say 'motivated seller' or 'price improved.' Frame it as the market repositioning to attract the right buyer. 80-120 words. Include one specific neighborhood comp.

PROMPT 018 - LISTING MARKETING & DESCRIPTIONS

Coming soon teaser (3 platforms)

Write three 'coming soon' teasers for [address] that hits MLS on [date]: (1) Instagram caption with mystery hook, (2) email subject line + 50-word email body, (3) text message to my sphere. Don't reveal price. Make people want the address.

PROMPT 019 - LISTING MARKETING & DESCRIPTIONS

Neighborhood spotlight post (for a listing's area)

Write a 400-word Instagram post about [neighborhood, e.g., Garden Oaks Houston]. Cover: what makes the area distinctive, the lifestyle, typical price range, best-known schools, current inventory levels. Don't mention any specific listing — this is positioning content. End with 'if you're considering [neighborhood], DM me.'

PROMPT 020 - LISTING MARKETING & DESCRIPTIONS

Listing presentation cover letter (to the seller)

Write a personal letter from me to [Seller's First Name] to include at the front of their listing presentation. Acknowledge their decision to sell, name one specific thing I noticed about their home, and lay out one sentence about what they should expect from working with me. 4 paragraphs max. No real estate jargon.

SECTION 03

Buyer Consultations & Follow-Up

Pre-meeting prep, post-showing follow-ups, and the messages that keep buyers moving.

PROMPT 021 - BUYER CONSULTATIONS & FOLLOW-UP

Pre-consultation 'before we meet' video script

Write a 60-second video script I can record on my phone and send to [Buyer's First Name] two days before our scheduled consultation. Cover: what to expect at the meeting, what to bring (or not bring), one reassuring line about how the buying process actually works in Houston. Friendly, not scripted-sounding.

PROMPT 022 - BUYER CONSULTATIONS & FOLLOW-UP

Buyer needs-assessment questionnaire

Write a 12-question intake questionnaire to send a new buyer before our consultation. Cover: timeline, financing status, neighborhoods of interest, must-haves vs. nice-to-haves, lifestyle factors, dealbreakers. Mix of multiple-choice and short-answer. Tone: friendly, not clinical.

PROMPT 023 - BUYER CONSULTATIONS & FOLLOW-UP

Post-showing follow-up email (after a tour)

Write a follow-up email to [Buyer Name] after they toured [address] today. Reference one specific thing they said during the showing (assume it was about [feature/concern]). Ask one open-ended question to gauge their reaction. No pressure. 80-100 words.

PROMPT 024 - BUYER CONSULTATIONS & FOLLOW-UP

Buyer hesitation re-engagement (after they got cold feet)

Write a text to a buyer [Name] who pulled back after we made an offer that wasn't accepted. They went quiet 2 weeks ago. Acknowledge the loss without dwelling. Mention a new property [address] that fits their original criteria. Soft ask to reconnect.

PROMPT 025 - BUYER CONSULTATIONS & FOLLOW-UP

Pre-approval check-in (gentle nudge)

Write a 70-word email to a buyer [Name] who said they'd get pre-approved last week. They haven't yet. Don't lecture. Frame the nudge around a specific listing that's about to hit the market in their range. End with an offer to introduce them to a lender.

PROMPT 026 - BUYER CONSULTATIONS & FOLLOW-UP

First-time buyer reassurance message (mid-process)

Write a text message to a first-time buyer [Name] who's mid-process and visibly nervous. They just got their inspection report. Acknowledge that the report can look scary, then frame the next step calmly. Three short sentences. Confident, not patronizing.

PROMPT 027 - BUYER CONSULTATIONS & FOLLOW-UP

Buyer comp summary (after they make an offer)

Write a one-page summary the buyer can send to their partner / spouse about the comps that justify our offer of [\$X] on [address]. Include: 3 closed comps, 1 active comp, 1 pending comp, and a 'why this price makes sense' paragraph. Plain language, not appraisal-speak.

PROMPT 028 - BUYER CONSULTATIONS & FOLLOW-UP

Inspection report response (broker-to-buyer)

Write an email to [Buyer Name] summarizing the key findings from yesterday's inspection at [address]. Bucket the findings into three groups: (1) cosmetic/skip, (2) negotiate in repair amendment, (3) walk-away worthy. Make the recommendation for each group concrete.

PROMPT 029 - BUYER CONSULTATIONS & FOLLOW-UP

Closing-day milestone message

Write the message I send to my buyer [Name] on closing day morning, before they head to title. 50 words. Equal parts congratulatory and practical. Remind them to bring [ID, certified funds, etc.] and tell them to enjoy the moment.

PROMPT 030 - BUYER CONSULTATIONS & FOLLOW-UP

Post-closing follow-up at 30/60/90 days

Write three short emails (60 words each) to send to a buyer at 30, 60, and 90 days post-closing. Each one should reference a specific home-related topic appropriate to that time (e.g., 30: settling in / utility-setup checklist; 60: warranty reminders; 90: 'how's it going?'). Cumulatively builds toward a year-one review.

SECTION 04

Negotiation & Offers

Offer letters, counter-offers, and the language that wins deals.

PROMPT 031 - NEGOTIATION & OFFERS

Buyer's offer cover letter (to a seller's agent)

Write a cover letter from me as the buyer's agent to the listing agent at [property address]. Position our offer of [\$X] with [terms: financing, closing date, contingencies]. Highlight what makes our buyer the right fit. Be confident, not boastful. 150 words.

PROMPT 032 - NEGOTIATION & OFFERS

Buyer love letter (when permitted by jurisdiction)

Write a personal letter from [Buyer Name] to the seller of [address]. (Note: confirm this is permitted in your jurisdiction before sending.) Have the buyer share one specific thing they loved about the home that resonated with them. Avoid mentioning anything that could be construed as fair-housing protected (family status, religion, etc.). Heartfelt, not salesy.

PROMPT 033 - NEGOTIATION & OFFERS

Counter-offer response (when we're countered higher)

Draft my response to a seller's counter-offer at [\$X] when we offered [\$Y]. We want to come back at [\$Z] with [adjusted terms]. Frame the counter as collaborative, not adversarial. Include one specific data point that justifies our position.

PROMPT 034 - NEGOTIATION & OFFERS

Multi-offer 'highest and best' strategy

We're in a multi-offer situation on [address]. Write the strategic email I send to my buyer [Name] explaining the highest-and-best process, the three levers we can pull (price, terms, contingencies), and my specific recommendation. Lay out the upside and downside scenarios.

PROMPT 035 - NEGOTIATION & OFFERS

Repair amendment negotiation script

Write the email I send to the listing agent after our inspection at [address]. We're requesting [list of repairs / a credit of \$X]. Lead with the cooperative frame ('let's find a way to keep this deal together'). Quantify what we're asking for in dollars. Offer one specific concession from our side.

PROMPT 036 - NEGOTIATION & OFFERS

Appraisal-gap conversation

Write the message to my buyer [Name] when the appraisal at [address] comes in [\$X] below contract. Walk them through their three options: (1) reduce the offer, (2) cover the gap with cash, (3) walk away. Pros and cons of each. End by asking which feels right.

PROMPT 037 - NEGOTIATION & OFFERS

Seller-side counter when we have multiple offers

Write the email from me as the listing agent at [address] communicating to all parties that we have multiple offers, going to highest-and-best by [deadline]. Professional, neutral, doesn't favor any party. Includes the specific format we want offers submitted in.

PROMPT 038 - NEGOTIATION & OFFERS

Lowball-offer rejection (with grace)

Write the email I send to the buyer's agent who submitted a lowball offer of [\$X] on my [\$Y] listing. Decline professionally, keep the door open in case they want to come back, give one piece of guidance about where we'd be receptive. Don't insult.

PROMPT 039 - NEGOTIATION & OFFERS

Contingency removal walkthrough

Write the email I send to my buyer at the contingency-removal point in their transaction. Explain plainly what they're committing to, what risk remains, and what protections they still have. Concrete and reassuring. 200 words.

PROMPT 040 - NEGOTIATION & OFFERS

Withdrawn-offer conversation (when buyer backs out)

Draft what I say (in writing and on the phone) when my buyer [Name] decides to back out of a deal at [address]. Both messages: (1) the calm, supportive note to my buyer, (2) the professional notice to the listing agent. Don't burn bridges either direction.

SECTION 05

Social Media Content

Captions, hooks, and content calendars that build a real personal brand.

PROMPT 041 - SOCIAL MEDIA CONTENT

30-day Instagram content calendar (real estate agent)

Build a 30-day content calendar for a Houston real estate agent's Instagram. Mix: 30% market education, 20% personal/behind-the-scenes, 20% listings, 15% client wins, 15% neighborhood spotlights. For each of the 30 days, give: (1) post type, (2) hook headline, (3) caption opener line. Format as a table.

PROMPT 042 - SOCIAL MEDIA CONTENT

Instagram Reel hook (first 3 seconds)

Write 10 different 3-second Reel hooks for a real estate agent in Houston. Each should make the viewer stop scrolling. Mix styles: question hook, pattern interrupt, contrarian take, specific number, before/after tease, etc. Each hook one sentence, voiced naturally.

PROMPT 043 - SOCIAL MEDIA CONTENT

Carousel post: '5 things buyers always ask about Houston'

Write the copy for a 6-slide Instagram carousel titled '5 things every buyer asks me about Houston.' Slide 1 is the hook, slides 2-6 each cover one question with one-sentence answer. Captions should be punchy, not paragraphs. End with a save/share CTA.

PROMPT 044 - SOCIAL MEDIA CONTENT

LinkedIn thought-leadership post (medium length)

Write a 220-word LinkedIn post from a Houston real estate broker's POV on [current market topic — e.g., rate impact on first-time buyers, inventory shifts, etc.]. Open with a counterintuitive observation. Three short paragraphs. Close with a question that invites comments.

PROMPT 045 - SOCIAL MEDIA CONTENT

TikTok script: 'I'm a Houston Realtor and...'

Write a 40-second TikTok script using the 'I'm a [job] and [something surprising]' format. The agent is a Houston Realtor. The surprising thing is [a specific market fact, agent observation, or honest behind-the-scenes detail]. Conversational, on-camera-friendly delivery.

PROMPT 046 - SOCIAL MEDIA CONTENT

Story prompts: behind-the-scenes day (10 frames)

Give me 10 Instagram Story frame prompts for a behind-the-scenes 'day in the life' of a Houston Realtor. Each frame: (1) a visual idea, (2) a sticker/poll/question to add, (3) the caption text. Make the sequence narratively coherent — morning → showings → closing → evening.

PROMPT 047 - SOCIAL MEDIA CONTENT

Client testimonial post (without sounding braggy)

Adapt a client testimonial into an Instagram post without sounding self-congratulatory. Lead with the client's pain point, not the praise. Show the testimonial as the resolution. Close with what made the difference. Caption max 150 words.

PROMPT 048 - SOCIAL MEDIA CONTENT

Reel script: 'how much you actually keep when you sell'

Write a 45-second educational Reel script that breaks down what a Houston seller actually keeps after a sale: commissions, title fees, HOA payoff, taxes, closing costs. Numbers should be hypothetical and clearly labeled. Tone: helpful, not salesy. Caption + on-screen text suggestions.

PROMPT 049 - SOCIAL MEDIA CONTENT

Neighborhood guide content series (10-week plan)

Outline a 10-week Instagram series covering 10 Houston neighborhoods. For each week: (1) which neighborhood, (2) post angle (lifestyle / schools / market data / hidden gem / restaurant / etc.), (3) one specific story or data point that makes it distinct.

PROMPT 050 - SOCIAL MEDIA CONTENT

Year-end recap reel (annual)

Write a 30-second voiceover script for my year-end recap Reel. Include: number of closings, average days-to-close, one client win story, one personal milestone, and a one-line thank you. End with the line for next year.

SECTION 06

Market Analysis & Reports

Monthly market updates, neighborhood reports, and the data narratives that build authority.

PROMPT 051 - MARKET ANALYSIS & REPORTS

Monthly Houston market summary (for client newsletter)

Write a 250-word monthly market summary for Houston buyers and sellers using these data points: median price [\$X], YoY change [%], months of inventory [N], average DOM [D], list-to-sale ratio [Y%]. Translate the data into what it means for both audiences. End with one prediction for next month — flagged clearly as a prediction.

PROMPT 052 - MARKET ANALYSIS & REPORTS

Neighborhood deep-dive (1,200-word blog post)

Outline a 1,200-word blog post on Houston's [neighborhood]. Cover: history, current price range, demographic shifts, school zones, lifestyle, what's new (developments, restaurants), and what an average buyer should know. Section headers + 2-sentence intro for each section.

PROMPT 053 - MARKET ANALYSIS & REPORTS

Comparative market analysis (CMA) narrative

Take this raw CMA data — [list 3 active, 3 pending, 3 sold comps with addresses, prices, beds/baths, sqft] — and write a 400-word narrative I can email to my seller [Name]. Explain how the comps support a list price recommendation of [\$X]. Use plain language. No bullet points.

PROMPT 054 - MARKET ANALYSIS & REPORTS

School zone impact analysis

Write a 300-word analysis of how [Houston school district / school name] affects home values in [neighborhood]. Compare values inside vs. outside the boundary. Cite hypothetical data clearly as illustrative. End with a recommendation for buyers prioritizing schools.

PROMPT 055 - MARKET ANALYSIS & REPORTS

Rate-impact explainer for first-time buyers

Write a 200-word explainer that translates current mortgage rates [X%] into real numbers for a first-time Houston buyer looking at a [\$Y] home with [Z]% down. Show monthly P&I.; Compare it to the same purchase at a hypothetical lower rate. Plain-spoken, no jargon.

PROMPT 056 - MARKET ANALYSIS & REPORTS

Seller-side market report (quarterly)

Write a 500-word quarterly market report focused on Houston sellers. Cover: pricing trends, days-on-market, the share of homes selling above asking, where the buyer demand is. End with three specific tactical recommendations for sellers listing in the next 60 days.

PROMPT 057 - MARKET ANALYSIS & REPORTS

Investor market memo (rental-focused)

Write a 600-word memo to a Houston real estate investor focused on single-family rentals in [submarket]. Cover: cap rates, rent comps, neighborhood appreciation, key risks (insurance, taxes, vacancy). End with two specific submarkets I think are mispriced and why.

PROMPT 058 - MARKET ANALYSIS & REPORTS

FOMO-reversing post (for a slowing market)

Write a LinkedIn post that talks an anxious buyer out of FOMO during a slowing market. Use specific Houston data: rising inventory, longer DOM, growing share of price reductions. Don't be doom-y. Help them see why patience pays right now.

PROMPT 059 - MARKET ANALYSIS & REPORTS

Just-sold market commentary

Write a market-commentary social post tied to a just-sold home at [address] that sold [above/below/at] asking after [X] days. What does this one sale signal about the broader [neighborhood] market? Confident interpretation, not just a recap.

PROMPT 060 - MARKET ANALYSIS & REPORTS

Year-ahead Houston market prediction

Write a 500-word year-ahead prediction post for the Houston real estate market. Cover: rates, inventory, prices, neighborhoods to watch. Be specific. Flag your predictions as predictions. End with one thing you're most uncertain about and why.

SECTION 07

Content & Blog Writing

Long-form blog posts, FAQ pages, and neighborhood guides that win organic search.

PROMPT 061 - CONTENT & BLOG WRITING

1,500-word blog post outline

Outline a 1,500-word blog post for a Houston real estate agent's website on the topic '[topic]'. Include: SEO-optimized H1, 5-6 H2s, 2-3 H3s under each H2 where helpful, suggested word count per section, internal-link opportunities, and one statistic per H2 I should source.

PROMPT 062 - CONTENT & BLOG WRITING

FAQ page for first-time buyers

Write 15 FAQ entries for a first-time Houston buyer page. Each entry: question (as a real buyer would phrase it), 60-90 word answer, plain language. Cover the entire purchase journey from 'when should I get pre-approved' to 'what happens at closing.'

PROMPT 063 - CONTENT & BLOG WRITING

Neighborhood landing page (for SEO)

Write a 1,000-word SEO-optimized landing page about Houston's [neighborhood] for buyers. Sections: overview, demographics, schools, transportation, things to do, market snapshot, who lives here. Natural keyword use, no keyword stuffing. End with a call-to-action.

PROMPT 064 - CONTENT & BLOG WRITING

Buyer's-side FAQ post (objections format)

Write a blog post titled 'The 7 most common questions Houston buyers ask me before they hire an agent.' For each question, give a real 150-200 word answer that's helpful first, sales second. End with a soft consultation CTA.

PROMPT 065 - CONTENT & BLOG WRITING

Seller's-side FAQ post (objections format)

Same structure as the buyer post, but for sellers. The 7 questions sellers ask before hiring an agent — commissions, pricing, marketing, exclusivity, what happens if it doesn't sell, etc. Same helpful-first tone.

PROMPT 066 - CONTENT & BLOG WRITING

Local-events blog (monthly recurring)

Write a recurring 'What's happening in Houston [month]' blog post template. Three sections: family-friendly events, food and culture, real-estate-relevant news (development announcements, market reports, etc.). 600 words. Repeatable structure so I can refresh it monthly.

PROMPT 067 - CONTENT & BLOG WRITING

Listing-specific blog post (long-form)

Write an 800-word blog post for [address]. Include: the story of the home (history if known), the neighborhood context, what makes it distinctive, who it's perfect for, and what comparable homes have sold for recently. The post should rank for the address as a search term.

PROMPT 068 - CONTENT & BLOG WRITING

Niche guide: 'Moving to Houston from [other city]'

Write a 1,200-word relocation guide for someone moving to Houston from [Los Angeles / New York / Chicago / etc.]. Cover: cost-of-living comparison, lifestyle adjustments, neighborhoods that match the vibe they're leaving, climate, taxes, what surprises them in the first 6 months.

PROMPT 069 - CONTENT & BLOG WRITING

Buyer's checklist post (downloadable lead magnet)

Write a blog post that doubles as the landing page for a buyer-checklist PDF lead magnet. 600 words of context + the checklist preview (5 of 15 items) + a strong CTA to download the full checklist via email signup.

PROMPT 070 - CONTENT & BLOG WRITING

'Behind the closing' narrative blog (storytelling)

Write an 800-word narrative blog post telling the story of a recent closing without identifying details. Walk readers through a real challenge that came up and how it was solved. Show the agent's judgment. End with a takeaway lesson buyers can use.

SECTION 08

Email Campaigns & Newsletters

Monthly newsletters, milestone touches, and the email cadences that keep deals warm.

PROMPT 071 - EMAIL CAMPAIGNS & NEWSLETTERS

Monthly newsletter template (4 sections)

Write a reusable monthly newsletter template for a Houston agent. Four sections: (1) market snapshot, (2) featured listing or just-sold, (3) neighborhood spotlight, (4) personal note from the agent. Around 600 words. Include subject-line options that don't sound like every other agent's email.

PROMPT 072 - EMAIL CAMPAIGNS & NEWSLETTERS

Just-sold milestone email (to sphere)

Write a 'just sold!' email to my sphere of influence after closing [address]. Tone: gratitude, not chest-thumping. Mention what the result meant for the seller (without breaking confidence). Soft close inviting referrals.

PROMPT 073 - EMAIL CAMPAIGNS & NEWSLETTERS

Anniversary-of-close email (annual touch)

Write the email I send to a past buyer [Name] one year after they bought [address]. Reference something specific (assume I remember why they bought the home). Ask one open question. Don't ask for referrals in the body — only in the P.S.

PROMPT 074 - EMAIL CAMPAIGNS & NEWSLETTERS

Birthday email (warm, not template-y)

Write a 60-word birthday email to send to a past client [Name]. Should feel like it came from a friend, not from Lofty's autoresponder. End with a 'no agenda, just thinking of you' close.

PROMPT 075 - EMAIL CAMPAIGNS & NEWSLETTERS

Re-engagement email for a cold list

Write a re-engagement email for cold subscribers to my newsletter (haven't opened in 90+ days). Reasonable subject line. Body acknowledges the silence, offers one specific reason to re-engage, asks one yes/no question. Easy unsubscribe. 100 words.

PROMPT 076 - EMAIL CAMPAIGNS & NEWSLETTERS

Holiday season multi-touch sequence

Plan a 5-email holiday sequence (mid-Nov through year-end) for a Houston agent to send to their sphere. Each email: subject line, opening hook, body purpose, length target. Mix: gratitude, year-in-review market data, gift-guide tie-in, personal note, year-ahead preview.

PROMPT 077 - EMAIL CAMPAIGNS & NEWSLETTERS

Pre-listing nurture sequence (4 emails over 4 weeks)

Write a 4-email nurture sequence for a homeowner who downloaded a 'should I sell?' guide. Email 1: deliver guide. Email 2: market context. Email 3: one common seller mistake. Email 4: soft CTA to schedule a no-pressure conversation. 150 words each.

PROMPT 078 - EMAIL CAMPAIGNS & NEWSLETTERS

Pre-buying nurture sequence (4 emails over 4 weeks)

Same structure as the seller nurture, but for buyers. Topics: pre-approval, what their budget actually buys, the offer process, and the soft consultation CTA. 150 words each.

PROMPT 079 - EMAIL CAMPAIGNS & NEWSLETTERS

Past-client referral request (twice yearly)

Write the email I send to past clients twice a year to ask for referrals. Tone: gratitude-first, ask second. Acknowledge that referrals are precious. Include the specific kind of person I work best with so they know who to send. 130 words.

PROMPT 080 - EMAIL CAMPAIGNS & NEWSLETTERS

Open-house email-blast template

Write a reusable email-blast template I send my sphere when I'm hosting an open house. Subject line, hook, 3-line property summary, time/place, 'forward to a friend' CTA. Under 150 words. Should work for any future open house with minimal editing.

SECTION 09

Client Communication

Plain-language explainers, difficult conversations, and the messages that build trust over time.

PROMPT 081 - CLIENT COMMUNICATION

Explain earnest money in plain English

Explain to a first-time buyer [Name] in 120 words: what earnest money is, how much is typical in Houston (~1-2% of purchase price), when they get it back, and when they don't. Avoid legal jargon. End by reassuring them this is standard.

PROMPT 082 - CLIENT COMMUNICATION

Explain title insurance simply

Write a 150-word client-facing explanation of title insurance. Cover what it protects against, why every Houston buyer needs it, how it's different from homeowner's insurance, and roughly what it costs. Plain English, no industry terms unless defined.

PROMPT 083 - CLIENT COMMUNICATION

Explain HOA fees and what they cover

Write a 180-word explainer for a buyer asking about HOA fees on [address]. Cover: typical Houston ranges, what they usually include, what they don't, why fees rise, and one thing buyers should ALWAYS check before closing in an HOA community.

PROMPT 084 - CLIENT COMMUNICATION

Delivering bad news: appraisal came in low

Write the call script for delivering low-appraisal news to a buyer [Name]. Lead with empathy, then options, then a recommended next step. Don't rush to a solution before acknowledging the disappointment. 3 minutes spoken.

PROMPT 085 - CLIENT COMMUNICATION

Delivering bad news: lender denied financing

Write the script and follow-up email for telling a buyer [Name] their lender denied final approval. Don't catastrophize. Provide two concrete next-step options. Offer to introduce them to another lender. Calm, focused on what we control.

PROMPT 086 - CLIENT COMMUNICATION

Setting expectations: inspections will find things

Write a pre-inspection prep email for a buyer [Name] one week before their inspection at [address]. Set the expectation that EVERY inspection finds issues, explain the categories of findings, and frame the post-inspection conversation as a negotiation, not a deal-killer. 200 words.

PROMPT 087 - CLIENT COMMUNICATION

Difficult conversation: list price needs to come down

Write the script for the listing agent's conversation with a seller [Name] after 30 days on the market with insufficient activity at [\$X]. Cover: the data, the recommendation (drop to [\$Y]), the rationale, and the alternative (stay at price, wait longer). Honest, not pushy.

PROMPT 088 - CLIENT COMMUNICATION

Difficult conversation: dual-agency disclosure

Write the explanation I give a client when dual-agency comes up in their transaction. Walk through what it means, what changes about my representation, what protections remain, and confirm their consent in writing. Neutral, accurate, doesn't oversell my position.

PROMPT 089 - CLIENT COMMUNICATION

Fair housing reminder script (for agent's own use)

Write a 200-word agent-internal reminder of fair housing rules to read before showings. Cover: protected classes, what NOT to discuss when describing neighborhoods or buyers, language to avoid in marketing copy, and one practical reframe to use instead.

PROMPT 090 - CLIENT COMMUNICATION

Termination of representation agreement

Write the email I send to a client [Name] who isn't a good fit, releasing them from our buyer-representation agreement. Professional, no burned bridges, brief explanation, offer to recommend a different agent. 100 words.

SECTION 10

Business Operations & Productivity

Daily planning, weekly reviews, and the prompts that keep an agent in flow.

PROMPT 091 - BUSINESS OPERATIONS & PRODUCTIVITY

Weekly business review template (Monday morning)

Write a Monday-morning weekly business review template for a working Houston agent. Sections: (1) last week's wins, (2) deals in motion, (3) leads to revive, (4) appointments this week, (5) one thing to fix, (6) one revenue-generating action I'll take today. Format as fillable lines.

PROMPT 092 - BUSINESS OPERATIONS & PRODUCTIVITY

Daily 3-priorities planning prompt

Help me plan my day. Given my current pipeline of [list deals + stages] and my calendar of [list scheduled items], propose the 3 highest-leverage actions I should take TODAY. For each: what it is, why it matters now, and exactly how long it should take.

PROMPT 093 - BUSINESS OPERATIONS & PRODUCTIVITY

Quarterly business goal planning

Help me set quarterly business goals for [Q1/Q2/Q3/Q4 of YYYY]. My YTD numbers: [closings, GCI, pipeline]. My 12-month target: [target]. Propose 5 specific, measurable goals for this quarter and the weekly behaviors that drive them.

PROMPT 094 - BUSINESS OPERATIONS & PRODUCTIVITY

Lead-source audit prompt (which channels are working)

Audit my lead sources for [last 6/12 months]. I'll give you: source, # of leads, # converted to appointments, # converted to closings, GCI. Tell me: which sources have the best ROI, which are leaking, and where I should reallocate time/budget next quarter.

PROMPT 095 - BUSINESS OPERATIONS & PRODUCTIVITY

Scripts I should be using more (weakness audit)

Based on a recent buyer/seller appointment that didn't convert (I'll describe what happened), tell me: which scripts or sequences I should have used, where my conversation took a wrong turn, and what to practice for next time. Be direct, not gentle.

PROMPT 096 - BUSINESS OPERATIONS & PRODUCTIVITY

Database cleanup project (sphere audit)

Walk me through a 90-minute project to clean and segment my CRM database. Steps, decisions, and what each cleanup pass should produce. By the end I should have segmented lists for: A-tier (referral source), B-tier (active prospect), C-tier (long-tail nurture).

PROMPT 097 - BUSINESS OPERATIONS & PRODUCTIVITY

Year-end agent retrospective

Write a 12-question end-of-year retrospective for a working agent. Cover: deals closed, what worked, what didn't, lessons learned, relationship investments, skill gaps, market shifts, lifestyle integration. Each question should prompt real reflection, not data dumping.

PROMPT 098 - BUSINESS OPERATIONS & PRODUCTIVITY

Switching brokerages — pros and cons exercise

I'm considering switching brokerages from [current] to [target]. Walk me through a structured comparison: financial (splits, caps, fees), operational (tools, support, culture), career (training, growth, brand). End with the 3 questions I need to ask before deciding.

PROMPT 099 - BUSINESS OPERATIONS & PRODUCTIVITY

Hiring a transaction coordinator — readiness check

Tell me whether I'm ready to hire a transaction coordinator. I'll give you my deal volume, current task load, and where I'm spending my time. Show me the math (cost vs. time saved vs. additional revenue capacity) and a recommendation.

PROMPT 100 - BUSINESS OPERATIONS & PRODUCTIVITY

Networking event prep prompt

Help me prep for [event name] this [day]. I want to walk away with [3] new conversations. Give me: 3 specific people / roles to look for, 3 conversation-starter questions that aren't 'what do you do,' and 1 follow-up template I can send within 24 hours.

PROMPT 101 - BUSINESS OPERATIONS & PRODUCTIVITY

BONUS — Sunday-night week-ahead prep

Run me through my Sunday-night week-ahead prep. Given [list of appointments, deals, blockers], help me decide: what's the ONE thing that has to happen this week, what can be moved or delegated, who I owe a follow-up to, and what's likely to surprise me. End with one personal commitment for the week.

OUTRO

Want more?

These 101 prompts are the seed of a working AI toolkit. The agents in the WPR system use these every week — paired with Lofty AI follow-up, broker-funded marketing, and the live BET training Alan runs every Tuesday. If you want the rest of the system, the door is open.

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Want the rest of the system? [Book a 15-minute confidential chat with Alan →](#)