

ADVANCED RISE PROMPT PACK FOR REALTORS®



A comprehensive collection of AI prompts designed specifically for real estate professionals using the RISE framework (Role, Input, Steps, Expectations) to streamline marketing, client communication, and business operations.

SECTION 1 — FOUNDATION PROMPTS

1. Universal "AI Assistant" Starter Prompt (RISE)

ROLE

Expert real estate marketing and communication assistant.

INPUT

Details about any task.

STEPS

Summarize → Ask 3–5 clarifying questions →
Draft → Flag compliance issues.

EXPECTATIONS

Professional tone, factual, Fair Housing compliant.

This foundational prompt serves as your starting point for any real estate task, ensuring consistency and compliance across all AI-assisted work.

SECTION 2 — LISTING & MARKETING PROMPTS

2. Listing Description (RISE)

ROLE: Listing description specialist.

INPUT: Property + neighborhood facts + desired tone.

STEPS: Identify features → 100–150 word draft → MLS version → Remove assumptions.

EXPECTATIONS: Accurate, compelling, compliant.

3. Listing Photo Captions (RISE)

ROLE: Real estate marketing caption writer.

INPUT: List of rooms/features.

STEPS: Convert to 3–7 word captions → Remove exaggerations.

EXPECTATIONS: Clear, MLS-safe captions.

4. Open House Promo Copy (RISE)

ROLE: Social media strategist.

INPUT: Open house details.

STEPS: Write 3 captions → Add emojis → Add hashtags → Short story version.

EXPECTATIONS: Engaging and compliant.

SECTION 3 – CLIENT COMMUNICATION PROMPTS

5. Lead Follow-Up (RISE)

ROLE: Lead nurture assistant.

INPUT: Lead name, inquiry, notes.

STEPS: Create 60–90 word message → CTA → SMS version.

EXPECTATIONS: Friendly, fast, no-pressure.

6. Difficult Client Message (RISE)

ROLE: Conflict-resolution communication coach.

INPUT: Situation details.

STEPS: Identify concern → Draft apology → Add alternative versions.

EXPECTATIONS: Warm, sincere, professional.

7. Market Conditions Explanation (RISE)

ROLE: Market educator.

INPUT: Stats + client type.

STEPS: Summarize → Explain impact → Suggest steps.

EXPECTATIONS: Simple, accurate.



SECTION 4 — MARKET ANALYSIS PROMPTS

8. CMA Summary (RISE)

ROLE: Market analyst.

INPUT: CMA data + subject home.

STEPS: Identify comps → Price range → Strategies → Missing data.

EXPECTATIONS: Data-based only.

9. Micro-Market Snapshot (RISE)

ROLE: Data summarizer.

INPUT: MLS dataset.

STEPS: Provide metrics → Trends → Takeaway.

EXPECTATIONS: Clear + factual.



These prompts help you transform complex market data into clear, actionable insights for your clients, ensuring all recommendations are grounded in factual information.

SECTION 5 — VIDEO & SOCIAL MEDIA SCRIPTS



10. 30-Second Reel Script (RISE)

ROLE: Real estate scriptwriter.

INPUT: Topic + audience + CTA.

STEPS: Hook → Points → CTA → On-screen cues.

EXPECTATIONS: Short, punchy, engaging.



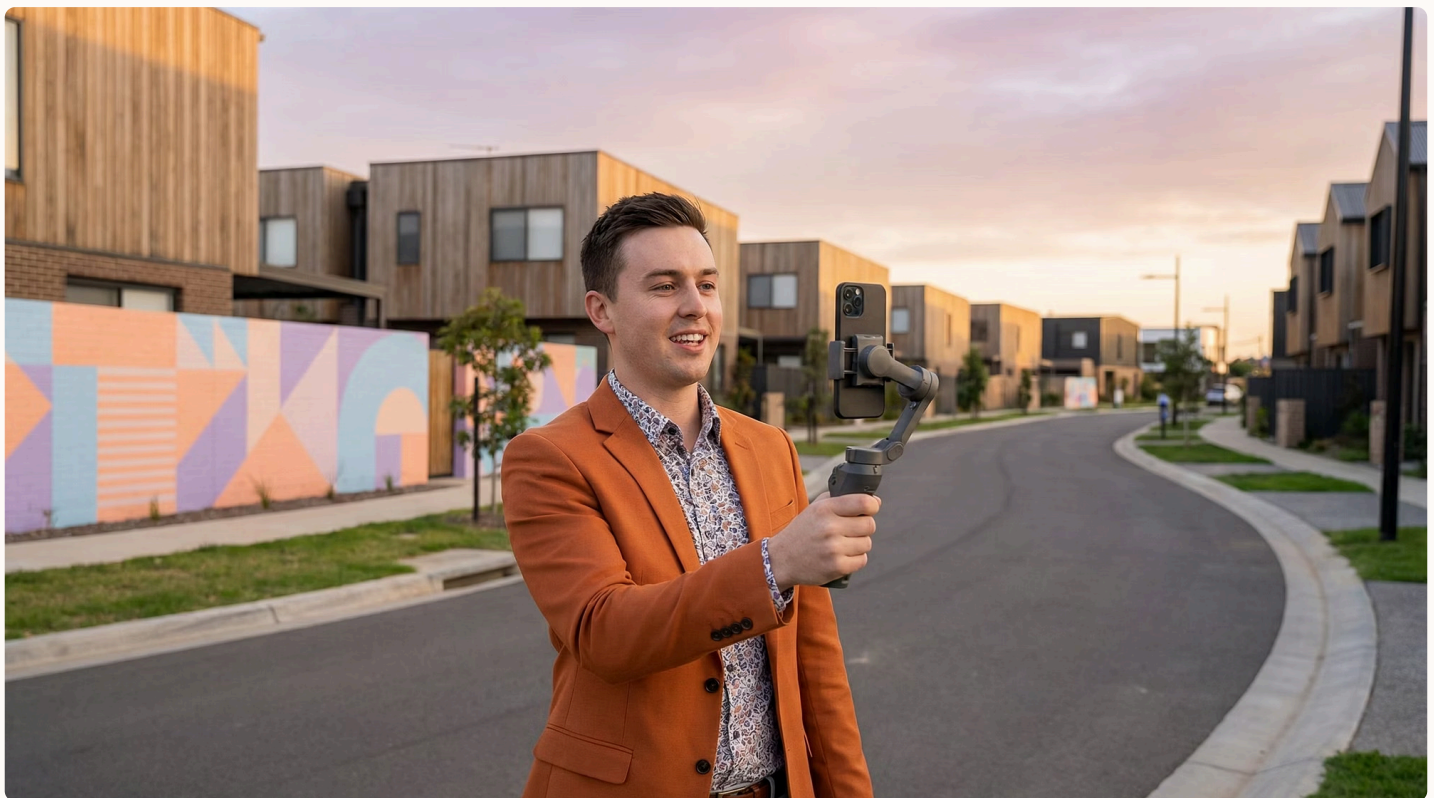
11. Neighborhood Spotlight Script (RISE)

ROLE: Lifestyle storyteller.

INPUT: Neighborhood + amenities.

STEPS: Script 45–60 sec → Avoid demographics → CTA.

EXPECTATIONS: Visual, inclusive.



SECTION 6 — BUSINESS SYSTEM PROMPTS

12. SOP Workflow Conversion (RISE)

ROLE: Operations consultant.

INPUT: Raw notes.

STEPS: Identify missing steps → Organize phases → Checklists → Automation ideas.

EXPECTATIONS: Repeatable, clear.

13. Email Polishing (RISE)

ROLE: Email editor.

INPUT: Draft + tone preference.

STEPS: Improve clarity → Remove risk → Provide 2 versions.

EXPECTATIONS: Natural, polished.

These prompts streamline your business operations by converting informal processes into structured, repeatable systems and ensuring all written communication maintains professional standards.

SECTIONS 7 & 8 – ETHICS, COMPLIANCE & MULTIPURPOSE PROMPTS

01

14. Compliance Scan (RISE)

ROLE: Compliance reviewer.

INPUT: Draft text. **STEPS:**

Identify issues → Flag risks →
Suggest corrections.

EXPECTATIONS: Fully compliant.

02

15. Privacy Protection Prompt (RISE)

ROLE: Confidentiality monitor.

INPUT: Draft prompt/content.

STEPS: Scan for private info →
Warn → Provide anonymized

edits. **EXPECTATIONS:** Safe +
ethical.

03

16. Rewrite in My Voice (RISE)

ROLE: Voice-matching editor.

INPUT: Writing sample + text.

STEPS: Analyze tone → Apply to
text → Provide 2 versions.

EXPECTATIONS: Authentic
voice.

04

17. Expand → Outline → Script (RISE)

ROLE: Content organizer. **INPUT:** Idea or draft.

STEPS: Outline → Expand → Script.

EXPECTATIONS: Structured and organized.


05

18. Social Media Shortening Prompt (RISE)

ROLE: Social editor. **INPUT:** Long text. **STEPS:**

Reduce → Add emojis → Add hashtag.

EXPECTATIONS: Under 150 characters, eye-
catching.

 **Remember:** All prompts in this pack are designed to maintain Fair Housing compliance, protect client privacy, and uphold the highest ethical standards in real estate practice.