



AI STRATEGY | TRAINING | IMPLEMENTATION

SMARTER
TOOLS
BRIGHTER
BUSINESS

PEOPLE
HOMES
POSSIBILITIES

AI BASICS FOR REALTORS

Your First Week with AI

A starter guide for agents who are busy, skeptical, or both.

LISTINGS
CLIENTS
MARKETING
MORE TIME

Same
Agent's
Bigger
Possibilities
♡

SOLD

REAL
ESTATE
MEETS
WHAT'S NEXT

Karma Cappuccio

AI Strategist & Cybersecurity Analyst

AskKarma.ai | answers@askkarma.ai | 404-996-3500

The short version

AI can give you back hours every week on work that doesn't need your license.

Drafting, organizing, following up, explaining. You keep the parts that do need it: judgment, negotiation, and the relationship.

Getting there takes two things. A reliable way to ask AI for what you want, and a few guardrails so it never costs you a client or a commission. This guide gives you both.

Where most agents get stuck

Here's the situation. Most agents have tried AI once, gotten something bland, and closed the laptop. A few went the other direction and pasted a client's paperwork into a chatbot without a second thought. Different reactions, same root problem. They're using a powerful tool without a method.

That's the real issue. And it's fixable in a week.

What to hand off, and what to keep

Hand it to AI	Keep it yourself
First drafts of nearly anything	Knowing your market, block by block
Turning messy notes into something organized	Checking facts, numbers, and laws
Rewording one message for a different audience	Fair housing judgment
Generating options for you to choose from	Reading the room
Prepping questions before a big call	Standing behind what goes out under your name

Think of AI as a fast, tireless assistant with no license and no accountability. **Your name goes on every word it writes.** Big difference.

Here's the map. Page 3 shows you how to ask. Pages 4 and 5 hand you five prompts to use this week. Page 6 covers the guardrails. Page 7 is your first week. Page 8 is what comes after.

THE METHOD

How to ask so you get something usable

A prompt is just an instruction. Vague instructions get vague answers, which is why so many agents walk away unimpressed. The fix is a simple pattern with four parts.

Part	What it does	Example
Role	Tells AI whose seat it's sitting in	<i>"You're a listing agent in Atlanta."</i>
Context	Gives it the facts it can't guess	<i>"3 bed, 2 bath ranch, renovated kitchen, fenced yard."</i>
Task	Says exactly what you want made	<i>"Write a 120-word MLS description."</i>
Format	Sets length, tone, and structure	<i>"Warm, factual, no hype."</i>

Same request, two ways

THE WEAK VERSION

Write a listing description.

THE STRONG VERSION

You're a listing agent in [city]. Write a 120-word MLS description for a 3 bed, 2 bath ranch with a renovated kitchen, fenced yard, and two-car garage. Describe the home, not the people who might live in it. Warm and factual, no hype.

The first is a coin flip. The second gets you something you can edit in two minutes.

Talk back to it

The first answer is a draft, not a verdict. Say "shorter" or "warmer." Ask for "three versions." Most of the value shows up in the second and third round, and each round costs you about ten seconds.

Which tool?

ChatGPT, Claude, and Gemini all handle everything in this guide. Pick one and stay with it for a week before you compare. Switching around is the fastest way to learn nothing.

Five prompts to use this week

Swap the [brackets] for your details. Use first names and general information only. Page 6 explains why.

1 Buyer client snapshot

Use it right after a consultation call.

You're an experienced buyer's agent. Here are my notes from a consultation call: [paste notes, first names only]. Turn them into a one-page client profile: must-haves, nice-to-haves, dealbreakers, timeline, financing questions I still need to confirm, and five follow-up questions to ask next. Keep it scannable.

2 Listing description in three tones

Use it when you're staring at a blank screen.

You're a listing agent in [city]. Here are the property features: [paste list]. Write three versions of a listing description: one MLS-ready and factual, one warm for social media, one elevated for an upscale audience. Describe the home, never the people who should live there. Don't add any claim I haven't given you.

3 Speed-to-lead reply and follow-up

Use it the minute a new lead comes in.

A new lead just came in from [source] asking about [area or property type]. Write a text under 40 words and an email under 100 words I can send in the next five minutes. Warm, human, with one qualifying question. Then draft a five-message follow-up sequence for the next 14 days, alternating between something useful and a simple question.

4 A week of content in one sitting

Use it on Sunday night, or whenever you've gone quiet online.

You're a content coach for a Realtor in [city]. This week's theme is [theme]. Create five post captions and two 20-second video scripts, mixing local expertise with buyer or seller education. Conversational, no hard sell, no invented statistics. Leave [brackets] where I need to add local details.

5 Closing week guide

Use it when a deal is a few days from the table.

Write a friendly "Closing Week: What to Expect" guide for my [buyer or seller]. Cover what happens at the closing table, what to bring, how long it takes, who will be there, and what happens afterward. Include a short, clear wire fraud warning that tells them to call me at a known number before sending any money. Calm and reassuring. One page.

Four follow-ups that improve any answer

Type one of these after AI gives you a first draft.

GET BETTER INPUTS

"Ask me five questions before you answer."

CATCH THE GUESSES

"What did you assume that I didn't tell you?"

SOUND LIKE YOU

"Shorten this by a third and make it sound like a person talking."

STRESS-TEST IT

"Now poke holes in it. What would a skeptical client push back on?"

Make them yours

These are starting points. Once one works, add your voice. Paste in a few paragraphs you've written and say "match this tone." Add your market, your niche, the phrases you actually use. The prompt gets better every time you touch it, and the output starts sounding like you instead of like software.

READ THIS PART TWICE

Four guardrails that protect your license and your commission

Fast is only useful if it's safe. These four habits keep you out of trouble.

1 Keep sensitive information out
No Social Security numbers, bank details, lender documents, or full client identities in a consumer AI tool. First names and general details get you what you need. Check your tool's data and privacy settings, and find out whether your brokerage has an AI policy. Many do.

2 Fair housing still applies
AI will happily write "perfect for young families" or "steps from the church." Language that points to who should live somewhere, instead of describing the property, can violate fair housing rules. Federal law protects race, color, religion, sex, national origin, familial status, and disability, and many states and cities add more. Read every line before it goes public.

3 Verify everything
AI can state a wrong number, an outdated rule, or a school boundary with total confidence. Facts, figures, laws, and contract language get checked against a real source. Also check what your MLS and brokerage require when AI helps produce marketing content.

4 Treat every wire request as suspect
Wire fraud and business email compromise target closings because the money is large and the timeline is tight. The FBI's Internet Crime Complaint Center consistently lists business email compromise among its costliest categories. Scammers use AI too, so sloppy grammar is a weaker warning sign than it used to be. The rule never changes: confirm wiring instructions by phone, at a number you already had, every time.

Careful and fast beats fast. An agent who uses AI with guardrails saves hours. An agent who uses it without them is a liability.

This guide is educational and is not legal advice. Check the fair housing, MLS, and brokerage rules that apply to you.

Your first week

You don't need to overhaul your business. You need five short sessions, each one attached to work you were already going to do.

Day	Do this	Time
Monday	Run prompt 1 on your most recent buyer call notes.	About 10 min
Tuesday	Rewrite one active listing description with prompt 2. Compare it to what you have now.	About 15 min
Wednesday	Use prompt 3 to build a follow-up sequence for your warmest lead.	About 15 min
Thursday	Batch next week's content with prompt 4. Schedule it, then leave it alone.	About 30 min
Friday	Keep the two prompts that worked best in one document. Delete the rest.	About 10 min

By Friday you'll have a small prompt library of your own and a real feel for where AI helps you and where it doesn't. That's a solid foundation.

Where a guide runs out

A guide can get you moving. It can't see your market, match your voice, connect to your CRM, or know how your team actually works. It can't build the follow-up sequence that runs while you're at a showing, or the listing workflow your whole office uses the same way.

That's where most agents plateau. They get comfortable with a few prompts and stop. The agents who pull ahead build a system, and they don't build it alone.

WHAT COMES AFTER

Ready for the next level?

Two ways to go further, both built by someone who has sat through the listing appointments and worked the closings.

AI Mastery for Real Estate

SEVEN LIVE SESSIONS FOR TEAMS AND OFFICES

Ninety minutes each, delivered as a two-day intensive or a weekly series. Buyer workflows, listing workflows, content, and lead follow-up, plus a live lab working through 25 real estate prompts and CyberReady Essentials, our wire fraud and phishing session. You'll see custom AI assistants built for real estate in action, and everyone joins the AskKarma community.

Customized Team Training

BUILT AROUND YOUR BROKERAGE

We start with where your team loses the most hours, then build the training around your market, your CRM, your listing process, and your brand voice. Options include a custom AI assistant branded for your office and a training day for your operations and transaction coordinators.

Your next step

Book a 30-minute discovery call. We'll look at where your time is going and tell you plainly whether training is the right move. If it isn't, you'll still leave with a clearer picture of where AI can help.

Prefer email? Write to me with "AI Basics" in the subject line and I'll send you a few times that work.

answers@askkarma.ai | 404-996-3500 | AskKarma.ai

About Karma

I'm Karma Cappuccio, an AI Strategist and Cybersecurity Analyst with over a decade in tech. I also spent 17 years as a real estate professional, with 100+ transactions across New York City, Atlanta, Florida, and the Caribbean, and have spent over two decades coaching and training adults. I've sat at listing appointments, negotiated difficult deals, and held client's hands through closings. So everything I teach and build starts with how your business actually runs, and the technology comes second – a value add to your business, focusing on saving you time and money.