

THE AGENT AI PROMPT PACK

The prompts producing agents actually run, and the five rules that decide whether any of them work.

Every prompt in here was run live on the Billion Dollar Panel by a working agent, with the name of the person who ran it. None of it was written by an AI consultant who has never taken a listing.

Read this page first

The prompts are worthless without these. Nick Krem's phrase for it: do not mistake speed for quality.

1. Train it before you ask it. The common mistake is opening a blank chat and typing write me emails for buyers. It produces something instantly and it is unusable. Nick Krem's point is that the quality comes entirely from the work done before the ask, not from the ask.

2. One chat per audience, and go back to it. Every new chat starts from nothing, so the training is lost. Krem calls the per-audience thread a chain. Once the first-time-buyer chat knows who those people are, every later request in that same thread, emails, social posts, a whole campaign, inherits the profile.

3. Ask for five, never one. Krem says he rarely uses the first option, usually the second or third. Five versions is a week of divergent thinking you do not have.

4. Make it interview you. David Lawson ends prompts by asking the model to ask him questions before it answers. Craig Lerch runs the same move on himself. Answering those questions is what produces something worth using.

THE LINE TO PASTE AT THE END OF ALMOST ANY PROMPT

Ask me at least five clarifying questions, so that you know more about me and my business and can make this better.

5. Edit it, or become the noise. Mitch Ribak's warning is that AI-written posts are instantly recognizable, and the value of the tool disappears the moment your output looks like everyone else's. Renee Funk puts the other side of it: as the channels fill with generated content, the agents who show up imperfectly and in their own voice are the ones who get trusted.

Two words and one symbol give it away

Cameron Smith's rule, and the one-line prompt that fixes the rest.

Strip the emojis and strip the em dashes out of anything the model writes for you. Those are the two tells that a post, a drip, a text or a mailer was machine written. The argument is that the industry will increasingly read default AI output as a signal that you turned your brain off, so everything gets combed through and reworded until it looks like you wrote it.

The fastest single fix for the register is a follow-up prompt, one line, after it gives you the first draft.

THE REWRITE PROMPT

Can you write this at a 12th grade level?

A small practical annoyance, unsolved

Pasted output carries its grey background into a document or PDF. Right click and paste without formatting removes it, but also removes the bullets, numbering and bold. Nobody on the panel had a clean answer for keeping both.

Maureen Kiely's version of the same discipline runs earlier in the process. Write the persona before you write a single prompt. Tell the model your tone, your style, who you are and what you want the business to be. Her line is that if you do not know who you are, the model cannot sell you and neither can you. Then put that persona into the custom instructions so you stop re-explaining yourself every session.

If writing the persona is the part that stops you, ask the model to write the prompt for you. Tell it your specialty and the personality you want, and it hands back usable positioning copy that you then edit.

Listings and property marketing

Four prompts that run on every listing you take.

PRE-LISTING RESEARCH, CRAIG LERCH

Who are the last five agents who sold homes in [AREA] in the past twelve months? Give me the buyer demographic for that area, the recent sold history, and then list my unique selling points against those specific agents so I can name what we do the same and what we do differently.

Lerch treats walking into a listing appointment without that research as not deserving the listing.

WRITE THE MARKETING AT ONE BUYER, PHIL STRINGER

Here is the buyer persona for this property: [PASTE PERSONA]. Write the listing description, one email to my database, and one short video script, all written for that exact buyer. Give me five versions of each.

The persona is the brief. Every piece of marketing for the listing gets written at the one buyer type the data says will actually purchase it.

THE SHOWING ROUTE, CREDITED ON THE PANEL TO DIANE MILLS

Here are the addresses we are showing on Saturday: [PASTE ADDRESSES]. Build me the most efficient showing route and a schedule with arrival times, starting at 9am, allowing 25 minutes per home.

Matt Battiatia uses it for sellers who want to see eight or nine homes in a day before they will list. It returns a workable schedule in seconds.

THE CLOSING GIFT THAT COSTS NOTHING, CRAIG LERCH

Upload a photo of the home and ask: make this a coloring book page, and add the purchase date at the bottom.

He mails the coloring page to the buyer on the other side of the deal with a handwritten note hoping the kids enjoy coloring their new home, then follows up asking to see the pictures. Attraction rather than solicitation, and the production cost is zero.

Follow up and email

Use the word sequence. It is the word that makes the pieces connect.

Nick Krem calls sequence the single most important word for any email or text campaign, because without it you get five unrelated emails instead of five that build.

THE CAMPAIGN PROMPT, NICK KREM

Write me a five email sequence for [AUDIENCE] using the goals and internal dialogues above. Use some humor. At least 200 words each. Then give me five alternative subject lines for each email.

The phrase using the goals and internal dialogues above is doing the work. It only makes sense inside a thread you have already trained on that audience, which is why rule two matters more than the wording of any single prompt.

THE DRIP YOU NEVER GOT AROUND TO WRITING

I need a follow up campaign for [new online leads / past clients / people who came to an open house and never responded]. Write it as a sequence of seven messages over thirty days, mixing email and text, each one short enough to read on a phone. Ask me five clarifying questions first.

The language that actually gets replies

The highest performing behavior-triggered message on the panel was not clever. Dennis DeSouza's runs off repeat views of one listing: I noticed you looked at 123 Ash Street a few times yesterday, would you like me to find out if there is an open house this Saturday. It works because it offers information the lead cannot get on their own. Ask the model to write ten variations of that shape for your market.

Merlin, a browser extension, reads an inbound email and drafts the reply, including the ones you would rather not write, such as letting somebody down easily or answering an email you are angry about without the anger in it.

Content, video and the thing to post

For the agents who do not enjoy this part.

THE WHOLE CONTENT CALENDAR IN ONE PROMPT, BEN LAUBE

What are the top videos I need to create to be the best agent in [CITY]? What are the five suburbs I need to be in front of? Write the scripts for those five suburbs, and then write the matching social media posts for all of them.

AIMED AT THE SELLER YOU ACTUALLY WANT, MATT BATTIATA

I am a real estate agent in [MARKET] specializing in [LUXURY SELLERS]. Give me a list of one-minute video topics aimed at exactly that seller in exactly that market.

He sorts the output by audience. Relocation buyers get the reasons to live here videos. His luxury sellers get how to generate and negotiate multiple offers, and how to prepare a home for sale. He notes he dislikes social media and does this anyway.

FIND THE GAP INSTEAD OF GUESSING, ROSS STOUT

For [MARKET], tell me what consumers are searching for about real estate here, what content is already getting views, and where the information gaps are. Then give me an eighteen month content plan that fills those gaps, with scripts.

ONE AD PER QUESTION, GAIL DEMARCO

What are the top 15 questions people moving to [COUNTY] are asking? Write one short ad script for each question.

That single prompt produces the whole rotation. It replaces guessing at topics with the questions the audience is already searching.

THE YOUTUBE DESCRIPTION AND TAGS, GAIL DEMARCO

Write an SEO optimized YouTube description for a video comparing [X] to [Y] in [COMMUNITY], including the HOA figures and the buyer profile, and keep it under YouTube's character limit so I can paste it without editing. Then give me the maximum number of keywords YouTube allows.

Her point is that YouTube now reads what you say in the video, so the transcript is the optimization. The model's job is only the description and the keyword list.

Write from inside the client's head

Cameron Smith's correction to how most agents prompt.

Most agents ask the model what people want to hear from a real estate agent, which returns generic answers because it is a generic question. Asking from inside the client's head returns the language that makes a prospect pick up the phone.

THE WRONG WAY, AND THE RIGHT WAY

Wrong: what do buyers want to hear from a realtor? Right: I am a millennial single parent moving to [STATE]. What are my biggest challenges, what am I afraid of, and what would make me trust an agent?

Run it once per target demographic. The answers become the copy.

TEN OFFERS FOR YOUR LINK PAGE, CAMERON SMITH

I am a real estate agent in [CITY, STATE]. Generate me ten unique selling propositions I can offer viewers who click my link from social media and are interested in buying or selling real estate.

The free tier is enough for this. Two of the outputs he kept: a buyer cheat sheet for his city, and the three homes you missed this week, which works because it implies loss. He edits the output rather than shipping it.

Getting found by the AI itself

This is not theory. Two agents on the panel won listings this way and can name them.

Matt Battiata took a listing appointment two counties away and had no idea how they found him until they told him they had asked ChatGPT who the best agent for the job was. He says it was the second time.

David Lawson's marketing director assembled an eighty page document about the team and uploaded it to ChatGPT. A developer called. Asked how he found them, he said the model had named them the number one team for developments in the area. The project was twenty-two townhomes at two and a quarter to two and a half million each.

Why a document is not enough on its own

Uploading a document trains your own session. To be found, the content has to sit somewhere the models crawl. Craig Lerch loads hundreds of pages of market, school and zip code content onto a page of his own site that nobody navigates to, so the model finds it on the open web rather than only inside a chat. His premise for 2026 is that people ask an assistant before they open a search engine, because it takes normal conversation instead of search phrasing.

THE POSITIONING PROMPT, DAVID LAWSON

How can I become the number one agent in [CITY] specializing in [SPECIALTY]? Ask me at least five clarifying questions so you know more about me and my team, so that you can make it even better.

Then answer the questions honestly and at length. Those answers are the raw material. Take the output, publish it on your own site, and keep every claim about yourself true, because the whole mechanism depends on the model treating your page as a source.

TURNING WHAT YOU ALREADY MADE INTO CRAWLABLE TEXT

Here is the transcript of a video I recorded about [TOPIC] in [MARKET]. Rewrite it as three question-shaped articles a homeowner in this area would actually search, each 600 words, in plain language.

The business itself

Prompts that are not about marketing at all.

BUILD A TEAM WITH NO MONEY, MITCH RIBAK

I need to create a support team to help me with my real estate business. I have very little money. How can I grow a support staff paying people by commission?

He ran it live on the panel and it returned a full plan covering who to hire, how to pay them and what to pay them.

A REFERRAL ROUTE INTO PROFESSIONALS, BOBBY MARTINS

Show me the ten biggest divorce attorneys in the [ZIP CODE] zip code.

Then look each one up on LinkedIn to see who you both know. The past client who used that attorney becomes the introduction. The hard part of that relationship was always getting past the receptionist, and an introduction solves it. Run the same prompt for estate attorneys, financial planners, relocation managers and contractors.

TURN THE MODEL ON YOURSELF, CRAIG LERCH

What are the top ten questions I should be asking myself about personal growth, to double my business, reach my goals and keep balance in my life? After I answer, ask me another ten that go deeper.

Lerch's warning about this one is that you will end up kicking yourself. The point is self-examination, not information.

A MENU TO CUT DOWN, BOBBY MARTINS

List the top 50 daily activities a listing agent could do to generate business.

His own instruction with the output was to cut it to the seven or eight things you will actually repeat. A list of fifty is a brainstorm, not a plan.

FREE MARKETING IN YOUR SPECIFIC CITY, ROSS STOUT

What are the top free ways to reach buyers and sellers in [CITY]? Rank them by how quickly they produce conversations.

What this will not do for you

The panel is unusually blunt about this, mostly from people who sell technology.

It converts nothing by itself. Mitch Ribak, from running a lead conversion company: relying on automation without calling produces roughly the same result as doing nothing at all. The tool multiplies human contact. It does not replace it.

Building the stack is not production. His own closing caution after two months of living in these tools was that eleven hours in front of a computer is not production. Get the contact volume running first, then automate around it.

Adopt one or two things, not ten. Phil Stringer says this before his own demos specifically to stop agents from trying to implement everything and finishing with nothing in place.

The risk is not the software. Stringer's summary: AI is not going to replace your job, but someone using AI will. The competitor to worry about is the one with less experience and less hustle who operates these tools at a higher level than you do.

On whether everyone will do this and it will stop working

Nick Krem's answer to exactly that worry: saturation will not happen, because most people who see an opportunity still do nothing about it. He pointed at the mastermind itself, where people leave with plans and are doing the same thing a week later. The advantage belongs to whoever picks it up again every week, not once.

The prompt list on one page

Print this. The rest of the pack explains why each one is shaped that way.

When you need	Ask for
A listing appointment edge	The last five agents who sold in the area, plus your differences from them
Listing marketing	The description, email and video script written at one buyer persona, five versions
A showing day	The route and schedule from the addresses
A campaign	A five email sequence, with tone and word count named
A content calendar	The top videos for your city, the five suburbs, and the scripts
Ad topics	The top 15 questions people moving to your county are asking
A YouTube description	SEO description under the character limit, then the maximum keywords
Offer ideas	Ten unique selling propositions for your link page
Client language	The question asked in the client's voice, not the agent's
To be found by AI	How to become number one in your market, plus five clarifying questions
A team you cannot afford	A commission-only support staff plan
A referral route	The ten biggest [profession] in your zip code
A reality check	The ten questions you should be asking yourself
Anything at all	Five versions, then a rewrite at 12th grade level, then your own edit

Where this came from

Every prompt was run on the record by a working agent.

The Billion Dollar Panel is a standing roundtable of top producing agents, team leaders and brokers. This pack was assembled from the technology sessions between 2023 and 2026, and each prompt carries the name of the person who ran it so you can go and watch them do it.

Contributors quoted here: Nick Krem, Cameron Smith, Craig Lerch, David Lawson, Mitch Ribak, Matt Battiatia, Ross Stout, Phil Stringer, Maureen Kiely, Gail DeMarco, Ben Laube, Bobby Martins, Dennis DeSouza and Renee Funk.

The next thing to pick up

This pack speeds up the work. The Lead Follow Up Sequence tells you what the work is: what to do with a lead in the first five minutes, the first ten days and the next two hundred. Both are free at nxtgenagent.com.

nxtgenagent.com **talktocam.com**