

PROMPT ENGINEERING FRAMEWORK

Brilliant prompts go beyond simple commands. They set the context, define the role, provide data, and demand a specific format or tone. This ensures the AI acts as a sophisticated copywriter, analyst, or compliance officer, rather than a general chatbot.

Here are some brilliant, practical prompts for a real estate business, categorised by the value they generate.

VALUE DRIVER

1. Hyper-Personalised & High-Converting Content

These prompts turn property features into a lifestyle vision and are designed to be used by sales agents for listings and social media.

Purpose	The Brilliant Prompt Structure	Key Variables to Swap Out
Luxury Listing Description (Narrative Tone)	“Act as a luxury property copywriter for [Sydney’s Eastern Suburbs]. Write an engaging, 250-word listing description for the website that uses descriptive, evocative language to paint a lifestyle vision. The target buyer is a CEO/ Empty Nester looking for privacy and entertaining space . The home’s key facts are: [5 Bed, 4 Bath, Double Garage, Harbour Views, Italian Marble Kitchen, Zero maintenance garden].”	Role/Tone: High-end, Warm, Investor-focused, Heritage-focused. Target Buyer: Young family, First-time buyer, FIFO Worker, Investor. Key Facts: (Be specific about materials, location perks, and new renovations).
Social Media Post (Repurposing Content)	“Take the following full listing description: [Paste full listing text]. Create a 45-second script for an Instagram Reel. The script must include: A hook about the ‘best feature,’ a fast-paced walkthrough description, and a clear call to action (e.g., ‘DM me for price guide’). Finish with 5 relevant hashtags for [e.g., a Brisbane inner-city suburb].”	Platform: LinkedIn Post (professional), Facebook Ad Copy (direct to action), TikTok Script (humourous/quick). Content: Past Client Testimonial, Local Market Stats
Email to Warm Leads (Pain Point Focus)	“Act as a trusted client advisor . Draft a concise email to clients who previously missed out on a property at the \$1.2M price point in [Suburb Name]. The tone should be reassuring and action-oriented . Announce this new listing at [Property Address]. In one paragraph, explain why this home directly solves the ‘lack of inventory’ problem and why they need to inspect immediately. Sign off with my name and mobile number.”	Client Profile: First-time buyer struggling with finance, Seller hesitant to list. Pain Point: Rising interest rates, Auction fatigue, Not enough bedrooms.

VALUE DRIVER

2. Compliance, Negotiation & Analysis

These prompts are used for complex administrative tasks, internal training, or high-stakes client communication.

Purpose	The Brilliant Prompt Structure	Key Variables to Swap Out
Lease Abstraction & Compliance Check (Internal Use)	“Act as a Commercial Lease Paralegal in [Victoria]. Review the following lease text: [Paste Lease Clause]. Summarise the key financial terms (Net Rent, Outgoings structure, Review Schedule). Then, identify any potential compliance red flags related to the [Retail Leases Act 2003 (Vic)] and suggest a single question I must ask the tenant’s lawyer.”	Role: QLD Tenancy Law Expert, NSW Strata By-Laws Analyst. Document: Agency Agreement, Residential Tenancy Application, Auction Contract.
Drafting a Negotiation Strategy (Agent Training/Preparation)	“Act as a seasoned negotiation coach . I am the Listing Agent. The current offer is \$1,550,000 with a 90-day settlement . The Seller wants \$1,600,000 and a 45-day settlement . The buyer’s key motivation is [to get into the school catchment]. The seller’s key motivation is [to sell quickly for a tree-change]. Create a three-step counter-offer script that aims to meet the price but concede on the settlement term.”	Role: Buyer’s Agent Coach, Property Manager handling lease renewal. Conflict: Maintenance Request Dispute, Arrears Management.
Property Management Communication (Arrears)	“Act as a Professional Property Manager for [Adelaide]. Draft a third communication (email) for a tenant who is 7 days in arrears (\$560 overdue) . The tone must be firm, but fully compliant with the Residential Tenancies Act 1995 (SA). Clearly state the next legal step that will occur if payment is not received in 48 hours. Include a link to the payment portal.”	Communication Stage: Initial polite reminder, Final notice before eviction. Situation: Noise complaint response, Lease break request, Rental increase notice.

VALUE DRIVER

3. Team Efficiency & Data Integration

These prompts leverage Gemini's ability to process and structure information, making it excellent for administrative and lead management tasks.

Purpose	The Brilliant Prompt Structure	Key Variables to Swap Out
Generating Follow-Up Tasks (CRM Workflow)	<p>“From the following notes taken from a buyer conversation: [Paste agent notes, e.g., ‘Spoke with Sarah, only wants 3-bed townhouses in Bardon, budget max \$850k, needs to sell her existing apartment first, family coming in 3 weeks.’] Generate a structured follow-up plan for my CRM. Create three distinct tasks with specific deadlines and assign them to two different roles (Agent & Admin). The format should be: Task Name, Due Date, Assigned Role.”</p>	<p>Role: Listing presentation feedback, Inspection feedback, Vendor update call. Document: Marketing Assistant, Transaction Coordinator, Agent.</p>
SEO-Optimised Suburb Profile	<p>“Act as a local SEO strategist for real estate in [Melbourne's Inner West]. Write a 500-word Suburb Profile for 'Yarraville' that is optimised for the key search term 'Buying a family home in Yarraville.' Include H2 headings for: Schools & Education, Lifestyle & Cafes, and Transport & Commute. Maintain a hip, community-focused tone.”</p>	<p>Suburb: Any suburb Key Search Term: Investing in..., Best first home buyer suburbs..., Luxury apartment living in...</p>
Video Script for Market Update	<p>“Write a 90-second video script for a market update to be posted on YouTube. The topic is: How the RBA's recent hold on interest rates affects the housing market in Perth. The script must have a clear, engaging hook and contain three actionable tips for both buyers and sellers. Write in a confident, energetic tone as if I am talking directly to the camera.”</p>	<p>Topic: Impact of Stamp Duty changes, Why winter is the best time to sell, The value of a property manager. Length/Platform: 60-second Instagram Reel, 3-minute blog post.</p>