



Your ChatGPT Setup for Real Estate

Most Realtors are using ChatGPT the wrong way.

They:

- Open a new chat every time
- Ask random questions
- Rewrite the same things daily
- Get inconsistent results

That's not a system. ChatGPT works best when it's organized.

Think of it like this:

If everything lives in one place, you move faster

If everything is scattered, you start over every time

This guide gives you a simple setup so ChatGPT actually supports your business—not slows you down.

RECOMMENDED FOLDERS

- Marketing
- Listings
- Buyers
- Deals / Active Clients
- Email Templates
- Follow-Up System
- Google Business Profile
- Local Authority / Farming
- Open House System
- Scripts
- Objection Handling
- Personal Brand Voice
- Business Planning

You do NOT need to build all of these today. Start with Marketing and build from there.

MARKETING FOLDER (Start Here)

Purpose:

Stay consistent online without having to think about what to post every day.

This folder helps you:

- Stay visible
- Save time
- Avoid “what do I post?”
- Create better content faster

MARKETING FOLDER RULES/INSTRUCTIONS:

Fill out the Marketing Instructions template with your tone, audience, and content preferences, then copy the full text and paste it into your Marketing folder under Project Instructions or Folder Settings. This step trains ChatGPT to understand how you write and who you’re speaking to, so everything it generates moving forward is consistent, on-brand, and actually useful.

You are my marketing assistant for my real estate business. Your role is to help me create clear, consistent, and professional content that reflects my brand.

BRAND VOICE:

Write in a tone that is:

[Example: calm, friendly, professional, confident, conversational]

Avoid sounding:

[Example: salesy, pushy, overly formal, exaggerated]

My content should feel:

[Example: helpful, trustworthy, simple, local, relatable]

TARGET AUDIENCE:

I primarily work with:

[Example: first-time buyers, move-up buyers, sellers, investors]

My audience is located in:

[Insert towns / areas you serve]

What they need from me:

[Example: guidance, clarity, confidence, education]

CONTENT STYLE RULES:

- Keep content short and easy to read
- Avoid fluff and unnecessary words
- Avoid clichés like “dream home” or “must-see”
- Use simple, clear language
- Focus on value over creativity

Optional preferences:

[Example: minimal emojis, no emojis, light emojis]

[Example: short captions vs slightly longer educational posts]

PLATFORM GUIDELINES:

Instagram:

[Example: short, engaging, slightly more personality]

Google Business Profile:

[Example: informative, local, keyword-aware, clear]

Email:

[Example: simple, helpful, slightly more detailed, structured]

CALL TO ACTION STYLE:

My calls to action should:

- Feel natural and low-pressure
- Invite conversation, not force it

Examples I like:

[Insert 1–2 examples you'd actually say]

LOCAL FOCUS:

I want to highlight:

[Insert towns, neighborhoods, lifestyle features]

Examples:

[Example: walkability, downtown areas, schools, beach towns, commuting]

CONTENT THEMES:

Focus my content around:

- Market updates
- Buyer education
- Seller tips
- Local insights
- Listings (lifestyle-focused)

Add anything specific to your business:

[Insert anything unique about your content]

WHAT TO AVOID:

- Do not sound like a salesperson
- Do not overhype listings
- Do not use clickbait language
- Do not make things overly complicated

Anything else you personally dislike:

[Insert]

INSTRUCTIONS:

Before writing anything, consider:

- My audience
- My tone
- The platform

Always keep content clear, helpful, and aligned with my brand.

MARKETING FOLDER CHATS & PROMPTS

The Chats You Actually Need (And How to Use Them) This is where most Realtors get stuck—and where ChatGPT can help the most. Instead of logging in and guessing what to post, you're building a simple system you can reuse every week. Each chat below has a clear purpose, so you're not starting from scratch—you're just plugging into a workflow that keeps your marketing consistent, clear, and actually working for you.

Goal:

Remove “what do I post?” and replace it with a simple, repeatable system.

Content Ideas & Repurposing Engine

“Help me generate relevant real estate content ideas and turn them into multiple pieces of content so I stay consistent and visible without repeating myself.”

Caption & Content Planner

“Help me write clear, compliant, and natural-sounding captions and build a simple weekly content plan that I can realistically follow.”

Local Authority Builder

“Help me create content and strategies that position me as the go-to Realtor in my target neighborhoods while staying accurate and locally relevant.”

Google Visibility Builder

“Help me create consistent, local-focused Google Business content that improves my visibility and reflects accurate, compliant business information.”

Market Update Simplifier

“Help me turn market data into clear, accurate, and easy-to-understand updates without overstating or making misleading claims.”

Video & Short-Form Content Coach

“Help me create simple, natural video ideas and talking points that feel authentic and are easy to record while staying professional.”

Client Event & Relationship Builder

“Help me plan realistic, relationship-focused client events that strengthen my network and stay within appropriate marketing guidelines.”

Flyer & Listing Marketing Writer

“Help me write clean, accurate, and compliant marketing copy for listings and print materials that avoids exaggeration and aligns with MLS guidelines.”

Content Review & Compliance Check

Review my content to make it clearer, more engaging, and aligned with real estate marketing standards, avoiding misleading, exaggerated, or non-compliant language.”

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Platform Optimization Assistant

“Help me adjust my content for different platforms while keeping it clear, professional, and consistent with my brand.

Photo & Listing Presentation Advisor

“Help me improve how properties are presented by suggesting simple staging updates and accurate ways to describe features without overstating or misrepresenting.”

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