

AI for Realtors

Your take-home guide | Meet your AI VA | Swap the [brackets] for your own details

START HERE (5 MINUTES)

1. Go to claude.ai and sign in or create a free account. Use an email you will keep if you ever move offices, since your account and your saved work live there. **2.** Optional: in Claude, go to Customize > Connectors > click + > Gmail > Connect > sign in. Repeat for Google Calendar. **3.** In any chat, click + and switch the connectors on.

No Gmail? You can still do everything here. Upload the file, get the deadlines and the drafted email, and add the dates to your calendar yourself.

Office email: it runs on Google Workspace, so your admin has to approve Claude before you can connect it. Ask your broker if you want that option.

Keep approval on. Claude asks before it sends, shares, or deletes anything. Leave that setting where it is.

Free plan note: free accounts have a usage limit that resets every few hours. Long documents and long back-and-forth use it up faster.

BRIEF IT LIKE A NEW VA

1. Who you are **2. The task** **3. The details** (facts, dates, tone, audience) **4. The format** (email, table, word count) **5. "Before you start, ask me anything you need."**

EXAMPLE

I am a Realtor in [city]. Write a follow-up email to buyers I showed 4 homes to on [day]. They loved [property] but worry about the price. Keep it warm, under 120 words, and end with one easy next step. Before you write it, ask me any questions you need.

1. YOUR MORNING INBOX

Read and find **FREE, EXCEPT THE LAST ONE**

The one you will use tomorrow morning.

PROMPT

Look through my email from the last 24 hours. Tell me what needs a reply today, pull out any dates or deadlines you find, and draft a reply to the two most urgent ones.

PUSH FURTHER

Add those dates to my calendar and show me before you save.

PAID PLANS ONLY

Do this every weekday at 7:00 AM and send me the summary.

2. YOUR BACKUP TRANSACTION COORDINATOR

Contract to dates, email, and calendar FREE, WITH CONNECTORS ON

Practice with the sample contract from class. Put your own email as the client so the invites come to you. Never upload a real client contract to practice.

PROMPT

Here is an executed contract. List every deadline with its date in a table: option period, earnest money, financing approval, survey, title commitment, repairs, and closing. Then add each one to my Google Calendar, invite [your email], and draft a plain-English email to the client with all the dates. Show me everything before you save or send.

ADD THE FOLDER

Create a Google Drive folder named for the property address and save the contract and the deadline table in it.

WEEKLY CHECK

What deadlines are coming up this week on my active files?

ALWAYS

I will check every date against the contract myself. Tell me which dates you were unsure about.

Doing this with a real contract FREE

After class, on a live file. Same prompt, four habits around it.

1. USE THE REAL PDF

Download the executed contract and every addendum and amendment from your transaction platform or email. Upload the digital PDF, not a phone photo of a printout. Scans and handwriting get misread.

2. CHECK WHAT YOU ARE UPLOADING

Skip or remove any page with a Social Security number, bank account number, or copy of an ID. Ask your broker what their policy says about client documents in outside tools.

3. GIVE IT THE EFFECTIVE DATE

Paste the class prompt, then add: "The effective date is [date]. Count the deadlines from that date and tell me which ones you calculated rather than read off the page."

4. VERIFY, THEN SEND

Check every date against the contract before anything goes to the client. Watch for terms counted in business days instead of calendar days.

WHEN SOMETHING CHANGES

Here is an executed amendment for [address]. Update the deadline table and my calendar events, and tell me exactly which dates changed.

EVERY MONDAY

What deadlines are coming up this week across my active files? Flag anything due in the next 3 days.

3. COMPS TO LISTING PRESENTATION

Using the Claude Chrome extension PRO \$20/MO FOR THE EXTENSION

It works in the tab you are already in and asks before it clicks or types. Use a separate Chrome profile for MLS work, and check your MLS rules on AI tools first.

IN YOUR MLS TAB

Pull the comps on this screen and suggest a list price range for [address]. Adjust for [pool, updates, lot size]. Show your math in a table.

THEN

Turn this into a listing presentation for [seller name]: about me, marketing plan, pricing with the comps, and next steps. Use my colors [colors].

NO EXTENSION?

Export your comps from the MLS and upload the file to Claude with the same prompt.

4. TWO QUICK WINS

Gemini in Gmail FREE ON PERSONAL GMAIL

Already in your inbox, nothing to install.

HOW

Hit Reply, click the pen icon with the sparkle (Help me write), and type the gist. Or write your own draft and click Refine: Formalize, Elaborate, Shorten, or Polish. Flip between versions, pick one, send.

TRY THIS GIST

Tell the buyer's agent my sellers countered at [price], need an answer by [time and day], keep it friendly but firm.

ChatGPT images without the AI look FREE, LIMITED DAILY

Backgrounds and mood only. Never as a photo of a real listing.

1. CREATE

Create a photorealistic image of a bright modern kitchen with white oak cabinets and morning light. No people, no text. Leave empty space on the left for a headline.

2. AUDIT

Critique this image for anything that looks AI-generated: lighting, textures, reflections, objects, proportions.

3. REDESIGN

Recreate the image and fix every issue you listed.

4. FINISH

Use it as a background in Canva with your real branding.

BONUS: A SOCIAL MEDIA SYSTEM (WE SKIPPED THIS IN CLASS)

Audit, plan, write, set up DMs FREE, EXCEPT THE EXTENSION

Four steps, each in the tool that does it best.

MUSE (FREE APP FROM META)

Look at my last 30 Instagram posts. What is getting the most engagement, what is not working, and what should I post more of?

CLAUDE OR CHATGPT

Here is an audit of my Instagram: [paste]. Build a 4-week content calendar for a Realtor in [city] who works with [niche]. Include post type, topic, a caption outline, and a comment keyword for each post (like HOME or TOUR). Ask me questions first.

CAPTIONS IN YOUR VOICE

Here are 3 captions I have written: [paste]. Write week 1 in the same voice. Use 5 hashtags or fewer.

MANYCHAT, TWO WAYS

With the Chrome extension: "Open ManyChat and set up a keyword auto-reply for HOME that sends [link]. Ask me before each step." Without it: "Give me step-by-step instructions to set up a keyword auto-reply in ManyChat for HOME."

GUARDRAILS

Verify every fact before you publish or send; AI can misread a date and invent a feature. **Fair Housing:** describe the home, not who it is "perfect for." **Images:** never pass off an AI image as the property, and follow your MLS rules on altered photos. **MLS data:** check your MLS rules before putting its data into AI tools. **Privacy:** no Social Security numbers, bank details, or loan documents in a chat. NAR Code of Ethics Article 12 requires a true picture in all advertising.

YOUR FIRST 7 DAYS

Tomorrow: run the morning inbox prompt before your first appointment. **Day 2:** make sure your AI account sits on an email you will keep. **Day 3:** run your next executed contract through the deadline prompt. **Day 5:** try one quick win. **Day 7:** on a paid plan, set the morning recap to run automatically at 7:00 AM.

Kelle Fraser | Fraser Real Estate Marketing | frasermarketingco.com Features and plans verified September 2026 and change often.