

# PROMPT ENGINEERING PLAYBOOK

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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 <b>luxury property copywriter</b> for [Sydney’s Eastern Suburbs]. Write an engaging, 250-word listing description for the website that uses <b>descriptive, evocative language</b> to paint a lifestyle vision. The target buyer is a <b>CEO/ Empty Nester looking for privacy and entertaining space</b> . The home’s key facts are: [5 Bed, 4 Bath, Double Garage, Harbour Views, Italian Marble Kitchen, Zero maintenance garden].”              | <b>Role/Tone:</b> High-end, Warm, Investor-focused, Heritage-focused.<br><b>Target Buyer:</b> Young family, First-time buyer, FIFO Worker, Investor.<br><b>Key Facts:</b> (Be specific about materials, location perks, and new renovations). |
| Social Media Post (Repurposing Content)     | “Take the following full listing description: [Paste full listing text]. <b>Create a 45-second script</b> for an Instagram Reel. The script must include: <b>A hook about the ‘best feature,’</b> 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].”                                                                                | <b>Platform:</b> LinkedIn Post (professional), Facebook Ad Copy (direct to action), TikTok Script (humorous/quick).<br><b>Content:</b> Past Client Testimonial, Local Market Stats                                                            |
| Email to Warm Leads (Pain Point Focus)      | “Act as a <b>trusted client advisor</b> . 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 <b>reassuring and action-oriented</b> . Announce this new listing at [Property Address]. In one paragraph, explain <b>why this home directly solves the ‘lack of inventory’ problem</b> and why they need to inspect immediately. Sign off with my name and mobile number.” | <b>Client Profile:</b> First-time buyer struggling with finance, Seller hesitant to list.<br><b>Pain Point:</b> 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 <b>Commercial Lease Paralegal</b> in [Victoria]. Review the following lease text: [Paste Lease Clause]. <b>Summarise the key financial terms</b> (Net Rent, Outgoings structure, Review Schedule). <b>Then, identify any potential compliance red flags</b> related to the [Retail Leases Act 2003 (Vic)] and suggest a <b>single question</b> I must ask the tenant’s lawyer.”                                                                                   | <b>Role:</b> QLD Tenancy Law Expert, NSW Strata By-Laws Analyst.<br><b>Document:</b> Agency Agreement, Residential Tenancy Application, Auction Contract.                      |
| Drafting a Negotiation Strategy (Agent Training/Preparation) | “Act as a <b>seasoned negotiation coach</b> . I am the Listing Agent. The current offer is <b>\$1,550,000</b> with a <b>90-day settlement</b> . The Seller wants <b>\$1,600,000</b> and a <b>45-day settlement</b> . 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]. <b>Create a three-step counter-offer script</b> that aims to meet the price but concede on the settlement term.” | <b>Role:</b> Buyer’s Agent Coach, Property Manager handling lease renewal.<br><b>Conflict:</b> Maintenance Request Dispute, Arrears Management.                                |
| Property Management Communication (Arrears)                  | “Act as a <b>Professional Property Manager</b> for [Adelaide]. Draft a third communication (email) for a tenant who is <b>7 days in arrears (\$560 overdue)</b> . The tone must be <b>firm, but fully compliant</b> 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.”                                                                          | <b>Communication Stage:</b> Initial polite reminder, Final notice before eviction.<br><b>Situation:</b> 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.’]</p> <p><b>Generate a structured follow-up plan</b> for my CRM. Create <b>three distinct tasks</b> with specific deadlines and assign them to <b>two different roles</b> (Agent &amp; Admin). The format should be: <b>Task Name, Due Date, Assigned Role.</b>”</p> | <p><b>Role:</b> Listing presentation feedback, Inspection feedback, Vendor update call.</p> <p><b>Document:</b> Marketing Assistant, Transaction Coordinator, Agent.</p>                              |
| SEO-Optimised Suburb Profile              | <p>“Act as a <b>local SEO strategist</b> for real estate in [Melbourne’s Inner West]. Write a <b>500-word Suburb Profile</b> for ‘<b>Yarraville</b>’ that is optimised for the key search term ‘<b>Buying a family home in Yarraville.</b>’ Include H2 headings for: Schools &amp; Education, Lifestyle &amp; Cafes, and Transport &amp; Commute. Maintain a <b>hip, community-focused tone.</b>”</p>                                                                                                           | <p><b>Suburb:</b> Any suburb</p> <p><b>Key Search Term:</b> Investing in..., Best first home buyer suburbs..., Luxury apartment living in...</p>                                                      |
| Video Script for Market Update            | <p>“Write a <b>90-second video script</b> for a market update to be posted on YouTube. <b>The topic is: How the RBA’s recent hold on interest rates affects the housing market in Perth.</b> The script must have a <b>clear, engaging hook</b> and contain <b>three actionable tips</b> for both buyers and sellers. Write in a <b>confident, energetic tone</b> as if I am talking directly to the camera.”</p>                                                                                               | <p><b>Topic:</b> Impact of Stamp Duty changes, Why winter is the best time to sell, The value of a property manager.</p> <p><b>Length/Platform:</b> 60-second Instagram Reel, 3-minute blog post.</p> |