Hive MLS

BEATRICE'S GUIDE TO PRACTICAL AI

September 2026 Version

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Legal Disclaimer

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Educational use only • Verify outputs • Consult qualified professionals when appropriate

Introduction

Since ChatGPT buzzed onto the scene in 2022, the world has never been the same. Hardly a day goes by without a “BREAKING: New AI thing!” headline. Even if you’re tech-savvy, trying to keep up can feel like herding cats in a laser-pointer factory.

And in real estate? You hear a lot of “AI is AMAZING!” ...with the same clarity as “motivated seller” — which could mean anything from “priced to move” to “this house is haunted by my mother-in-law”.

This guidebook skips the fluff and gets straight to prompts you can actually use today — real examples, real results, no PhD required. A wise man once said: “You should meet people where they are, not where you want them to be”. And when you’re ready to start building your own prompts, check out the section at the end of the book.

One more thing: the three Large Language Models (LLMs) in this guide are each about $20/month. At this point, not subscribing to at least one is like printing driving directions from MapQuest in 2026... bless your heart (Did I use that phrase right???). This little monthly spend can take your business to the next level!

At Hive MLS, we cut through the noise with two questions:

1. Will this product or process help our subscribers save time?
2. Will this product or process help our subscribers make more money?

Overview of Models

Model capabilities change quickly, so treat this as a practical snapshot rather than a permanent ranking.

1 ChatGPT (OpenAI)

ChatGPT is a strong all-around assistant for drafting, rewriting, coding, analysis, file-based work, brainstorming, and step-by-step reasoning. OpenAI's GPT models are positioned for complex professional work, with particular strength in coding, reasoning, agentic tasks, tool use, and configurable reasoning effort. ChatGPT is especially useful when users want one flexible assistant that can handle many different work types in one place.

2 Gemini (Google)

Very strong choice for users already working inside the Google ecosystem, especially Workspace, Gmail, Docs, Sheets, Drive, Android, and Google Search-connected workflows. Google describes Gemini as its most intelligent model and emphasizes multimodal understanding, agentic workflows, coding, and enterprise availability. Gemini is a good fit when the task involves research, Google-connected productivity, images, video, audio, or working across Google apps.

3 Claude (Anthropic)

Excellent for writing, editing, summarizing, document review, thoughtful analysis, and complex reasoning. Claude consistently stands out for careful language, structured thinking, and high-quality prose. Recent releases have also strengthened coding, agentic workflows, computer use, financial modeling, and long-context tasks. When your work depends on precision, nuance, or navigating large documents, Claude is often the standout choice.

How to use the prompts

1

You can't always get what you want... at first

Prompting is not a one-and-done; it's a conversation. Make sure to ask follow-up questions. Also, read the suggestions at the bottom of the output; it often points you in a direction you didn't know that you could go.

2

Get comfortable with using multiple LLMs

You NEED to pay for one of the LLMs and will save far more time and money than the ~$20 a month cost. Use another model to double-check your work, especially when dealing with complex issues like stats.

3

Don't pass the output off as your own work

The goal of using AI is to make us better or more efficient at our job; use the output to train and educate yourself so you are more knowledgeable about a process, a document, a zip code, etc.

4

Don't input confidential information into an LLM like client information

YOU are responsible for the prompts you use. Don't put anything that is confidential or sensitive into an LLM as it can and will be used for training purposes.

5

Always verify AI outputs before using them

AI will confidently make things up — always verify. LLMs can fabricate statistics, misquote laws, invent case studies, and get dates, names, and numbers wrong — with total confidence. Never use an AI-generated fact, figure, regulation, or citation in a professional context without independently confirming it.

Lions, Tigers, and CC&Rs, Oh My!

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You find a really long CC&R document on a listing and want a plain-English summary in addition to highlighting some key points that are important to your client.

WHAT IT NEEDS

Upload a CC&R document that you found in the MLS

NOTES

1) Models can't always read scanned documents effectively or only read parts of it. Make sure to match the number of pages in the output with the document. If it doesn't match, try a different model.
2) This prompt is a newer version of the one used in Episode 1 of *Beatrice's AI Adventures*.

Watch Episode 1

PERSONA: Act as a real estate document analyst helping an agent understand a lengthy CC&R document for a prospective buyer. This is document analysis, not legal advice.

DOCUMENT CHECK: Determine the exact PDF page count from the uploaded file itself, not from rendered images, extracted text, exhibits, or printed page numbers. State that count first. Read every page, including scanned pages if readable, and identify any unreadable pages, exhibits, sections, or text. Use actual PDF page numbers for citations.

ANALYSIS: Translate the document into practical plain English while preserving its meaning. For every material finding, cite the PDF page and section/article when available. Distinguish stated facts from ambiguous or unverified information.

OUTPUT: Provide: 1. Executive Summary — 8–12 provisions most relevant to a buyer | 2. Rules Matrix — rentals, pets, vehicles/parking, exterior changes, architectural approval, property use, maintenance, assessments/fees, enforcement | 3. Approval & Delay Risks — identify required HOA/architectural approvals and rate potential delay/complexity High, Medium, or Low with explanation | 4. Financial/Enforcement Flags — fines, assessments, interest, liens, attorney-fee provisions, enforcement powers, owner obligations | 5. Buyer Follow-Up Questions — important questions for the HOA, management company, seller, or attorney.

GUARDRAILS: Use only the document. Do not interpret enforceability, predict legal outcomes, invent missing information, or assume a rule applies beyond what is stated. Do not treat silence as permission. Clearly label ambiguous, unreadable, or professionally verifiable information.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are looking at a document on a listing or a report with listing data and you don't know where to begin.

WHAT IT NEEDS

Upload something like a soil report or listing activity report.

NOTES

You can see an old version of this prompt used here in Episode 4 of *Beatrice's AI Adventures*.

Watch Episode 4

Game of Docs

PERSONA: Act as a real estate business coach and document analyst helping an agent determine what an unfamiliar document can reveal and how it could be used responsibly.

DOCUMENT CHECK: Review the entire attached document. Identify its type, apparent purpose, date if shown, and the parties/property involved. State any pages or sections you cannot reliably read.

ANALYSIS: Evaluate: 1. Basic Questions — what most agents would naturally ask | 2. Smarter Questions — less-obvious questions that could uncover additional value, risk, opportunity, or due diligence | 3. What It Actually Tells Us — useful findings with page/section references | 4. Business Use — practical ways the information could help with a listing, showing, client conversation, negotiation, marketing decision, or due diligence.

OUTPUT: Provide the analysis above plus: Prioritized Follow-Up Checklist | 3–5 Client-Ready Talking Points | 5 Reusable Prompts designed to get additional value from this type of document.

GUARDRAILS: Separate confirmed facts from interpretation and items requiring verification. Never invent missing information. Identify when verification should come from MLS data, public records, seller, HOA, government agency, attorney, inspector, contractor, or another qualified professional. Keep it practical, professional, plain-English, and Fair Housing compliant.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You want to get better at showing houses and download the floor plan to prepare.

WHAT IT NEEDS

Upload a floor plan that you find on an MLS listing

NOTES

See a version of this prompt used here in Episode 2 in *Beatrice's AI Adventures*.

Watch Episode 2

The Floorplan Whisperer

PERSONA: Act as an experienced real estate showing strategist. Review the attached floor plan and help an agent prepare for a more effective buyer showing.

EVIDENCE RULE: Use only information visible or reasonably inferable from the floor plan. Clearly distinguish OBSERVED facts from reasonable INFERENCES; never invent property features.

ANALYSIS: Evaluate room sizes, layout, circulation, privacy, storage, entrances, connections between spaces, and unusual or potentially confusing elements.

OUTPUT: Create a concise Showing Crib Sheet containing: 1. Floor Plan Takeaway — 2–3 sentences on the layout's strongest characteristics | 2. Unique Features — 4–6 specific differentiators | 3. Showing Strategy — what the agent should point out or explain during the walkthrough | 4. Furniture Plan — practical placement for major rooms and how it improves flow/function | 5. Vacation-Rental Positioning — layout characteristics that could support guest use without assuming rentals are permitted | 6. Buyer Questions — 4–6 likely questions with neutral suggested responses.

FINAL FORMAT: Create a polished one-page landscape Showing Crib Sheet with the floor plan prominently displayed. If furniture is illustrated, preserve walls, labels, openings, and dimensions and label furniture as conceptual.

GUARDRAILS: HOA, zoning, occupancy, and rental rules must be independently verified.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You find a document that shows a pending lawsuit against the HOA on a listing. You want to inform your client about the risks without providing legal advice.

WHAT IT NEEDS

Upload a pending lawsuit PDF that you found in the MLS

NOTES

1) We are performing OCR (optical character recognition) to increase our chances the document is fully read. There is still no guarantee. Make sure to compare the length of the document manually, then ask the LLM: How many pages is this document?
2) See it in action in Episode 3 of *Beatrice's AI Adventures*.

Watch Episode 3

Law & Order: HOA Unit

PERSONA: Act as a real estate document analyst helping an agent understand a lawsuit or legal filing involving an HOA or condominium association. Do not provide legal advice.

DOCUMENT CHECK: Read the complete attached document. State the total page count and identify any unreadable or missing pages.

OUTPUT: Provide: 1. Case Snapshot — court, case number, filing date, parties, document type, and procedural stage if stated | 2. Plain-English Summary — dispute, allegations/arguments, and relief sought | 3. Allegations vs. Established Facts — clearly separate party claims from facts established by the filing/court | 4. Buyer Considerations — potential financial, governance, maintenance, insurance, assessment, amenity, or property-use issues to investigate | 5. Marketability Questions — issues that could affect buyer perception, financing, insurability, assessments, or resale if applicable | 6. Due-Diligence Checklist — questions/documents for the HOA, management company, lender, insurer, or attorney.

EVIDENCE RULE: Cite the page/section for every material finding.

GUARDRAILS: Do not determine liability, predict case outcome, interpret enforceability, estimate value impact, or advise whether to purchase. If the document does not answer something, say so explicitly.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You come across a cool report or graphic and you want to do something similar for your market and clients.

WHAT IT NEEDS

Upload a document or graphic that you like when you run the prompt.

NOTES

DON'T reuse someone else's language, data, or proprietary material. Reverse-engineer the framework, then rebuild it with your own data, angle, and original analysis. You can even use your brokerage colors.

Umm... Can I Get a Copy of That?

PERSONA: Act as an expert prompt engineer specializing in reverse-engineering useful workflows from example outputs.

TASK: Analyze the attached report, graphic, handout, or finished output and reconstruct the best reusable prompt that could reasonably produce something with the same purpose, structure, level of detail, and organization.

REVERSE-ENGINEER: Identify only evidenced elements: likely role/persona | required inputs | analysis tasks | output sections | tone/audience | formatting | constraints/guardrails. Replace property-specific names, numbers, locations, dates, colors, and other variables with clear [PLACEHOLDERS].

GUARDRAILS: Reverse-engineer the framework, not proprietary content. Do not reproduce distinctive wording, branding, copyrighted narrative text, proprietary analysis, or source data unless supplied for reuse. Do not invent hidden system instructions, tools, sources, or requirements that cannot reasonably be inferred.

OUTPUT: Return one polished ready-to-use prompt in a fenced code block. Only if necessary, add one brief line beginning Assumption: identifying an important inference. Keep it concise while preserving the functionality responsible for the example's quality.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are touring an unfurnished house and your client knows nothing about interior design and can't see themselves in that room.

WHAT IT NEEDS

A photo of a room like a bedroom or living room that is unfurnished.

NOTES

1) Save this prompt to your phone as a note and run it while you are with a client. This currently only works in ChatGPT and Gemini.
2) Other design examples:
a) [Coastal Contemporary] + [airy whites and sandy neutrals / light woods / natural fibers like jute and linen / soft blue accents]
b) [Farmhouse] + [painted wood and soft neutrals / black metal accents / cozy textures like linen and woven baskets]

Trust Me. A Bed Frame Isn't Optional.

TASK: Create a photorealistic virtual-staging version of the attached empty residential room.

DESIGN: Style: [Masculine Industrial] | Palette/materials: [natural woods, warm whites, dark metals, leather] | Overall feeling: polished, comfortable, realistic, and appropriate for the room's actual size.

STAGING RULES: Add only movable furniture, lighting, textiles, artwork, and decor that could realistically fit. Maintain believable scale and clear walking paths. Preserve the property exactly as photographed: do not move/remove walls, doors, windows, closets, fireplaces, cabinetry, built-ins, fixtures, outlets, vents, flooring, or architectural features; enlarge the room; change camera perspective/ceiling height/window size/view; conceal defects; or permanently alter finishes.

REALISM: Match original perspective, daylight direction, color temperature, reflections, and light sources. Furniture must sit naturally with accurate contact shadows, depth, scale, and occlusion; avoid floating furniture or unrealistic spacing.

ROOM-SPECIFIC: For a bedroom, include an appropriately scaled bed, nightstands, lighting, rug, and limited decor unless the room clearly cannot accommodate them.

GOAL: The final image should look like the same photographed room professionally furnished—not renovated or structurally altered.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are showing a house and your client asks you about the age and condition of an appliance.

WHAT IT NEEDS

Take a photo of the date plate or manufacturer sticker on an appliance and upload it with the prompt. Don't forget to add the ZIP code where the property is located.

NOTES

Make sure your photo is clear and not fuzzy so it can read the text correctly.

The '90s Called — They Want Their Fridge Back

PERSONA: Act as a real estate appliance/system research assistant. Analyze the attached manufacturer/data plate to help an agent answer basic buyer questions without diagnosing the equipment.

EVIDENCE RULE: Use only clearly visible plate information plus reliable manufacturer documentation or established serial-number conventions. Never guess. If any character is uncertain, identify it and state "Unable to verify."

OUTPUT: Provide: Equipment type | Manufacturer | Model | Serial number | Manufacture date if reliably decodable | How the date was decoded and source/method | Approximate age | Typical useful-life range from a reputable source | Age-related risk: Low/Moderate/Elevated with explanation | Common age-related items to evaluate | Estimated installed replacement-cost RANGE for ZIP [ZIP CODE] with source/basis | 2–3 sentence client-ready explanation. Label major information CONFIRMED FROM PHOTO / RESEARCHED OR DECODED / ESTIMATED / UNABLE TO VERIFY.

GUARDRAILS: Age does not establish condition. Do not diagnose defects, predict remaining life, or state replacement is required based solely on age. Recommend professional evaluation when condition or operation cannot be established.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

Your client sees a fixer upper in the MLS and wants to know if it would make more sense to fix it up or rent it out.

WHAT IT NEEDS

The listing report as a PDF and the Only Photos report. This prompt only works for Flexmls users currently.

NOTES

Fill in the section inside brackets so the model can run with accurate information.

I Can Smell The Cat Pee from Here

PERSONA: Act as an experienced real estate investment analyst reviewing a potential fixer-upper. Analyze the attached listing report/photos and use current local research when necessary for market-based estimates.

INPUTS: Location/ZIP: [ZIP] | Purchase price: $[PRICE] | Financing/down-payment assumptions: [ENTER OR UNKNOWN].

PHOTO ANALYSIS: Review photo-by-photo. Cite each relevant photo and classify findings OBSERVED / POSSIBLE—VERIFY / NOT DETERMINABLE FROM PHOTOS. Organize into Structural/Critical | Habitability/Functional | Cosmetic/Marketability. Do not diagnose hidden conditions.

FINANCIAL ANALYSIS: Research reasonable local cost ranges and provide LOW / EXPECTED / HIGH renovation budgets, 10–15% contingency, and estimated timeline. Then analyze ARV using recent relevant comps with explanation | Flip — purchase + renovation + financing/holding/selling costs vs. ARV | Rental — estimated rent minus mortgage, taxes, insurance, management, maintenance reserve, vacancy, HOA if applicable, and known recurring expenses.

OUTPUT: Renovation table | Budget summary | ARV/comps | Flip ROI | Rental cash flow | Sensitivity/risk analysis | Questions to answer before buying.

GUARDRAILS: Never invent missing facts. Separate source data, visible observations, researched estimates, and assumptions. Cite market sources and flag professional inspections/estimates needed.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are an appraiser and want to prep a walk-through before you do a physical inspection of a property for an appraisal. You will use the listing report and photos of the property.

WHAT IT NEEDS

The listing report as a PDF and the Only Photos report. This prompt only works in Flexmls currently.

NOTES

This is not an appraisal by itself; the purpose of the output is to show you where it can find issues based on photo analysis, or where photo analysis isn't enough. It should also show you the most efficient way to do a walk- through. You still need to do your part.

Appraised and Confused

PERSONA: Act as an experienced residential appraiser preparing for a 30-minute property walkthrough. Use the attached listing photos to identify visible deficiencies, functional concerns, and potential lender/MPR red flags. This is inspection preparation only—do not estimate value or ARV.

EVIDENCE RULES: Number every photo first and cite the specific photo for each finding. Never invent facts, measurements, costs, or conditions. If unclear, label “Uncertain from photos” and state what evidence is needed.

ANALYSIS: Identify apparent property type, foundation type if visible, and approximate construction era only when reasonably supported. Use the loan type supplied; if none, state “Unknown” and do not apply loan-specific MPR conclusions. For Roof | Foundation | Electrical | Plumbing | HVAC | Attic | Crawlspace/Basement, classify visibility Visible / Partially Visible / Inferred / Not Visible. Review Structural/Critical | Habitability or FHA/VA/USDA Red Flags | Functional/External Obsolescence | Water/Moisture | Mechanical/Electrical/Plumbing.

FINDINGS FORMAT: Photo | What I See | Why It Matters | Urgency | Confidence | Walkthrough Check | Professional. Urgency: Deal-Killer / Pre-Close Required / Monitor / Cosmetic. Confidence: High / Medium / Low / Uncertain from photos.

OUTPUT: Critical missing-photo requests | Findings by category | Stop/Proceed With Caution hazards | Site-specific PPE/tools | Risk-prioritized 30-minute route | 10–15 item verification checklist | Remaining data gaps. For each walkthrough area, identify the most important photo/documentation to capture.

GUARDRAILS: Do not diagnose hidden conditions or treat inferred evidence as confirmed.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are about to launch a listing and want to know whether your listing and photo package tells a complete and compelling story.

WHAT IT NEEDS

In an incomplete listing, click on the Print or Email button. Then print both the NCR Full 1 report and the Only Photos report

NOTES

The prompt currently works for only Flexmls user unless you upload all the photos manually as a Matrix user.

Watch Episode 8

Why Is the Toilet Seat Always Up?

PERSONA: Act as a real estate listing-marketing reviewer performing a pre-launch quality-control review.

SOURCE MATERIAL: Analyze the attached listing report, photos, and floor plan if available. The report may be incomplete/pre-activation; do not treat that status itself as a defect or lower confidence because fields are still being completed.

EVIDENCE RULE: Cite the specific photo(s), report page/field, or floor-plan area for every finding. Separate CONFIRMED OBSERVATIONS from ITEMS TO VERIFY and use only what is visible or stated.

OUTPUT: 1. Coverage Review — rooms, exterior areas, views, amenities/features shown and important areas missing/underrepresented | 2. Photo Faux Pas — clutter, toilet seats, trash cans, pets/people, personal information, unmade beds, reflections, lighting/white balance, awkward crops, duplicates, etc. | 3. Photo Story & Order — sequencing problems and recommended MLS order | 4. Reshoot Checklist — exactly what to photograph/re-photograph and why | 5. Listing Data QA — meaningful contradictions, unclear information, or fields to verify before activation | 6. Marketing Themes — three property-focused themes supported by the materials.

GUARDRAILS: Do not conceal defects or make unsupported claims about condition, views, schools, safety, neighborhood characteristics, lifestyle, or protected classes.

FINISH: Give a 0–100 confidence score based on completeness/readability of the supplied materials and briefly explain it.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

Your client's neighbor sold for considerably more than the list price you feel comfortable recommending. You need to explain the visible differences without sounding defensive.

WHAT IT NEEDS

The neighbor's Only Photos report (in Flexmls), your client's photos if available (can be from an incomplete listing), and sale/list prices if you want the model to reference the price gap.

NOTES

1) Photos can explain buyer perception, condition, and presentation. They do not prove why a buyer paid a specific price.
2) Watch Episode 8 of Beatrice's AI Adventures here to see how to print the Only Photos report for an incomplete listing (your client's).

Fifty Grand, Huh?

PERSONA: Act as a real estate photo-comparison and pricing-strategy analyst helping an agent explain why a nearby sale may have achieved a higher price.

SOURCE MATERIAL: Review the neighbor's Only Photos report and, if provided, the subject property's Only Photos report. Number and cite the relevant photo/page for each observation.

ANALYSIS: Compare visible differences in curb appeal | exterior condition | landscaping | staging | cleanliness | natural light | flooring | paint/colors | kitchen/bath finishes | appliances | fixtures | layout impression | storage/garage | outdoor living | overall move-in readiness | photo quality/order. Identify which differences appear likely to affect buyer perception or marketability.

OUTPUT: Provide Visible Advantages of the Neighbor's Home | Visible Disadvantages or Limits | Where the Subject May Compete Well | Photo-Supported Reasons the Neighbor Could Justify More Money | Improvements or Presentation Changes to Narrow the Gap | Seller Conversation Script. Use plain English a seller can understand.

GUARDRAILS: Do not say the photos prove the exact price difference. Do not invent square footage, condition, upgrades, age, school, safety, neighborhood, or buyer-demographic claims. If your client's photos are not provided, explain that the comparison is one-sided and list what photos are needed for a stronger analysis.

PHOTO & DOCUMENT ANALYSIS

CONTEXT

You are meeting a seller before photos are taken and want to show them what buyers will notice visually compared with similar homes already on the market.

WHAT IT NEEDS

Upload Only Photos reports from 2–4 competing active or recent listings. Add your seller's current photos if available.

NOTES

This is a visual-prep strategy. It should focus on practical improvements, not expensive renovation guesses.

The Listing Glow Up Plan

PERSONA: Act as a listing-preparation and visual-marketing strategist. Review the supplied Only Photos reports to identify what visual presentation choices are helping competing listings and what the seller should improve before photography.

SOURCE RULE: Use only visible photo evidence. Cite photo/page numbers when referring to specific examples. If the subject property's photos are missing, create a prep checklist based on competitor patterns.

ANALYSIS: Compare curb appeal | landscaping | decluttering | paint/colors | flooring | lighting | furniture scale | kitchen/bath presentation | cleanliness | photo angles | room coverage | exterior/backyard coverage | storage/garage presentation | overall move-in impression.

OUTPUT: Provide Competitive Photo Patterns | What Buyers Are Being Trained to Expect | Seller Prep Priorities ranked High/Medium/Low | Low-Cost Visual Wins | Items That May Need Professional Help | Photo Shot List for the Photographer | Seller-Friendly Explanation.

GUARDRAILS: Do not promise a price increase or invent costs. Do not recommend concealing defects. Separate cosmetic presentation improvements from repairs or condition issues requiring professional evaluation.

STATISTICS & CMAs

CONTEXT

You want to do a deep dive and find everything you can about a specific property on the internet.

WHAT IT NEEDS

Just the prompt and the full property address inside the brackets. Also use Research or Deep Research depending on the LLM.

NOTES

1) This will create lengthy output and can take more than 10 minutes. Ask for highlights with the following prompt after it is completed: *Review the output and provide me the 10 most interesting, client-ready highlights from the report. My client is looking to (buy/sell) this property.*
2) You can see a version of this prompt in Episode 5.

Watch Episode 5

How Deep Is Your Research

PERSONA: Act as a data-driven local real estate research analyst. Produce a detailed property and neighborhood context report for [FULL PROPERTY ADDRESS] using current, reliable online sources. Clearly distinguish property-level information from neighborhood, ZIP-code, city, or county-level data.

RESEARCH: 1. Property & Micro-Location: type, age, size, bed/bath count, lot, major features, street setting, subdivision/association, relevant nearby land uses | 2. Risk & Due Diligence: flood/FEMA, environmental/industrial concerns, roads, rail, airports, utilities, other location-specific factors | 3. Daily Convenience: parks/recreation, groceries, shopping, dining, healthcare, employment centers, useful destinations with distance/travel time where reliable | 4. Transportation: walkability/bikeability, sidewalks, transit, highways, airport/downtown access, car dependence | 5. Market & Resale: prices, inventory, DOM, sale-to-list trends, competition, subject sales history, portal valuations if available, longer-term price trends, resale factors | 6. Zoning / HOA / Development: zoning, HOA/condo information, restrictions, permits, proposed development, infrastructure, other changes affecting the property.

OUTPUT: Start with the 10 most important findings, then provide: Property & Micro-Location | Risk/Due-Diligence Flags | Amenities & Transportation | Market & Resale Context | Zoning/HOA/Development | Key Advantages | Key Trade-Offs | Questions to Verify Before Buying or Selling. Use compact tables where helpful.

GUARDRAILS: Cite material facts and dates when relevant. Prioritize government/public records and authoritative sources; use real estate portals secondarily. Never invent unavailable information. Label estimates, conflicts, and geographic-granularity differences. Do not make claims about safety, school quality, protected classes, or demographic “fit.” Remain Fair Housing compliant and describe location only through objective factors. Do not ask follow-up questions.

STATISTICS & CMAs

CONTEXT

You want to do a market retrospective so you can have an expert understanding of a specific market.

WHAT IT NEEDS

Just the prompt with the correct city, state, county, and years for the analysis. Make sure to turn on Research or Deep Research in the model.

NOTES

This will create lengthy output and can take up to 20 minutes. You need to review the output even though we told the model to not make things up.

DOM Is Not Demand and Other Bedtime Stories

PERSONA: Act as a senior residential real estate market analyst preparing a forensic retrospective for an experienced agent or investor.

MARKET: [CITY, STATE] — [COUNTY] | Historical period: [2023–2025] | Outlook: [2026].

RESEARCH: Prioritize supplied MLS data, local government records, Census, BLS, FRED, permit/planning data, economic-development sources, and reputable housing datasets. Analyze by price range and major housing type—not overall averages alone—including prices, closed sales, inventory, months supply, new listings, DOM, sale-to-list ratio, reductions, new construction, rental supply, mortgage-rate environment, and material employment/development changes. Identify periods where liquidity or demand meaningfully shifted.

OUTPUT: Market Timeline | Price-Band/Property-Type Comparison | What Headline Numbers Hide | 5–10 Underappreciated/Counter-Intuitive Insights only where supported | Evidence → Common Interpretation → Better Interpretation → Practical Implication for each | Bull/Base/Bear 12-Month Scenarios and signals supporting each | Five Agent/Client Talking Points.

GUARDRAILS: Do not force conclusions or manufacture contrarian findings. Reconcile conflicting metrics by explaining source, geography, time-period, or methodology differences. Cite material statistics with source/date. If reliable data is unavailable, state “Data Insufficient.” Avoid certainty in forecasts and remain Fair Housing compliant.

STATISTICS & CMAs

CONTEXT

You want to create a plain-English market update for a zip code or city that you can use

WHAT IT NEEDS

Just the prompt with the correct city or zip code. Make sure to turn on Research or Deep Research in the model.

NOTES

1) Portal data often disagrees because each site measures the market differently.
2) A different version of this prompt, titled Zip Code Hero, is shown in Episode 7 of *Beatrice's AI Adventures*. That one shows how to set this up as a project, which is different from using copy-and-paste prompts found in this guide.

[Watch Episode 7]

The Market Isn't Crashing, Kevin

PERSONA: Act as a local real estate market strategist and research analyst creating a plain-English market briefing for a real estate agent.

MARKET: Research [ZIP CODE / CITY / NEIGHBORHOOD / FARM AREA].

RESEARCH: Focus primarily on the latest 30–90 days while using older data when needed for trends. Prioritize supplied MLS data, local government/planning/economic-development sources, Census/BLS/FRED, NAR, reputable housing datasets, and credible local reporting. Analyze prices, closed sales, inventory, months supply, new listings, DOM, reductions, sale-to-list ratios, buyer/seller leverage, construction, zoning/development, infrastructure, employment, migration, mortgage rates, insurance, taxes, and other material demand factors.

OUTPUT: 1. What's Happening Now — 5–8 key findings | 2. Market Scorecard — improving/weakening/stable/mixed | 3. What's Driving It — most important local forces | 4. Conflicting Data — meaningful source differences and likely methodological reasons | 5. 3–6 Month Outlook — base/upside/downside scenarios | 6. Buyer Talking Points — 3–5 | 7. Seller Talking Points — 3–5 | 8. 150-Word Newsletter/Social Version.

GUARDRAILS: Cite every material statistic with source/date. Separate VERIFIED FACT from INTERPRETATION. Flag weak, stale, conflicting, or unavailable data rather than guessing. Avoid hype, jargon, Fair Housing risk, and unsupported claims.

STATISTICS & CMAs

CONTEXT

You just did a CMA and you want to be prepared for a listing presentation.

WHAT IT NEEDS

A printoff of the CMA Prep spreadsheet taught in The Full CMA class, available on the training website. It also needs a CMA from Flexmls, Matrix, or RPR.

NOTES

RPR calculates stats differently than Flexmls or Matrix, so make sure to review the market trends section carefully if you use the RPR CMA.

Objection Jiu Jitsu

PERSONA: Act as an experienced real estate listing strategist helping an agent prepare for a seller pricing conversation.

SOURCE MATERIAL: Review the attached CMA, comparable-property information, market statistics, and AVM comparison. Use only supplied data unless specifically asked to research more. Treat AVMs as supporting reference points—not substitutes for comparable-sale analysis.

OUTPUT: 1. Pricing Range — most defensible range and evidence supporting lower/middle/upper portions | 2. AVM Comparison — compare supplied Zillow, Redfin, Realtor.com, Homes.com, RPR, etc., and explain likely reasons for differences without assuming which is correct | 3. Three Key Comps — most informative comparables and important similarities/differences | 4. Market Conditions — relevant inventory, DOM, sale-to-list, reductions, and other trends; flag methodology differences | 5. Seller Objections — five likely pricing objections with concise respectful evidence-based responses | 6. Meeting Cheat Sheet — recommended range, key comps, market evidence, likely objections, and five seller questions.

GUARDRAILS: Do not manufacture adjustments, statistics, or property facts. Clearly label assumptions and missing information. Present pricing as a supported strategy, not a guaranteed sale price.

MISC.

MISC. PROMPTS

CONTEXT

You want to run the numbers on how much a mortgage would be, plus see how paying a bit extra each month and refinancing in a few years will change things.

WHAT IT NEEDS

Just replace the numbers in *italics* with yours.

NOTES

Whenever you use an LLM to do math, run the same prompt through another LLM to double-check. It is better to be safe than sorry and it only takes a minute.

30 Years? In This Economy?

PERSONA: Act as a mortgage scenario analyst. Explain the calculations in plain English for educational purposes; do not provide lending or financial advice.

INPUTS: Home price: $300,000 | Down payment: 20% | Mortgage: 30 years at 6.0% | Extra-principal scenarios: $0 / $100 / $200 / $300 monthly | Refinance after 24 payments to 5.0% | Closing-cost scenarios: 2% / 3% / 4% / 5%.

ANALYSIS: Calculate the original loan amount and monthly principal-and-interest payment. Compare each extra-payment scenario by total monthly payment | payoff time/date | time saved | total interest | interest saved. For refinancing, calculate approximate remaining principal after 24 scheduled payments and assume a new 30-year term unless stated otherwise.

REFINANCE OUTPUT: For each closing-cost percentage show estimated costs | new P&I payment | monthly savings | simple cash-paid break-even period | result if costs are financed into the new loan.

FINISH: Provide 5 plain-English takeaways explaining when extra principal or refinancing appears most beneficial.

GUARDRAILS: Show major assumptions. Exclude taxes, insurance, HOA, PMI, and lender-specific fees unless supplied. Round sensibly and state that actual lender calculations may differ.

MISC.

MISC. PROMPTS

CONTEXT

Your client is getting cold feet about buying in this market. You want to be prepared to answer their objections.

WHAT IT NEEDS

Just replace the numbers in *italics* with yours and fill out the information in brackets.

NOTES

Whenever you use an LLM to do math, run the same prompt through another LLM to double-check. It is better to be safe than sorry and it only takes a minute.

Cold Feet, Warm Script

PERSONA: Act as an experienced buyer-consultation coach. Help me have a balanced, non-pressure conversation with a client considering delaying a home purchase.

CLIENT: Rent: *$2,300*/month | Target price: *$300,000* | Down payment: *10%* | Location: [CITY/ZIP] | Expected ownership period: [YEARS OR UNKNOWN] | Mortgage rate: [RATE OR RESEARCH A REASONABLE CURRENT EXAMPLE].

OBJECTIONS: 1. “I want to wait for interest rates to drop.” 2. “Renting is cheaper right now.” 3. “Home prices might drop.” 4. “I'm not sure I'll stay long term.”

ANALYSIS: For each objection explain when the concern is valid | what could make waiting beneficial | what could make waiting costly | information needed for a better decision | calm 2–4 sentence agent response. Build an illustrative rent-vs-own comparison including reasonable assumptions for P&I, taxes, insurance, PMI if applicable, maintenance, and transaction costs; show assumptions and multiple scenarios rather than one certain outcome. Identify 3–5 additional considerations such as job uncertainty, emergency savings, credit, maintenance responsibility, or relocation.

FINISH: Provide five questions the agent should ask before recommending buy now vs. wait.

GUARDRAILS: Do not portray rent as “throwing money away,” predict rates/prices, or imply buying is automatically better. Label estimates and recommend lender/financial-professional verification.

MISC.

MISC. PROMPTS

CONTEXT

Your clients are convinced that the beach property they want will pay for itself on Airbnb. You aren't so sure.

WHAT IT NEEDS

Print the listing report as a PDF and upload that with the most recent income statement from Airbnb or property management company that you find on the listing. Also replace the words in *italics* with your numbers.

NOTES

Whenever you use an LLM to do math, run the same prompt through another LLM to double-check. It is better to be safe than sorry and it only takes a minute.

HGTV Lied to You

PERSONA: Act as a real estate investment analyst evaluating whether a condo or vacation-rental property can realistically support itself from rental income.

SOURCE MATERIAL: Review the attached listing report and most recent rental-income or property-management statement. Use document figures when available and cite page/section.

FINANCING: Purchase price: [FROM LISTING OR ENTER] | Down payment: *20%* | Term: *30 years* | Rates: *5.0% / 5.5% / 6.0%*.

ANALYSIS: Reconstruct the property's rental economics and distinguish GROSS RENTAL REVENUE from NET OPERATING INCOME. Include documented/necessary categories: management/platform fees, HOA, taxes, insurance, owner-paid utilities, unreimbursed cleaning, repairs/maintenance, capital reserve, vacancy/seasonality, licensing, special assessments. If an expense is missing, do not invent a precise figure; label it MISSING and, where useful, show a clearly identified illustrative assumption/range.

OUTPUT: Income/Expense Table | Annual NOI Before Mortgage | Mortgage Payment at Each Rate | Monthly/Annual Cash Flow | DSCR | Break-Even Gross Revenue/Occupancy if calculable | 10% and 20% Revenue-Decline Sensitivity | Biggest Risks/Questions | Plain-English answer to "Does the available evidence support that this property can pay for itself?"

GUARDRAILS: Do not assume historical income will continue or short-term rentals are permitted. Require independent HOA, zoning, licensing, insurance, and lender verification.

MISC.

MISC. PROMPTS

CONTEXT

You get an email and you aren't sure if it is legit or a scam.

WHAT IT NEEDS

Just the prompt and the email text pasted. Make sure to include the sender's email address so it can analyze the company and see if they have a web presence or email server.

NOTES

Even just typing "Is this email legit?" and pasting the email body and the sender's email address should work fine, but the prompt above will start to train you on what to look for. This prompt will work in a free version of ChatGPT, so please share it and show how to use it with your friends and family members who are the targets of these scams.

Watch Episode 6

Not Today, Nigerian Prince

PERSONA: Act as a cybersecurity awareness analyst. Evaluate the pasted email for phishing, fraud, impersonation, or social-engineering indicators. Do not click or visit suspicious links.

INPUT: Include the sender's full email address, subject line, and complete email body when available.

ANALYSIS: 1. Sender Identity — display name/domain match, misspellings, look-alike domains, unusual reply-to, impersonation | 2. Context — whether the request fits the supposed sender/normal business process | 3. Urgency & Emotion — deadlines, threats, secrecy, authority pressure, fear, unusually attractive offers | 4. Requested Action — passwords, MFA codes, banking, wires, gift cards, crypto, personal information, downloads, QR codes, unexpected links | 5. Links & Attachments — identify inconsistencies from supplied information without opening suspicious destinations | 6. Language & Branding — grammar, formatting, generic greetings, signatures, branding anomalies | 7. Public Verification — if web access is available, independently verify the organization's official domain/contact information without using links in the email.

OUTPUT: Risk Score 1–10 | Verdict: Likely Legitimate / Suspicious / High Risk / Unable to Determine | Evidence | Safest Next Steps.

GUARDRAILS: If verification is needed, recommend contacting the organization through independently obtained contact information. Never declare an email definitively safe solely because obvious warning signs are absent.

MISC.

MISC. PROMPTS

CONTEXT

Your listing has had a bunch of showings and no offers. Every buyer says something different, and your seller is starting to panic.

WHAT IT NEEDS

Upload or paste all showing feedback. The current listing report and photos are helpful but optional.

NOTES

One buyer saying “too expensive” is not a market study. This prompt looks for patterns, not individual opinions.

That’s Just, Like, Your Opinion, Man.

PERSONA: Act as a real estate listing-strategy analyst. Review all supplied showing feedback and identify meaningful patterns that could help the agent and seller decide what, if anything, should change.

ANALYSIS: Group comments into themes such as price/value | condition | layout | location | presentation/staging | photos/expectations | competition | objections | positive reactions. Track how often each theme appears and distinguish repeated signals from isolated opinions. When dates are available, identify whether feedback changed after a price adjustment, staging change, photo update, or other listing change.

OUTPUT: Provide Feedback Scorecard | Most Common Positive Themes | Most Common Objections | Signal vs. Noise | Recommended Actions ranked High/Medium/Low priority | Seller Conversation — a concise, evidence-based explanation of what the feedback suggests. If listing/photos are supplied, identify whether buyer expectations created by the marketing appear inconsistent with the feedback.

GUARDRAILS: Do not treat subjective opinions as facts or assume feedback explains why someone did not make an offer. Do not recommend a price reduction unless the supplied evidence supports discussing one. Remain Fair Housing compliant.

MISC.

MISC. PROMPTS

CONTEXT

Your seller has multiple offers. The highest price may not actually be the strongest—or put the most money in the seller's pocket.

WHAT IT NEEDS

Create a summary of offers in a spreadsheet using the columns described in the ANALYSIS section. You don't need to upload the actual offers.

NOTES

AI can organize the offers, but the agent and seller still need to review the actual contracts and consult the appropriate professionals when necessary.

May the Offers Be Forever In Your Favor

PERSONA: Act as a real estate offer-comparison analyst helping a listing agent organize multiple offers for a seller. Do not choose the winning offer or provide legal advice.

SOURCE MATERIAL: Review the attached offers and use only terms clearly stated in them. Identify unreadable, missing, or ambiguous terms instead of guessing.

ANALYSIS: Compare each offer by purchase price | financing/cash | down payment | earnest/due-diligence money if applicable | seller concessions | appraisal terms | inspection/due-diligence terms | financing contingency | sale-of-home contingency | closing date | possession | included/excluded items | other material conditions.

OUTPUT: Provide Side-by-Side Offer Table | Estimated Seller-Proceeds Differences where calculable | Certainty/Risk Factors for each offer | Unusual or Ambiguous Terms to Review | Five Questions the Seller Should Consider. Finish with a concise summary of major trade-offs without ranking offers solely by price.

GUARDRAILS: Do not interpret contractual enforceability, predict whether a buyer will close, or treat financing type as inherently good/bad. Do not invent missing costs or terms. Label financial calculations as estimates and recommend confirmation through the closing attorney/title company, lender, or other appropriate professional.

MISC.

MISC. PROMPTS

CONTEXT

A survey, plat, deed, or title document shows an easement, right-of-way, shared driveway, setback, or other notation nobody understands.

WHAT IT NEEDS

Upload the survey/plat and any related deed, easement, or title documents available.

NOTES

This helps agents and clients understand what to ask about. It does not replace a surveyor, title professional, or attorney.

Get Off My Lawn... Maybe

PERSONA: Act as a real estate document analyst helping an agent understand a survey, plat, deed, or recorded easement for due-diligence purposes. Do not provide legal advice.

DOCUMENT CHECK: Identify each document, recording/date information when shown, and any unreadable areas.

ANALYSIS: Locate and summarize clearly labeled easements | rights-of-way | shared drives | setbacks | utility/drainage areas | encroachments noted by the surveyor | access points | boundary-related annotations | restrictions referenced elsewhere. Cite the exact document/page or map label for every finding.

OUTPUT: Provide Plain-English Property Map Summary | Easements/Rights-of-Way Table | Items Affecting Access or Use | Unclear/Referenced-but-Not-Provided Documents | Questions for Surveyor | Questions for Title Company/Attorney | Buyer/Seller Follow-Up Checklist.

GUARDRAILS: Do not determine ownership, legal rights, marketability of title, whether an easement is valid, or whether construction is permitted within an area. Never characterize an encroachment or easement as a “problem” without qualified verification.

MISC.

MISC. PROMPTS

CONTEXT

A buyer wants a concession. The seller could reduce the price, pay closing costs, or fund an interest-rate buydown. Which option actually helps each side?

WHAT IT NEEDS

Replace the brackets with purchase price, down payment, current loan quote/rate, and the dollar amount the seller is willing to negotiate.

NOTES

Use lender-provided buydown numbers whenever available. AI calculations are illustrative and should be verified.

Rate Buydown or Price Smackdown?

PERSONA: Act as a real estate negotiation math assistant comparing ways to use a seller concession.

INPUTS: Purchase price: $[PRICE] | Down payment: [%/$] | Loan term: [TERM] | Current rate: [RATE] | Seller negotiation budget: $[AMOUNT] | Property taxes/insurance/PMI: [IF KNOWN].

SCENARIOS: Compare using the seller's available amount toward Price Reduction | Buyer Closing Costs | Permanent Rate Buydown using lender quote if supplied | Temporary Buydown if supplied/available.

OUTPUT: Create a table showing each scenario's seller cost/net impact | buyer cash needed at closing | loan amount | initial monthly P&I | long-term monthly P&I where applicable | first-year savings | approximate 5-year impact. Then provide Buyer Benefit | Seller Benefit | Important Trade-Off | Questions for Lender/Closing Professional for each option.

GUARDRAILS: Do not invent lender pricing, discount-point costs, closing costs, taxes, insurance, or PMI. If rate-buydown pricing is unavailable, state what lender information is needed instead of fabricating it. Separate calculated examples from actual loan terms and recommend lender verification.

How to create your own prompts

Prompting is a conversation: describe the problem, let AI build the prompt, then refine it.

1

Start with the problem

You don’t have to know how to write a great prompt — you can ask your favorite LLM to create one.

2

Ask for a ready-to-use prompt

Use this structure: [Problem you want to solve]. Turn this situation into a detailed, ready-to-use prompt.

3

Review and refine

If the AI asks you to enter too much data manually, tell it what files or reports you can upload and ask it to rewrite the prompt.

4

Add missing inputs

If more context would improve the answer — neighborhood pricing data, a report, photos, or another source — add it and refine the prompt again.

EXAMPLE *Help me prepare for a price reduction conversation with a seller whose home has been on the market for 60 days. Turn this situation into a detailed, ready-to-use prompt.*

Asking AI to help build and refine your prompt is one of the most effective prompting methods available today. Don’t forget to save the final prompt so you can use it again in the future.

Hive MLS

Want to see more training content or learn more about Hive MLS? Check out our websites below.

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