



# The Big 3

ChatGPT, Claude & Gemini — Getting Started Guide for Real Estate Agents

Using the PRICEY Framework for Every Prompt

## Who this guide is for

Real estate agents, brokers, and admin staff who are ready to start using AI tools — or have already started and want to do it better. No tech background required.

- Time to set up each tool: About 10 minutes
- Includes copy/paste prompts using the PRICEY framework
- Covers free vs. paid tiers, privacy basics, and MLS compliance reminders
- Shows you when to use which tool

## Which Tool Should You Use? (Quick Reference)

All three tools are capable. The difference is where they shine. Pick based on what you're doing, not brand loyalty.

Feature	ChatGPT	Claude	Gemini
<b>Free tier</b>	Yes (GPT-4o limited)	Yes (limited)	Yes (Gemini 1.5 Flash)
<b>Paid tier</b>	Plus \$20/mo	Pro \$20/mo	Advanced \$20/mo
<b>Best for</b>	Brainstorming, scripts, speed	Long docs, rewriting, structure	Google Workspace users
<b>Remembers past chats?</b>	With Memory (Plus)	With Projects (Pro)	Limited
<b>Data privacy (free tier)</b>	May use for training	May use for training	May use for training
<b>Data privacy (paid tier)</b>	Not used for training	Not used for training	Not used for training
<b>Mobile app</b>	iOS & Android	iOS & Android	iOS & Android
<b>Google Workspace integration</b>	No	No	Yes (Docs, Gmail, etc.)

## MLS Compliance Reminder — All Three Tools

All three platforms process your input on external servers. This means:

- Never paste raw MLS listing data you haven't been authorized to share outside the MLS system.
- Never paste client SSNs, financial account numbers, or other sensitive personal data.
- Paraphrase or anonymize data before using it as AI input when in doubt.
- Review all AI output before sharing with clients — you are responsible for accuracy.
- AI-generated content does not verify fair housing compliance. You do.

## #1 / ChatGPT

### How to Get Started with ChatGPT

ChatGPT is made by OpenAI and has been around the longest, which means most agents have at least heard of it. It's fast, conversational, and excellent for brainstorming and first drafts. Think of it as your idea machine — great for getting from zero to something.

#### ChatGPT at a Glance

- Best for: Brainstorming, listing descriptions, objection scripts, quick rewrites, social media captions
- Free tier: Yes — GPT-4o (limited messages per day)
- Paid tier: ChatGPT Plus at \$20/month — more speed, more messages, image generation, custom GPTs
- Mobile app: Yes — iOS and Android (search "ChatGPT" by OpenAI in the app store)
- Memory: With Plus, ChatGPT can remember things about you across conversations

### Step 1: Create Your Account

1. Go to [chatgpt.com](https://chatgpt.com) and click Sign Up.
2. Choose your sign-in method: Continue with Google, Continue with Apple, or email + password.
3. **IMPORTANT:** Use the same method every time. If you sign up with Google, always log in with Google.
4. If you used "Continue with Apple," note that Apple may not create a password — you'll use the Apple sign-in flow going forward.

#### Common Login Mistake

The #1 support issue with ChatGPT is people accidentally creating two accounts by switching between Google and Apple sign-in. Pick one method and stick with it. Write it on a sticky note if you must.

## Step 2: Install the Mobile App

Download the official ChatGPT app (by OpenAI) from the App Store or Google Play. Sign in with the same method you used on the web. Be careful — there are copycat apps in the app store. Look for the OpenAI developer name and the official black/white icon.

## Step 3: Free vs. Paid — What You Need to Know

Free Tier	Plus (\$20/mo)
GPT-4o (limited messages)	GPT-4o (more messages)
No image generation	DALL-E image generation
No memory	Memory across sessions
Standard speed	Faster responses
May use for model training	NOT used for training

## Step 4: How to Keep a Conversation Going

ChatGPT works best when you treat it like a back-and-forth conversation, not a one-shot question machine. Start a thread and keep building on it. For example:

- Start: "Write me a listing description for this property." [paste details]
- Follow up: "Now make it shorter and punchier."
- Follow up again: "Add a line that emphasizes the school district."

Each message builds on the last. You don't need to repeat yourself — ChatGPT remembers the whole conversation within that session.

## Step 5: Your First Prompts — PRICEY Format

📄 PRICEY Prompt: Listing Description	
<b>[P] Persona</b>	Act as a professional real estate listing agent with 15 years of experience writing MLS descriptions that generate showings.
<b>[R] Request</b>	Write a property listing description based on the notes I'm providing below.
<b>[I] Inputs</b>	Property details: [paste your notes — beds, baths, sq ft, lot size, upgrades, location highlights, age of home, etc.]
<b>[C] Constraints</b>	Avoid any language that references protected classes or implies an 'ideal buyer.' Do not invent or assume features not in my notes. If a detail is missing, insert [NEED: detail name] as a placeholder. Keep tone confident but not 'salesy.' No exclamation points.
<b>[E] Expected Output</b>	1 attention-grabbing headline (under 10 words) + 2 descriptive paragraphs (60-80 words each) + 5 bullet-point highlights formatted as short phrases

## [Y] Your Goal

I want prospective buyers to picture themselves in this home and want to schedule a showing. I also need this to be safe for MLS submission.

### COPY/PASTE READY ▼

**Persona:** Act as a professional real estate listing agent with 15 years of experience writing MLS descriptions that generate showings.

**Request:** Write a property listing description based on the notes I'm providing below.

**Inputs:** Property details: [paste your notes — beds, baths, sq ft, lot size, upgrades, location highlights, age of home, etc.]

**Constraints:** Avoid any language that references protected classes or implies an 'ideal buyer.' Do not invent or assume features not in my notes. If a detail is missing, insert [NEED: detail name] as a placeholder. Keep tone confident but not 'salesy.' No exclamation points.

**Expected Output:** 1 attention-grabbing headline (under 10 words) + 2 descriptive paragraphs (60-80 words each) + 5 bullet-point highlights formatted as short phrases

**Your Goal:** I want prospective buyers to picture themselves in this home and want to schedule a showing. I also need this to be safe for MLS submission.

## 📄 PRICEY Prompt: Seller Objection Rebuttal

<b>[P] Persona</b>	Act as my listing coach — calm, experienced, data-driven, and good at helping sellers understand market realities without feeling pressured.
<b>[R] Request</b>	Give me three different responses I can use when a seller says: "[paste the objection here]."
<b>[I] Inputs</b>	Objection: [paste the seller's exact words or paraphrase] Context: [any relevant market data or background you have]
<b>[C] Constraints</b>	Each response must be respectful and non-confrontational. Do not use statistics I haven't provided — if you need data, insert [ADD: data type]. Keep each response to 3 sentences or less.
<b>[E] Expected Output</b>	3 numbered responses, each containing: one empathetic opener, one factual or logical point, and one question to move the conversation forward.
<b>[Y] Your Goal</b>	I want the seller to feel heard, not sold to — and I want to open the door to a productive conversation about pricing or timing.

## COPY/PASTE READY ▼

Persona: Act as my listing coach — calm, experienced, data-driven, and good at helping sellers understand market realities without feeling pressured.

Request: Give me three different responses I can use when a seller says: "[paste the objection here]."

Inputs: Objection: [paste the seller's exact words or paraphrase] Context: [any relevant market data or background you have]

Constraints: Each response must be respectful and non-confrontational. Do not use statistics I haven't provided — if you need data, insert [ADD: data type]. Keep each response to 3 sentences or less.

Expected Output: 3 numbered responses, each containing: one empathetic opener, one factual or logical point, and one question to move the conversation forward.

Your Goal: I want the seller to feel heard, not sold to — and I want to open the door to a productive conversation about pricing or timing.

## Step 6: Common Mistakes to Avoid

- Vague prompts — "Write something about my listing" gets vague output. Use PRICEY.
- Trusting output without reading it — AI can sound confident and be wrong. Always review before sending them to clients.
- Starting a new chat every time — stay in the same thread when working on one project.
- Pasting client financial info — ChatGPT processes this on OpenAI's servers. Keep sensitive data out.
- Ignoring the free tier limit — if responses suddenly get slower or stop, you've hit your daily limit. Wait or upgrade.

## #2 / Claude

## How to Get Started with Claude

Claude is made by Anthropic and tends to be the tool agents love once they try it — especially for anything that requires nuance, length, or rewriting in their own voice. If ChatGPT is your brainstorming buddy, Claude is your editor and writing coach.

### Claude at a Glance

- Best for: Rewriting drafts in your voice, longer documents, structured checklists, CMA narratives, complex email threads
- Free tier: Yes — Claude Sonnet (limited messages per day)
- Paid tier: Claude Pro at \$20/month — more messages, priority access during high demand, larger documents

- Mobile app: Yes — iOS (search "Claude" by Anthropic). Android via browser.
- Projects: Pro users can save instructions and context that persist across conversations in a project

## Step 1: Create Your Account

5. Go to [claude.ai](https://claude.ai) and click Sign Up.
6. Choose your sign-in method: Continue with Google or email-based login.
7. If you previously used Apple's "Hide My Email" to sign up, use your [@privaterelay.appleid.com](mailto:@privaterelay.appleid.com) address and follow the email link flow to log in.
8. Same rule as every other tool: pick one login method and stick with it.

## Step 2: Free vs. Paid — What You Need to Know

Free Tier	Pro (\$20/mo)
Claude Sonnet (limited)	Claude Sonnet + Opus access
No Projects feature	Projects with persistent memory
Smaller document uploads	Larger document context
Standard availability	Priority access during peak hours
May use for training	NOT used for training

## Step 3: The Claude Superpower — Give It Your Mess

Claude is unusually good at taking disorganized input — messy notes, a rambling voice memo transcription, a brain dump at midnight — and turning it into something polished. Don't worry about cleaning up your inputs first. Just dump them in and let Claude sort it out.

### Pro Tip: Ask Claude to Ask You Questions

Add this one line to the end of any complex prompt:

"If anything is unclear or you need more information before responding, ask me up to 5 clarifying questions first."

This single habit dramatically cuts down on outputs that miss the mark. Claude will pause and check before producing something you have to redo.

## Step 4: Using Projects (Pro Feature)

Projects are Claude's version of persistent memory. You can create a project called "Listing Appointments" and give it standing instructions like your communication style, your market area, and your typical client profile. Every conversation in that project starts with that context already loaded. No re-explaining yourself every time.

Example: Create a project called "My Listing Clients" and add instructions like: "I'm a listing agent in [your market]. My tone is warm but direct. My clients are typically first-time sellers who are nervous about pricing. Never use jargon without explaining it."

## Step 5: Your First Prompts — PRICEY Format

### PRICEY Prompt: CMA Narrative for Listing Appointment

<b>[P] Persona</b>	Act as an expert listing agent and skilled communicator who can explain pricing strategy in plain English that nervous sellers can understand.
<b>[R] Request</b>	Take my messy CMA notes and rewrite them as a clear, confident verbal explanation I can deliver out loud during a listing appointment.
<b>[I] Inputs</b>	CMA notes: [paste your notes — comparable addresses, sale prices, dates, adjustments, days on market, price reductions, pending data, etc.]
<b>[C] Constraints</b>	Keep it neutral and factual — no overselling the price. If a specific number is missing from my notes, insert [NEED: number description] rather than guessing. Avoid real estate jargon unless you explain it in the same breath. This will be spoken, not read.
<b>[E] Expected Output</b>	A 90-second verbal script I can say out loud, written in natural spoken language (not bullet points). Follow it with 3 backup talking points I can use if the seller pushes back on price.
<b>[Y] Your Goal</b>	I want the seller to walk away from this appointment, understanding the price recommendation and trusting that I did my homework. I need them to feel confident, not pressured.

#### **COPY/PASTE READY ▼**

Persona: Act as an expert listing agent and skilled communicator who can explain pricing strategy in plain English that nervous sellers can understand.

Request: Take my messy CMA notes and rewrite them as a clear, confident verbal explanation I can deliver out loud during a listing appointment.

Input: [paste your notes — comparable addresses, sale prices, dates, adjustments, days on market, price reductions, pending data, etc.]

Constraints: Keep it neutral and factual — no overselling the price. If a specific number is missing from my notes, insert [NEED: number description] rather than guessing. Avoid real estate jargon unless you explain it in the same breath. This will be spoken, not read.

Expected Output: A 90-second verbal script I can say out loud, written in natural spoken language (not bullet points). Follow it with 3 backup talking points I can use if the seller pushes back on price.

Your Goal: I want the seller to walk away from this appointment, understanding the price recommendation and trusting that I did my homework. I need them to feel confident, not pressured.

## PRICEY Prompt: Rewrite Email in My Voice

<b>[P] Persona</b>	Act as a writing coach who helps real estate agents communicate clearly and personally — not like a corporate form letter.
<b>[R] Request</b>	Rewrite the draft email below so it sounds like me — warm, direct, and professional without being stiff.
<b>[I] Inputs</b>	My original draft: [paste your draft] Things that are important to keep: [list any key points that must stay] My communication style: [describe how you naturally talk — casual, warm, funny, formal, etc.]
<b>[C] Constraints</b>	Don't add information that isn't in my draft. Don't make it longer — shorter is better. Remove any phrases that sound generic or overly corporate. No phrases like 'I hope this email finds you well.'
<b>[E] Expected Output</b>	One rewritten email, same subject and intent as the original, in a natural and personable tone. Show the subject line too.
<b>[Y] Your Goal</b>	I want the client to feel like they're hearing from a real person who knows them — not a template.

### COPY/PASTE READY ▼

Persona: Act as a writing coach who helps real estate agents communicate clearly and personally — not like a corporate form letter.

Request: Rewrite the draft email below so it sounds like me — warm, direct, and professional without being stiff.

Inputs: My original draft: [paste your draft] Things that are important to keep: [list any key points that must stay] My communication style: [describe how you naturally talk — casual, warm, funny, formal, etc.]

Constraints: Don't add information that isn't in my draft. Don't make it longer — shorter is better. Remove any phrases that sound generic or overly corporate. No phrases like 'I hope this email finds you well.'

Expected Output: One rewritten email, same subject and intent as the original, in a natural and personable tone. Show the subject line too.

Your Goal: I want the client to feel like they're hearing from a real person who knows them — not a template.

## Step 6: Common Mistakes to Avoid

- Forgetting Claude doesn't remember between separate conversations — if you're not using Projects, start each new conversation with key context.
- Uploading documents and expecting instant perfection — tell Claude what you want done with the document, not just to "look at it."
- Not using the ask-me-questions trick — especially for anything client-facing, it's worth the 30 extra seconds.
- Assuming Claude knows your local market — it doesn't. Always provide your own data. Claude works with what you give it.

## GUIDE 3 — Gemini

### How to Get Started with Gemini

Gemini is Google's AI assistant, and if you already live in Gmail, Google Docs, or Google Calendar, it's going to feel like it was built for you — because it largely was. It's the most connected tool of the three for Google users, and the most convenient if you manage your business through Google Workspace.

#### Gemini at a Glance

- Best for: Agents who live in Google — writing in Gmail and Docs, fast summaries, planning, weekly market update posts
- Free tier: Yes — Gemini 1.5 Flash (fast and capable for everyday tasks)
- Paid tier: Gemini Advanced at \$20/month (Google One AI Premium) — more capable model, longer context, Google Workspace integration
- Mobile app: Yes — iOS and Android
- Google Workspace: With Advanced, Gemini integrates directly inside Gmail, Docs, Sheets, and Meet

### Step 1: Create Your Account / Sign In

9. Go to [gemini.google.com](https://gemini.google.com) and click Sign in.
10. Sign in with your Google Account — the same one you use for Gmail, Google Drive, etc.
11. If you use a work or school Google account, your organization's admin may control what features are available to you. Check with your broker or IT person if Gemini seems limited.

#### Personal vs. Workspace Accounts

If you have both a personal Gmail and a Google Workspace (business) account, sign in with your personal one for the broadest feature access unless your brokerage has enabled Gemini for Workspace. Mixing them up causes confusion later.

### Step 2: Free vs. Paid — What You Need to Know

Free Tier	Advanced / AI Premium (\$20/mo)
Gemini 1.5 Flash	Gemini 1.5 Pro (more capable)
No Workspace integration	Gemini in Gmail, Docs, Sheets, Meet
Standard context window	Larger context (longer documents)
Basic features	NotebookLM, Gemini for Workspace
May use for training	Depends on account/org settings

### Step 3: The Gemini Superpower — Google Integration

With Gemini Advanced and a Google Workspace account, you can use Gemini inside Gmail to draft emails, summarize threads, and prep for meetings. Inside Google Docs, it can write, rewrite, and format. This is the only tool of the three that works inside the apps you're already in — you don't have to copy/paste between windows.

Even on the free tier, Gemini is strong for fast planning tasks and the kind of "help me think through this" brainstorming you might do on a Sunday night before a big appointment.

### Step 4: Your First Prompts — PRICEY Format

#### PRICEY Prompt: Open House Follow-Up Email

<b>[P] Persona</b>	Act as a real estate agent's personal writing assistant who helps craft warm, professional follow-up messages that feel human — not automated.
<b>[R] Request</b>	Write a follow-up email I can send to attendees from my open house this weekend.
<b>[I] Inputs</b>	Property address: [street address only — no MLS data] Open house date: [date] Notes about the event: [anything you observed — good turnout, lots of questions about the kitchen, parking concerns came up, etc.] Anything specific to mention: [e.g., price improvement coming, offer deadline, second open house planned]
<b>[C] Constraints</b>	Keep it short — no more than 150 words. Sound like a real person, not a drip campaign. No generic phrases like "it was a pleasure meeting you." Don't make up details I haven't provided.
<b>[E] Expected Output</b>	One complete follow-up email with a subject line.
<b>[Y] Your Goal</b>	I want attendees to remember me as attentive and easy to work with — and to reach out if they're interested or have questions.

#### COPY/PASTE READY ▼

Persona: Act as a real estate agent's personal writing assistant who helps craft warm, professional follow-up messages that feel human — not automated.

Request: Write a follow-up email I can send to attendees from my open house this weekend.

Inputs: Property address: [street address only] Open house date: [date] Notes about the event: [anything you observed — good turnout, lots of questions about the kitchen, parking concerns came up, etc.] Anything specific to mention: [e.g., price improvement coming, offer deadline, second open house planned]

Constraints: Keep it short — no more than 150 words. Sound like a real person, not a drip campaign. No generic phrases like "it was a pleasure meeting you." Don't make up details I haven't provided.

Expected Output: One complete follow-up email with a subject line.

Your Goal: I want attendees to remember me as attentive and easy to work with — and to reach out if they're interested or have questions.

## PRICEY Prompt: Compare Two Offers for a Seller

<b>[P] Persona</b>	Act as an experienced real estate transaction coordinator helping a listing agent explain a complex offer comparison to a seller who has never sold before.
<b>[R] Request</b>	Compare the two offers below and summarize the key differences in plain English so I can walk my seller through them.
<b>[I] Inputs</b>	Offer A: [paste offer A details — price, down payment, financing type, contingencies, closing date, earnest money, any special terms] Offer B: [paste offer B details]
<b>[C] Constraints</b>	Do not recommend which offer to take — that is my job and ultimately the seller's decision. Present the comparison neutrally. Flag anything that looks unusual or that a seller should ask their agent about. Use plain English — no legal or contract jargon without explaining it.
<b>[E] Expected Output</b>	A side-by-side comparison table of the key terms + a plain-English paragraph for each offer explaining the risk/benefit profile + a list of 3-5 questions the seller should ask before deciding.
<b>[Y] Your Goal</b>	I want my seller to understand both offers clearly enough to make an informed decision — and to feel like I've done a thorough job protecting their interests.

### COPY/PASTE READY ▼

Persona: Act as an experienced real estate transaction coordinator helping a listing agent explain a complex offer comparison to a seller who has never sold before.

Request: Compare the two offers below and summarize the key differences in plain English so I can walk my seller through them.

Inputs: Offer A: [paste offer A details — price, down payment, financing type, contingencies, closing date, earnest money, any special terms] Offer B: [paste offer B details]

Constraints: Do not recommend which offer to take — that is my job and ultimately the seller's decision. Present the comparison neutrally. Flag anything that looks unusual or that a seller should ask their agent about. Use plain English — no legal or contract jargon without explaining it.

Expected Output: A side-by-side comparison table of the key terms + a plain-English paragraph for each offer explaining the risk/benefit profile + a list of 3-5 questions the seller should ask before deciding.

Your Goal: I want my seller to understand both offers clearly enough to make an informed decision — and to feel like I've done a thorough job protecting their interests

## Step 5: Common Mistakes to Avoid

- Logging in with the wrong Google account — if you have multiple Google accounts, double-check which one you're using before you start a session.
- Expecting Workspace integration on the free plan — the in-Gmail and in-Docs features require Advanced (paid). Free users work at gemini.google.com only.
- Pasting client email threads without removing personal info — even in Google, treat sensitive data carefully.
- Assuming it knows your MLS area — same rule as all three tools. Gemini does not have real-time MLS data. You provide the numbers; it helps you communicate them.

## QUICK REFERENCE — PRICEY Prompt Checklist

### Before You Send Any Prompt — Run the Checklist

Tape this to your monitor. Seriously.

The PRICEY Prompt Checklist	
<b>P ✓</b>	Did I tell it WHO to be? (Persona)
<b>R ✓</b>	Did I say exactly WHAT I want? (Request)
<b>I ✓</b>	Did I paste the raw INFO it needs? (Inputs)
<b>C ✓</b>	Did I set the rules and guardrails? (Constraints)
<b>E ✓</b>	Did I describe what the OUTPUT should look like? (Expected Output)
<b>Y ✓</b>	Did I explain WHY this matters / what success looks like? (Your Goal)

### The Universal Safety Rules — All Three Tools

These apply regardless of which AI you're using:

- **Never paste client personal financial data.** No SSNs, account numbers, or loan documents.
- **AI doesn't fact-check.** It generates plausible-sounding responses. Read before you send. The advice, the relationship, and the liability are yours.
- **Fair housing is your job, not the AI's.** Review all output for protected class language before using it.
- **Paid tiers = better privacy.** All three platforms state that paid accounts are not used for model training. Free accounts may be.