

GetAI Academy™ — Free Resource

# 5 Compliance-Safe AI Prompts for Real Estate Agents

Ready-to-use templates with built-in Fair Housing guardrails

*Designed for regulated environments. Structured for broker review.*

These prompts are designed for licensed real estate professionals operating under broker oversight, MLS rules, and Fair Housing obligations. Each one includes a compliance guardrail — a specific instruction that tells AI to stay within the property facts and avoid the demographic or neighborhood language that creates risk.

Use them as a starting point. Every output is a draft that requires your review before it reaches a client or a public channel.

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**Important:** These prompts reduce common Fair Housing and MLS risks when used as written — they do not eliminate them. All AI-generated outputs must be reviewed by the agent and, where required, approved by the broker of record before publication. GetAI Academy™ does not provide legal advice. Verify all requirements with your broker and applicable regulatory bodies.

**HOW TO SET UP AI BEFORE YOU PROMPT**

- 1 **Create a Project** in ChatGPT (sidebar → "Projects") or Claude (sidebar → "Projects"). A Project stores your instructions permanently — so your compliance rules travel with every new conversation automatically.
- 2 **Paste your MLS rules** into the Project instructions — specifically your public remarks policy, any prohibited terms list, and your state's advertising guidance (e.g., NJREC). AI will reference them when generating listing content.
- 3 **Type your property notes manually** into each prompt. Include only verified facts: address, beds/baths/sq ft, confirmed features, recent upgrades. Do not include neighborhood descriptions or school information.

*⚠ Never paste a Zillow or Realtor.com URL into AI. These pages are not reliably readable by AI tools — the model will fill the gaps with assumptions that appear as stated facts in the output.*

**Prompt 1 — Listing Description***MLS, Zillow, website, flyers*

**Use for:** First-draft MLS listing descriptions. Review output before importing to your MLS.

You are a licensed real estate writing assistant. Write a professional, MLS-ready listing description for the property details below.

COMPLIANCE RULES – strictly follow these:

- Avoid all demographic descriptors (age groups, family status, national origin)
- No neighborhood quality claims ("safe," "quiet," "up-and-coming," "desirable area")
- No school references or ratings
- No lifestyle assumptions ("perfect for entertaining," "ideal for couples")
- No buyer-type targeting ("great for first-time buyers," "perfect for retirees")
- Focus ONLY on: property features, layout, room dimensions, upgrades, and verified facts
- Do not reference who should or should not live in the property

Output: One standard version (120–150 words). After I review it, I will confirm facts and run the compliance check.

[PASTE YOUR PROPERTY NOTES HERE – address, beds, baths, sq ft, features, upgrades]

*After output: run it through Prompt 5 (compliance checker) and your 7-point checklist before submitting to MLS.*

**Prompt 2 — Lead Follow-Up Email***New leads, open house follow-up, re-engagement*

**Use for:** Follow-up emails to any lead type. Review and personalize before sending.

Write a friendly, professional follow-up email for a real estate lead.

COMPLIANCE RULES – strictly follow these:

- No demographic descriptors or lifestyle assumptions
- No neighborhood quality claims or school references

- No urgency language or pressure tactics
- No guarantees, income claims, or investment predictions
- Keep the tone helpful, neutral, and professional
- End with one simple call to action (schedule a call or reply to confirm interest)

Context: [Describe the lead – how they contacted you, what they asked about, any relevant details]

Output: One email draft, 3-5 sentences. I will personalize before sending.

*Always review and add the recipient's name, your contact info, and any required brokerage disclosures before sending.*

**Prompt 3 — Social Media Caption***Instagram, Facebook, LinkedIn — listings & general posts***Use for:** Just Listed, Just Sold, Open House, and general real estate social posts. Review before publishing.

Write a social media caption for a real estate post.

COMPLIANCE RULES – strictly follow these:

- No demographic descriptors or buyer-type targeting
- No neighborhood quality claims, school references, or safety language
- No unverifiable superlatives ("best," "won't last," "rare opportunity")
- No urgency framing or countdown language
- Focus only on verified property features or the professional milestone (sold, listed)
- Keep the tone warm, factual, and professional
- End with one clear call to action

Post type: [Just Listed / Just Sold / Open House / Market Tip / Other]

Platform: [Instagram / Facebook / LinkedIn]

Property details or context: [Paste verified details only]

Output: One caption. I will add required brokerage disclosure, my name, and any required NJREC elements before posting.

*Required for NJREC compliance: your licensed name, license type, and brokerage name must appear on all social advertising. Add these after review.*

**Prompt 4 — Market Update Draft***Newsletter, client email, social market commentary***Use for:** Monthly or weekly market update content. Agent must review all forward-looking language before distribution.

Draft a market update paragraph for a real estate newsletter or client email.

COMPLIANCE RULES – strictly follow these:

- Use only the data points I provide – do not add statistics or data you generate
- No predictions, guarantees, or investment advice framing
- No urgency language ("act now," "prices are about to drop")
- Frame observations as current conditions, not forecasts
- Neutral, factual, professional tone throughout

Market data to include: [Paste your actual market stats – median price, days on market, inventory levels, etc.]

Audience: [Buyers / Sellers / General client list]

Output: One paragraph, 80–120 words. I will review all forward-looking statements and adjust before sending. This is a draft only.

*Required review step: read every sentence for any language that could be construed as a market prediction, investment recommendation, or guarantee. Rewrite or remove those phrases before distribution.*

## Prompt 5 — Compliance Checker (Use on Any Output)

*Run this on every piece of AI-generated content before it goes live*

**Use for:** Reviewing any AI-generated text before publishing — listings, emails, captions, or market updates.

Review the following real estate content for compliance concerns.

Check specifically for:

1. Any demographic descriptors or references to protected classes (age, race, religion, national origin, sex, familial status, disability)
2. Neighborhood quality claims ("safe," "quiet," "desirable," "up-and-coming," "family-friendly")
3. School references or school quality claims
4. Buyer-type targeting ("perfect for families," "ideal for young professionals," "great for retirees")
5. Unverifiable superlatives or claims that cannot be sourced
6. Any language that implies who should or should not live in the property
7. Urgency framing, guarantees, or investment advice language

For each issue found: flag the exact phrase and suggest a compliant alternative.

If no issues are found: confirm the content appears property-focused and compliant.

[PASTE YOUR AI-GENERATED CONTENT HERE]

*This check helps catch common patterns — it does not replace your professional judgment or broker review. Always verify with your broker before publishing anything that touches Fair Housing or MLS standards.*

Run these 7 checks on every AI-generated listing before it goes to MLS, Zillow, or any client-facing channel. **Every listing, every time.** The process gets faster as it becomes routine.



### 1. Verify every fact against your source data

Square footage, bed/bath counts, upgrades, lot size — all must trace to a verified source. If you can't point to where it came from, remove it.



### 2. Remove all demographic language — explicit or implied

"Family-friendly," "perfect for couples," "ideal for professionals," "great for seniors" — all Fair Housing concerns regardless of intent.



### 3. Audit for assumptions AI made without your input

"Move-in ready," "sun-drenched," "perfect for entertaining" — if it wasn't in your notes, AI invented it. Delete what you can't verify.



### 4. Flag and rewrite unverifiable superlatives

"Best," "rare opportunity," "won't last," "priced to sell," "steps from everything" — rewrite in specific, measurable language or remove.



### 5. Confirm MLS field compliance

Character limits, prohibited terms for your board, required disclosures, no URLs or contact info in remarks fields.



### 6. Read it aloud as the buyer's agent

Does anything set an expectation the property can't meet? Could any statement be cited later as a misrepresentation? If uncertain — rewrite.



### 7. Get broker or designated reviewer sign-off

Document it. A checklist confirmation and dated sign-off is sufficient at most brokerages. This step completes the workflow.

× Unsafe — Remove or Rewrite

✓ Safe Alternative

*"Family-friendly neighborhood"*

"Spacious layout with open living areas"

*"Great schools nearby"*

"Contact me for local school district information"

*"Safe, quiet community"*

"Well-maintained property in established area"

*"Perfect for young professionals"*

"Modern finishes, open floor plan"

*"Diverse neighborhood you'll love"*

Remove entirely — do not reference community demographics

× Unsafe — Remove or Rewrite

✓ Safe Alternative

*"Up-and-coming area"*

"Located near local shops and restaurants"

*"Won't last long"*

Remove — unverifiable market prediction

## Ready to Build the Full System?

### AI Basics for Agents

\$100 · Live 90-Minute Session

Beginner-friendly. Broker-aware. Covers safe prompting, compliance framing, and how to set up your workflow from scratch.

[getaiacademy.co/ai-basics-for-agents](https://getaiacademy.co/ai-basics-for-agents)

### 3-Week AI Bootcamp ★ Most Popular

\$395 · 6 Live Classes · All 5 Tools Included

Full workflow implementation: listing descriptions, follow-up templates, social content, market commentary, and broker-approval process.

[getaiacademy.co/courses/3-week-bootcamp](https://getaiacademy.co/courses/3-week-bootcamp)

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