HOME GROWN
PROPERTY GROUP

REAL BROKER, LLC

THE UNFAIR ADVANTAGE

THE HOME GROWN AI PLAYBOOK

50 Claude prompts and the workflows behind them, distilled from the systems a real Charlotte team runs on real closings. Not theory. Production.

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FREE UPDATES FOR LIFE

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BEFORE ANYTHING ELSE

Start Here

You do not need all fifty prompts. You need the three that solve the problem costing you the most right now. Find your row, go to that section, come back for the rest when you are ready.

Where does it hurt?

IF THIS IS YOU	START HERE
"My marketing sounds like everyone elses"	Section 1, then 3
"I have a listing to launch this week"	Section 1, then 2
"I need more leads"	Section 4
"My past clients forgot I exist"	Section 7
"I am drowning in my own transactions"	Section 6
"My inbox runs my life"	Section 8
"I honestly do not know whats broken"	Section 8, prompt 8.3

Whatever row you pick, do Section 1 first. It is thirty minutes, once, and it is the difference between AI that sounds like you and AI that sounds like AI.

Setup, ten minutes:

1. Go to claude.ai and create an account. The free plan covers most of this book, including the Projects feature; the connectors in Section 8 need Claude Pro at $20 a month. It is not included with this book and we do not get anything if you subscribe. It pays for itself the first week you use Section 8.
2. Create a Project called "My Real Estate Assistant" (Section 1 shows you what to put in it).
3. That is the whole setup. Every prompt in this book is copy, fill in the brackets, paste.

The one rule: Claude drafts, you review, you send. Every output in this book is a draft until your eyes have been on it. That is not a legal disclaimer, it is the workflow. The agents who get burned by AI are the ones who removed themselves from the loop.

1

Make Claude Sound Like You

Here is the problem with every AI tool you have tried: the output sounds like AI. Your clients can tell. You can tell. So you rewrite everything, and the "time saver" costs you more time than writing it yourself.

This section fixes that permanently. Thirty minutes of setup, one time. Everything Claude writes for you after this sounds like you on your best day.

Do this section first. Do not skip to the listing prompts. The listing prompts are good, but they are good in YOUR voice or they are worthless.

1.1 The Voice Interview

1.2 Your Project Instructions

1.3 The Voice Check

1.4 The Banned List

1.5 The De-Robot Pass

The Voice Interview

Claude cannot copy a voice it has never heard. Instead of guessing, make Claude interview you. Fifteen minutes of questions, and you end up with a written voice profile you will reuse in every prompt in this book.

Copy this into Claude:

PROMPT

```
You are a brand voice analyst. I am a real estate agent and I want you
to build a written profile of my communication voice.

Interview me one question at a time. Ask about: how I talk to clients
versus other agents, words and phrases I use constantly, words I would
never use, how formal or casual I am in email versus text, how I
deliver bad news, how I celebrate wins, my market and niche, and what
my clients say about working with me.

After 10 to 12 questions, write my Voice Profile: a one-page document
with sections for Tone, Vocabulary, Sentence style, Things I always
do, and Things I never do. Make it specific enough that another
writer could imitate me from it.
```

Then: paste in 3 to 5 real emails or texts you have sent clients. Ask Claude to revise the Voice Profile against the real samples. The samples matter more than the interview. Save the final profile somewhere you can copy from. You will paste it constantly.

> **PRO TIP** answer the interview questions out loud using voice dictation. You are profiling how you talk. Typing makes you write, and writing is the voice you are trying to escape.

1.2 MAKE CLAUDE SOUND LIKE YOU

Your Project Instructions

Claude has a feature called Projects: a workspace where you save standing instructions once, and every conversation inside it already knows them. This is where your Voice Profile lives so you never paste it again.

Create a Project called "My Real Estate Assistant" and paste this into the Project instructions, filled in:

PROMPT

```
You are my real estate assistant. About me:

Name: [YOUR NAME]
Team/Brokerage: [TEAM OR BROKERAGE NAME]
Market: [YOUR CITY, KEY NEIGHBORHOODS, AND SUBMARKETS]
Niche: [LISTINGS / BUYERS / INVESTORS / RELOCATION / ETC]
Average price point: [$XXX,XXX]

My voice profile:
[PASTE YOUR VOICE PROFILE FROM PROMPT 1.1]

Standing rules:
1. Everything you write for clients sounds like me, per the profile.
2. Never use language that violates Fair Housing. Never describe
   people or who a home is "perfect for." Describe the property.
3. Never invent facts, stats, prices, or market claims. If you need
   a number I did not give you, ask me for it.
4. No exclamation points unless I use them first.
5. Drafts only. I review and send everything myself.
```

Rule 3 is the one that saves your license. AI tools will confidently make up a median price if you let them. This line means Claude asks instead of inventing.

The Voice Check

Use this when a draft feels slightly off but you cannot name why.

PROMPT

```
Here is something I actually wrote: [PASTE A REAL EMAIL YOU SENT]

Here is a draft you wrote for me: [PASTE THE DRAFT]

Score the draft 1 to 10 on how much it sounds like me. List the
specific words, phrases, and sentence patterns that gave it away
as not-me. Then rewrite it to a 9 or better.
```

Run this three or four times in your first week. Claude learns your corrections inside a Project, and by week two you will rarely need it.

The Banned List

Every agent has words they would never say. AI has words it always says. This prompt builds your personal blocklist.

PROMPT

```
Look at everything you know about my voice. Generate a list of 20
words and phrases that are common in real estate writing and AI
writing but that I would never use. Include the obvious cliches
(nestled, boasts, stunning, hidden gem, wont last long) plus
anything that clashes with my specific voice profile.

Format it as a "Never use these" list I can add to my Project
instructions.
```

Add the output to your Project instructions from 1.2. Done once, enforced forever.

1.5 MAKE CLAUDE SOUND LIKE YOU

The De-Robot Pass

For anything that still smells like AI, from any tool, written by anyone.

PROMPT

```
Rewrite this so it sounds like a real person texted or emailed it,
specifically me, per my voice profile. Kill anything that sounds
like AI: perfectly parallel sentence structures, "I hope this finds
you well," "I wanted to reach out," excessive transitions, bullet
points where a human would just talk, and any word from my banned
list. Keep it the same length or shorter. Shorter is better.

[PASTE THE TEXT]
```

This also works on the templated drip emails your CRM has been sending since 2019. Paste them in one at a time. You will be horrified, and then you will have better drips than 95 percent of your market.

2

Listings That Sell Themselves

2.1 The MLS Description

2.2 The Feature Sheet

2.3 Ad Headlines and Hooks

2.4 Social Captions, All Four Platforms

2.5 The Email Blast

2.6 The Listing Video Script

2.7 The Expired Relaunch

2.8 The Price Change Campaign

A listing package is six pieces of copy: the MLS description, a feature sheet, ad copy, social captions, an email blast, and a video script. Most agents write one of the six and wing the rest. With the prompts in this section, all six take about twenty minutes, and they are consistent with each other because they came from the same inputs.

The input list. Every prompt in this section starts from the same property brief. Fill this out once per listing and paste it into each prompt:

PROMPT

```
PROPERTY BRIEF
Address: [FULL ADDRESS]
Type: [SINGLE FAMILY / TOWNHOME / CONDO / LAND]
Beds/Baths/SqFt/Lot: [X / X / X,XXX / X.XX ACRES]
Garage: [X-CAR]
Year built / renovated: [XXXX / XXXX]
Key upgrades: [KITCHEN 2023, ROOF 2021, ETC. BE SPECIFIC:
  BRANDS, MATERIALS, YEARS]
Unique selling points: [POOL, VIEW, ACREAGE, WALKABILITY, ETC]
Emphasize most: [SCHOOLS BY NAME, QUIET STREET, INVESTMENT, ETC]
Neighborhood/community: [NAME]
Nearby: [PARKS, GREENWAYS, SHOPPING, COMMUTE CORRIDORS]
Tone: [LUXURY / FAMILY / INVESTOR / MODERN / STRAIGHTFORWARD]
List price: [$XXX,XXX] (for ads and email only, never the MLS body)
```

Two rules our team enforces on every listing, and you should too:

Fair Housing is not optional. Describe the property, never the people. No "perfect for young families." No ranking or comparing schools; name them and stop. Claude follows this if you tell it to once (you did, in your Project instructions).

Specificity sells. "Updated kitchen" is wallpaper. "Quartz counters and a 36-inch Bosch gas range, 2023" is credibility. The single biggest upgrade you can make to your listing copy is putting real details in the brief.

The MLS Description

PROMPT

```
Using my property brief below, write an MLS listing description.

Format: one headline under 90 characters that hooks the strongest
feature tied to a lifestyle benefit, then a body of 300 to 450 words.

Rules:
- Never open with the street address. Lead with the best feature.
- Active voice, present tense, sensory and specific.
- Weave in the neighborhood and submarket names naturally for
  local search.
- No price, no contact info, no exclamation points, nothing that
  violates Fair Housing.
- Banned words: nestled, boasts, stunning, seamless blend, step
  into luxury, dont miss out, cozy, charming, plus my banned list.
- Close with a lifestyle line, not a hard pitch.

[PASTE PROPERTY BRIEF]
```

Why 300 to 450 words: most MLS caps are around 2,000 characters. Short descriptions read like the agent gave up. Use the space to tell the story, never to pad.

The Feature Sheet

PROMPT

```
From my property brief, build a buyer-facing feature sheet.

Sections: Property Highlights (the specs), Interior Features,
Exterior and Outdoor, Systems and Upgrades (with years), Community
and Location, and an "At a Glance" close with 3 to 4 bullets on
why this home over the others a buyer is touring this weekend.

Scannable bullets, no paragraphs. Facts only from my brief; ask me
if anything important is missing.
```

Print it, leave it on the kitchen counter at showings, attach it to the MLS. The "At a Glance" close is the part buyers photograph.

Ad Headlines and Hooks

PROMPT

```
From my property brief, write Meta ad copy for this listing:

1. Five headline options, each under 40 characters, one per angle:
   punchy, lifestyle, curiosity, FOMO, and value.
2. Three hook lines (the first sentence of the ad body, built to
   stop the scroll). Make one feature-led, one neighborhood-led,
   and one buyer-situation-led.
3. Two audience angles worth targeting and why.

Include the price. Housing ads run under Metas Special Ad Category,
so keep every line free of targeting language about who the buyer
is. Sell the property and the location.
```

That last paragraph matters. Meta restricts housing ads, and copy that describes the buyer instead of the home gets ads rejected or accounts flagged. Claude writes clean if you say this every time; it is already in your Project instructions if you set up Section 1.

Social Captions, All Four Platforms

PROMPT

```
From my property brief, write one caption per platform for this
listing. Match each platforms norms:

- Instagram feed: 150 to 200 words, lifestyle hook first line,
  CTA, then a hashtag block mixing local tags for my market with
  niche tags.
- Facebook: 100 to 150 words, conversational, CTA to comment or DM.
- Reel/TikTok caption: 50 to 80 words, hook in the first three
  words, 5 hashtags max.
- YouTube description: 100 to 150 words, search-rich, full address
  and neighborhood included.

Same property, same facts, four different energies. Do not recycle
sentences between platforms.
```

2.5 LISTINGS THAT SELL THEMSELVES

The Email Blast

PROMPT

```
From my property brief, write a new listing email to my database.

Give me three subject lines with paired preview text: one
curiosity, one benefit, one urgency (honest urgency only, no fake
countdowns).

Body: an opening hook, a short property story adapted from the MLS
copy but warmer, a "Why this one" section with 3 bullets, one
neighborhood paragraph, a clean CTA to reply or book a showing,
and a sign-off in my voice.

Readable on a phone in under 45 seconds.
```

PRO TIP send the curiosity subject line to your buyers and the benefit one to your agent list. Same email, different doors in.

The Listing Video Script

The videos that perform are not tours. They are 45 to 60 seconds, music-forward, with only four to six spoken lines. The visuals carry it; the words just aim it.

PROMPT

```
Write a 45 to 60 second listing video script from my property brief.

Format: three columns. SHOT (what the camera sees), AUDIO (spoken
line or music note), CAPTION (on-screen text).

Rules:
- 4 to 6 spoken lines TOTAL. Captions do the heavy lifting.
- The hook is the first 2 seconds and it is never "Welcome to"
  and never the address.
- Spoken lines must sound natural read aloud. I will read them
  out loud before filming; write for that test.
- Delivery: [ON CAMERA / VOICE OVER / COMBO]
- Vibe: [CINEMATIC / HIGH ENERGY / CALM / STORYTELLING]
- End on the strongest lifestyle shot with a caption CTA.
```

Read your lines out loud before you film. If a line makes you cringe, tell Claude which one and why. The second draft is always the one you shoot.

2.7 LISTINGS THAT SELL THEMSELVES

The Expired Relaunch

An expired listing does not need better adjectives. It needs a different story, because every buyer who saw it the first time has already filed it under "something must be wrong."

PROMPT

```
This listing expired and I am relaunching it. Here is the original
description: [PASTE OLD MLS COPY]
Here is my property brief: [PASTE BRIEF]
Here is what changed since it expired: [NEW PRICE / NEW PAINT /
NEW PHOTOS / NOTHING BUT THE MARKET]

First, tell me the three most likely reasons this listing did not
sell, based on the copy and price. Be blunt.

Then write a relaunch package: a new MLS description built on a
completely different angle than the original (if it led with the
kitchen, lead with the lot; if it led with space, lead with
location), one social caption announcing it is back with whats
new, and one email to my buyer list framed as a second look, not
an apology.
```

The "be blunt" line is the whole prompt. You want the diagnosis before the copy.

2.8 LISTINGS THAT SELL THEMSELVES

The Price Change Campaign

There is a way to announce a price improvement that creates urgency, and a way that smells like desperation. The difference is specificity and posture.

PROMPT

```
My listing at [ADDRESS] just changed price from [$OLD] to [$NEW].

Write a price-change campaign with confident posture. Never
apologize, never say "motivated seller," never say "priced to
sell." Frame it as the new number changing the math for buyers:
what payment does this price unlock, what does it now compare
against in this market, who should take a second look this weekend.

Give me: an MLS remark update (2 sentences), an Instagram caption,
a Facebook post, and a short email to everyone who inquired or
toured, personalized to the fact that they already saw it.
```

The email to past inquiries is the highest-converting piece in this bundle and the one most agents never send. Those people already raised their hands. Tell them the math changed.

INSIDE HGPG

Our agents do not paste prompts.

Everything in this section works, today, for any agent, in about twenty minutes per listing. It is exactly how we started.

Then we built it into our systems. When a Home Grown Property Group agent takes a listing, the listing package generates from a system that already knows our brand voice, our submarkets from Fort Mill to Waxhaw, our compliance rules, and our formats, and delivers branded PDFs to the team drive. The agents job is the twenty percent only a human can do: the walkthrough, the story, the relationship.

The prompts are the skill. The system is the leverage. This book gives you the first one free.



3

The Content Engine

Content is a consistency game, and consistency is exactly what a solo agent cannot buy. You do not need to be creative every day. You need one good planning session a month and a system that turns it into thirty days of posts.

3.1 The 30-Day Calendar

3.2 The Monthly Market Update

3.3 The Stat-to-Reel Pipeline

3.4 The Neighborhood Spotlight

3.5 The Answer Post

3.6 The Instagram Audit

3.7 The Data Story

The 30-Day Calendar

PROMPT

```
Interview me one question at a time about my market, my niche, my
recent deals and the questions clients keep asking me lately.
5 questions max.

Then build me a 30-day content calendar: one post idea per day
across a mix of market education, neighborhood spotlights, client
stories (anonymized), behind-the-scenes, and direct value posts
like "what $450K buys in [MY MARKET] right now."

For each day give me the hook line, the format (photo, reel,
carousel, text), and a one-line brief. Mark the five posts most
worth turning into reels.

No generic filler like "share a testimonial." Every idea specific
enough that I could shoot it today.
```

One session, first Monday of the month. When a post idea is up, paste the one-line brief back in and ask for the full caption in your voice.

The Monthly Market Update

PROMPT

```
Write my monthly market update post for [MARKET/ZIP].

Here are this months numbers, which I pulled myself from
[MLS / your boards stats]:
- Median sale price: [$XXX,XXX] (last month [$XXX,XXX])
- Homes sold: [XX]
- Median days on market: [XX]
- Months of inventory: [X.X]
- Anything notable: [RATE MOVEMENT, NEW CONSTRUCTION, SEASONALITY]

Rules: translate every number into what it means for a buyer and
for a seller. No number without a "so what." No hype, no doom,
no predictions I would have to defend later. Close with an
invitation to ask about their specific neighborhood.

Give me an Instagram caption, a Facebook version, and a 60-second
talking-head reel script.
```

Where to get numbers: your MLS publishes these monthly, most boards email them to you, and you delete that email every month. Stop deleting it. Never let AI supply market stats; it will make them up with total confidence. You bring the numbers, Claude brings the story.

The Stat-to-Reel Pipeline

PROMPT

```
Here is one market stat: [STAT AND SOURCE]

Write me a 30-second reel script that opens with the stat as a
pattern interrupt in the first two seconds, explains what it means
for one specific person (a buyer, a seller, or an owner deciding
whether to sell), and ends with a comment keyword CTA.

Three-column format: SHOT / SPOKEN LINE / CAPTION. I talk to
camera, cuts every few seconds, captions carry the numbers.
```

One stat, one person, one point. The reels that die are the ones that try to explain the whole market in thirty seconds.

The Neighborhood Spotlight

PROMPT

```
Write a neighborhood spotlight for [NEIGHBORHOOD], in [CITY].

What I know that Google does not: [YOUR INSIDER NOTES: the street
everyone wants, the HOA quirk, what homes actually sell for versus
list, the coffee shop, commute reality, what surprises buyers]

Format: Instagram carousel, 6 slides. Slide 1 is a hook question.
Slides 2 to 5 each cover one thing worth knowing. Slide 6 is a CTA
to DM for the full breakdown. Give me the text for each slide plus
the caption.

Fair Housing check: describe the place, the homes, and the
amenities. Never describe or imply who lives there or who it is
right for.
```

The insider notes are the post. A spotlight anyone could write from Zillow is a spotlight nobody needed.

The Answer Post

The search game changed. Buyers ask ChatGPT and Copilot questions they used to type into Google, and AI assistants cite pages that answer questions directly. Content built to answer one question completely now gets you cited, and cited means recommended.

PROMPT

```
I want a blog post built to be the best answer on the internet to
this exact question: [THE QUESTION, AS A CLIENT WOULD PHRASE IT.
EXAMPLE: "What does it actually cost to sell a house in Fort Mill?"]

Structure: answer the question directly in the first two sentences.
Then break down the full answer with real numbers where I provide
them, a comparison table if it fits, and the follow-up questions
people always ask next, each answered in one short section.

Voice: expert but plain. No throat-clearing intro about how
"buying a home is one of the biggest decisions of your life."
First sentence answers the question.
```

We built our teams blog this way. Within three months, AI assistants were citing our pages hundreds of times a month as the answer for our market. The agents winning the next search era are the ones whose pages ARE the answer.

The Instagram Audit

PROMPT

Here is my Instagram: my bio says [PASTE BIO], my last 12 posts were [LIST THEM BRIEFLY OR PASTE CAPTIONS], my follower count is [X] and typical post engagement is [LIKES/COMMENTS].

Audit me like a marketing consultant I am paying $500. What is my profile telling a stranger in the first three seconds? What am I posting that serves me instead of my audience? What one content type should I double down on and what should I stop entirely?

End with my top five fixes ranked by impact, each one specific enough to do today.

The Data Story

One good stat is worth three posts, not one.

PROMPT

```
Here is a finding from my market: [STAT OR FINDING AND SOURCE.
EXAMPLE: "Homes priced right at listing sold in a median of 4
days and collected 100.8% of asking. Homes that needed a 10%+
price cut took 124 days and netted 81.9%."]

Turn it into a 3-post arc:
1. The reveal: the stat, why it surprised me, reel script.
2. The explanation: why this happens, carousel.
3. The application: what a seller should do about it, text post
   with a consult CTA.

Space them across one week. Each post stands alone but references
the arc.
```

That example stat is real, by the way. We ran the study on 6,540 closed sales in our market. It became a graphic, a video, and a week of posts. One analysis, five assets. That is the ratio to chase.

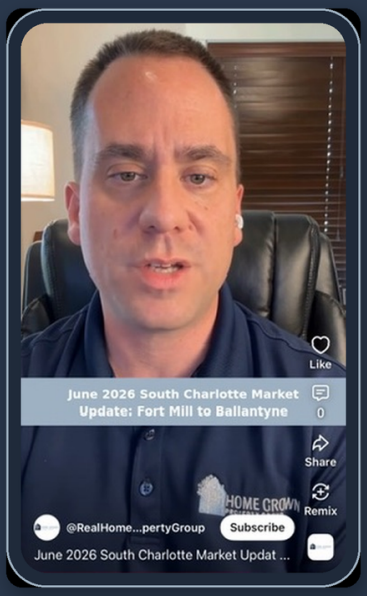
INSIDE HGPG

Our market report publishes itself.

Every month, our systems pull closed sales straight from the MLS, write the market report, generate a presenter video, and publish it to our blog, Instagram, and YouTube. Hands free. The July report shipped while the team was showing houses.

You can run Prompt 3.2 in fifteen minutes a month, and you should. We just decided fifteen minutes was still too many.





4

Lead Generation

None of these prompts find you strangers. They convert the attention you already have: the profile visitor, the open house walker, the FSBO three streets over, the 400 people in your CRM you have been avoiding. That is where the cheapest deals are anyway.

4.1 The Buyer Readiness Quiz

4.2 The Seller Motivation Quiz

4.3 The FSBO Sequence

4.4 The Expired Sequence

4.5 The Same-Night Open House Follow-Up

4.6 Comment Keyword DM Scripts

4.7 The Cold Nurture Sequence

4.1 LEAD GENERATION

The Buyer Readiness Quiz

PROMPT

```
Build me a "How ready are you to buy in [MARKET]?" quiz I can run
in Instagram Stories or as a simple form.

7 questions, multiple choice, each one secretly diagnostic:
timeline, financing status, current living situation, market
knowledge, must-haves clarity. Write the questions so they are
fun to answer, not an interrogation.

Then give me three scored outcomes (Ready Now / 3-6 Months /
Just Dreaming), a short results message for each in my voice, and
the follow-up message I send each group. The Just Dreaming
follow-up should be pure value, zero pressure; they are next
years buyer.
```

4.2 LEAD GENERATION

The Seller Motivation Quiz

PROMPT

Same format as the buyer quiz, but for owners: "Should you sell in [YEAR]?" 7 questions covering equity awareness, life stage triggers, timeline, attachment to the home, and what they would do next.

Outcomes: Sell-Ready / Curious About the Number / Staying Put. The Curious group is the gold; write their follow-up as an offer for a no-pressure home value breakdown. The Staying Put follow-up offers my annual home value report so I stay their agent for the day the answer changes.

4.3 LEAD GENERATION

The FSBO Sequence

PROMPT

```
Write a 3-touch sequence to a homeowner selling by owner at
[ADDRESS], on the market [X] days.

Posture: respectful, useful, zero condescension. Never say
"most FSBOs fail." I am the helpful pro who will still be here
if they want backup.

Touch 1 (day they list): genuinely useful, a tip specific to
selling in [MARKET] with no ask.
Touch 2 (day 10): one thing buyers agents look for that FSBO
listings usually miss, plus a soft offer to answer questions.
Touch 3 (day 21+): the honest conversation about what the data
says happens at 30 days, and a no-obligation offer to talk
through both paths, keep going alone or list.

Letter format for touch 1, text or email for 2 and 3.
```

4.4 LEAD GENERATION

The Expired Sequence

PROMPT

```
Write a 3-touch sequence to the owner of an expired listing at
[ADDRESS]. It listed at [$X] and sat [X] days.

Their emotional state: burned, skeptical of agents, tired of the
phone ringing off the hook since midnight the day it expired.
Acknowledge that directly in touch 1; being the only agent who
gets it is the entire positioning.

Touch 1: empathy plus one specific observation about why homes
like theirs stall in this market (I will supply the observation:
[YOUR TAKE]).
Touch 2 (day 5): a short case story about a relaunch done right,
what changed and what happened.
Touch 3 (day 12): direct, confident invitation to a 20-minute
no-pitch autopsy of the first listing. If they relist with anyone,
that meeting makes it go better.
```

4.5 LEAD GENERATION

The Same-Night Open House Follow-Up

PROMPT

```
I just held an open house at [ADDRESS]. Here is my sign-in list
with my scribbled notes on each visitor: [PASTE NAMES + NOTES,
e.g. "Mike and Dana, second visit, asked about the roof" or
"renter, lease up in Oct, no agent"]

Write a personalized follow-up text for each visitor tonight,
referencing something specific from their visit. Buyers with
agents get a courteous short version. Unrepresented visitors get
a warmer one with a next step matched to their situation. Anyone
who asked a question I could not fully answer gets the answer
(I will fill in the specifics).

Nobody gets a generic "thanks for stopping by."
```

Speed is the whole play. The agent who follows up the same night, with the roof answer, wins the buyer three agents met that afternoon.

4.6 LEAD GENERATION

Comment Keyword DM Scripts

PROMPT

```
I run posts and reels with a comment keyword CTA ("comment PRICE
and I will send you the breakdown"). Write my DM system:

1. The instant reply when someone comments the keyword: deliver
   the promised thing immediately, no gatekeeping, no "first give
   me your email."
2. The follow-up 24 hours later: one good question that opens a
   conversation based on what they asked for.
3. Branch scripts for the three replies I actually get: genuinely
   interested, just curious, and silence. The silence branch is
   one value touch a week later, then stop.

Everything sounds like a person thumbing a DM, not a funnel.
```

4.7 LEAD GENERATION

The Cold Nurture Sequence

PROMPT

```
Write an 8-touch nurture sequence over 8 weeks for leads who
inquired once (portal, ad, or sign call) and went quiet.

Mix: 5 pure value touches (market insight, buyer tip, neighborhood
intel), 2 soft engagement questions, 1 direct "still thinking
about [AREA]?" reset. Alternate email and text. Every touch
stands alone; assume they read none of the previous ones.

Tone per my voice profile. The goal is not to convert on touch 3.
The goal is to be the obvious person to reply to in week 9 when
their lease renewal shows up.
```

INSIDE HGPG

Hailey never sleeps.

These prompts will meaningfully out-convert what most agents send today. Now here is what a system does with the same job.

Our team runs an AI calling assistant named Hailey. Every lead in our database is scored nightly on dozens of signals. Hailey calls the ones worth calling, has a real conversation, books the appointment, and hands warm transfers to a human the moment it matters.

One recent 14-day stretch:

9,865	16	~$19
DIALS PLACED	APPOINTMENTS BOOKED	PER BOOKED APPOINTMENT

Every lead scored nightly → Hailey dials the ones worth dialing → Real conversation, booked appointment → Warm transfer to a human

No solo agent can do that with a prompt, and neither could we. It took infrastructure. That is the honest line between this book and the team that wrote it.

5

The Client Experience

Referrals are manufactured during the transaction, not requested after it. Every prompt in this section makes a client say the sentence that builds careers: "my agent just handled it."

5.1 The Buyer Consult Builder

5.2 The Listing Presentation Builder

5.3 The Offer Comparison Grid

5.4 The Showing Feedback Summary

5.5 The Weekly Client Update

5.6 The Objection Gym

5.7 The Offer Cover Letter

The Buyer Consult Builder

PROMPT

I have a buyer consultation with [FIRST NAMES] on [DAY]. Here is everything I know from our intake call: [PASTE YOUR RAW NOTES: situation, timeline, budget signals, fears, wish list, anything they said twice]

Build my consult prep:
1. A one-page strategy brief for me: their real priorities read between the lines, the three concerns to address before they raise them, and where this deal most likely gets hard.
2. A presentation outline personalized to them: their situation reflected back, how buying works in [MARKET] right now, my process, and next steps. Their names and details throughout, not a template with a logo.
3. Five questions to ask in the meeting that show I listened.

5.2 THE CLIENT EXPERIENCE

The Listing Presentation Builder

PROMPT

```
Listing appointment at [ADDRESS] with [NAMES] on [DAY]. My notes:
[WHY SELLING, TIMELINE, WHAT THEY THINK ITS WORTH, CONDITION,
ANY PAST LISTING HISTORY, PERSONALITY READS]

Build:
1. My strategy brief: their motivation ranked, the pricing
   conversation I am probably walking into, and how to handle it
   if their number and my number disagree.
2. A presentation outline: their home and goals first, then my
   marketing plan (I will paste my actual plan: [PLAN]), then
   pricing strategy framed as positioning, not opinion.
3. The three commitments I ask for at the end of the appointment.
```

5.3 THE CLIENT EXPERIENCE

The Offer Comparison Grid

PROMPT

My sellers have multiple offers. Here they are: [PASTE THE TERMS OF EACH: price, financing, down payment, due diligence and earnest money, closing date, concessions, contingencies, anything unusual]

Build a seller-facing comparison: a clean grid with one column per offer, then a plain-English paragraph on each offers real strengths and real risks. Net proceeds math if I gave you the numbers for it.

Do not pick a winner. Rank them on three separate axes: highest net, most likely to close, and fastest. My sellers choose; this document makes the choice clear instead of overwhelming.

The Showing Feedback Summary

PROMPT

Here is raw showing feedback on my listing at [ADDRESS], straight from the showing service and agent texts: [PASTE ALL OF IT, TYPOS AND ALL]

Write my seller update: group the feedback into themes, lead with the positives, translate the negatives into neutral market information rather than insults to their home, and flag any theme that showed up three or more times as something worth discussing. If price objections are a theme, say so plainly but kindly, and end with a recommended next step.

The Weekly Client Update

PROMPT

```
Write this weeks update to my [BUYER/SELLER] clients [NAMES].

What happened this week: [YOUR BULLETS, HOWEVER ROUGH]
What happens next week: [BULLETS]
Anything they need to do: [BULLETS OR "NOTHING"]

Format: short, warm, scannable, their names in it, my voice.
If nothing happened this week, write the "no news, heres why
thats normal at this stage, still on track" version. Silence is
the thing clients punish; this update is how we never go silent.
```

Set a recurring reminder, same day every week, every active client. This prompt turns your messy bullets into the update in ninety seconds. The consistency is the product.

The Objection Gym

PROMPT

```
Play the role of [A SKEPTICAL SELLER WHO THINKS THEIR HOME IS
WORTH $40K MORE THAN THE DATA SAYS / A BUYER WHO WANTS TO WAIT
FOR RATES / A FSBO WHO SAYS AGENTS ARE OVERPAID / YOUR PICK].

Push back on me hard and stay in character. Do not fold the
first time I make a decent point; real people do not. After each
of my responses, break character for two sentences of coaching:
what worked, what to tighten. Then resume.

Start by hitting me with the objection.
```

Ten minutes in the car before the appointment. It is uncomfortable exactly once.

The Offer Cover Letter

PROMPT

```
Write a cover letter from me, the buyers agent, to accompany my
clients offer on [ADDRESS].

Offer strengths: [TERMS WORTH HIGHLIGHTING]
What I know about the sellers situation: [ANYTHING RELEVANT]

Rules: professional letter agent-to-agent, one page, leads with
the offers strongest term, makes my buyers reliability concrete
(financing solidity, flexibility, clean terms), and makes me easy
to work with. Strictly no personal details about my buyers, no
family story, nothing Fair Housing adjacent. The offer is the
argument; the letter just makes it easy to say yes to.
```

6

Contract to Close

The transaction is where deals, reviews, and referrals are all won or lost, usually in the gap between "under contract" and "clear to close" where forty things must happen in the right order. Most solo agents run that gap from memory. Here is how to run it from a system.

6.1 The Contract-to-Close Plan

6.2 The Deadline Guardian

6.3 The Inspection Response, Three Ways

6.4 The Repair Summary for the Other Side

6.5 Milestone Messages

6.6 The Post-Closing Packet

6.1 CONTRACT TO CLOSE

The Contract-to-Close Plan

PROMPT

```
I just went under contract. Build my complete contract-to-close
plan.

Contract date: [DATE]
Closing date: [DATE]
Due diligence / inspection period ends: [DATE]
Financing type: [CONVENTIONAL / FHA / VA / CASH]
Earnest money due: [DATE, $X]
State: [STATE] (attorney or escrow state: [WHICH])
Other dates in the contract: [APPRAISAL DEADLINE, HOA DOCS, ETC]

Output: a dated task list from today to closing plus one week
after. For each task: the date, who owns it (me, client, lender,
attorney/escrow, other agent), and what I send or say to make it
happen. Include the tasks agents forget: utility transfers,
insurance binder deadline, wire fraud warning to my client,
final walkthrough scheduling, and the post-closing follow-up.

Flag the five dates where a miss kills or costs money.
```

Run it the day you go under contract, every deal, no exceptions. Paste the output into your task app and you have a transaction checklist most teams pay a coordinator to maintain. (We pay the coordinator AND built the software. More on that in a page.)

6.2 CONTRACT TO CLOSE

The Deadline Guardian

PROMPT

```
From my contract-to-close plan, pull every hard deadline and
write the reminder messages in advance:

For each deadline: a reminder to ME three days out with exactly
what must be true by that date, and where a client action is
needed, the message to THEM, in my voice, with the date, the
action, and why it protects them. Never "just checking in."
Every message has a reason attached.
```

The Inspection Response, Three Ways

PROMPT

```
The inspection came back. Here are the findings that matter:
[PASTE OR SUMMARIZE, WITH ROUGH REPAIR ESTIMATES IF KNOWN]
I represent the [BUYER/SELLER]. Market context: [MULTIPLE
BACKUP OFFERS / SAT 60 DAYS / NORMAL]

Draft the repair request response three ways:
1. Aggressive: ask for everything defensible.
2. Targeted: safety, systems, and structure only, positioned as
   "we are being reasonable and heres proof."
3. Minimal: the one or two items that matter most, preserving
   maximum goodwill.

For each: the exact request or response language plus one
paragraph on when this posture wins and when it backfires, given
my market context.
```

You pick the posture. Claude just makes sure you saw all three before you fired one off at 9 PM angry.

The Repair Summary for the Other Side

PROMPT

```
Turn my inspection repair request into a clean summary for the
[LISTING/BUYER] agent: itemized, neutral language, report page
references, estimated costs where I have them, and our requested
resolution per item (repair, credit, or price adjustment).

Tone: collaborative, zero drama. The version of this document
that gets deals to yes is the one that is easy to forward to
their client without editing.
```

Milestone Messages

PROMPT

```
Write my client milestone messages for this transaction, all in
my voice, ready to personalize and send at each stage:

1. Under contract: congratulations plus "heres exactly what
   happens next" so day two anxiety never starts.
2. Due diligence complete: what we resolved, what it means.
3. Appraisal in: the good version and the "came in low, heres
   our play" version. Write both now, while nobody is emotional.
4. Clear to close: celebration plus final logistics.
5. Closing day: what to bring, wire fraud warning one more time,
   when they get keys.
```

6.6 CONTRACT TO CLOSE

The Post-Closing Packet

PROMPT

```
My clients close on [ADDRESS] on [DATE]. Build the post-closing
packet:

1. A one-page "first 30 days in your new home" guide: utility
   account transfers for [CITY/COUNTY], where to file the
   homestead or property tax paperwork for [STATE], mail
   forwarding, locks, HVAC filter, when the first tax bill
   actually arrives.
2. My day-after email: warm, useful, zero sales.
3. The review request for two weeks later, personalized with a
   moment from their deal: [THE MOMENT], making it one-tap easy.
4. Calendar notes for me: 30-day check-in, 1-year home
   anniversary.

The review ask works because of item 1 and 2. Value first,
always.
```

INSIDE HGPG

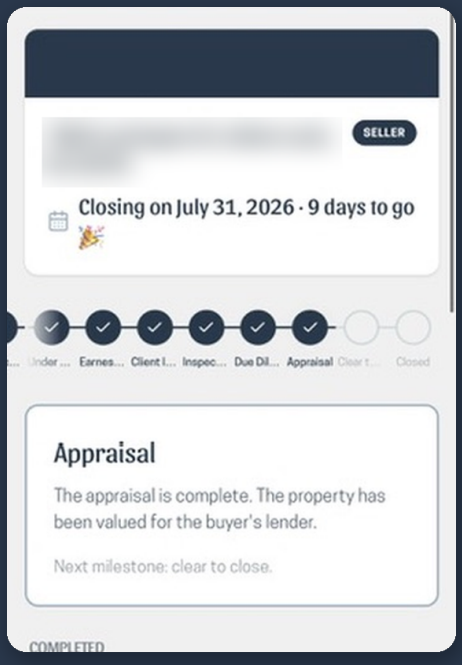
Our Transaction Manager is not a prompt.

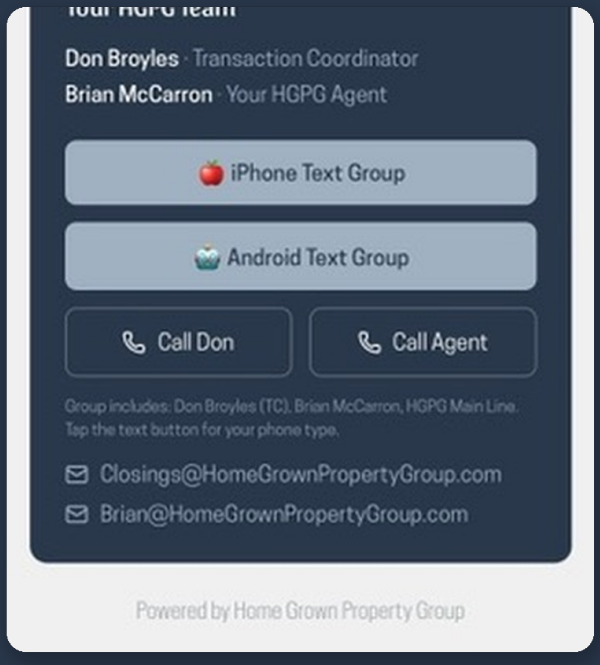
Everything in this section, our team ran manually once too. Then we built it into software.

When a Home Grown Property Group deal goes under contract, our Transaction Manager generates the full deadline plan automatically. Clients get milestone updates in a group text thread with the team. Disclosures route for e-signature and file themselves. The attorney intake fills itself out. A dedicated human transaction coordinator watches all of it, and a 9:15 AM system sweep catches anything that slipped overnight.

The agents on our team have never pasted Prompt 6.1, because they have never needed it. Their contract-to-close plan built itself while they were writing the congratulations text.

That is the actual unfair advantage, and it does not fit in a PDF.





7

Database and Sphere

The math every agent knows and ignores: your database converts at a multiple of any cold source, costs nothing, and gets one real touch a year from most agents. Not because agents do not care. Because the touches are twenty small tasks that never make it to the top of any list. So we batch them into one.

7.1 The Monthly Touch Batch

7.2 The Home Anniversary Email

7.3 The Referral Ask

7.4 The Ghost Revival

7.5 The Database Triage

7.1 DATABASE AND SPHERE

The Monthly Touch Batch

PROMPT

```
It is [MONTH]. Run my monthly database touch session.

This months birthdays: [NAMES + ANYTHING YOU KNOW ABOUT THEM]
This months home anniversaries: [NAMES, ADDRESS, YEARS SINCE
CLOSING, ANYTHING MEMORABLE FROM THEIR DEAL]
People I have been meaning to check on: [NAMES + WHY]

Write every message: individual, personal, in my voice, referencing
what I gave you about each person. No two messages alike. No
message that reads like it went to twelve people, because none of
them did.

Then ask me about anyone on the list you need more context on.
```

One hour, first Friday of the month, coffee in hand. This single habit, kept for a year, outperforms every lead source you are currently paying for.

7.2 DATABASE AND SPHERE

The Home Anniversary Email

PROMPT

Write a home anniversary email to [NAMES], who closed on [ADDRESS] [X] years ago. A moment from their purchase: [THE MOMENT].

Structure: the personal open about the milestone, then the useful part: homes in [THEIR NEIGHBORHOOD] have been [YOUR HONEST ONE-LINE READ OF THEIR MARKET], and I am happy to send an updated value snapshot if they are ever curious, no strings.

Warm first, useful second, sales never. If they reply asking for the number, the email did its job.

The Referral Ask

PROMPT

Write a referral request to [NAME], my past [BUYER/SELLER] from [WHEN]. Our relationship: [CLOSE FRIENDS / WARM PROFESSIONAL / HAVENT TALKED IN A YEAR]. What made their deal memorable: [THE STORY].

Calibrate the ask to the relationship temperature. If we have not talked in a year, this message reconnects first and asks for nothing; write the actual ask as a second message for two weeks later. If we are close, be direct and specific: instead of "anyone who needs an agent," name the situation ("if anyone at [THEIR WORKPLACE] gets relocated this fall").

Specific asks get remembered. Generic asks get liked.

7.4 DATABASE AND SPHERE

The Ghost Revival

PROMPT

These people went completely cold on me 12+ months ago, each with context: [NAME: WHERE THEY LEFT OFF, e.g. "was pre-approved, ghosted after losing a bidding war" or "said spring, three springs ago"]

Write a revival message for each. Rules: zero guilt, zero "I noticed you never responded." Re-open with something useful or genuinely curious that acknowledges time passed like a normal human would. Match each message to where their story left off. The bidding war one, for example, deserves honesty about how that market has changed.

One message each. If they do not respond, they go in the annual newsletter tier and we let it be.

The Database Triage

PROMPT

```
Interview me about my database, one question at a time, then
help me sort it.

I will describe people in batches and you will bucket them:
A: would take my call today, knows my name, likely to refer.
B: knows me, warm, needs consistent touches to stay warm.
C: barely remembers me or pure lead-source contacts.

Then build my touch cadence per tier: A gets [X] personal touches
a year plus the monthly batch, B gets the monthly batch plus
quarterly value, C gets the newsletter and one annual revival
attempt. Realistic for one person to actually sustain; I would
rather keep a modest system than abandon an ambitious one.
```

8

Run Your Day and Your Business

The prompts so far make tasks faster. This section is different: it gives you back the first hour of your morning and the ten thousand foot view solo agents never get, because they are the pilot, the crew, and the guy selling peanuts.

8.1 The Morning Briefing

8.2 Inbox Triage, Anytime

8.3 The Full Business Audit

8.4 The 90-Day Plan

8.5 The Weekly Review

The Morning Briefing

This one requires two minutes of setup and Claude Pro. In Claude, go to Settings, then Connectors, and connect Gmail and Google Calendar. Read what you are authorizing and decide for yourself; you can disconnect anytime. Then save this in your Project:

PROMPT

```
Run my morning briefing:

1. Scan my inbox since yesterday evening. Group whats new into:
   needs a reply today, FYI only, and junk I can ignore. For
   anything transaction-related, tell me which deal and whether
   any date or deadline is mentioned.
2. Look at todays calendar. For each appointment, one line of
   prep: who, what, and anything from recent email I should
   reread first.
3. Draft replies to the three most important emails. Drafts only;
   I send.
4. End with my top three: if I only did three things today, the
   three that most move money or protect a deal.
```

Every morning: open Claude, type "run my morning briefing," pour coffee. Ten minutes later you are working your top three instead of excavating your inbox. This is the single highest-leverage habit in this book.

Inbox Triage, Anytime

PROMPT

```
Triage my inbox from the last [X] hours. Same drill as the
morning briefing, shorter: whats urgent, whats waiting on me,
draft the replies that need me today. Skip anything you already
briefed me on this morning unless it escalated.
```

The Full Business Audit

Block ninety minutes. Do it once a quarter. This is the prompt for the agent who checked "I honestly do not know whats broken" back in Section 0.

PROMPT

```
You are a real estate business consultant doing a full audit of
my practice. Interview me one question at a time. Cover, in
whatever order the conversation earns: where my last 10 closings
actually came from, my repeat and referral rate, my hours and
where they go, my listing versus buyer mix, my average price
point versus my markets, what I spend monthly on leads, tools
and dues and what each returns, what I keep avoiding, and what
a good year would look like in numbers I actually care about.

Push on vague answers. "Referrals mostly" is not an answer;
which relationships, how many, why those.

Then deliver the audit: what is working that I should protect,
what is leaking money or hours, the one bottleneck that caps
everything else, and the three changes with the highest return.
Be direct. I can get flattery anywhere.
```

The 90-Day Plan

PROMPT

```
Take my business audit and build my next 90 days.

My one focus this quarter, from the audit: [THE BOTTLENECK]

Structure: one outcome for the quarter stated as a number, three
supporting projects max, then week-by-week: each weeks one big
rock, its recurring habits (from the systems in this playbook:
monthly touch batch, weekly client updates, morning briefing),
and a Friday scorecard of 3 to 5 numbers I track.

Weeks 1 and 2 unreasonably specific, days and tasks. Weeks 3 to
12 in outline; we will detail each week when it arrives.
```

The Weekly Review

PROMPT

```
Friday review. Ask me, one at a time: this weeks scorecard
numbers, what moved my quarterly rock forward, what blew up and
what it displaced, which habits held and which slipped, and one
thing I learned about my market or my clients.

Then: score my week 1 to 10 against my own 90-day plan, tell me
the one adjustment for next week, and update anything in the
plan that reality has overruled. Fifteen minutes, honest, done.
```

INSIDE HGPG

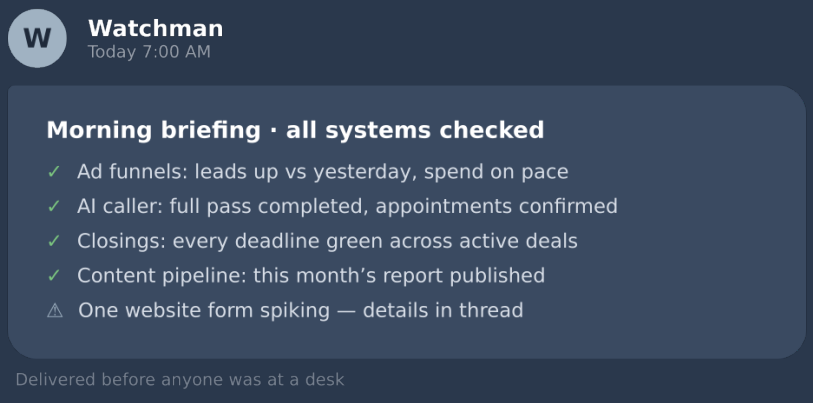
You just built a morning briefing. Meet Watchman.

Prompt 8.1 will genuinely change your mornings. Here is ours.

At 7:00 AM, before anyone on our team is at a desk, a system we call Watchman has already checked every pipeline we run: the ad account and its funnels, the AI caller, the transaction deadlines, the content pipeline, the website leads. It reads the numbers, compares them to yesterday, and sends the team lead a briefing. If something is actually broken, it does not wait for the briefing; it sends an alert the moment it knows.

Your morning briefing reads your inbox. Ours watches the whole business.

Both exist for the same reason: mornings are for decisions, not for finding out.



Delivered before anyone was at a desk

What you just built vs. what we run

Everything on the left is yours now, free, and it works. Everything on the right is why teams exist.

YOU BUILT (THIS BOOK)	THE TEAM RUNS
Voice-trained AI assistant	Brand voice baked into every system, no setup, no drift
20-minute listing packages	Listing engine that knows our markets, compliance, and formats, delivering branded PDFs
Monthly market update, 15 min	Market report that researches, writes, films, and publishes itself
Nurture sequences you send	AI caller that dials, converses, and books: ~$19 per appointment
Contract-to-close plan per deal	Transaction software plus a dedicated human TC, with automated client updates, e-signature routing, and a daily safety sweep
Morning inbox briefing	Watchman: the whole business monitored before 7 AM
A database you touch monthly	A database scored nightly, so effort goes exactly where the signal is

The left column is real leverage and we mean every page of it. The right column is what happens when someone whose actual job is building systems spends years building them, and you get handed the keys on day one instead.

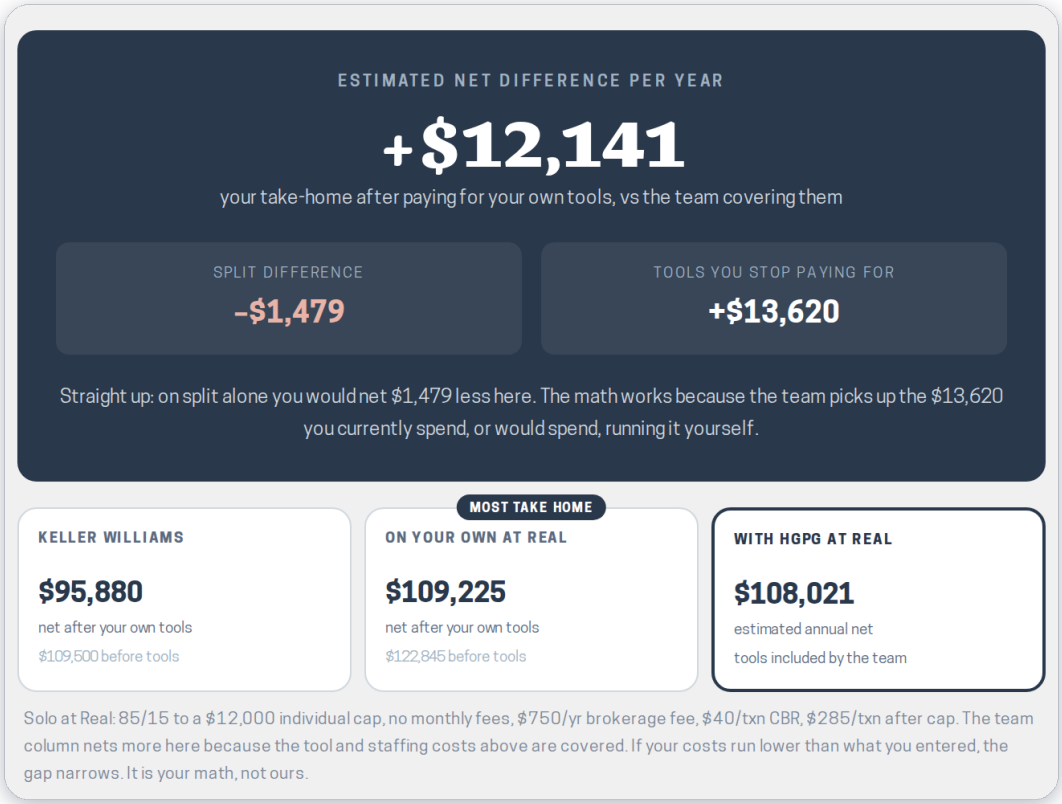
Curious what your numbers would look like?

We built a calculator for exactly this question. Enter your production, your current split, and what you pay for your own tools, and it shows you the honest math side by side, including the scenarios where staying put wins. It happens sometimes. We show it anyway.

calculator.homegrownpropertygroup.com/compare

And if you want to talk it through: a private conversation, nothing reaches your broker, and the written analysis is yours to keep either way.

app.onecal.io/b/brian-mccarron/chat-with-home-grown



About Home Grown Property Group

We are a real estate team serving South Charlotte, Fort Mill, Indian Land, Waxhaw, and the surrounding Carolina border markets, operating under Real Broker, LLC. Led by Brian McCarron, over $10M in annual volume, and built on a conviction that has shaped everything in this book: agents should spend their time on the twenty percent only a human can do, and systems should eat the rest.

This playbook is v1.1.2, August 2026. It updates as our systems do, and updates are free. That is a real promise; the prompts in this book get better because we use them.

Home Grown Property Group | homegrownpropertygroup.com | brokered by Real Broker, LLC