



30 ChatGPT Prompts for Real Estate Agents to Create Standout LinkedIn Content

Stop overthinking. Start posting like a pro!

Definitions

Prompt: The text and commands you type into the chat space on ChatGPT.

Response: The text you receive back from ChatGPT.

How to Use These Prompts:

1. Go to <https://openai.com/> to create your free account.
 2. Select and copy/paste a **prompt** into the chat bubble. Be sure to replace anything in [brackets] with your info.
 3. Add more details, or a personal story or example if you want to make it really yours.
 4. Edit **responses** lightly, then paste the response into your LinkedIn chat bubble. Hit post, and watch the engagement roll in.
 5. For best results, include images with your posts. (Free from [Pexels](#), [Pixabay](#), or [Unsplash](#).)
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EDUCATIONAL / EXPERTISE POSTS

“Write a LinkedIn post explaining the top 3 mistakes first-time homebuyers in [your city] should avoid. Keep it clear, friendly, and helpful.”

“Create a LinkedIn post comparing renting vs. buying in [your market] right now, with pros and cons for each side.”

“Give me a post about how the recent interest rate changes are affecting buyers in [my market]. Make it simple for non-experts to understand.”

“Write a short story-style LinkedIn post about how I helped a client win a home with multiple offers. Keep it engaging and real.”

Make a ‘myth vs. reality’ style post about the homebuying process in [my market].”

NETWORKING & REFERRAL POSTS

“Write a LinkedIn post inviting mortgage brokers, financial advisors, and relocation specialists to connect. Make it sound like a genuine collaboration, not a pitch.”

“Create a post that helps out-of-state real estate agents know when to refer clients to someone like me in [your city].”

“Write a post thanking a professional connection (mortgage lender, inspector, etc.) and explaining how they helped during a recent deal.”

“Give me a post that gently reminds my network I love referral introductions, and explains who my ideal client is—without sounding desperate.”

“Create a short list of other pros (financial planners, attorneys, etc.) that I trust and tag them in a ‘dream team’ style LinkedIn post.”

LOCAL INSIGHTS & LIFESTYLE POSTS

“Write a LinkedIn post highlighting an underrated neighborhood in [my city] and why people are starting to move there.”

“Create a post about the best coffee shops for working remotely in [my city].”

“Write a ‘moving to [my city]?’ style post that gives tips for relocating professionals or families.”

“Make a post about what \$500,000 can buy in [my market] right now—compared to other cities.”

“Write a quick roundup of top weekend activities in [my city] that make it great for families or young professionals.”

RELATABLE & BEHIND-THE-SCENES POSTS

“Create a LinkedIn post about a day in the life of a real estate agent. Make it honest, funny, and real.”

“Write a post about the weirdest or funniest thing I’ve seen during a showing. Keep it light.”

“Give me a post about how I handle deal stress—and what clients don’t see behind the scenes.”

“Write a ‘lesson learned’ post about a deal that didn’t go as planned.”

“Create a LinkedIn post about what motivated me to get into real estate—and what keeps me going.”

CONVERSATION STARTERS / ENGAGEMENT BOOSTERS

“Give me 3 poll ideas that would spark engagement around home buying, selling, or investing.”

“Write a one-sentence opinion question to post on LinkedIn that starts a conversation about interest rates.”

“Create a post that says: ‘If you could design your dream home, what’s one must-have feature?’”

“Make a ‘hot take’ style post about something I believe most agents get wrong in real estate marketing.”

“Write a question that encourages people to share their first homebuying experience.”

CLIENT-FACING POSTS (WITHOUT THE SALESY VIBE)

“Write a post inviting people thinking about selling in [my city] to reach out for a free prep checklist. Make it casual and non-pushy.”

“Create a post that says: ‘Thinking about buying a home this year? Here’s what I’d do first if I were you.’”

“Make a post that breaks down the top 3 things buyers are looking for in [my city] right now.”

“Write a ‘DM me if’ post that gives 3 reasons someone might want to message me about real estate advice.”

“Create a post that highlights the value of working with a local expert instead of relying on Zillow.”

Ready to Turn Your LinkedIn Into a Referral Machine?

If you’re not sure whether your profile is helping or hurting your chances of landing referrals, let’s fix that.

Book a free 30-minute LinkedIn profile review, and I’ll show you exactly what’s working, what’s missing, and how to make it stand out to the right people.

 [Click here to schedule your free consultation](#)

Let’s make your network actually work for you.