

AI-Powered Real Estate

Leveraging ChatGPT for Smarter Investing & Business Growth

North Texas Association of Real Estate Investors (NTAREI) seminar

100 ChatGPT REI Prompts

Below is a comprehensive collection of 100 ChatGPT prompts—10 for each of the 10 major real estate investment (REI) niches. Each prompt is designed to help investors, property managers, or lenders save time, spark ideas, and tackle everyday tasks more efficiently. Simply adjust the specifics (e.g., location, property details, budget) when you use them with ChatGPT or any AI platform.



1. Landlords (10 Prompts)

1. Tenant Screening Essentials“Create a tenant screening checklist that balances fair housing compliance, credit checks, and reference verifications for my 2-bedroom rental.”
2. Late Rent Follow-Up“Draft a friendly but firm email reminding a tenant their rent is overdue by 5 days, and outline the late fees per the lease agreement.”
3. Lease Renewal Script“Write a short phone script for me to call a long-term tenant to discuss renewing their lease with a modest rent increase.”
4. Move-In Inspection Template“Outline a move-in inspection form for a single-family rental, covering interior, exterior, and any property-specific items to document.”
5. Security Deposit Explanation“Explain how I calculate and return a security deposit to a tenant, considering common deductions for cleaning or minor damages.”
6. Maintenance Prioritization“Suggest a system to categorize maintenance requests (emergency, urgent, routine) for my 8-unit rental building.”
7. Pet Policy Notice“Draft a polite letter announcing a new pet policy with fees, approved breeds, and tenant responsibilities.”



8. Handling Noise Complaints“Write a short email response to a tenant’s complaint about loud neighbors, ensuring I remain neutral but proactive.”
9. Online Rent Portal Onboarding“Create a step-by-step guide for tenants to set up online rent payments via [Portal Name].”
10. Tenant Handbook“Propose an outline for a comprehensive Tenant Handbook, covering everything from trash day to community rules.”



2. Property Managers (10 Prompts)

11. Automated Rent Reminders“Draft an automated text reminder that goes out 3 days before rent is due, including a link to our payment portal.”
12. Maintenance Team Coordination“Propose a workflow for coordinating requests among a 3-person maintenance crew to minimize response time.”
13. Lease Expiration Dashboard“Suggest how I can set up a spreadsheet (or software) to track 50+ tenants’ lease expiration dates and renewal deadlines.”
14. Move-Out Checklist“Create a move-out checklist template for tenants, detailing cleaning requirements, key return, and final walk-through steps.”
15. Vendor Selection RFP“Draft a simple request for proposal (RFP) to send to potential landscaping vendors for our 100-unit complex.”
16. Community Event Planning“Suggest low-cost community events to boost resident satisfaction in a mid-range apartment complex (50–100 units).”
17. Rental Rate Adjustments“Provide a formula or approach to adjust unit rents based on occupancy trends, market data, and seasonal demand.”



18. Handling Online Reviews“Write a professional response to a negative Google review about maintenance delays, acknowledging the complaint and offering resolution.”
19. Emergency Protocol“Outline an emergency response plan if a major plumbing failure occurs in a multi-story building at night.”
20. Property Management Report“Create a monthly report structure (occupancy, rental income, maintenance costs) to share with property owners.”



3. Wholesalers (10 Prompts)

21. Lead Magnet Funnel“Draft the outline for a free eBook or PDF that I can offer homeowners, titled ‘5 Ways to Sell Your House Fast Without a Realtor.’”
22. Cold Calling Script“Write a 30-second cold-call opener for off-market leads, focusing on empathy and a willingness to solve property problems.”
23. Follow-Up SMS Messages“Suggest 3 follow-up text messages to send to a potential seller who hasn’t responded in a week.”
24. Assignment Fee Explanation“Create a concise explainer to show end buyers how the assignment fee works and why it’s justified.”
25. Motivated Seller Criteria“List at least 7 signs that a homeowner might be motivated to sell (like back taxes, vacant property, etc.), and how to source those leads.”
26. Driving for Dollars Tracking“Propose a spreadsheet template or app workflow for ‘Driving for Dollars,’ capturing addresses, notes, and next action steps.”
27. Email Offer Template“Draft a simple email to a potential seller making an as-is, all-cash offer. Keep it professional, with no pushy tone.”
28. Negotiation Objection Handling“Provide a list of 5 common seller objections (e.g., wanting a higher



price) and how to respond tactfully in a phone conversation.”

29. Investor Buyer List Growth“Outline a strategy to grow my buyer’s list by 200 qualified investors in the next 90 days via social media and local meetups.”
30. Closing Timeline Explanation“Write a short summary explaining how wholesaling often closes in under 30 days, emphasizing speed as a benefit.”



4. Fix & Flippers (10 Prompts)

31. Rehab Budget Breakdown“Given a \$50,000 rehab budget, propose a line-item breakdown focusing on kitchen, bathroom, and curb appeal.”
32. Material Selection Tips“Recommend cost-effective yet durable materials (flooring, countertops, paint) for a mid-range flip in [City/Region].”
33. Contractor Interview Questions“List 10 key questions I should ask a general contractor before hiring them for a \$75k renovation.”
34. ROI Estimation“Create a basic formula for estimating ROI on a flip, factoring in ARV, rehab costs, holding costs, and closing costs.”
35. Staging Guidelines“Suggest minimal staging tips to help a small 2-bedroom flip property stand out in listing photos.”
36. Progress Update Email“Draft a weekly update email template for contractors to send me, detailing work completed, budget used, and next steps.”
37. Market-Ready Checklist“Outline a final pre-listing inspection checklist to ensure my flip is market-ready (paint touch-ups, final cleaning, etc.).”
38. Quick Cosmetic Fixes“Name 5 inexpensive yet high-impact cosmetic upgrades for an outdated bathroom to attract modern buyers.”



39. Flip vs. Hold Decision“Explain the key factors to consider when deciding whether to sell a property immediately post-rehab or keep it as a rental.”
40. Local Permit Research“Generate a step-by-step guide to researching permits and zoning for major renovation projects in [City].”



5. Private & Hard Money Lenders (10 Prompts)

41. Risk Assessment Model“Propose a simple scoring system (credit, ARV, borrower experience) to evaluate flip loan applications for private lending.”
42. Loan Term Explanation“Write a clear explanation of typical hard money loan terms (points, interest rate, balloon payment) for first-time borrowers.”
43. Due Diligence Checklist“List the 10 must-check items before funding a deal, including property inspections, title checks, and borrower references.”
44. Loan Servicing Updates“Suggest how I can automate monthly payment tracking and overdue notices with a simple CRM or software tool.”
45. Borrower Acquisition Email“Compose an email introducing my private lending services to local real estate meetup attendees, highlighting speed and flexibility.”
46. Bridge Loan Use Cases“Explain how a bridge loan differs from other hard money loans, and give 3 scenarios where it makes sense.”
47. Underwriting Document Request“Draft a standard email requesting bank statements, rehab budgets, and scope of work from a borrower.”



48. Funding Timeline“Map out a typical timeline from initial loan inquiry to funding, noting each step (application, appraisal, underwriting).”
49. Negotiating Lower Points“Suggest how I, as a private lender, can approach negotiations on origination points while still protecting my downside risk.”
50. Partner Referral Program“Outline a referral program that incentivizes brokers or real estate agents to bring me qualified borrowers, specifying payout structure.”



6. House Hackers (10 Prompts)

51. Roommate Agreement Template“Draft a roommate agreement covering rent splits, utilities, chores, and conflict resolution for house hackers.”
52. Live-In Flip Strategy“Explain how a live-in flip works, including typical renovation timelines, tax implications, and choosing which projects to tackle first.”
53. FHA Loan Qualification“Summarize FHA loan requirements for house hackers, focusing on down payments, credit score minimums, and property condition.”
54. Rent-by-the-Room Profitability“Compare the profitability of renting individual rooms vs. the entire house in a college town scenario.”
55. Privacy vs. Profit“Provide tips on how to maintain personal privacy while still maximizing rental income in a 3-bed house hack.”
56. House Hack Q&A“List 5 common concerns new house hackers have about living with tenants, and address each with practical advice.”
57. Renovation ROI“Suggest the best renovations to boost house-hack rental income (e.g., adding an extra bathroom or creating a separate entrance).”



58. Tenant Screening for House Shares“Draft a list of questions to ask during an interview with potential roommates, ensuring compatibility and responsible behavior.”
59. Exit Strategy Options“Explain three exit strategies for a house hacker: Sell outright, convert to long-term rental, or refinance and keep renting rooms.”
60. Co-Living Community Rules“Propose house rules that foster a positive co-living environment (cleaning schedules, shared spaces, quiet hours).”



7. Multifamily Syndicators (10 Prompts)

61. Investor Update Template“Create a monthly email update template for limited partners (LPs) in a 50-unit multifamily syndication.”
62. Syndication 101 Explainer“Write a brief overview of how multifamily syndication works, including sponsor/LP roles, capital stacks, and expected returns.”
63. Market Feasibility Study“Propose a framework to analyze a new market (job growth, supply/demand, cap rates) for a potential 100-unit acquisition.”
64. LOI for Multifamily“Draft a Letter of Intent for a \$5M apartment complex purchase, specifying earnest money, due diligence period, and financing terms.”
65. Renovation Value-Add Strategy“Suggest a step-by-step plan to add value to a 1980s-era multifamily property (common areas, unit upgrades, amenities) and how to budget accordingly.”
66. Syndication Webinar Outline“Outline a 30-minute educational webinar for prospective investors, covering deal structure, returns, and risk mitigation.”



67. Capital Call Email“Craft a professional email for a capital call, explaining the need for additional funds due to unexpected renovation overruns.”
68. Preferred Return Explanation“Explain what an 8% preferred return means to a limited partner and how it impacts overall distributions.”
69. Exit Strategy Roadmap“Provide a timeline of possible exit strategies (refinance, sale) for a 5-year hold, 50-unit multifamily syndication.”
70. Investor FAQs“Compile 10 frequently asked questions from passive investors in syndications and provide concise, confidence-building answers.”



8. Mobile Home & RV Parks (10 Prompts)

71. Seasonal Pricing Model “Suggest a dynamic pricing strategy for an RV park that sees higher demand in winter snowbird season.”
72. Tenant Screening for Mobile Homes “Outline a screening process for long-term mobile home tenants, including credit checks and verification of income.”
73. Park Rules & Regulations “Draft a simplified set of park rules covering noise, pet policies, and common-area usage for an RV park.”
74. Lot Rent Increase Notice “Write a short letter to residents explaining a modest lot rent increase due to rising maintenance costs.”
75. Value-Add Amenities “Propose budget-friendly amenity upgrades (e.g., laundry room, playground) that can justify a lot rent increase.”
76. Off-Season Marketing “Suggest a marketing campaign to attract weekend campers during the off-season, highlighting local events.”
77. Tenant Retention Ideas “Generate 5 tenant retention strategies (discounted lot rent, referrals, community events) for mobile home park owners.”



78. Demand Forecasting“Analyze occupancy data for the past 2 years and propose a forecast for next winter’s RV site demand.”
79. Park Acquisition Checklist“List the critical due diligence items (infrastructure, septic systems, local ordinances) before buying a mobile home park.”
80. Lease-to-Own Structure“Explain how to set up a lease-to-own agreement for mobile homes on my lots, ensuring a fair contract for both parties.”



9. Commercial Real Estate (10 Prompts)

81. Cap Rate Calculation“Explain how to calculate a cap rate for a multi-tenant retail property, factoring in rental income, vacancy, and operating expenses.”
82. Triple-Net Lease Explainer“Draft a concise definition of a triple-net lease for a potential tenant, including the pros and cons for both sides.”
83. Office Space Renovation ROI“Suggest which interior upgrades (lighting, modern layouts) provide the best ROI for Class B office space.”
84. Commercial Lease Negotiation“List 5 common negotiation points (rent abatement, TI allowance) in a commercial lease and how landlords typically counter.”
85. Marketing Vacant Retail Units“Develop a digital marketing strategy (social media ads, local business groups) to quickly fill 2 vacant retail spaces.”
86. Tenant Mix Analysis“How do I evaluate the ideal tenant mix for a neighborhood shopping center to boost synergy and foot traffic?”
87. 1031 Exchange Timeline“Outline the key deadlines and steps for executing a 1031 exchange on a commercial property sale of \$2M.”



88. Risk Mitigation in CRE“List the top 5 risks in commercial real estate investing (e.g., economic downturns, tenant default) and how to mitigate each.”
89. Multi-Tenant Industrial Space“Explain how to underwrite a multi-tenant industrial property, focusing on lease terms, tenant credit, and operating costs.”
90. Market Shift Contingencies “Propose strategies to handle a sudden market downturn if cap rates rise significantly in the next 12 months.”



10. Self-Storage (10 Prompts)

1. Unit Mix Optimization“Suggest how to balance small vs. large units in a new self-storage facility to maximize occupancy and revenue.”
2. Dynamic Pricing“Outline a dynamic pricing model that adjusts storage unit rates based on occupancy, competitor pricing, and seasonal demand.”
3. Tenant Insurance Upsell“Draft a quick sales pitch for optional tenant insurance coverage, explaining the benefits and typical monthly cost.”
4. Facility Security Plan“Propose a security system setup (cameras, coded gate, motion lights) for a 200-unit self-storage property.”
5. Local Competitor Analysis“Explain how to compare my facility’s rates and amenities against 3 nearby competitors to find a pricing sweet spot.”
6. Marketing to Small Businesses“Suggest a targeted approach to attract local businesses (contractors, e-commerce sellers) needing storage solutions.”



7. Maintenance Checklist“List the monthly maintenance tasks (cleaning units, checking locks, pest control) to keep a self-storage facility in top shape.”
8. Occupancy Forecast“Analyze 2 years of occupancy data to predict potential vacancy rates next quarter, factoring in local population growth.”
9. Climate-Controlled ROI“Highlight the cost vs. benefits of converting some units to climate-controlled, including how much extra rent to charge.”
10. Online Rental Process“Draft a step-by-step guide for customers to select, reserve, and pay for a self-storage unit online without visiting the office.”



How to Use These Prompts

1. **Customize:** Adjust property details, locations, and numbers to fit your exact scenario.
2. **Iterate:** If the response is too general, follow up with more specific instructions or data.
3. **Verify:** Treat AI outputs as a starting point—always confirm local laws, market conditions, and best practices.
4. **Automate:** For recurring tasks (emails, checklists), save these prompts to reuse whenever the situation arises.

With these prompts in hand, you can quickly generate emails, scripts, analysis templates, or marketing materials tailored to your real estate investing niche. Feel free to refine or combine prompts for even more specialized guidance!

