



THE AGENT PROMPT KIT

7 prompts to make sure you're the agent AI chooses.

HOW TO USE THIS KIT

When a buyer asks ChatGPT, Claude, Gemini, or Perplexity “*who’s a great agent in my area?*”, AI returns a name or two — not a list. Generative Engine Optimization (GEO) is how you become one of those names. The seven prompts below help you actually *do* the work behind each of the seven signals AI reads.

- 1 Pick any AI tool** — ChatGPT, Claude, Gemini, or Perplexity all work. Try the same prompt in two or three; their answers differ, and so do the buyers using them.
- 2 Fill in every [BRACKET]**. The more of your real information you give it, the less generic the output. Paste in your actual bios, reviews, and deal details wherever a prompt asks.
- 3 Never publish AI-generated stats you haven’t checked.** These prompts mark spots that need real local data with [PLACEHOLDER] — drop in current numbers from your MLS before posting.
- 4 Edit it to sound like you.** AI gives you a strong first draft. Your voice closes the deal.
- 5 AI writes the copy — you still post it.** These tools can’t log into your Zillow or Google Business Profile for you. The prompts produce the words and the plan; you paste them where they live.

Test whether AI already recommends you

Before you fix anything, find out where you stand. Open ChatGPT, Gemini, Claude, and Perplexity and run these. Note where you show up, where you don't, and what the AI says about you.

✦ TEST PROMPT · 1 OF 3

Who are the best real estate agents in [CITY] for [CLIENT TYPE — e.g., first-time buyers / luxury / relocations]?

✦ TEST PROMPT · 2 OF 3

I'm looking to buy in [NEIGHBORHOOD]. Which local real estate agents should I talk to, and why?

✦ TEST PROMPT · 3 OF 3

Tell me about [YOUR FULL NAME], a real estate agent in [CITY]. What do they specialize in?

If your name doesn't come up — or the AI gets your market or niche wrong — that's your baseline. Work the seven prompts below, then re-run this test every quarter to watch your visibility climb.

✓ 1. Consistent identity

Covers your starter audit: "audit every platform" + "standardize your name and niche."

Goal: AI reads your name across your website, social bios, Zillow, and Realtor.com. If those signals conflict, it can't confidently recommend you. This prompt finds the conflicts and gives you one identity to use everywhere.



PROMPT

I'm a real estate agent working on my AI search (GEO) visibility. Below are my current profile bios from every platform where my name appears. Do two things:

1. Build a table of every inconsistency you find in my NAME, MARKET AREA, NICHE, and VALUE PROPOSITION across these platforms. Flag anything vague, outdated, or generic.
2. Give me a single standardized "identity block" I should use everywhere going forward:
 - Exact name (one version, no nicknames or abbreviations)
 - Primary market + the specific neighborhoods/areas I serve
 - One clear niche to lead with
 - A one-sentence value proposition

My platforms:

- Website bio: [PASTE]
- Zillow: [PASTE]
- Realtor.com: [PASTE]
- Instagram bio: [PASTE]
- Facebook: [PASTE]
- Brokerage profile: [PASTE]

TIP

Save the "identity block" it gives you. You'll paste it into the next prompts so everything stays consistent.



2. Reviews & social proof

Covers your starter audit: "request three new outcome-specific reviews."

Goal: The more places AI finds specific, five-star feedback, the more confident it gets. Use these two prompts to *request* better reviews and to *repurpose* the ones you already have.

2a · Request an outcome-specific review



PROMPT 2A

Help me write a short, warm review request to a past client. I want the review to be specific, so AI tools and future clients can see exactly what I did.

The deal:

- Client name: [NAME]
- Property location: [NEIGHBORHOOD / CITY]
- The outcome: [e.g., sold in 12 days, 8% over ask / found them a home in a tight market / guided them as first-time buyers]

Write a message I can text or email that (1) thanks them, (2) gently asks them to mention the specific outcome and the neighborhood/city, and (3) points them to leave it on [GOOGLE / ZILLOW]. Keep it under 120 words and genuine, not salesy.

2b · Turn existing reviews into reusable proof



PROMPT 2B

Here are some of my client reviews. Pull the most specific, outcome-driven lines and rewrite each into a polished testimonial snippet under 25 words that I can drop into my website, bio, and social captions. Keep my market and niche — [MARKET / NICHE] — visible. Where a review is too vague to be useful, tell me what detail I should ask that client to add.

Reviews:

[PASTE REVIEWS]

✓ 3. An optimized bio

Covers your starter audit: "rewrite your bio with local keywords and a CTA."

Goal: Your bio is your AI business card. The average AI search query is ~23 words — specificity wins. This builds a keyword-rich, structured bio in the format AI reads best.

PROMPT

Write me an AI-optimized real estate bio using this exact structure:

- NAME FIELD line: **[Name]** | **[City]** Realtor
- BIO line
- LINK line

About me:

- Full name: **[NAME]**
- Title / niche: **[e.g., Luxury & Residential]**
- Primary market + specific neighborhoods I serve: **[LIST]**
- 2-5 service keywords: **[e.g., first-time buyers, market insights, luxury homes]**
- Call to action: **[e.g., DM me for a free market consultation]**

Make the bio specific and keyword-rich but natural — not stuffed. Then give me a shorter version that fits tight character limits like Instagram and Zillow.

TIP

Paste in the “identity block” from Signal 1 instead of re-typing your details, so your bio matches everything else automatically.

4. Local authority

The “market lens” that signals you’re genuinely embedded — not just a pin on a map.

Goal: AI rewards Experience, Expertise, Authoritativeness, and Trustworthiness (Google’s E-E-A-T). Regular market insight + lifestyle + community content builds it. This gives you a content bank and a ready-to-edit post.

PROMPT

Act as a local content strategist for a real estate agent. My market is [CITY / NEIGHBORHOODS] and my clients are mostly [CLIENT TYPE].

1. Give me 8 local-authority content ideas that mix:
 - Market data (pricing trends, inventory, days on market)
 - Neighborhood lifestyle (restaurants, schools, commutes, parks, local events)
 - Community involvement (events, boards, charities, sponsorships)

2. Draft one of them as a ~150-word market update in a warm, expert voice.

Important: anywhere you'd need a real local statistic, insert a clearly marked [PLACEHOLDER] so I can drop in current numbers — do not invent figures.

5. Thought leadership

Covers your starter audit: "publish one piece of original local content."

Goal: 86% of AI citations come from brand-controlled content — your own site and listings. One strong cornerstone piece, repurposed, reads as authority. This drafts it and spins it into a week of reach.

PROMPT

Help me create one piece of original content for my website that AI can cite as a trusted source.

Topic (pick one): a neighborhood guide for [NEIGHBORHOOD] / a market update for [MARKET] / a clear answer to a common buyer or seller question: [QUESTION].

1. Write a ~600-word article in a knowledgeable, approachable voice, with clear headers and specific local detail. Mark any spot that needs a real statistic with [PLACEHOLDER].
2. Then repurpose it into:
 - 1 Instagram carousel outline (slide by slide)
 - 3 short social captions
 - 1 Google Business Profile post (~100 words)

✓ 6. Active market presence

Show AI you're actually working — every deal is evidence it can draw on.

Goal: Don't just post the listing — tell the story. Challenge, solution, result. And older deals count too: a home you sold last year in a now-hot area is fair game.

✦ PROMPT

Turn one of my deals into a story-driven post that shows I'm actively working my market.

The deal:

- Property / location: [DETAILS]
- The challenge: [e.g., tricky negotiation / tight timeline / unique property / sold a year ago in a now-hot neighborhood]
- What I did: [YOUR ACTIONS]
- The result: [OUTCOME]

Write two things:

1. A social caption that tells the story as challenge → solution → result.
2. A 2–3 sentence version I can add to a "recent sales" or track-record section on my website.

Keep my market and niche — [MARKET / NICHE] — visible in both.

✓ 7. Google Business Profile

Covers your starter audit: "claim and verify your profile" + "post your first update." Your fastest single GEO hub.

Goal: Verified, fully populated profiles show up far more often, and weekly posts lift local impressions. This sets the profile up and gives you your first post + Q&As.



PROMPT

I'm optimizing my Google Business Profile for AI search (GEO) visibility.

1. Give me a fill-in checklist for every field I should complete (services, areas served, hours, photos, description), and write a profile description (~750 characters) that matches this identity:
[PASTE YOUR IDENTITY BLOCK FROM SIGNAL 1]
2. Write my first weekly profile update (~100 words) on [a recent sale / a market insight / a neighborhood tip], with natural local keywords.
3. Draft 5 Q&As based on the real questions my buyers and sellers ask, with clear, helpful answers I can post publicly.

AFTER THE KIT

The weekly rhythm

The prompts get you set up. Staying visible is simpler than it looks — and it's what separates the agents AI recommends from the agents it ignores.

1× / WEEK

One piece of content (use Signal 4 or 5), then repurpose it.

1× / WEEK

One Google Business Profile update (~100 words, local keywords).

EVERY CLOSING

One outcome-specific review request (Signal 2a).

Re-run the visibility test at the top of this kit every quarter to watch your name start showing up.



KEEP THE SIGNAL STRONG

Want your sphere engaged for life so the reviews, referrals, and re-engagement keep your GEO signal strong?

See how Homebot keeps you top of mind.



SCAN TO BOOK A DEMO