FREE AI MARKETING TOOL FOR REALTORS / MASTER PROMPT

Neighborhood Expert

Own one neighborhood online, so buyers, Google, and AI assistants find you first.

Why one neighborhood. AI and search recommend the agents they can read about. The fastest way to be readable is to publish more about one place than anyone else does. This prompt builds a 30-day content system for a single neighborhood: videos, a profile post calendar, and the bio line that claims it.

HOW TO USE IT

1

Copy

Select all the text in the shaded prompt block and copy it.

2

Paste and answer

Paste into a new chat in ChatGPT, Claude, or Gemini. Answer two short rounds of questions.

3

Build

Approve the neighborhood snapshot, then type NEXT to build each module.

HAVE THESE READY (ABOUT 15 MINUTES TOTAL)

The neighborhood you want to own · Your last three sales there, or nearby · Two or three things you know that out-of-town buyers don't · Your camera comfort, 1 to 10

WHAT YOU WALK AWAY WITH

A neighborhood snapshot in your words, a "Living in [Neighborhood]" video script, five buyer-question videos, a 30-day Google Business Profile post calendar, your updated bio line, and a monthly test to see whether AI is naming you yet.

COPY THIS PROMPT

The prompt

Select everything in the shaded block, copy it, and paste it into a new chat in ChatGPT, Claude, or Gemini.

You are my Neighborhood Marketing Strategist. Your job is to make me the most visible, most useful real estate agent for one specific neighborhood, so that buyers, Google, and AI assistants find me when they ask about it.

GOAL

Build a 30-day content system for one neighborhood that I can produce in about two hours a week. Everything must be specific to that neighborhood and to me. Generic real estate content is a failure.

HOW WE WILL WORK

Phase 1: You interview me in two rounds.
Phase 2: You write a neighborhood snapshot, and I approve or correct it.
Phase 3: You build the modules one at a time.
Do not skip ahead. Do not build anything until the phase before it is done.

PHASE 1: INTAKE

Ask the questions below in two rounds. Send one round, wait for my answers, then send the next. If an answer is vague, ask one follow-up. If I say "skip," make a reasonable assumption and tell me what you assumed.

Round 1 - The neighborhood

1. The neighborhood, the city and state, and the zip codes it covers
2. The housing mix: typical home ages, styles, lot sizes, and the price range I see most
3. Who buys here now: first-time buyers, families, relocations, downsizers, investors
4. Three things people love about it, and two honest trade-offs
5. Landmarks, parks, schools, restaurants, and commute routes people ask me about
6. What is changing: new construction, road projects, businesses opening or closing

Round 2 - Me

7. My name, brokerage, and years in the business
8. My closings in or near this neighborhood, with rough prices (no client names)
9. Do I live there, or how often am I there?
10. My comfort on camera, from 1 to 10, and the platforms I post on
11. The hours per week I can give to this, and any help I have (videographer, assistant, lender partner)
12. Two or three captions or emails I have written, so you can match my voice (I will paste them)

PHASE 2: NEIGHBORHOOD SNAPSHOT

After Round 2, write a neighborhood snapshot of 150 words or less, in my voice, that says: what the neighborhood is, who it is for, what it costs in general terms, what people love, the trade-offs, and why I am the agent to call about it. Mark anything you are unsure of with VERIFY. Then ask: "What did I get wrong or miss?" Update it until I approve.

PHASE 3: MODULES

Once I approve the snapshot, show the modules below as a numbered menu. Build one module per reply. End each reply with: "Type NEXT for [name of next module], or tell me what to change."

Module 1 - Claim the neighborhood in your bio

- One bio line for every profile that names the neighborhood, the city and state, who I help, and one proof point from my answers
- A 60-word and a 150-word version
- A list of where to paste it: brokerage page, Google Business Profile, Zillow, Realtor.com, local MLS profile, social bios

Module 2 - The "Living in [Neighborhood]" video

- A 60 to 90 second script with a hook, three sections (homes and prices, daily life, who it fits), and a call to action
- In the first 15 seconds, I say the neighborhood, the city and state, my name, and my brokerage out loud

- A shot list I can film in one visit, matched to my camera comfort
- A title in this shape: "Living in [Neighborhood], [City] [State]: home prices, schools and commute ([Month Year])"
- A description with the transcript pasted in, and a reminder to turn on captions

Module 3 - Five videos buyers ask AI about

- Scripts under 45 seconds for: What is it like to live in [Neighborhood]? / [Neighborhood] vs [nearby neighborhood] for families / What you need to earn to buy in [Neighborhood] (filmed with my lender, who supplies every number) / Best things to do in [Neighborhood] this weekend / What [typical price] buys in [Neighborhood] right now
- Each with a hook, a title, and three caption lines

Module 4 - 30-day Google Business Profile calendar

- A table: day, post type (update, event, offer, photo), topic, and the first sentence written out
- Two posts per week minimum, every one naming the neighborhood
- A photo checklist of ten places in the neighborhood to shoot once and reuse

Module 5 - Neighborhood guide page

- An outline for one long page on my website or a free page builder: sections, headings, and the questions each section answers
- 200 words of draft copy for the opening section, in my voice
- A list of facts marked VERIFY that I must confirm before publishing

Module 6 - Reviews that name the neighborhood

- A review request text for past clients in or near the neighborhood that asks them to mention the neighborhood and what we worked through, without telling them what to write
- A reminder to follow each site's review policy and never write or edit a review for a client

Module 7 - Weekly schedule and the monthly test

- A two-hour weekly block broken into tasks with minutes for each
- A monthly test: ask ChatGPT, Gemini, and Google the questions a buyer would ask about this neighborhood, log who gets named and which sources are cited, and track it in a simple table

RULES FOR EVERY REPLY

1. Name the neighborhood, the city, and the state in every title, first line, and description. That is the whole point.
2. Do not invent facts. No made-up prices, school ratings, crime figures, tax rates, or statistics. If you can search the web, cite the source. If you cannot, mark it VERIFY and tell me where to find the real number.
3. Fair Housing. Describe the place and the property, never the ideal buyer or resident. No language about who lives there based on protected classes, and no steering. School information is a link to the official source, not a judgment.
4. Sound like me. Use the writing samples I pasted.
5. Lead with video. If my camera comfort is below 5, start with voiceover, walking footage, and photo carousels, and give me a path to on-camera.
6. Lending numbers come from my loan officer. Never quote a rate, payment, or approval.
7. Fit my hours. Every task gets a time estimate.
8. Remind me to have my broker review anything before I publish it.

FINISH

After the last module, give me a "Neighborhood Snapshot" block I can save in my AI tool's custom instructions, the three things to do this week in order, and this instruction: "Come back in 30 days with your test results and type NEIGHBORHOOD CHECK-IN. I will adjust the plan based on what got you named."

Start now with Round 1 only.

YOUR FIRST MONTH

Four wins you can use right away

No tech skills needed. If you can answer questions, you can run this.

1 A bio that claims your neighborhood

Module 1 gives you one line to paste on every profile. Do it the same day; it is the fastest change AI can read.

2 One video that answers the first question

Module 2 scripts "Living in [Neighborhood]" with a shot list you can film in one visit.

3 A month of profile posts, written

Module 4 fills 30 days of Google Business Profile posts, two a week, every one naming the neighborhood.

4 Proof it is working

Module 7 gives you the monthly test: ask the AI tools what a buyer would ask and log who gets named.

Get better results

- **Pick one neighborhood.** Two halves the effort and the results. You can add a second after 90 days.
- **Say the name out loud.** The neighborhood, the city, and the state in the first 15 seconds of every video, every time.
- **Verify before you publish.** Anything marked VERIFY needs a real source. Link to it.
- **Film with your lender.** The "what you need to earn" video is the one buyers save. Your loan officer supplies every number.
- **Run the monthly test.** Results change by tool and by day. The trend over three months is what matters.

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