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Unlocking the Power of AI in Property Marketing

Welcome to the world of **ChatGPT** and **ListSMRT**! In the bustling, ever-evolving property market, having the right tools can make all the difference. This guide will serve as your comprehensive manual to effectively use **ChatGPT** and **ListSMRT** for a wide range of tasks, from crafting compelling listing adverts to generating engaging social media content.

Throughout this document, our **ChatGPT** and **ListSMRT** prompts are shown in blue so they can be easily distinguished. Let's get started!

What is ChatGPT?

ChatGPT is an AI-powered text-based conversational agent designed to assist you in generating human-like text for a variety of tasks. It's your 24/7 virtual assistant, ready to help whenever you need.

What is ListSMRT?

ListSMRT is your very own AI powered property marketing collateral assistant, helping you create high-quality property listing editorial in just a few seconds. It's essentially ChatGPT, but specifically for our industry.

Setting Up ChatGPT

1. **Create an Account:** Visit the [Open AI website](#) and click 'Get Started'.
2. **Configuration:** Customize your account settings according to your professional needs.
3. **Test Run:** Experiment with a few example prompts to get the feel of how ChatGPT responds.

Setting Up ListSMRT

1. **Create an Account:** Click [here](#) and sign up with your First National email address.
2. **Secure Exclusive Pricing:** After your free trial period has ended, the ListSMRT team will be in touch about how you can access our exclusive pricing.

Writing Compelling Listing Adverts

ListSMRT

The ability to compile captivating property descriptions is **ListSMRT**'s key point of difference, with the platform generating professional listing campaigns in three easy steps:

How To Generate Listing Descriptions

- 1. Enter the property address - select this from the dropdown, after which general property information and features will pre-fill.*
- 2. Give ListSMRT a bit of context - choose the property type, and give ListSMRT some more information around highlights and additional features.*
- 3. Review, polish, and publish - take a look a look at the results, and make any edits that you see fit.*

To see this process in action, take a look at the video below, as the **ListSMRT** team runs through how you can source your own listing content in a matter of minutes:

Combining the power of **ChatGPT** and **ListSMRT** means that you have the ability to generate property descriptions that encompass a range of different tones of voice, depending on the particular audience that you are targeting. Below are some examples of the kind of property advertisements that you might be looking to create, and what exactly you need to input in order for the platforms to swiftly compile a well-thought out listing description.

***Remember, when writing a prompt to ask ChatGPT to write something for you, it's important to tell ChatGPT to write using AU English. Always read and edit the answers you are provided to make sure they are correct.**

Property Advertisement Examples

ListSMRT

If you're looking to put together a listing description with a neutral tone of voice, this is the perfect opportunity to make use of the **ListSMRT** system. Simply enter the address, give **ListSMRT** some context, and make any last many edits you wish before adding this to the relevant property.

ChatGPT

However, if you have a much more specific audience you are trying to target, **ChatGPT** is your friend. Below are some example audiences that you may wish to target, and exactly what you can input into **ChatGPT** to achieve your desired tone of voice:

Targeting a particular audience i.e., Renovators audience

1. "Using AU English, write a 250-word property description for a house for sale to appeal to people wanting to renovate - 37 Carter Street Thorngate SA 5082. The property is in very poor condition so create a cheeky headline followed by 3 bullet points summarising the best features and include enthusiastic quotes from the homeowner, talking about their experience living there, what they loved about the neighbourhood and the opportunity for somebody who wants to renovate. Mention that the house has 4 bedrooms, two bathrooms, a double lock-up garage, character fireplaces, and is within walking distance of North Adelaide, shopping centres, transport and local parks."

Targeting a particular audience i.e., Renovator's delight – agent's video script

2. "Using AU English, write a 300-word HUMOUROUS video script for a real estate agent selling a house - 37 Carter Street Thorngate SA 5082. The property badly needs renovation so create a HUMOUROUS headline then have the real estate agent talk through the best features and the options available to the new owner, such as it would be their choice whether to renovate or detonate. Talk about the owner's experience living there, what they loved about the neighbourhood and why they have not renovated. Mention that the house has 4 bedrooms, two bathrooms, a double lock-up garage, character fireplaces, and is within walking distance of North Adelaide, shopping centres, transport and local parks."

Targeting a particular audience i.e., create an advert for downsizers

3. "Forgetting all previous instructions and using AU English, write a 250-word advertisement for a townhouse that is ideally suited to downsizers looking for their next home. Create a compelling headline followed by 3 bullet points summarising the best features. Mention that the property has 3 bedrooms, 2.5 bathrooms, has been fully renovated, gas kitchen with Miele appliances that opens onto a balcony with city views, double garaging with direct access, excellent security, private sunny court-garden, is across the road from a park, and that you can walk to the city in 10 minutes."

If you're not satisfied, click the button at the base of the copy to regenerate the response, or, tell **ChatGPT** what you didn't like and ask it to regenerate its response without repeating the text you don't want.

Creating Headlines

ChatGPT

If you need a headline created, try sending the below prompts to **ChatGPT**:

1. "Using AU English, generate a headline for a 2-bedroom apartment in Central Brisbane that emphasises its modern amenities, security parking for one car, proximity to the City Botanic Gardens and excellent cafes and restaurants."
2. "Craft a headline for a cottage in the country that focuses on its scenic surroundings."

Call-To-Action Statements

ChatGPT

If you're trying to compile a call-to-action statement, put forward these prompts to **ChatGPT**:

1. "Create a call-to-action that encourages immediate calls for a high-demand property."
2. "Write a soft call-to-action that invites potential buyers to explore a property further on our website."

Write a Bio for a Property Manager

ChatGPT

Here's what you can detail to **ChatGPT** in order to have a bio written for a property manager:

“Using AU English, write a compelling 250-word bio for Sarah Greene who works at First National Real Estate **Insert Office** as a property manager. Mention how she loves helping tenants and landlords, is driven and committed giving them the best possible experience, always striving to improve, polite and empathetic, truly cares about customer’s needs, thorough and efficient, loves the office's hard-working, close team. Finish with a call to action for the customer.”

- **Simply ask ChatGPT to mention any other specific character attributes unique to the person**

Write a Bio for a Real Estate Salesperson

ChatGPT

Here's what you can detail to **ChatGPT** in order to have a bio written for a real estate salesperson:

“Using AU English, write a compelling 250-word bio for Will Smith, a real estate salesperson who works at First National Real Estate **Insert Office**. Mention that he loves helping people achieve their dreams, understands the importance of communication, ethics, and balancing the needs of everybody involved in the transaction, as well as achieving outstanding prices. Create compelling reasons why a homeowner would want to sell with Will. Finish with a call to action offering a free home appraisal.”

- Simply ask ChatGPT to mention any other specific character attributes unique to the person

Write a Suburb Profile

ChatGPT

With this style of prompt, you enter your description first and wait for **ChatGPT** to acknowledge the instructions. Then, you insert the suburb name and postcode, which helps reduce the risk of **ChatGPT** drawing its description from a suburb with the same name but in the wrong location.

“You are a web content writer for a real estate agency. You have been tasked with creating suburb profiles for various neighbourhoods. Write a suburb profile for a specific neighbourhood, providing detailed information and insights about the area. Ensure the generated profile is informative, engaging, and valuable for potential homebuyers or renters.

When writing, act as a knowledgeable resident who has lived in the selected suburb for years and is excited to share their insights with potential newcomers. You should provide a warm and welcoming tone while highlighting the unique features and benefits of living in the suburb. Avoid technical jargon and focus on the lifestyle, community, amenities available, and the property market. Provide useful information such as schools, parks, transportation, and local events to give a comprehensive overview of what the suburb has to offer.

All content should be unique, written in the third person or omits pronouns, written in Australian English and grammatically correct. Instead of titling your closing comments with 'In conclusion' say instead 'Why we love' followed by the suburb name.

I will provide the postcode to help you find the right suburb but don't mention this in the copywriting.

Hold on writing the profiles. Acknowledge the prompt above, and the specific suburb will be provided.”

Wait for ChatGPT to respond and ask for your next instruction. Then, enter suburb and postcode:

"Redlands, 4157"

Analyse a Document Like Monthly CoreLogic Market Updates

ChatGPT

With this style of prompt, you instruct **ChatGPT** to extract the most relevant information from CoreLogic's [monthly national update](#), but specifically localised to your area

After installing the [ChatGPT File Uploader Extended](#), an upload option appears to the right of the 'Send a message' entry field. Upload your PDF and then use the below prompt to extract information about Sydney (or anywhere else) from the document.

"Using Australian English and acting as a real estate agent providing professional insights to people interested in buying homes or investing in rental properties in Sydney, write a 250-word article that of the most insightful parts of this monthly market update for Sydney homebuyers or property investors."

***Please note, this only applies paid ChatGPT accounts using Google Chrome browser with Chat GPT File Uploader Extended installed**

Lead Generation Strategies

ChatGPT

ChatGPT can assist you with developing strategies for generating leads for potential buyers and sellers. It can provide suggestions for creating engaging content, social media marketing, and email campaigns. Or, you can just ask First National to connect you to FN Social Express and we'll look after the lion's share of content generation for you.

Customer Relationship Management

ChatGPT

ChatGPT can help you improve your customer relationship management skills by offering advice on how to communicate with clients effectively, manage customer complaints, and develop relationships with new clients. Or, you can always ask First National's Chief Communications Officer for help with strategies and written responses to tricky situations. Email stewart.bunn@firstnational.com.au or call (03) 9418 9144.

Legal Issues

Real estate transactions can be complicated and must comply with your state or territory's property, stock and business agents Acts, and residential tenancy Acts. At a fundamental level, ChatGPT can be asked to provide guidance on legal issues such as property rights, contracts, and disclosures when you refer it to your specific local Act.

It is, however, recommended to seek legal advice from a professional solicitor or lawyer rather than ChatGPT.