



60

CHATGPT PROMPTS TO RANK, REACH AND STAND OUT IN LOCAL MARKETS

Your Local Real Estate
Content Toolkit

 Sierra Interactive

Your team's ability to connect locally is your greatest competitive advantage. Whether you're building trust with new leads, nurturing your database or standing out in search results, the key is clear: consistent, relevant content that reflects your expertise and your community.

But let's be real — creating all that content takes time. That's why we built this guide.

Inside, you'll find 60 plug-and-play ChatGPT prompts designed for real estate teams. These aren't generic. Every prompt is crafted to help you generate hyper-local, high-impact content fast — content that boosts visibility, sparks engagement and positions you as the local expert.

Even better? When used with **IntelliSearch**, Sierra Interactive's new keyword-powered property search, you'll know exactly what people in your market are searching for. Combine that data with these prompts and you'll be creating content that ranks — and converts.

Let's get to work. You've got local leads to reach.

LOCAL SEO + BLOG PROMPTS

Your blog is one of your best tools for long-term lead generation. These prompts help you create keyword-rich, hyper-local articles that showcase your expertise, answer common questions and get found in local search results.

Use them to write content that speaks directly to buyers and sellers in your target market — and keeps your website working 24/7.

1. **"Write a blog post for [city] home buyers explaining the top 5 things to know before buying in this area."**
2. **"List the pros and cons of moving to [neighborhood]. Make it friendly and informative."**
3. **"Create a local market update for [month] in [city]. Include home prices, trends, and tips."**
4. **"Write a guide to the top 10 neighborhoods for families in [city]."**
5. **"Compare living in [neighborhood A] vs. [neighborhood B] for young professionals."**
6. **"What are the best school districts in [city]? Write a helpful blog post for relocating families."**
7. **"Generate a 'Cost of Living in [City]' article tailored for first-time buyers."**
8. **"Create an FAQ blog for sellers in [zip code]."**
9. **"Write an article called 'Moving to [City]? Here's What You Need to Know'."**
10. **"Summarize key trends from my recent market report for [neighborhood]."**

SOCIAL MEDIA CAPTIONS & IDEAS

Stay top of mind on the platforms your leads scroll every day. These social prompts are designed to help you create engaging, educational and community-focused content for Instagram, Facebook, TikTok and beyond — all with a local-first lens.

Showcase your listings, highlight your expertise and build trust with your audience.

11. "Write a short caption for Instagram about new listings in [neighborhood]."
12. "Create a carousel post idea highlighting 3 hidden gem neighborhoods in [city]."
13. "Give me 5 Instagram Reel ideas that position me as a local market expert in [city]."
14. "Write a Facebook post educating sellers about pricing strategies in [market]."
15. "Create a short TikTok script explaining the home inspection process in [state]."
16. "Write a caption announcing an open house at [address] with a compelling hook."
17. "What should I post to get more engagement around a new listing?"
18. "Create a social post that breaks down local mortgage rate changes in simple terms."
19. "Give me a 30-second video script introducing myself as a [city]-based real estate agent."
20. "Write a social story series idea around 'What \$500K buys you in [city]'."

LISTING DESCRIPTIONS & HEADLINES

Your listings aren't just about features — they're about feelings. These prompts help you write persuasive, lifestyle-driven descriptions and headlines that sell the story of the home and speak to what buyers really want.

Use them to generate fresh listing copy or to refresh old ones with new energy.

21. "Write a listing description for a 3-bed home in [neighborhood] near schools and parks."
22. "Create 3 listing headline variations for a modern condo in downtown [city]."
23. "Describe a home's lifestyle benefits for a couple relocating from out of state."
24. "Write a luxury listing description for a \$1.5M home with mountain views."
25. "Write a listing description that focuses on walkability in [neighborhood]."
26. "Make this description more emotional and story-driven: [insert current version]."
27. "Improve the SEO of this listing description: [insert text here]."
28. "Create a bullet-point feature list for a just-listed social post."

EMAIL CAMPAIGN & NURTURE PROMPTS

Email is still one of the most powerful channels for conversion. These prompts help you create lead nurture sequences, market updates, listing alerts and re-engagement emails that feel human, helpful and hyper-relevant.

Nurture your list with more consistency — and way less effort.

29. **Write a 3-email sequence for nurturing buyer leads in [city]."**
30. **"Create a follow-up email for seller leads who haven't reponded in 2 weeks."**
31. **"Write a monthly newsletter template for homeowners in [zip code]."**
32. **"Give me 5 subject lines for a buyer lead email campaign in [neighborhood]."**
33. **"Generate a market update email based on this data: [insert stats]."**
34. **"Create a listing alert email with a local-friendly tone and urgency."**
35. **"Write an email to re-engage leads who haven't visited my site in 30 days."**

VIDEO/YOUTUBE SCRIPT PROMPTS

Video builds trust faster than any other format. Whether you're creating content for YouTube, Instagram Reels or email, these prompts help you script engaging, informative and on-brand videos that educate and convert.

Use these scripts to turn market knowledge into face-to-face influence at scale.

36. "Write a video script for a virtual tour of a home in [neighborhood]."
37. "Create a 2-minute YouTube script comparing [city] vs. [nearby city] for homebuyers."
38. "Write an intro for a video series called 'Living in [City]: What You Need to Know'."
39. "What's a good script for a market update video in [city] this month?"
40. "Make a script for a quick explainer video: '5 Mistakes First-Time Sellers Make in [City]'."

MARKETING STRATEGY & BRANDING PROMPTS

Feeling stuck on what to post or how to stand out? These strategic prompts help you zoom out — clarifying your messaging, planning your content calendar and aligning your content with your long-term business goals.

Build smarter, more intentional marketing with less guesswork.

41. "What kind of content should I create to attract downsizing homeowners in [city]?"
42. "Generate a 30-day local content plan using Instagram, blog, and email."
43. "Create a unique value proposition for my real estate brand in [neighborhood]."
44. "What topics are trending among [city] homebuyers right now?"
45. "Use this IntelliSearch result to generate blog content ideas: [paste search phrases]."

MISCELLANEOUS / FLEXIBLE PROMPTS

This section is your creative playground. From turning blog posts into social carousels to brainstorming lead magnets and neighborhood videos, these prompts are designed to spark new ideas and help you repurpose what you've already created.

When in doubt? Start here.

46. "Turn this blog post into an Instagram carousel: [insert post]"
47. "Rewrite this listing description to appeal to millennial buyers."
48. "Create a 'Just Sold' post template I can reuse."
49. "Write a testimonial request email for recent buyers."
50. "Give me 5 ideas for partnering with local businesses in [city] for content."
51. "Create an Instagram Highlight series around 'Local Life in [Neighborhood]'."
52. "Make a lead magnet idea using my market knowledge."
53. "Help me write a blog series based on seasonal events in [city]."
54. "Generate a local quiz idea that could work as a lead magnet."
55. "What's a helpful video to answer common FSBO questions in [zip code]?"
56. "Write an explainer of buyer agency agreements for [state]."

57. "What should I post about during a slow market in [city]?"
58. "Give me blog topics tied to holidays and real estate in [area]."
59. "Create a campaign around 'Why List in the Spring?' for [market]."
60. "Write a neighborhood spotlight script for [area]."



YOU'RE READY TO RANK, REACH AND WIN LOCALLY

The teams who win in today's market aren't just the ones who show up — they're the ones who show up consistently with content that's relevant, helpful and hyper-local.

You now have 60 ways to do just that. Whether you're writing a blog post, posting on Instagram, sending an email or filming a video, you've got the tools to create with confidence.

And when you pair these prompts with **IntelliSearch**, you take it to the next level — by aligning your content with what real buyers and sellers are actually searching for.

Keep this guide handy. Make it a part of your weekly workflow. And watch what happens when you stop creating content for the algorithm... and start creating for your community.