

# USING AI TO CREATE CONTENT THAT BORROWERS NEED

## How AI Can Help You Save Time & Create Valuable Content

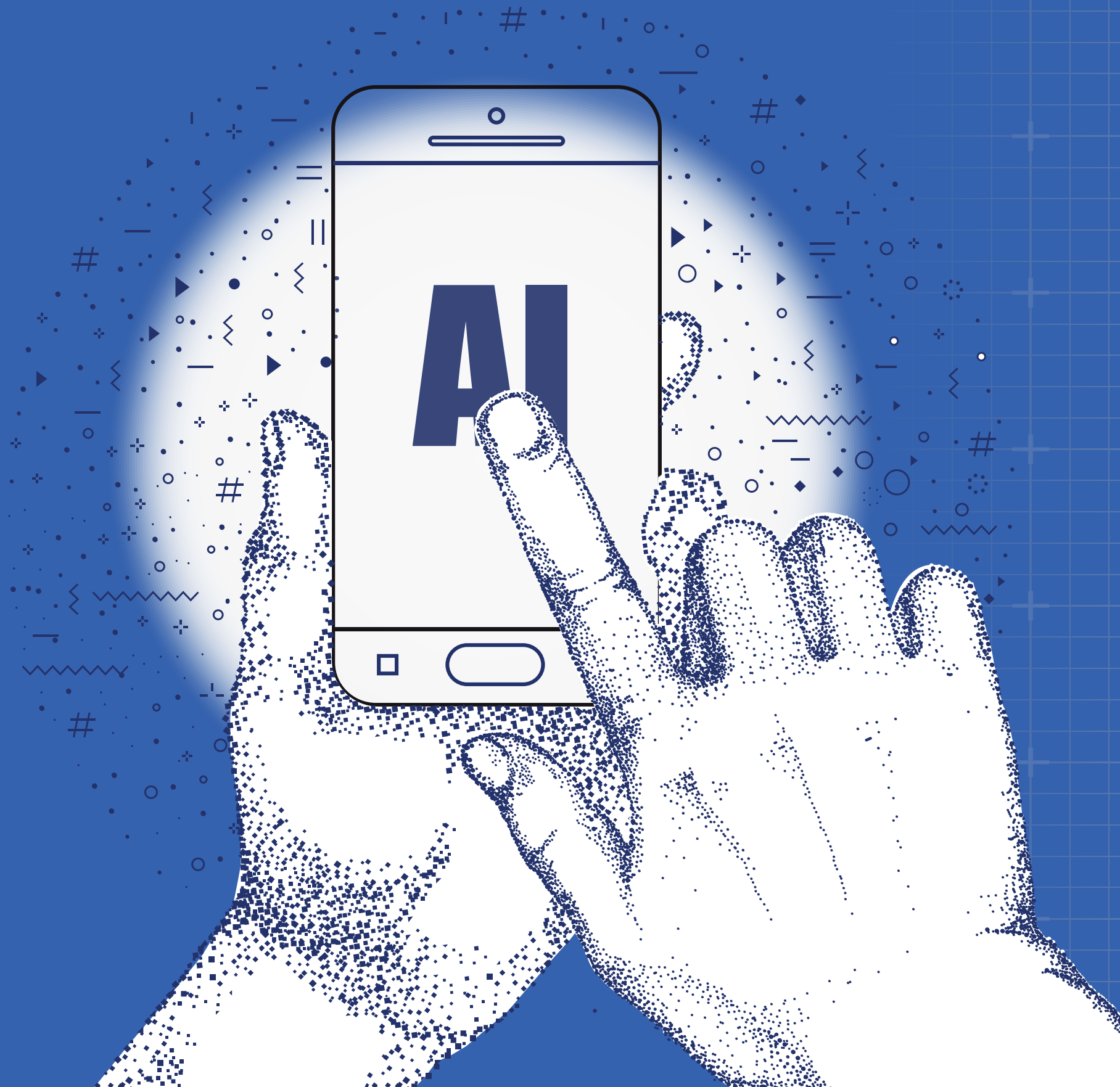
In today's fast-moving real estate market, staying top-of-mind with buyers and sellers requires consistent, valuable content. But creating high-quality content takes time that could be spent closing deals.

### That's where AI, like ChatGPT, comes in. AI can help you:

- Save time** – Quickly generate blog posts, emails, and social media content.
- Stay relevant** – Create content based on market trends and client needs.
- Scale your content** – Turn one idea into multiple formats (blogs, emails, social posts).
- Boost engagement** – Answer common buyer and seller questions in an informative way.

Instead of spending hours brainstorming and writing, AI can turn your insights into polished content instantly, allowing you to focus on what you do best—helping clients buy and sell homes.

STRATEGY 1: HOW AI CAN HELP YOU



# STEP 01

## AI-Powered Content Creation For Realtors

### Answer These Homebuying & Selling Questions

Take a few minutes to answer these questions in detail. Your responses will be the foundation of your content.

Make sure to **DOWNLOAD** the editable **PDF version** of this worksheet by taking a picture of **QR code** here.



### Homebuying Questions

- ▶ What are the biggest mistakes first-time homebuyers make?
- ▶ How can buyers get the best mortgage rate?
- ▶ What should buyers consider beyond price and location?
- ▶ How does mortgage pre-approval work and why is it important?
- ▶ What are some hidden costs of buying a home?
- ▶ How can buyers win in a multiple-offer situation?
- ▶ What are the biggest myths about buying a home?

### Home Selling Questions

- ▶ What are the top things sellers can do to increase their home's value?
- ▶ How do you determine the right listing price?
- ▶ What are the biggest mistakes sellers make when listing their home?
- ▶ How does home staging impact sale price and speed?
- ▶ What's the best way to market a home beyond just listing it?

### Market & Strategy Questions

- ▶ Is now a good time to buy/sell a home?
- ▶ What's the best way to buy and sell at the same time?
- ▶ What trends are shaping the real estate market right now?

Write detailed answers—the more insight you provide, the better AI will be at creating engaging content.



# STEP 2

## Turn Your Answers Into Content with AI



Now that you've answered the questions, let's turn them into high-quality marketing materials using ChatGPT or another AI product.

### Here's What to Do Next:

- ▶ Save the editable version found above
- ▶ Upload your answers into ChatGPT and ask: Based on my answers, what are 20 CONTENT topics buyers and sellers would find valuable?

### For each suggested topic, ask ChatGPT to:

- ▶ Write an email on the topic using my written answers to understand my voice
- ▶ Now generate two social media posts per topic.

### Review & Customize:

- ▶ AI will do the heavy lifting, but you should refine content to match your voice and brand.

### Schedule & Automate:

- ▶ Use tools like Buffer, Hootsuite, or your CRM to schedule content weeks in advance so you're always staying top-of-mind.

By using AI, you can massively scale your content production without spending hours writing from scratch. This means more time for networking, closing deals, and growing your business.

# AI Prompts to Help You with Customer Research and Marketing

### Location Insights:

"Can you provide demographic data on first-time homebuyers in [specific location] based on recent trends?"

### Age and Life Stage:

"What age groups are most likely to be first-time homebuyers in my market? What life events or stages are driving them to purchase now?"

### Income and Financial Profile:

"What is the average income range for first-time homebuyers in [location]? Are there any notable shifts in affordability trends for this group?"

### Family Size and Housing Needs:

"How does family size influence home-buying decisions for first-time buyers? What type of properties are they most likely to be interested in?"

### Career and Employment:

"What industries or types of jobs are most common among first-time homebuyers in [location]? Are there any trends in job stability or career progression for this group?"

### Behavior and Preferences:

"What factors are most important to first-time homebuyers when choosing a property? Are they prioritizing location, price, or home features?"

### Interest and Lifestyle:

"How do lifestyle preferences (e.g., proximity to schools, public transportation, green spaces) impact the home-buying decisions of first-time buyers in [location]?"

### Home Buying Process and Challenges:

"What are the common challenges that first-time homebuyers face in [location], and how can I address them in my marketing or sales process?"