

MARKETING MEETING

JULY 8TH

CHATGPT WORKSHOP

REMINDERS FROM LAST WEEK

- ChatGPT is a tool, not a replacement
- It works best with clear instructions and context
- Think of it like an assistant - it needs direction

CUSTOMIZE YOUR CHATGPT

- You can train ChatGPT to better understand you, your clients, and your style
- This saves time and makes the responses more accurate and on-brand
- How to Customize:
 - Click your name
 - Go to "Customize ChatGPT"
 - Fill in the sections with these questions in mind:
 - What would you like ChatGPT to know about you?
 - How would you like ChatGPT to respond?

SUGGESTED INFO FOR REALTORS

- What to tell ChatGPT about you:
 - Your name and role (Realtor with REMAX Results)
 - Your primary markets or towns
 - Whether you specialize in buyers, sellers, or both
 - Your tone of voice (ex: professional but friendly)
 - Any brand preferences (ex: no emojis, short captions, avoid words like “perfect blend”)

SUGGESTED INFO FOR REALTORS

- How you want it to respond - including tone, length, and formatting preferences:
 - Use complete sentences and clear formatting
 - Keep captions under 200 characters unless noted
 - Always tailor real estate content to Rhode Island market unless otherwise specified

EXAMPLES

- What to tell ChatGPT:
 - I'm a full-time Realtor with REMAX Results, based in Middletown, RI. I help buyers, sellers, and investors across Rhode Island. My tone is professional but friendly. I focus on coastal properties and first-time buyers. I post regularly to Instagram and Facebook.
- How I'd like ChatGPT to respond:
 - Keep language clear and confident. Use a conversational tone with smart real estate insights. For social media, avoid overly salesy phrases. Keep captions short, around 2-3 sentences. Format longer pieces with bullet points or short paragraphs.

**ONCE YOU ARE
CUSTOMIZED,
TEST IT!**

PROMPTS TO PLAY WITH

- “Write a compelling listing description for a 3-bed, 2-bath single-family home in Portsmouth, RI with a newly renovated kitchen, fenced backyard, and finished basement.”
- “Write a caption for a Just Sold post for a 2-bed condo in Newport, RI that sold in under a week with multiple offers.”
- “Write a social media caption giving a tip to first-time buyers nervous about interest rates.”

**THEN PRACTICE SELF CRITIQUING BY GIVING THE RESPONSE
FEEDBACK AND THEN SEE WHAT YOU GET FOR A RESULT**

CHATGPT TIPS

CUSTOMIZE YOUR CHATGPT

- Your name, market area, and specialty (buyers, sellers, luxury, etc.)
- Your tone (ex. professional, friendly, casual)
- Formatting preferences (short captions, no emojis, bullet points, etc.)

WRITING PROMPTS

- Be specific
 - "Write a listing description for a 3-bed 2-bath home in Portsmouth, RI with a fenced yard and ocean views."
- Add context
 - Include who the audience is (first-time buyer, luxury client, social media follower, etc.)
- Set the format
 - Ask for: bullet points, a caption, an email, a blog post, etc.
- Refine as you go
 - Use follow-ups like: "Make it shorter." "Add a call-to-action." "Rewrite in a more casual tone."

PROMPT IDEAS

- "Write a Just Sold Instagram caption for a 2-bed condo in Newport that sold with multiple offers."
- "Create a blog post outline about the pros and cons of buying a fixer-upper."
- "Write a friendly follow-up message for a buyer lead after a showing."
- "Give me 5 engaging email subject lines for a first-time homebuyer campaign."
- "What are 3 Instagram reel ideas for highlighting an Open House this weekend?"

SCAN FOR ONE PAGER



REMAX GIVING WEEK

OCTOBER 5TH-11TH

We'd love to do one or two events office wide where we can give back to our communities and are looking for ideas or charities we can support.



MARKETING MEETING

JULY 8TH
