

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.



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