Open House ChatGPT Prompt Playbook

10 improved prompts for agents | Before, during, and after the open house

Use these prompts to prepare natural conversations, accurate marketing, and thoughtful follow-up. Each prompt keeps the purpose of Bob's original list and gives ChatGPT clearer instructions.

What was improved

Specific facts. Exact dates, approved features, and clear length limits make drafts easier to use.
Respectful conversations. A curious neighbor and a visitor who is exploring deserve the same welcome as someone ready to buy.
Real practice. Prompt 4 pauses for your answer and coaches you before continuing.
Clear next steps. Representation, permission to follow up, and a realistic call to action are built into the prompts.

Choose how to work

METHOD	WHEN TO USE IT	HOW TO RUN IT
One at a time	Best starting point	Paste your brief, then one prompt. Review and refine the answer before the next prompt.
Small groups	Prepare for one stage	Run 3, 6, and 9 for promotion. Use 1, 2, 7, 8, and 10 for hosting. Run 5 after the event.
All together	Build a first draft set	Paste the brief and all 10 prompts with the batch instruction on page 3. Run the role-play separately.

Start with one property and one conversation

Open a fresh ChatGPT conversation for each property. Replace every bracketed placeholder. Paste the completed brief from page 3, then the prompt you want. In a new conversation, paste the brief again. Check each result against your current listing information before using it.

Where to find things Preparation questions on page 2. Shared brief and batch instruction on page 3. Prompts 1-10 on pages 4-8. Review checklist and references on page 9.

Know these answers first

Keep this information beside you as you complete the brief and choose a prompt.

The property and event

What is the exact address and town? What calendar date, start time, end time, and time zone will you advertise? Is the listing still available, and is the asking price current?

The facts you can support

Which 3-5 features are verified, and where did you verify them? Check the MLS, seller-approved information, disclosures, and your observations. What is uncertain? Who will confirm it?

Your role and the visitor's representation

Who do you represent while hosting? What wording has your broker approved to explain that role? How will you ask whether a visitor has an agent and handle an existing exclusive agreement? [1-3]

The showing and marketing permissions

Have the seller and listing agent approved the open house, photos, filming, and social posts? Is a 30-minute early neighbor preview approved? What are the actual preview start and end times?

The visitor experience

Where should visitors park and enter? What is the tour route? Are there steps or other verified access details to explain? What sign-in, photography, shoe, and property-access instructions apply?

Your identity and advertising details

What are your name, brokerage name, cell number, office number, website, and listing link? What exact brokerage identification and advertising wording must appear in posts or videos?

The conversation and next step

What would you like someone to do next? Choose an action you can deliver, such as receive the property sheet, ask a question, speak with their agent, or arrange the next appropriate conversation.

The follow-up facts

What did this visitor actually say they liked? Did they agree to a text about this property? What timing and method did they request? Are they represented? Keep the consent record and full contact details in your approved system.

Use placeholders for people. Write [visitor first name] and add it yourself before sending. Leave private financial information, seller negotiating limits, access codes, and full visitor records out of the chat.

Give ChatGPT the right context

Copy this brief first. Fill in the brackets or write “unknown” or “not applicable.”

COPY AND PASTE

Help me prepare for this open house. Use only the facts below. Ask me for essential missing information before drafting. Never invent a feature, price, date, approval, visitor detail, or promise. Use warm, natural language and describe the property without assumptions about who should live there.

Property and town - [address and town]
Event - [calendar date, start/end times, time zone]
Current price and status - [verified information and date checked]
Verified features and sources - [feature / source / date checked]
Tour route and access details - [route, parking, entrance, steps]
My role and approved role explanation - [role and exact wording]
Seller/listing-agent approvals - [hosting, advertising, filming]
Neighbor preview - [approved yes/no, date, start/end times]
Agent and brokerage details - [name, firm, cell, office, website]
Approved advertising line and listing link - [exact text and URL]
Desired next step - [one practical action]
Tone - [friendly, calm, direct, or another choice]
Unknown or unverified items - [list]

Treat visitor details as placeholders. Ask for representation status and permission before preparing individualized follow-up. Draft the content for my review. Wait for my next prompt.

To run all 10 prompts together

Paste the brief above, then the instruction below, then the complete text of prompts 1-10. A prompt number by itself works only after the prompt text is already in that conversation.

ADD THIS BEFORE THE 10 PROMPTS

Using my completed brief and the 10 prompts below, first ask for essential missing facts. After I answer, draft prompts 1, 2, 3, 6, 7, 8, 9, and 10 under their original numbers. For prompt 3, confirm the early preview is approved. For prompt 5, use placeholders until I supply actual visitor notes, representation status, and follow-up permission. For prompt 4, show “Ready for practice” and wait until I type “Start prompt 4.” End with a short list of facts I need to verify. Do not send or publish anything.

Prompts 1 and 2

Paste the shared brief first. Copy the shaded prompt, fill in its brackets, and review the draft.

1 Welcome visitors at the door

Create five opening lines that invite a real conversation.

Have ready Your name, brokerage, hosting role, and any approved welcome instructions.

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Using my open house brief, write five different opening lines I can say after introducing myself and explaining my hosting role. Keep each to 20 words or fewer. Use friendly, everyday language and one easy question that lets visitors share what they would like to see or learn. Welcome neighbors and people who are exploring as warmly as active buyers. Avoid assumptions about family, finances, or who will live here. Make each line sound natural when spoken aloud.

Put it to work Choose two lines that sound like you. Read them aloud and listen to the visitor's response before asking another question.

2 Describe the home in 60 seconds

Create a spoken introduction to the tour.

Have ready Three to five verified features, their sources, and the route visitors will take.

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Using only these verified features [list] and this tour route [route], write a 120-140-word walkthrough introduction for [property]. Aim for about 60 seconds at a comfortable speaking pace. Start by orienting visitors, highlight up to three features, and end with an invitation to ask about the home. Use plain language and short sentences. Include simple pause cues outside the spoken word count. If a fact is missing, ask me before drafting. Avoid unsupported claims about schools, safety, renovations, size, value, or future appreciation.

Put it to work Time yourself. Ask ChatGPT to shorten the script if your natural delivery takes longer than one minute.

Prompts 3 and 4

Paste the shared brief first. Copy the shaded prompt, fill in its brackets, and review the draft.

3 Invite the neighbors

Create a friendly invitation to an approved early preview.

Have ready Preview approval, actual preview and public hours, address, and advertising line.

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Write a friendly neighbor invitation for [street or surrounding area] to preview the open house at [address] on [calendar date] from [preview start] to [preview end]. The public open house runs [start] to [end]. Confirm the preview begins 30 minutes before the public event and that [seller/listing-agent approval] is yes. If the times or approval are missing or inconsistent, ask first. Keep the invitation under 60 words, excluding my supplied advertising/contact line [exact text]. Make attendance optional, welcome anyone interested, and include one simple next step. Avoid urgency or promises about exclusivity.

Put it to work Confirm that the home and host will be ready for the early arrival time before delivering the invitation.

4 Practice five visitor conversations

Run an interactive role-play with coaching after each answer.

Have ready Your hosting role, approved role explanation, property facts, and practice difficulty.

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Act as five fictional open house visitors, one at a time. Use my verified property brief. Include a curious neighbor, a buyer who thinks the price is high, a visitor without an agent, someone who has not spoken with a lender, and someone just exploring. Start with visitor one and one realistic opening remark. Stop and wait for my reply. Then give one thing I did well, one improvement, and a shorter example response. Check whether I listened, explained my role, and respected existing representation. Avoid requesting private financial details or inventing legal rules. Wait for “next visitor” before continuing. After all five, give me three practice priorities.

Put it to work Answer in your own words. Keep this exercise separate from a batch of written drafts so you can practice each exchange.

Prompts 5 and 6

Paste the shared brief first. Copy the shaded prompt, fill in its brackets, and review the draft.

5 Follow up with permission

Create three alternative texts for one visitor.

Have ready What they liked, permission for a text, representation status, and an agreed next step.

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Using anonymized notes for one visitor, write three alternative follow-up texts of no more than 50 words each. I am [agent name] with [brokerage], and we met at [property] on [date]. They liked [actual detail] and agreed to a text about [specific topic] at [time]. Their representation status is [status]. If permission or representation is unclear, ask first. Mention the real detail, identify me, and give one easy next step [action]. Keep the tone warm and low-pressure. For a represented buyer, frame the next step around coordination with their agent. Present these as alternatives for me to choose from.

Put it to work Send one chosen version through your approved process. Honor opt-outs and agreed timing. A sign-in entry alone should not be treated as permission for ongoing marketing.

6 Promote the open house on Facebook

Create an accurate post with a useful opening feature.

Have ready Exact date/hours, approved feature, current details, marketing permission, and contact line.

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Write a Facebook post for the open house at [address and town] on [calendar date], [start-end time and time zone]. Lead with this verified feature [feature] and use only these additional approved facts [list]. Keep the main post to 90-130 words. Add my approved brokerage/contact line [exact text] and listing link [URL] separately. End with one clear invitation to attend. Use an inclusive, conversational tone. Avoid exaggerated claims, unsupported neighborhood judgments, or wording that suggests a preferred type of resident. Use the calendar date instead of “tomorrow.” Include hashtags only if requested, choosing from #C21AllianceSJ #Century21Alliance #C21 #Century21.

Put it to work Check the date, listing status, link, and brokerage identification immediately before posting. Use only approved images.

Prompts 7 and 8

Paste the shared brief first. Copy the shaded prompt, fill in its brackets, and review the draft.

7 Learn about the visitor's timing

Create five optional questions about plans and next steps.

Have ready Your role, required disclosures, whether the visitor has an agent, and available next steps.

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Write five short, open-ended questions I can use after explaining my hosting role and completing required disclosures. Help me understand the visitor's timing, search stage, property needs, and preferred next step, including whether the next 90 days matter to them. Keep questions optional and conversational. Include a gentle way to confirm whether they already have an agent. Avoid probing for a maximum budget, credit score, private motivation, or protected personal characteristics. For each question, add a brief note explaining what the answer can help me understand. Use neutral observations and avoid labeling a visitor as serious or unqualified.

Put it to work Ask one question, listen, and follow the conversation. Someone exploring today may become a future client or referral.

8 Respond to “I already have an agent”

Welcome the visitor and support communication with their agent.

Have ready Your hosting role, the visitor's statement, and your brokerage's coordination process.

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Write a natural response of no more than 60 words to an open house visitor who says, “I already have an agent.” My role is [approved role explanation]. Welcome them, acknowledge their agent positively, and offer verified information about this property. Ask whether they would like information shared with their agent and whether I may have the agent's contact details. Respect their existing representation. Keep the wording consistent with my actual role. Avoid offering to replace their agent or suggesting that attending the open house creates a new agency relationship.

Put it to work Coordinate substantive transaction conversations appropriately. Confirm the applicable agency steps with your broker when the visitor asks for additional services. [2,3]

Prompts 9 and 10

Paste the shared brief first. Copy the shaded prompt, fill in its brackets, and review the draft.

9 Film a 15-second invitation

Create a brief front-door video and separate screen text.

Have ready Filming approval, verified feature, exact hours, and required advertising information.

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Write a 30-35-word spoken script for a roughly 15-second video filmed at the front door of [address and town] before the open house. Include my introduction [name and brokerage], one verified feature [feature], and a clear invitation to attend on [calendar date] during [hours]. Use only my supplied facts. Make it easy to say in one take. Separately provide opening on-screen text, an event-details overlay, and a closing card using my approved brokerage/contact line. Keep overlays outside the spoken word count. If the details cannot fit naturally, ask which to move to the on-screen text.

Put it to work Time the delivery, review automatic captions, and watch without sound. Check that the date, location, hours, and next step remain clear.

10 Thank visitors as they leave

Create a short handwritten-style thank-you.

Have ready Property reference, how the note will be handed out, and your contact/signature line.

COPY AND PASTE

Write one warm thank-you sentence of 25 words or fewer for a small note I can hand to visitors leaving the open house at [property]. Thank them for taking the time to visit and invite a question about the home. Use a friendly, natural tone. Keep it welcoming for every visitor, including neighbors and people who have an agent. Avoid implying that they agreed to future contact or that I represent them. Put my supplied name, brokerage, and contact line [exact text] on a separate line outside the sentence word count.

Put it to work Print the note or write it by hand. Offer it as a courteous closing to the visit.

Review, refine, and use

A brief review turns a generic draft into something you can say with confidence.

A practical sequence

Before the event Confirm the brief, then use 3, 6, and 9 for promotion. Prepare 1, 2, 7, 8, and 10, and practice with 4.
During the event Listen, use the scripts naturally, and record only the visitor notes and follow-up preferences you need.
After the event Add anonymized notes to prompt 5 and choose one appropriate message for each visitor.

Refine the first draft

In the same conversation, ask ChatGPT to shorten it, make it sound more like you, or offer another opening. For example, “Rewrite opening line 2 in 12 words or fewer. Keep the same meaning and make it easier to say aloud.” Supply corrected facts directly whenever something changes.

Check before you use it

- ☐ Are the address, calendar date, hours, price, features, and links correct?
- ☐ Does the message match my role and include the approved advertising details?
- ☐ Is every property claim supported, and is the wording welcoming to all?
- ☐ Have I respected existing representation and the visitor's follow-up preferences?
- ☐ Have I replaced every bracket, read the words aloud, and checked the timing?

New Jersey practice notes

Use the current required open house notice and your broker's agency-disclosure process. A spoken introduction does not replace those steps. NAR's guidance distinguishes a visitor attending an open house independently from a buyer working with an agent. Confirm requirements before providing additional buyer services. [1,2]
For REALTORS®, Article 16 addresses existing exclusive representation and coordination with the representative. Keep advertising accurate and consistent with fair housing requirements. [3,4]

Reference links

[1] New Jersey DOBI Bulletin 24-11 Agency relationships and residential open house signage, pp. 2-4 and 6-7.

[2] NAR Consumer Guide to Open Houses and Written Agreements Open house visits and the start of buyer services.

[3] NAR 2026 Code of Ethics and Standards of Practice Articles 12 and 16, including Standard of Practice 16-13.

[4] HUD Fair Housing Advertising guidance Property advertising and discriminatory preferences.

Prepared November 17, 2026. Use current forms and broker-approved procedures for the property and situation.