PROPERTY EDITION · INDIA

The AI Playbook for *Property Agents*

Write a listing in two minutes, reply to every lead in five, and get your evenings back.

27
copy-paste prompts

9
chapters

20
minutes a day

Listings | Lead replies | Follow-ups | Social posts | Reel scripts | Hinglish | RERA check

Works with free ChatGPT, Gemini or Claude

First edition · November 2026

A QUICK NOTE BEFORE YOU START

You already know how to sell property. This book handles the typing.

Most agents don't struggle with clients. They struggle with the endless writing around them: listings for four portals, replies to twenty enquiries, follow-ups, festival posts, site-visit reminders. It's the work that eats the evening.

This playbook is a set of prompts you copy, fill in and paste into a free AI tool. Nothing technical, nothing to install. Start with Chapter 1, which takes about fifteen minutes, and after that use whichever chapter helps you today.

One promise I'd ask you to make in return: read everything before you send it. The AI is quick, but you're the one who knows the property.

— VK, Follokit

IMPORTANT · PLEASE READ

Before you use this playbook

What this is

A collection of AI prompts, example messages and tool suggestions to help you draft and organise your work faster. It is for drafting help and general information only.

What it isn't

It is not legal, financial, tax, insurance, investment or regulatory advice, and it doesn't replace guidance from your company, your regulator or a qualified professional.

You review everything

AI tools can be wrong and can make things up. Check every fact, figure, date and claim before you send or publish anything, and use your own judgement.

The rules are yours to follow

If you advertise property, follow your state's RERA rules and each portal's policies, and never promise returns, appreciation or rental income. Rules change and differ by state, product and company, so check the current official rules before you act.

Protect personal data

Never paste PAN, Aadhaar, bank details, medical records or customer documents into AI tools. Message people only when they have contacted you or agreed to hear from you.

No promised results

Examples in this book are illustrations, not typical results. What you achieve depends on your market, your work and many other factors.

Partner links

Some tool links are partner links, which may earn Follokit a commission at no extra cost to you. See Recommended tools.

By using this playbook you agree to the terms of use on the last page.

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BEFORE YOU BEGIN

Start here

This book holds 27 copy-paste prompts for the writing that fills an agent's day: listings, lead replies, follow-ups, social posts and client updates. Give it fifteen minutes to set up, then about twenty minutes a day, and most of that writing takes care of itself.

What you'll need

- A phone or laptop
- A free account on ChatGPT, Gemini or Claude (any one is fine)
- Your property details, photos and your RERA agent registration number

How each prompt works

1. Copy the prompt from the shaded box.
2. Swap everything in [square brackets] for your own details.
3. Paste it into your AI tool and press send.
4. Read the answer, fix anything that's off, and then use it.

> **RULE**
> AI writes quickly, but it can also make things up. Every price, size, amenity and approval you publish is still yours to stand behind. Chapter 8 has a simple 10-point check to run before anything goes out.

> **RULE**
> Keep personal documents out of AI tools. Don't paste a client's PAN, Aadhaar, agreements or bank details. Describe the situation in your own words instead.

CHAPTER 2

02

Listings in 2 minutes

4 PROMPTS · ABOUT 3 MINUTES

A good listing quietly answers the buyer's first five questions before they pick up the phone: how big, how much, where, when can I move in, and why this one.

First, gather the facts

Keep this checklist handy and fill it in for every property. The AI can only be as accurate as what you give it.

- Type and BHK, carpet area (sq ft), floor / total floors
- Price, maintenance, parking
- Society or project name, locality, landmark
- Possession status, age of building, OC/CC status
- Facing, furnishing, amenities that actually exist
- Distance to metro, offices, schools and hospitals (check on Google Maps)
- Project RERA number (for new projects) and your agent RERA number

PROMPT 2.1

Portal listing (99acres, MagicBricks, Housing.com)

```
Write a property listing for an Indian property portal.

Facts (use ONLY these):
[paste your checklist answers]

Write:
1. A headline under 70 characters that starts with BHK + locality
2. A description of 120–160 words: first line = the strongest reason to
buy; then size and layout; then location and connectivity; then society
amenities; end with a clear call to action
3. 5 bullet-point highlights

Rules: no exaggeration words like "best", "luxurious" or "dream home"
unless backed by a fact. Write [ADD: detail] for anything missing.
```

COPY · FILL THE [BRACKETS] · PASTE

EXAMPLE · *sample facts: 2 BHK, Wakad, Pune*

2 BHK in Wakad, 5 min to Hinjewadi Phase 1 — ₹78 lakh

Skip the Hinjewadi traffic: this 2 BHK sits 5 minutes from Phase 1, with a 940 sq ft carpet area across two bedrooms, two bathrooms and a balcony facing the society garden. The flat is on the 7th of 14 floors, east-facing, and semi-furnished with modular kitchen and wardrobes. The society has a gym, clubhouse, children's play area and 24-hour security, with one covered parking slot included. OC received; ready to move. Maintenance ₹3,200/month. Call or WhatsApp to book a site visit this weekend.

PROMPT 2.2

WhatsApp listing (short and easy to scan)

```
Turn this listing into a WhatsApp message under 80 words.
Use line breaks and up to 5 relevant emojis (house, pin, money, key,
phone).
Structure: headline, 4 key facts, 1 location line, call to action.
End with: Agent RERA No: [number]
Listing: [paste]
```

COPY · FILL THE [BRACKETS] · PASTE

PROMPT 2.3

Rental listing

```
Write a rental listing for [BHK] in [locality], rent ₹[amount], deposit
₹[amount], available from [date].
Include: furnishing, parking, preferred lease length, pet policy if
known.
Do NOT mention preferences about religion, caste, community, diet or
marital status.
Under 100 words.
```

COPY · FILL THE [BRACKETS] · PASTE

TIP

That last line in Prompt 2.3 matters. Listings that exclude people by community or diet can break portal policies and invite complaints. Describe the home, not the tenant you'd like.

LOAN EDITION · BANKS & DSAS · INDIA

The AI Playbook for *Loan Professionals*

Reply to every lead in five minutes, explain every offer in plain words, and chase documents without the stress.

34
copy-paste prompts

12
chapters

20
minutes a day

Lead replies · Eligibility profiles · KFS explainers · Document chasing · Sanction & decline · Partners · Hinglish · RBI check

Works with free ChatGPT, Gemini or Claude

First edition · November 2026

CHAPTER 2

02

Reply to every lead fast

3 PROMPTS · ABOUT 3 MINUTES

Loan enquiries cool down within hours, and customers often ask several banks and DSAs at once. More often than not, the one who replies first, clearly and helpfully, gets the documents.

PROMPT 2.1 **First reply to a new lead**

```
A lead enquired about a [home loan / LAP / personal loan / business
loan / car loan] via [website / Facebook / referral / walk-in].
Their message: "[paste, or write 'no message — just a form']"

Write a WhatsApp reply under 60 words that:
- greets them by name: [name]
- says who I am: [name], [bank / authorised DSA of bank names]
- asks ONE easy question to understand their need (loan amount, purpose,
or salaried vs self-employed)
- offers two slots for a 10-minute call: [day/time 1] or [day/time 2]
Tone: helpful, not salesy. Do not quote rates, EMIs or approval chances.
```

COPY · FILL THE [BRACKETS] · PASTE

EXAMPLE

Hi Sneha, this is Amit from [Bank / authorised partner of Bank]. Thanks for your home loan enquiry. To guide you properly — are you salaried or self-employed, and roughly what loan amount are you looking at? I can call you today at 6 pm or tomorrow at 11 am for 10 minutes. Which works?

PROMPT 2.2

Gentle follow-ups for leads who went quiet

```
Write 4 short WhatsApp follow-ups for a lead who enquired about a [loan type] on [date] and hasn't replied.
Day 2: one useful, general tip (e.g. which documents to keep ready for this loan type)
Day 5: offer a quick call to check eligibility with no obligation
Day 10: a simple question — still planning, paused, or sorted elsewhere?
Day 30: a friendly check-in
Each under 40 words. No pressure, no fake urgency, no "limited-time rate" claims.
```

COPY · FILL THE [BRACKETS] · PASTE

PROMPT 2.3

Summarise a lead call

```
Here are my rough notes from a call with a lead (no ID numbers): [paste notes].
Summarise in this format:
Loan type: / Amount needed: / Purpose: / Employment: / Monthly income (approx.): / Existing EMIs (approx.): / Property or collateral: / Timeline: / Concerns:
Then list 3 questions I should ask next time and the documents to request first.
```

COPY · FILL THE [BRACKETS] · PASTE

TIP

Save your favourite versions of 2.1 and 2.2 as Quick Replies in WhatsApp Business (Settings → Business tools → Quick replies), and let the AI personalise them. Keep these for people who contacted you or agreed to hear from you. Cold promotional messages are restricted (Chapter 11).

INSURANCE EDITION · INDIA

The AI Playbook for *Insurance Advisors*

Explain any policy in plain words, stay on top of every renewal, and sound like yourself.

34	11	20
copy-paste prompts	chapters	minutes a day

Needs summaries · Policy explainers · Renewals · Claim updates · Objections · Hinglish · IRDAI check

Works with free ChatGPT, Gemini or Claude

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CHAPTER 2

02

Needs-based conversations

3 PROMPTS · ABOUT 3 MINUTES

Clients trust the advisor who listens before suggesting anything. Let the AI help you prepare the conversation and tidy up your notes afterwards. The recommendation itself stays where it belongs: with your professional judgement.

Eight things worth covering in a first conversation

1. Who depends on their income (spouse, children, parents)
2. Current cover — personal and employer group policies — and what each includes
3. Income and regular expenses (rough figures are fine)
4. Loans and EMIs
5. Health history that may matter for health or life cover
6. Upcoming goals (children's education, a home, retirement)
7. Budget they're comfortable with for premiums
8. Concerns or past bad experiences with insurance

PROMPT 2.1

Prepare for the conversation

```
I'm meeting [client name], [age], [occupation], [family
details], who is interested in [term / health / motor / other]
insurance.
Write 10 friendly, simple questions covering: dependents, existing cover
(including employer policies), income and loans, health history, goals
and budget.
Order them from easiest to most personal. Add one sentence I can say to
explain why I'm asking.
```

COPY · FILL THE [BRACKETS] · PASTE

PROMPT 2.2

Turn your notes into a needs summary

```
Here are my notes from a needs conversation: [paste rough notes].
Write a clear summary in this format:
Family and dependents: / Existing cover: / Gaps I noticed: / Budget: /
Client's priorities: / Open questions:
Do NOT recommend specific products or amounts. Write [ADD:
detail] where my notes are unclear.
```

COPY · FILL THE [BRACKETS] · PASTE

PROPERTY EDITION · MESSAGE BANK

50 Ready Messages for *Property Agents*

Every reply, reminder and follow-up you send in a week, written and ready to copy.

50	7	3
ready-to-send messages	chapters	ways to send: WhatsApp, SMS, email

First replies · Follow-ups · Site visits · Offers · Documents · Referrals · Festivals

Edit freely · use with your own clients

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MESSAGE 1.3

Missed call, call back by text

Hi **[Name]**, I saw a missed call from you and didn't want to keep you waiting. This is **[Your name]** from **[Firm]**. Is now a good time to talk, or shall I call you at a time that suits you?

COPY · FILL THE [BRACKETS] · SEND

MESSAGE 1.4

Enquiry outside working hours

Hi **[Name]**, thank you for your message. I've noted your interest in **[Property / Area]**. I'll call you tomorrow by **[time]** with details. If you'd rather talk on WhatsApp, just reply here.

COPY · FILL THE [BRACKETS] · SEND

MESSAGE 1.5

Buyer with no fixed property in mind

Hi **[Name]**, great to hear you're looking in **[City]**. Tell me what matters most and I'll shortlist for you:

- Budget
- Preferred areas
- BHK / size
- Ready to move or under construction

Usually I can send 3–4 good matches the same day.

COPY · FILL THE [BRACKETS] · SEND