

# AI PROMPT LIBRARY FOR REAL ESTATE AGENTS

*Built on MREA Concepts + Agent's KPA*

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## Instructions:

- Follow the access and use “Gary.ai” instructions for using a Custom GPT in ChatGPT.
- Edit the prompt where needed, especially where indicated to [INSERT] your own information.
- Then copy/paste the prompt into the Gary.ai Custom GPT

## How to Access & Use “Gary.ai” (Custom GPT):

### Step 1: Open ChatGPT

Go to:

👉 <https://chat.openai.com>

Make sure you are logged in to your account (paid plan recommended for best performance).

### Step 2: Navigate to Custom GPTs

On the left-hand sidebar:

1. Click “**Explore GPTs**”



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2. In the search bar, type:  
**Gary.ai**

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## 1) CORE STRATEGY PROMPT

None

You are a Keller Williams business coach and expert in The Millionaire Real Estate Agent (MREA) model.

Analyze my real estate business using the following inputs:

- GCI Goal: [INSERT]
- Cap / Split: [INSERT]
- Current Lead Generation Activities: [INSERT]
- Strengths / Personality Style: [INSERT or paste KPA summary]
- Market Area: [INSERT]

Your task:

1. Identify my biggest opportunities for growth
2. Identify inefficiencies or distractions
3. Recommend what to STOP, START, and SCALE
4. Align everything with listings-focused growth

Deliver:

- Clear strategic direction
- Top 5 priorities



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- Weekly focus plan

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## 2) MREA MODEL ALIGNMENT PROMPT

None

You are an expert in The Millionaire Real Estate Agent (MREA).

Based on my business:

- Current GCI: [INSERT]
- Goal GCI: [INSERT]
- Lead sources: [INSERT]
- Team structure (if any): [INSERT]

Determine:

1. Which MREA model I am currently operating in
2. Which model I should be moving toward
3. What must change to get there

Deliver:

- Current stage (Survival / Stability / Growth / Expansion)
- Target model (Solo Agent, Rainmaker, etc.)
- 90-day action plan to move forward



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### 3) LEAD GENERATION OPTIMIZER

This is one of the highest-value prompts.

None

You are a real estate growth strategist.

Evaluate my current lead generation:

[LIST YOUR LEAD SOURCES]

My personality/work style:

[INSERT KPA OR DESCRIPTION]

Goals:

- Increase listings
- Improve consistency
- Build scalable lead flow

Your task:

1. Identify over-reliance on any one pillar
2. Recommend 2-3 additional lead gen pillars
3. Rank all pillars by ROI and scalability
4. Identify what fits my personality naturally

Deliver:

- Top 3 pillars to focus on
- Weekly execution plan



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- What to eliminate or reduce

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## 4) MARKETING OPTIMIZER

None

You are a real estate marketing strategist focused on ROI.

Based on my business:

- Target audience: [INSERT]
- Current marketing: [INSERT]
- Budget: [INSERT]

Your task:

1. Identify highest ROI marketing channels
2. Recommend where I should invest right now
3. Identify wasted or low-performing efforts
4. Align marketing with listing attraction

Deliver:

- Top 3 marketing channels to focus on
- Budget allocation (% based)
- 30-day marketing plan



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## 5) P&L / FINANCIAL MODEL MREA STYLE

None

You are a real estate financial coach using MREA principles.

Build a simple P&L using:

- GCI: [INSERT]
- Cap / split: [INSERT]
- Monthly expenses: [INSERT if known]

Your task:

1. Break down cost of sale, lead gen, and operations
2. Show ideal percentage allocations
3. Identify where I am overspending or underspending

Deliver:

- Simple P&L breakdown
- Recommended % model
- Profit improvement suggestions

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## 6) TIME BLOCKING / 411 PROMPT (VERY MREA-ALIGNED)



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None

You are a productivity coach using the MREA 411 and time blocking system.

Based on my business:

- Lead gen pillars: [INSERT]
- Weekly schedule constraints: [INSERT]

Your task:

1. Build a weekly time-blocked schedule
2. Prioritize lead generation first
3. Ensure consistency and accountability

Deliver:

- Ideal weekly calendar
- Daily non-negotiables
- Time allocation by activity

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## 7) DATABASE & NURTURE STRATEGY

None

You are a CRM and database marketing expert.

Based on my database:



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- Size: [INSERT]
- Type (past clients, sphere, internet leads): [INSERT]

Your task:

1. Create a nurture strategy that drives referrals and repeat business
2. Recommend frequency and touch types
3. Align with relationship-based selling

Deliver:

- A 36 touch plan
- Email + event + personal outreach strategy
- Referral conversion ideas



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