

FOR PHOENIX + TUCSON AGENTS

The Agent AI Toolkit

The prompts, the verification pass, and the Arizona disclosure rules that make AI safe to use on real listings. Built for agents who tried ChatGPT once, got something generic or subtly wrong, and went back to doing it all by hand.

Fill-in prompts

5-step verify pass

MLS photo-edit rules

Every stat sourced



WHY THIS MATTERS

Your clients got there first

You opened ChatGPT, got a generic paragraph with a made-up school boundary, and went back to writing by hand. Smart instinct, wrong conclusion. The tool was never the problem; the missing manual was, and your buyers and sellers are not waiting for you to find one.

10%

of the world's adult population had adopted ChatGPT by July 2025

NBER Working Paper 34255, 2025

59%

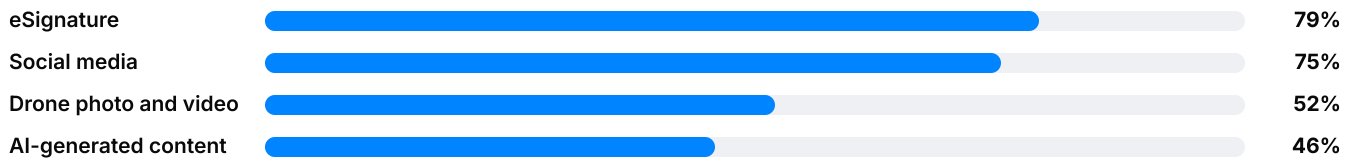
of Realtors use emerging tech but say they are still learning it

NAR 2025 Technology Survey

33%

of Realtors say AI has had a moderately positive impact on their business so far

NAR 2025 Technology Survey

TECH REALTORS ALREADY RUN

NAR 2025 Technology Survey

THE OPERATING PRINCIPLE

AI is a fast intern, not an appraiser. It drafts tirelessly and knows nothing for certain. It has never seen your listing, your comps, or this month's inventory unless you paste them in. You already climbed this ladder with eSignature and social; the difference on this rung is that the tool can confidently make things up. So every page here runs one system: you supply the facts, AI supplies the draft, you verify and sign.

THE WORKHORSE

Listing copy, with a verification pass

Nearly 80% of all ChatGPT use is practical guidance, information seeking, or writing, and writing is the top use at work (NBER Working Paper 34255, 2025). Writing is your job too. The catch: NAR's AI guidance ties every published word to Code of Ethics Article 2, no exaggerating or misrepresenting, so the workflow is AI drafts, you verify, you sign.

NBER Working Paper 34255, September 2025 · NAR Artificial Intelligence guidance

THE LISTING DESCRIPTION MASTER PROMPT

You are a real estate copywriter. Write an MLS description for [address], a [beds]-bed, [baths]-bath [style] of [square feet] square feet listed at [\$price]. Use ONLY these facts: [paste your feature sheet]. Do not invent features, schools, or distances. Describe the property, never who should live there. Give me 3 versions: 900 characters, 500 characters, and a 150-character caption. Grade 8 reading level. No 'must see', no 'oasis'.

THE REVISION ASK

Version [2] is closest. Tighten it to [900] characters, keep the line about [the feature buyers will love], cut half the adjectives, and rewrite anything that sounds like every other listing in [city].

- 1 Check every fact.** Beds, baths, square feet, year built: confirm each against your feature sheet, not your memory.
- 2 Delete what you did not feed it.** If a school, distance, or upgrade appears that you never supplied, it is invented. Cut it without mercy.
- 3 Scrub the people-words.** Anything describing who should live there goes; the property does the talking. The full swap list is on the media page.
- 4 Recheck the numbers.** Read the draft against your MLS printout one more time, numbers only. This is where the embarrassing miss hides.
- 5 Read it aloud.** Cut the worst cliché you hear and anything you would never say to a client's face. Now it is yours to sign.

THE RULE BEHIND THE PASS

You sign it, you own it. NAR's AI guidance points AI output straight at Code of Ethics Article 2: no exaggerating, concealing, or misrepresenting, no matter who typed the first draft. Showing potential is fine; misleading about actual condition is not. The tool will never sit in front of a hearing panel. You would.

PUT IT TO WORK

Six jobs AI does well today

Every job below is a writing job with your facts as the raw material. Pick one, set a thirty-minute timer, and use your last transaction as the test case.

Email and text drafts

The first reply to a portal lead, the check-in you keep postponing, the vendor introduction. Give it the context, keep your voice, send in two minutes. 80% of sellers contacted only one agent (NAR 2025 Profile), so the fast personal reply is most of the game.

Wins: routine replies

One shoot, a week of captions

Paste the shot list from your latest shoot and ask for a week of captions in your voice: the pool at golden hour, the west-facing patio, that kitchen. With photos back within 5 hours of the end of the shoot (the ListerPros standard), the whole week can be scheduled by dinner.

Wins: consistency

Market updates in plain English

Feed it the numbers you pulled from your MLS and get a sphere update people actually read. The exact prompt is on the pattern page.

Wins: the monthly touch

CMA narrative polish

You choose the comps and the adjustments; that is the licensed part. AI turns your bullet points into the two clean paragraphs you say out loud at the kitchen table.

Wins: kitchen-table clarity

Video outlines and hooks

Ask for three hooks, a 30-second vertical outline, and a subtitle-ready script. Half of Americans watch video with subtitles on by default (Preply, 2024), so write for the sound-off scroll.

Wins: vertical video

Buyer-consult role-play

Have it play a skeptical buyer before your consult and tell it to push back twice before conceding anything. Terms stay negotiable; the reps make you smooth when it counts.

Wins: reps before it matters

WHAT MOST AGENTS GET WRONG

They ask AI to know things instead of to write things. Ask it to know (school boundaries, HOA rules, what a buyer can waive) and you get confident guesses. Ask it to write from facts you supply and you get an intern who never sleeps. Every job on this page is a writing job. The moment a question needs a source of truth, the source is your MLS, the document, or a licensed human, never the chatbot.

THE PATTERN

One prompt pattern fixes most bad output

When the output is generic, the prompt was generic. Five parts fix it: a role, one job, your facts, a format, and guardrails. Both prompts in this guide are just this table filled in.

PART	WHAT IT DOES	SAY IT LIKE THIS
Role	Sets the lens and the standard	"You are a real estate copywriter."
Job	One task, one deliverable	"Write an MLS description for [address]."
Facts	Your data, pasted in full	"Use ONLY these facts: [feature sheet]."
Format	Length, versions, reading level	"Three versions: 900, 500, 150 characters."
Guardrails	Blocks invention and fluff	"Do not invent features, schools, or distances."

THE MARKET UPDATE PROMPT

Here are this month's numbers I pulled from my MLS for [city or ZIP]: [median price], [closed sales], [days on market], [months of inventory]. Write a 120-word plain-English update for my sphere. Use only these numbers. No predictions. End with one question that invites a reply.

THE BUYER-CONSULT REHEARSAL

You are a skeptical first-time buyer in [city] who just asked why you should sign a buyer agreement. Push back on my answers twice before accepting any point. Stay realistic and civil. Afterward, list what I explained clearly and what I fumbled. My opening: [paste how you explain your value].

TEN ADD-ON LINES THAT RESCUE WEAK OUTPUT

- "Ask me five questions before you write anything."

"Do not invent features, schools, or distances."

"Grade 8 reading level."

"Describe the property, not who should live there."

"Cut it in half without losing any facts."
- "Use only the facts I gave you."

"Give me three versions in three different tones."

"No 'must see', no 'oasis', no 'nestled'."

"No predictions, no guarantees."

"List what is missing that a buyer would ask about."

THE RULES

Accuracy, reviews, and who owns the words

AI's most dangerous feature is its tone: wrong answers arrive exactly as confident as right ones. The numbers below come from legal research testing, not from listing copy, but MLS rules, contracts, and HOA questions are precisely that shape. Draft with it freely; never let it be your source of record.

Stanford RegLab and HAI hallucination study, 2024

58-82%

of legal research queries drew hallucinated answers from general-purpose chatbots

Stanford RegLab and HAI, 2024

17-34%

of test queries still came back wrong on purpose-built legal AI research tools

Stanford RegLab and HAI, 2024

Oct 2024

the FTC rule making fake or AI-generated reviews and testimonials a violation took effect

Federal Register, 2024

- 1 Verify anything rule-shaped.** If the draft cites a law, an MLS rule, a boundary, a school, or a number you did not supply, confirm it at the primary source before a client ever sees it.
- 2 Keep client data out of public tools.** Names tied to financials, contract terms, pre-approval details: none of it belongs in a consumer chatbot. Ask your broker for the office AI policy; NAR publishes templates if your office needs a starting point.
- 3 No AI reviews or testimonials, ever.** The FTC's rule on consumer reviews, effective October 2024 (Federal Register), covers buying, selling, or posting fake reviews, AI-written ones included. Real clients, real words, only.
- 4 Prompts alone are not authorship.** The U.S. Copyright Office concluded in January 2025 that AI output is copyrightable only where a human shaped the expression, and that prompts alone are unlikely to qualify. Unedited AI copy is probably not protectable, yours or your competitor's. The facts and judgment you add are the moat.
- 5 Describe the property, never target the person.** Do not use AI to pick ad audiences by demographics. Housing ads on Meta already run under a restricted special ad category (check current Meta policy), and farming stays geographic: neighborhoods and turnover, not people.

NOT LEGAL ADVICE

This page is a working summary, not counsel. Your broker owns the AI policy call, your attorney owns anything contract-shaped, and your CPA owns the tax math. Two minutes with the right human beats two hours of confident chatbot output.

MEDIA AND DISCLOSURE

AI and your listing media

AI photo tools will cheerfully green a gravel yard in Chandler or stage an empty great room, and only one of those is allowed. This page is craft guidance, not legal advice: borderline calls go to your broker before you upload, not after. Then run the same discipline on your words with the scrub below.

ARMLS rules, May 2026 update · Tucson: check current MLSSAZ policy

THE EDIT	CALL	WHAT THE RULEBOOK ASKS
Brightness, color, crop, sharpen	Fine	Nothing. Standard processing needs no disclosure.
Blur a yard sign	Fine	No disclosure required under ARMLS.
Virtual twilight	Fine	Treated as altered: system watermark, paired with the original.
Virtual staging	Fine	Same: watermark, with the original photo alongside.
Clone out a sign or object	Careful	Counts as altered media: watermark and original, or leave it alone.
Green the gravel, add grass, erase what exists	Never	No watermark fixes it. It misrepresents what the buyer is buying.

ARIZONA SPECIFICS

The rulebook now has numbers. ARMLS's May 2026 update requires the system watermark on altered media, paired with the original, with \$200 fines starting December 2026. Tucson runs on MLSSAZ and its rules differ, so check current policy before you upload. Arizona's real estate department has no AI-specific rule; ordinary ad accuracy and broker supervision still govern. A dusty monsoon sky is a re-shoot conversation, not an eraser job. And if you order virtual staging or twilight through ListerPros, the untouched originals come with the delivery, so the pairing rule takes care of itself.

THE FAIR-HOUSING SCRUB

"Perfect for young families" becomes "flexible bonus room off the kitchen."

"Ideal for empty nesters" becomes "single level, low-maintenance desert yard."

"His-and-hers closets" becomes "dual walk-in closets."

"Safe, quiet neighborhood" gets cut. Name the feature: "backs to a greenbelt."

"Exclusive community" becomes "gated" only when a gate actually exists.

The rule behind every swap: describe the property, never the people.

THE PLAN

Your first AI week: five days, thirty minutes a day

No course, no certification, no forty-tab research spiral. Thirty minutes a day on real work from your own pipeline, and by Friday you have a working system instead of a bookmark folder.

DAY 1

Pick the tool, find the rules

Open an account with one general chatbot (ChatGPT is the common pick; the pattern works in any of them). Ask your broker for the office AI policy; if none exists, NAR publishes templates you can propose.

DAY 2

Build your master prompt

Run the Listing Description Master Prompt on your last listing, where you already know every fact. Run the five-step verify. Compare the result to what you actually published; that gap is your calibration.

DAY 3

Scrub what is live

Paste your active listing copy in and ask it to flag any sentence that describes people instead of the property. It finds the candidates; you make the calls with the scrub list.

DAY 4

Send the market update

Pull [median price], [closed sales], and [days on market] for your ZIP from your MLS, run the Market Update Prompt, verify every number, and send it to your sphere.

DAY 5

Set the recording habit

Using an AI notetaker? Announce it at the top of every call. Arizona is one-party consent (A.R.S. 13-3012), but trust beats legality, callers in two-party states change the math, and edge cases go to your broker or attorney.

From: You · To: Your sphere · Friday, 8:05 AM

What [your city] actually did in [month]

1. Quick one, because the headlines never match our ZIP codes.
2. [Month] in [city]: median close [\$median price], [closed sales] homes sold, and the typical sale went under contract in [days on market] days.
3. My read: [one sentence in your words, no predictions].
4. Curious what your street is doing? Reply with your cross streets and I will pull it.

Day 4's output: drafted by the Market Update Prompt, verified against your own MLS pull, signed by you.

PRINT IT, PIN IT, RUN IT

The AI toolkit checklist

- ☐ Broker's written AI policy in hand, or one proposed from NAR's template
- ☐ Five-step verify pass run on every AI draft before it ships
- ☐ People-words scrubbed; the property does the talking
- ☐ Zero AI reviews or testimonials, anywhere, ever
- ☐ Market update drafted from my own MLS pull, sent monthly
- ☐ Master prompt saved with my facts, format, and guardrails
- ☐ No client PII, financials, or contract terms in public tools
- ☐ Altered photos: watermark on, original paired, staging and twilight disclosed
- ☐ AI notetaker announced at the start of every recorded call
- ☐ Anything rule-shaped checked against the primary source before a client sees it



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

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