Roboteer Automation Limited

ChatGPT playbook

For Estate and Lettings Agents

Introduction

Contents

Artificial Intelligence. Everyone's talking about it and how you "have to be using it!".

While integrating AI tools left, right and centre is a nice idea, AI isn't a silver bullet and estate agency is still a people-first industry.

However, just by using the ChatGPT interface tool you can still get a lot of help and save a lot of time in your day-to-day tasks of being an estate or letting agent.

In this guide we'll highlight the best places you can start using ChatGPT to save you time and effort.

Crafting Engaging Property Listings

HOW CAN CHATGPT HELP?

Writing compelling property descriptions can be a time-consuming task. While there's no substitute for the skills you have in understanding the best features of a property and how to market it, ChatGPT can assist by giving you a very good starting point to then make your own. Just input the key details and let the AI weave its magic.

The result? Captivating descriptions that highlight the best features of your properties, attracting more interest and potential buyers.

SEE IT IN ACTION

Check out the next page to see ChatGPT in action

↓

Crafting Engaging Property Listings
In Action

I'm writing a property listing for a flat on Glanville Road in Bromley. Please provide information about the local area such as schools, shops, green spaces and amenities that i can include. Keep it brief.

Glanville Road in Bromley offers an ideal location for families and professionals alike. The area is renowned for its excellent schools, including Bromley High School and St. Joseph's Primary School. For shopping and dining, residents have easy access to The Glades Shopping Centre, which features a wide variety of high-street stores, cafes, and restaurants.

Green spaces abound, with the beautiful Bromley Park and Norman Park providing ample opportunities for outdoor activities and relaxation. The nearby Bromley Common also offers expansive areas for walking and sports.

Amenities in the area include well-equipped gyms, a public library, and the Bromley Civic Centre, which hosts community events. Transport links are robust, with Bromley South and Bromley North stations offering quick connections to Central London and beyond.

Market Analysis and Insights

HOW CAN CHATGPT HELP?

Finding all the latest statistics and data about the economy and housing market can be time consuming.

ChatGPT can help by providing market insights, analysing recent sales, and even predicting future trends. This information can be invaluable when advising clients on pricing, investment opportunities, or the best time to buy or sell.

SEE IT IN ACTION

Check out the next page to see ChatGPT in action

↓

Market Analysis and Insights
In Action

What have been the trends in house prices in the last 6 months in St Albans? Can you provide average property prices?

Searched 5 sites

In the last six months, house prices in St Albans have shown a moderate increase. The average property price in St Albans is currently around £630,000, which places it as one of the more expensive areas in the UK (Plumplot) (OnTheMarket).

Breaking it down by property types:

- **Detached houses** average at about £816,625

- **Semi-detached houses** around £695,236

- **Terraced houses** approximately £556,629

- **Flats** about £317,014 (GetAgent) (Plumplot).

Additionally, the average listing price for properties in St Albans has risen by approximately 3.21% over the past six months, now standing at £703,012 (GetAgent). The overall trend in property prices indicates a slight but steady increase, consistent with broader regional trends in the East of England.

Content Creation for Marketing

HOW CAN CHATGPT HELP?

ChatGPT is great at creative writing. From blog posts to social media updates, keeping your marketing content fresh and engaging can be a daunting task.

ChatGPT can generate a variety of content ideas and draft posts for you. Whether you're sharing market updates, home maintenance tips, or community news, you can maintain a consistent online presence with a tenth of the time.

SEE IT IN ACTION

Check out the next page to see ChatGPT in action

Content Creation for Marketing
In Action

Can you write three social media posts on the ways to get the best price for your house for property sellers? Make the last one specifically to promote our agency, ABC Agents.

Post 1: Maximize Your Home's Appeal

🔧 **Maximize Your Home's Appeal!** 🏡

Selling your house? Start by enhancing its curb appeal. Fresh paint, a manicured lawn, and minor repairs can make a big difference. Remember, first impressions count!

Post 2: Strategic Pricing for a Quick Sale

💡 **Strategic Pricing for a Quick Sale!** 📊

Price your home right from the start. Research your local market, compare recent sales, and set a competitive price. Overpricing can lead to a longer sale process and price reductions.

Post 3: Partner with ABC Agents for the Best Price

🔑 **Get the Best Price with ABC Agents!** 🏡

Thinking of selling your home? Let ABC Agents guide you through the process. Our expertise in the local market ensures you get the best price for your property. Contact us today for a free consultation!

Creating Template Documents

HOW CAN CHATGPT HELP?

Documents are an unavoidable part of being an estate agents. While ChatGPT might not handle physical paperwork, it can certainly help with the digital side of things.

ChatGPT is an expert at drafting templates and documents for you - ASTs, Deeds of Guarantee, Section 21 Letters etc. This means you can focus more on closing deals and less on administrative tasks.

SEE IT IN ACTION

Check out the next page to see ChatGPT in action

↓

Creating Template Documents
In Action

↘

Can you draft up a Section 21 letter? Please leave space for the property name and tenant name to be filled in.

Certainly! Here is a draft of a Section 21 notice letter. You can fill in the property name and tenant name where indicated.

Section 21 Notice Requiring Possession

[Your Name]
[Your Address]
[City, Postcode]
[Email Address]
[Phone Number]

Date: [Date]

[Tenant's Name]
[Tenant's Address]
[City, Postcode]

Dear [Tenant's Name],

RE: Section 21 Notice to Quit for [Property Name/Address]

I am writing to inform you that I require possession of the property situated at [Property Name/Address], which you currently occupy under an assured shorthold tenancy agreement.

This notice is served under Section 21 of the Housing Act 1988, and I am hereby giving you at least two months' notice to vacate the property. The two-month notice period will commence from the date of this letter.

ChatGPT Cheatsheet

MASTER THESE COMMANDS

"Create a..."   Used when you want to create anything from a blog post to a legal document to social media post idea.

"Re-write..."   Used to change the style, tone, content or structure of an existing piece of writing.

"Act as a..."   ChatGPT will assume a role. Useful for getting tailored responses and training staff.

SPECIFY TONE

Professional   Good for technical information where clarity is the most important.

Friendly   Great for writing content that will be sent to customers to create a positive tone of voice.

Formal   Useful for when you're writing up legal letters or other important documents.

ChatGPT Cheatsheet continued

CHOOSE A FORMAT

Blog   Get your output split into sections with appropriate sub-headings to make it easier to read.

Email   Get your output in an email format so you can copy and paste it straight into an email draft.

Bullet Points   A great way to summarise information so that it can be easily read.

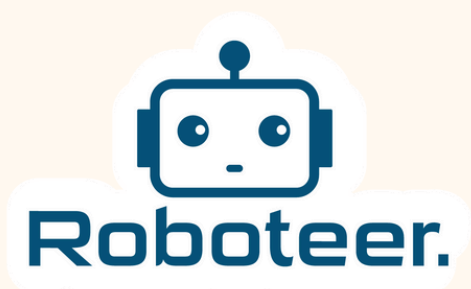*Social Media Post*   Short, sweet and including as many emojis and hashtags as your heart desires.

AVOID THESE MISTAKES

Being vague   ChatGPT thrives on information. The more you provide the better the output.

Not iterating   If ChatGPT creates something you don't like, you can ask it to try again with new requirements.

Complex Process Automation

ROBOTEER CAN HELP YOU AUTOMATE MANUAL, REPETITIVE TASKS

ChatGPT is great for content generation and simple requests, but if you're spending too much time completing manual tasks such as credit control, invoice management or property matching get in touch.

Roboteer enables growing businesses to cut costs and improve productivity by providing a digital workforce to complete repetitive, manual processes, freeing up human time.

Contact Information

Website

roboteer.co.uk

Email

hello@roboteer.co.uk