

# Sample Guide: Real Estate Agent's CustomGPT Prompts for Appraisal Support

*This is just a sample of the types of questions you can ask our Appraisal Assistant GPT. Your CustomGPT can answer virtually any appraisal-related question with the exception of those related to value, specific property addresses, or market trends - feel free to ask anything that comes to mind!*

## FOUNDATIONAL KNOWLEDGE & EDUCATION

### Understanding the Appraisal Process

- How is the appraised value determined?
- What happens during the appraisal inspection?
- What are the key differences between a full appraisal, drive-by appraisal, and desktop appraisal, and when is each type typically used?
- How is a home appraisal different from a home inspection, and what should I explain to clients about these differences?
- What appraisal terminology should every real estate agent know to communicate more effectively with clients and appraisers?

### Common Scenarios & Solutions

- What happens if the appraisal comes in lower than the purchase price?
- Will the appraiser require repairs?
- What items commonly affect an appraisal that sellers might overlook, and how can I help them prepare?

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## CLIENT COMMUNICATION & EDUCATION

### Buyer Education Materials

- Can you help me create a standard email template explaining the appraisal process to buyers?

- How can I explain to first-time buyers what happens during the appraisal process and what they can expect?
- Help me create a buyer's guide explaining the appraisal process and what it means for their home purchase timeline
- What should I tell buyers about their rights regarding the appraisal report and what information they're entitled to see?
- How can I prepare buyers for the appraisal process when they're purchasing a unique or non-conforming property?

## **Seller Preparation & Guidance**

- Can you help me draft an email newsletter section explaining how sellers can prepare for an appraisal?
- What should I advise sellers to do before an appraiser visits to ensure their property shows its best value?
- What documentation should sellers provide to appraisers about recent renovations, upgrades, or special features?
- How can I help sellers understand what appraisers are looking for and what improvements actually add measurable value?
- Can you help me make a prep guide for sellers to follow before the appraisal?
- Can you create a short text I can send to sellers the day before the appraisal inspection?

## **Key Talking Points**

- What key talking points should I include in a presentation about appraisals for first-time homebuyer seminars?
- How do I explain to my client what an appraiser is NOT looking at during their visit?
- Can you help me script how to explain a low appraisal to my client professionally?

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# **PROFESSIONAL PROTOCOLS & COMPLIANCE**

## **Working with Appraisers**

- What's the proper protocol for communicating with appraisers, and what are the professional boundaries I need to maintain?
- What are the professional boundaries I need to maintain when working with appraisers, and what actions could be considered inappropriate?
- What kind of information is appropriate to share with an appraiser, and what should I avoid discussing to stay compliant?
- What's the best way to present comparable sales information to an appraiser?

## Agent Rights & Access

- As the buyer or seller's real estate agent, will I get a copy of the appraisal report?
  - Should the agent, buyer, or seller be present during the appraisal inspection?
  - What questions should I ask the appraiser when they call to schedule the appraisal inspection to ensure a smooth process?
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## TRANSACTION MANAGEMENT & ORGANIZATION

### Proactive Planning

- What can I do to ensure the appraiser has all the relevant information needed to support the contract price and reduce the risk of a low appraisal?
- What systems can I put in place so I'm not scrambling every time an appraisal issue comes up?
- What checklist should I follow right now to avoid appraisal issues on my pending deal?

### Timeline Management

- Can you create a real-time appraisal timeline checklist, along with an email and text sequence, that I can use to guide my buyers—and a separate version for sellers—during an active transaction?

### Organizational Tools

- What types of checklists can you create to help me stay organized and effective as a real estate agent—especially when dealing with appraisals?
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## PROPERTY ANALYSIS & IMAGE REVIEW

### Visual Assessment Capabilities

- What types of questions can I ask when uploading an image to get helpful feedback related to appraisals or property features?

### Specific Image Analysis Prompts

- Can you review this image and tell me if there are any potential FHA repair concerns?  
*(upload image with prompt)*

- Do you see any visible safety or health issues in this image that might need to be addressed for FHA? *(upload image with prompt)*
  - Can you identify any visible concerns in this photo that a real estate agent should flag for the seller? *(upload image with prompt)*
  - Can you tell if this image shows anything that might cause concern during an appraisal? *(upload image with prompt)*
  - Do you see anything in this image that might cause an appraiser to request a repair or clarification? *(upload image with prompt)*
  - Can you help describe this [INSERT FEATURE] in a way that I could include in the MLS remarks or appraiser packet?
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## **MARKETING & BUSINESS DEVELOPMENT**

### **Educational Content Creation**

- How can I use you to help improve my real estate marketing and build credibility with buyers and sellers?
- What types of marketing materials can you provide to help me educate and guide my buyers and sellers about the appraisal process?
- Can you help me create an educational social media post explaining the appraisal process to home buyers and sellers in simple terms?
- What are some common appraisal myths I can debunk in my marketing materials to better educate potential clients?

### **Social Media Content**

- Can you help me create a weekly 'Ask an Appraiser Bot' post for Instagram?
- Can you write a short Reel script titled '3 Things That Can Hurt Your Appraisal' for Instagram?
- Can you give me a fun true-or-false quiz I can post to bust appraisal myths?
- Can you draft a caption for a TikTok about using AI to guide my buyers through appraisals?

### **Client Materials**

- Can you create a branded checklist or appraisal FAQ I can include in my client welcome packet?
  - Can you write a script or slide I can use in my listing presentation that promotes you as part of my seller prep?
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## TRAINING & PROFESSIONAL DEVELOPMENT

### Personal Education

- How can you support me in my role as a real estate agent?
- What appraisal-related questions should I be asking you that I might not even realize would benefit me as a real estate agent?
- What types of appraisal-related help can you provide to real estate agents?
- Can you explain the full range of support you offer to real estate agents?

### Training Others

- Can you help me prepare a training session for new agents on the appraisal process?
- Can you provide a simple, engaging topic for a Lunch & Learn about appraisals?
- Can you build a mini presentation or FAQ I can use at my brokerage meeting to show how you work?
- Can you write a 'trainer' cheat sheet for agents who want to use or teach others to use you?

### Team/Brokerage Resources

- Can you create a one-sheet flyer that shows how I can use you to help with appraisals during transactions?
  - Can you help me design a checklist or printout for agents that lists the top 10 things they can ask you?
  - Can you help me create an email to other agents introducing you as a tool they can try?
  - Can you build a short demo outline I can use to show other agents how to use you in a transaction?
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## CREATIVE APPLICATIONS & ADVANCED USES

### Innovative Marketing Ideas

- What are some creative ways I can use this AI assistant to support my real estate marketing efforts and grow my business as an agent?
- Can you generate a QR code landing message that invites agents to chat with you?

### Quick Reference

- What appraisal topics can you help me better understand as it relates to a real estate agent?

- In what ways can you assist me with appraisal questions as a real estate agent?
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## GETTING STARTED TIPS

Ready to maximize use of our GPT Appraisal Assistant? Start with these high-impact areas:

1. **Immediate Transaction Support:** Use the transaction management checklists and client communication templates
2. **Property Analysis:** Upload photos of listings or properties under contract for instant feedback
3. **Client Education:** Create branded materials to establish yourself as the appraisal expert
4. **Team Training:** Share knowledge with your brokerage using the training materials
5. **Marketing Enhancement:** Develop educational content that sets you apart from competitors

*Remember: This tool is designed to support your expertise, not replace your professional judgment. Always verify information and maintain compliance with local regulations and MLS rules.*

**This is just a sample of possibilities - you can ask our Custom GPT appraisal assistant any appraisal-related question that comes to mind, no matter how specific or unique to your situation, with the exception of those related to value, specific property addresses, or market trends!**