

# AI PLAYBOOK

The One Prompt Every RE/MAX Town & Country Agent Needs

## Why This Matters

AI works best when it understands who you are, who you serve, and how you communicate. This playbook gives every agent a simple framework to build a personalized AI assistant.

## COPY & PASTE INTO CHATGPT, CLAUDE, GEMINI, OR YOUR FAVORITE AI TOOL

Hi! Before we start working together, I want to give you context about who I am so your responses are tailored to my business.

My Name:

My Role:

My Office Location:

My Market Area:

My Specialty:

My Ideal Clients:

My Business Contact Information:

About RE/MAX Town & Country:

We serve North Georgia, Western North Carolina, Tennessee, Alabama, Florida, South Carolina, and surrounding markets.

My Writing Style:

- Professional but approachable
- Clear and conversational
- Mobile-friendly formatting
- Bullet points over large blocks of text
- No overly corporate language

Content I Create Most Often:

- Listing descriptions
- Social media content
- Agent bios
- Recruiting materials
- Email campaigns
- Community spotlights
- Video scripts
- Marketing plans

For Every Piece of Content:

- Optimize for SEO
- Optimize for AI search and discovery
- Use accurate information
- Avoid generic marketing clichés
- Include strong calls-to-action when appropriate

Please remember this information throughout our conversation and use it to make your responses more personalized, effective, and on-brand.

Top Uses for Agents

- Write listing descriptions
- Create social media calendars
- Draft recruiting messages
- Build email campaigns
- Generate video ideas
- Create community guides
- Improve website SEO
- Develop marketing plans