BrokerStack AI

The CRE Broker AI Prompt Pack

32 copy-paste prompts for commercial real estate brokers in every asset class: retail and net lease, office, industrial and multifamily. Works in ChatGPT, Claude, Gemini or Copilot.

Replace anything in [BRACKETS] with your own facts, and always check numbers and lease language yourself. AI drafts; you sign off.

Prospecting & owner outreach

01 Owner research brief

You are a commercial real estate research assistant. Using only the information I paste below (county records, LLC filings, news, website text), build a one-page owner brief for [PROPERTY ADDRESS]: true owner or principal behind the LLC, other properties they likely own, how long they've held this asset, any signs of motivation to sell (loan maturity, vacancy, estate, partnership changes), and the 3 best questions to ask on a first call. Flag anything you are guessing. Info: [PASTE]

02 Cold call opener by asset class

Write 3 short cold-call openers (under 40 words each) for calling the owner of a [ASSET TYPE, e.g. single-tenant NNN / Class B office / 50k SF industrial / 80-unit multifamily] in [MARKET]. Each opener should lead with a specific, verifiable market fact I provide, not flattery. Market facts: [PASTE]. Then give the 3 most common objections and a one-sentence reply to each.

03 Owner letter / email

Draft a plain-spoken prospecting email (under 120 words) to the owner of [ADDRESS], a [ASSET TYPE]. Reason for reaching out: [RECENT SALE NEARBY / LEASE EXPIRATION / RATE ENVIRONMENT]. Include one concrete data point, one soft ask (a 10-minute call or a free valuation), and no hype words like "unprecedented" or "skyrocketing". Give me 2 subject lines.

04 Prospect list prioritizer

Here is a list of properties and owners with columns [PASTE CSV]. Rank the top 15 to call this week for a [ASSET TYPE] broker. Score each 1-5 on hold period, likely loan maturity, out-of-state ownership, vacancy/lease rollover, and portfolio size. Show the score table and a one-line reason for each pick.

OM & BOV writing

05 Investment highlights

Write 6 investment highlight bullets for an offering memorandum on [PROPERTY NAME], a [ASSET TYPE] at [ADDRESS]. Facts: [TENANT/LEASE TERM/RENT BUMPS/CAP RATE/DEMOGRAPHICS/TRAFFIC COUNTS]. Each bullet: bold lead-in of 3-6 words, then one sentence with a number. Use only the facts provided; mark any missing data as [NEED].

06 Property description

Turn these notes into a polished 2-paragraph property description for an OM. Tone: factual, confident, no superlatives unless backed by a number. Asset: [ASSET TYPE]. Notes: [PASTE SITE PLAN NOTES, SF, YEAR BUILT, PARKING, ZONING, ACCESS].

07 Tenant overview

Write a tenant overview section for [TENANT NAME] for an OM: business description, number of locations, credit/guarantee details, and recent news. Use only the sources I paste and cite which source each fact came from. If credit rating isn't given, say "not rated / not provided". Sources: [PASTE].

08 BOV narrative

Draft the valuation narrative for a broker opinion of value on [PROPERTY]. Inputs: in-place NOI [X], comparable sales [PASTE], current cap rate range [X-Y%]. Present a low / mid / high value with the cap rate and price per SF/unit for each, explain in 4 sentences what drives the range, and list the 3 assumptions the owner should challenge.

Comps summaries

09 Sales comp table

Clean up these sales comps into a table with columns: address, sale date, price, size (SF or units), price/SF or price/unit, cap rate, tenant/occupancy, notes. Then write 3 sentences summarizing what they say about value for a [ASSET TYPE] in [SUBMARKET]. Comps: [PASTE].

10 Comp adjustments

Act as a CRE analyst. For my subject property [DETAILS] and these comps [PASTE], suggest qualitative adjustments (superior / similar / inferior) for location, age/condition, lease term, credit, and size. Explain each adjustment in one line and give an adjusted indicated range.

11 Lease comps digest

Summarize these lease comps for a [OFFICE / INDUSTRIAL / RETAIL] space of [SIZE] in [SUBMARKET]: average and range for base rent, free rent, TI allowance, term, and escalations. Call out outliers and why they might be outliers. Comps: [PASTE].

12 Comp narrative for client

Rewrite this comp analysis for an owner who isn't a real estate professional. 150 words max, no jargon without a quick definition, end with what it means for their property's price. Analysis: [PASTE].

Lease abstraction

13 Lease abstract

Abstract this lease into a table: parties, premises & SF, commencement/expiration, base rent schedule, escalations, renewal options (number, term, rent), expense structure (NNN / modified gross / gross), CAM caps, assignment/subletting, co-tenancy, exclusives, ROFR/ROFO, termination rights, guarantor, and estoppel/SNDA requirements. Quote the section number for each item. Write "not found" rather than guessing. Lease text: [PASTE].

14 Landlord responsibility check

From this lease, list every cost and repair obligation that falls on the landlord (roof, structure, parking lot, HVAC, insurance, taxes). For a NNN buyer, flag any that make this "not truly NNN". Lease text: [PASTE].

15 Critical dates calendar

Pull every date and notice deadline from this lease (option notice windows, rent bumps, expiration, reporting deadlines) and output them as a chronological list with the required action and the clause reference. Lease: [PASTE].

16 Amendment reconciliation

Here is an original lease and [N] amendments. Produce the current, as-amended terms only (rent, term, options, SF) and note which document each current term comes from. Documents: [PASTE].

Underwriting checks

17 Rent roll sanity check

Review this rent roll for a [ASSET TYPE]. Flag: leases expiring in the next 24 months, below/above-market rents vs. [MARKET RENT], tenant concentration over 20% of income, missing data, and math errors. Summarize rollover risk in 3 sentences. Rent roll: [PASTE].

18 T-12 review

Analyze this trailing-12 operating statement. Identify unusual line items, expenses that look low vs. typical ranges for a [ASSET TYPE] of this size, one-time items to normalize, and give a normalized NOI with your adjustments shown line by line. T-12: [PASTE].

19 Quick deal math

Given price [X], NOI [Y], loan amount [Z] at [RATE]% with [AMORTIZATION]-year amortization, calculate: going-in cap rate, annual debt service, DSCR, debt yield, and cash-on-cash return. Show the formulas. Then tell me the max price that keeps DSCR at 1.25x.

20 Red flags list

Act as a skeptical buyer's analyst. Based on this OM summary [PASTE], list the 10 questions or red flags I should raise in due diligence, ranked by how much they could change value.

Market reports

21 Quarterly market update

Write a 300-word quarterly market update for [ASSET TYPE] in [MARKET] using only these stats [PASTE: vacancy, absorption, rent growth, deliveries, sales volume, cap rates]. Structure: headline, 3 key takeaways with numbers, what it means for owners, what it means for tenants/buyers.

22 Submarket one-pager

Create a one-page submarket profile for [SUBMARKET] for a client meeting: demographics, major employers, traffic counts, recent notable deals, new development, and 3 talking points. Use only the data I paste and note the source next to each figure. Data: [PASTE].

23 Chart captions

Here are the numbers behind 4 charts for a market report [PASTE]. Write a one-line headline and a two-sentence caption for each that states the trend plainly.

24 News-to-client note

Summarize this article [PASTE] in 5 bullets for my [ASSET TYPE] clients, then write a 3-sentence "why this matters to you" note I can send with the link.

Email follow-ups

25 Post-tour follow-up

Write a follow-up email to [NAME] who toured [PROPERTY] yesterday. Mention [2 THINGS THEY CARED ABOUT], attach-ready next steps (financials, site plan, lease copies), and a clear ask: an LOI by [DATE] or a second call. Under 120 words.

26 Stale lead revival

Write 3 short “checking back” emails for a prospect who went quiet [X] months ago about [SELLING / LEASING] their [ASSET TYPE]. Each must offer something new (a fresh comp, a rate change, a buyer inquiry), not just “touching base”.

27 LOI recap

Turn these call notes into a clear email recapping the LOI terms both sides discussed: price/rent, deposits, due diligence period, closing timeline, contingencies, and open items. End with “please confirm or correct”. Notes: [PASTE].

28 Weekly seller update

Draft a weekly marketing update to my seller client on [PROPERTY]: activity this week (views, calls, tours, offers) [PASTE], buyer feedback themes, and my recommendation for next week. Professional, honest, under 200 words.

Listing marketing

29 Listing email blast

Write an email blast for a new listing: [PROPERTY, PRICE, CAP RATE, TENANT, KEY FACTS]. Subject line options (3), a 2-sentence hook, 5 scannable bullets, and a call to action to request the OM. Audience: [1031 buyers / private investors / institutional].

30 Social posts

Write 3 LinkedIn posts (under 80 words each) announcing [JUST LISTED / JUST CLOSED / JUST LEASED] for [PROPERTY]. One fact-focused, one lessons-learned, one market-context. No emojis overload, no “thrilled to announce”.

31 Flyer copy

Write copy for a one-page flyer for [PROPERTY], [ASSET TYPE], [SIZE], [PRICE OR RATE]. Headline under 8 words, 4 bullet highlights, a 2-sentence location blurb, and contact block placeholders.

32 Buyer match pitch

Here is my buyer list with criteria [PASTE]. For listing [DETAILS], pick the 10 best-fit buyers and write a personalized 2-sentence note for each explaining why this deal matches what they've told me they want.

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