

AI prompt library for property managers.

A practical guide to getting better results from AI without overthinking it.



Ask anything

What this guide is for

This guide is designed to help you use AI, specifically platforms like ChatGPT, Claude, and other LLMs, in your day to day work. No technical knowledge required. No complicated setup. If you have ever stared at a blank screen not knowing what to type, this will fix that.

Save this. Share it with your team. Come back to it often.

The only prompt formula you need

When using LLMs (large language models), the quality of your input directly impacts the output. When results are weak, it is usually because your prompt is missing context.

Use this formula every time:

WHO + WHAT + WHERE + WHEN + WHY + HOW

Who: who the content is for
What: what you want created
Where: where it will be used
When: timing or situation
Why: the goal
How: tone, format, structure

Where to use these prompts

You can use these prompts in:

ChatGPT

Claude

Google Gemini

Microsoft Copilot

If it looks like a chat box,
this will work.

 **Claude**

 **ChatGPT**

 **Copilot**

 **Gemini**

Your go-to AI prompt template

Act as a [ROLE]
Create a [WHAT] for [WHO]
This will be used for [WHERE]
The timing or context is [WHEN]
The goal is [WHY]
Please include [HOW such as tone, format, structure]

Real examples for property managers

Owner Email

- Act as a property management expert.
- Write an email to an accidental landlord explaining why professional management increases return on investment.
- Keep it simple at a 5th grade reading level with a friendly tone.
- Include common objections they might have and challenge my assumptions.

Tenant Communication

- Act as a customer service expert.
- Write a message to a tenant about a maintenance delay.
- Keep it empathetic but clear and set expectations without overpromising.

Team Training

- Act as a team coach.
- Create a short training guide for handling difficult owner conversations.
- Focus on communication styles and clarity instead of scripts.

Blog Content

- Act as a marketing expert.
- Write a blog post for small property owners about why rent pricing matters.
- Keep it simple engaging and easy to read with no industry jargon.

How to Get Better Results

Match your voice

Paste in something you have already written and tell AI to match that tone

Make it push back

Ask AI to challenge your thinking, play devil's advocate, and point out gaps

Keep it honest

Tell AI to say when it does not know instead of guessing

Ask for better output

Follow up with requests like:

- Make this better
- Simplify this
- Rewrite this for a beginner
- Give me three better options

Use it to think

Ask AI to ask you questions first:

- Ask me 5 questions about this topic so we can build a better answer.
- Answer them, then say: "Ask me 5 more."

Everyday ways to start

If you are new to AI, start with simple personal uses

- 📌 Plan a trip
- 📌 Write a difficult message
- 📌 Summarize something long
- 📌 Explain something confusing

The goal is to get comfortable using it regularly.

Smart data use

- ⬆ Be mindful of what you put into AI tools.
- ⬆ Do **not** include sensitive owner or tenant information.
- ⬆ Do **not** paste full financials or confidential data.
- ⬆ When in doubt, generalize the information.
- ⬆ If you would not send it to a stranger, do not put it into AI.

Go beyond writing

AI tools like ChatGPT and Claude are not just for writing content. They can help you analyze and think

Try this:

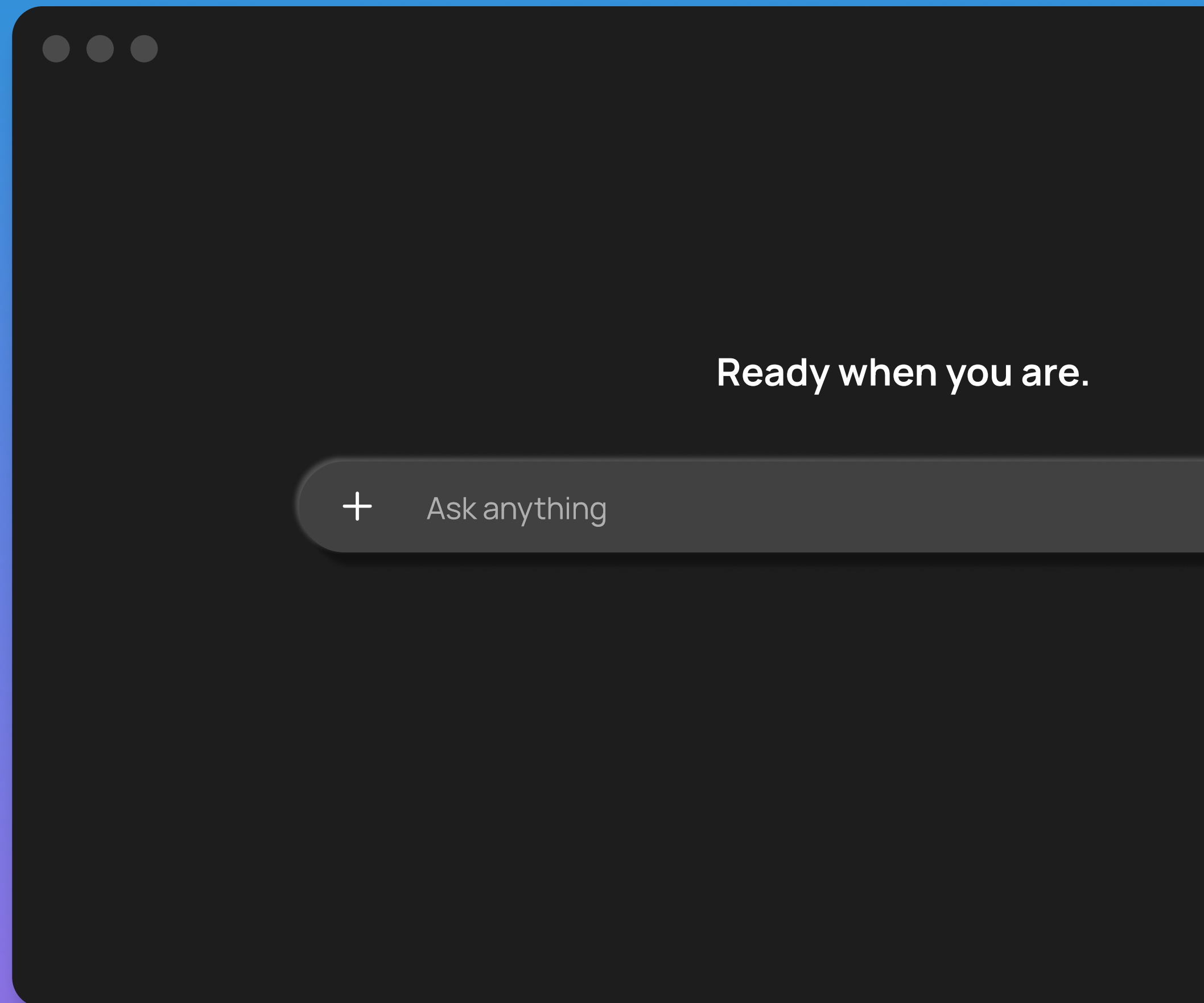
Upload a spreadsheet and ask what stands out.
Paste multiple data sets and ask for trends and risks.
Share a chart and ask for a simple explanation.

Then ask:

What am I missing?
What should I do next?

Take it one step further:

- Identify underperforming properties.
- Analyze rent trends.
- Compare owner portfolios.
- Spot maintenance cost patterns.



Reality Check

AI is a pattern matcher

Sometimes it is right

Sometimes it is confidently wrong.

Your role is to review and
decide what is actually useful.

Final Thought

This is not about being perfect. It is about getting better over time. The property managers using these tools consistently will have a clear advantage.

Your Next Step

- Take one task from your day.
- Run it through the prompt framework.
- Do **not** overthink it.
- Just start.

[Learn more from one of our AI experts](#)