



A STRATEGIC TOOLKIT

CRE AI prompt library | Accelerate deals & optimize operations



RETHINK SMART

Accelerate your strategy & drive deals

In the high-stakes world of commercial real estate, being proactive and informed is crucial. Picture a broker aiming to identify new growth opportunities in urban markets or someone analyzing competitive dynamics to gain an edge. This section provides AI-driven insights to help you anticipate trends, find niche markets, and adapt strategies to changing cycles, ensuring your brokerage remains competitive and innovative.



TARGET AUDIENCE

broker | manager | principal

Why use these prompts

- ▶ **Discover New Opportunities:** Quickly identify underserved markets and lucrative niches ahead of your competitors.
- ▶ **Enhance Decision-Making:** Gain comprehensive insights into industry trends and market dynamics.
- ▶ **Strengthen Client Relations:** Provide value-added insights to clients, positioning yourself as their go-to advisor.

Example prompts

01

MARKET/NICHE ANALYSIS

Identify underserved commercial real estate niches offering growth potential in urban markets over the upcoming year.

02

INDUSTRY TREND ANALYSIS

Assess how growth in industries like renewable energy could reshape demand for specific property types.

03

COMPETITIVE ADVANTAGE

Explore strategies to differentiate your brokerage from major competitors in metropolitan areas.

04

NEGOTIATION TACTICS

Brainstorm alternative negotiation tactics for complex deals involving specific challenges.

05

OBJECTION HANDLING

Generate concise, persuasive, and data-backed responses for common seller objections regarding valuation or timing.

06

PRE-ENGAGEMENT RESEARCH

Summarize recent disruptions or regulatory changes in a specific client industry to influence their real estate strategy.

MANAGE & CLOSE WITH CONFIDENCE

Flawless operations

Optimizing operations is essential to scaling success in commercial real estate. Consider the needs of an operations director looking to automate routine processes, or a controller striving to enhance financial accuracy. This section focuses on using AI prompts alongside Buildout tools to streamline workflows, detect financial anomalies, and ensure compliance, fostering a more efficient and reliable operation.



TARGET AUDIENCE

operations director | controller | admin manager

Why use these prompts

- ▶ **Boost Efficiency:** Automate processes like transaction reconciliation to save time and reduce errors.
- ▶ **Improve Accuracy:** Use AI to identify financial discrepancies and guide more precise forecasting.
- ▶ **Mitigate Risk:** Proactively address operational and compliance risks before they become issues.

Example prompts

01

CASH FLOW FORECASTING

Develop strategies for improving income prediction, accounting for commission variability.

02

PROCESS STREAMLINING

Identify and resolve bottlenecks in transaction processes through automation.

03

RISK MITIGATION

Anticipate and prepare for potential operational risks with proactive measures.

04

FINANCIAL ANOMALIES

Outline key data points an AI could flag to identify unusual spikes or dips in commission payments.

05

COMPLIANCE POLICY

Draft a concise internal policy statement for accurate expense reporting and timely invoice submission.

06

KPI BRAINSTORM

Brainstorm key operational and financial metrics (KPIs) to assess the overall health and efficiency of the brokerage.



IGNITE CRE MARKETING

From **design** to **dollars**

CRE marketing thrives on creativity and precise targeting. Imagine a marketer tasked with promoting a unique property in a redeveloping neighborhood, or a designer crafting brand narratives that resonate with audiences. This section leverages AI to enhance Buildout's marketing tools, helping you create compelling content, launch effective campaigns, and tell stories that captivate and inform.



TARGET AUDIENCE

marketer | designer | coordinator



Why use these prompts

- ▶ **Maximize Impact:** Craft compelling property listings and marketing materials that attract attention.
- ▶ **Customize Outreach:** Develop tailored messaging and creative promotions for diverse audiences.
- ▶ **Elevate Reputation:** Showcase your brokerage's values and expertise through strategic storytelling.

Example prompts

01 PROPERTY DESCRIPTIONS

Create vibrant and engaging descriptions for listings, tailored for various platforms.

02 MARKETING ANGLES

Develop innovative marketing strategies for unique or challenging properties.

03 PROMOTIONAL STRATEGY

Plan and execute high-impact social media and email campaigns to boost visibility.

04 ADDRESSING CHALLENGES

Brainstorm creative ways to frame a property's challenge (e.g., older infrastructure) positively in marketing materials.

05 BRAND STORYTELLING

Develop ideas for content pieces that tell the story of the brokerage's commitment to a specific value (e.g., sustainability).



IGNITE CRE MARKETING

Irresistible email subject line prompts

01 LEAD NURTURING & FOLLOW-UP

“Following Up: [Previous Conversation Topic/ Property Viewed] - New Developments?”

02 EXCLUSIVITY & URGENCY

“New Off-Market Opportunity: [Brief Descriptor - e.g., ‘High-Cap Retail’] in [City/Area]”

03 MARKET INTELLIGENCE

“Local Market Update: [Your City/Area] Q2 2025 - What You Need to Know”

04 PERSONALIZED VALUE

“Thinking About [Client’s Specific Need/Goal - e.g., ‘Expanding Your Portfolio’]? Read This.”

05 QUICK ENGAGEMENT

“Quick Question: [1-2 word relevant topic, e.g., ‘Lease Renewals’] in [Area]?”

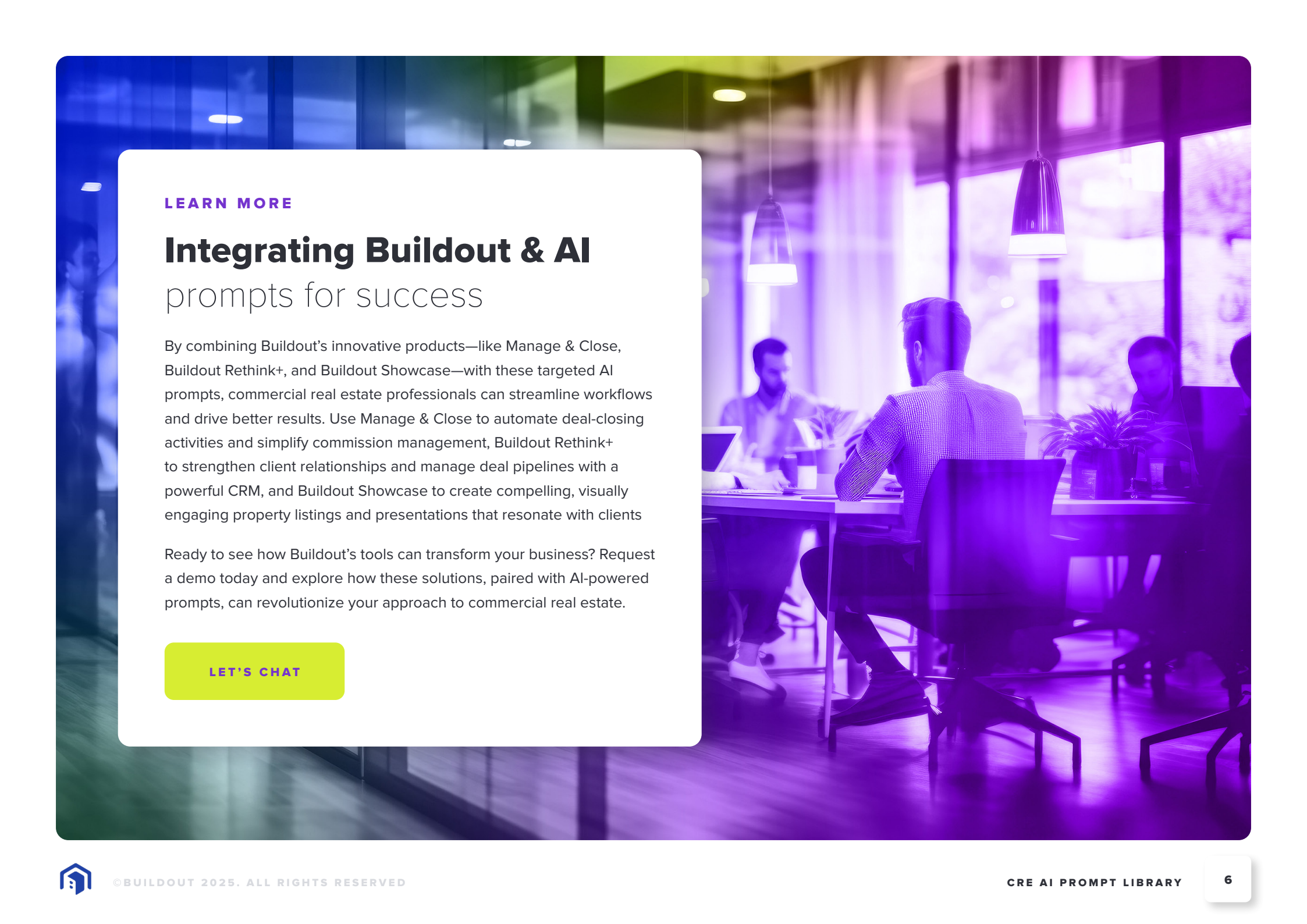
06 INVESTMENT FOCUS

“Potential ROI: [Specific Property Type/Deal] in [Location]”

07 CURIOSITY/FOMO

“Are You Leaving Money on the Table in [Specific Market Segment - e.g., ‘Industrial’]?”





LEARN MORE

Integrating Buildout & AI prompts for success

By combining Buildout's innovative products—like Manage & Close, Buildout Rethink+, and Buildout Showcase—with these targeted AI prompts, commercial real estate professionals can streamline workflows and drive better results. Use Manage & Close to automate deal-closing activities and simplify commission management, Buildout Rethink+ to strengthen client relationships and manage deal pipelines with a powerful CRM, and Buildout Showcase to create compelling, visually engaging property listings and presentations that resonate with clients

Ready to see how Buildout's tools can transform your business? Request a demo today and explore how these solutions, paired with AI-powered prompts, can revolutionize your approach to commercial real estate.

LET'S CHAT

