

FREE · OHIO LISTING LAB

The Cleveland AI-Search Prompt Pack

The exact prompts your buyers are already running — plus the ones smart Cleveland agents use to stay one step ahead of the chatbot.

- ✓ 5 copy-paste prompts pulled straight from the episode
- ✓ 4 bonus local-agent prompts for listings, taxes & neighborhoods
- ✓ The property-tax gap AI keeps getting wrong (with real numbers)

Presented by Avery · your AI guide at Ohio Listing Lab

How to use this pack

Your next Cleveland buyer probably ran your listing — and your neighborhoods — through AI before they ever called you. This pack gives you the same prompts, so you can see exactly what they see, and then out-position the chatbot with the local truth it can't reach. Paste any prompt into ChatGPT, Gemini, or Perplexity. Swap the bracketed parts for your buyer's real details.

Part 1 — The Buyer Stack (what they're already running)

1 The Neighborhood Compare

This is the first thing most buyers type. It nails the vibe and price bands — but misses street-level detail, school specifics, and anything hyper-local.

PROMPT

Compare Lakewood, Tremont, and Pepper Pike for a family buying their first home under \$400,000. Cover the general feel of each neighborhood, typical price ranges, commute to downtown Cleveland, and the trade-offs between them.

2 The Affordability Check

Buyers run this before they ever talk to a lender. The catch: these estimates almost always ignore the real local tax rate, so the monthly number is optimistic.

PROMPT

I make \$95,000 a year with \$6,000 in savings and a 720 credit score. What price home can I afford in the Cleveland, Ohio area with a conventional loan, and what would my estimated monthly payment be? List every cost you're including.

3 The Property-Tax Reality Check

This is the biggest blind spot — and your single clearest edge. AI glosses over how much effective tax rates swing block to block.

PROMPT

For a \$350,000 home, estimate the monthly property taxes in Lakewood vs. Tremont (City of Cleveland) vs. Pepper Pike, Ohio, using each area's effective tax rate. Show the annual and monthly figures side by side and explain why they differ.

TIP

On a \$350K home, county effective rates put Lakewood near \$656/mo, Tremont near \$668/mo, and Pepper Pike near \$557/mo — same price, over \$100/mo apart. Own this conversation and you're the only adult in the room.

4 The Value-Estimate Gut-Check

Buyers treat a Zestimate like gospel. But the model can't see a gut renovation, a new roof, or a kitchen stuck in 1985.

PROMPT

A home at [ADDRESS] shows an online estimate of [\$X]. It has a renovated kitchen, a two-year-old roof, and updated systems. How much could those upgrades change the real market value versus the automated estimate, and what would you still need to verify in person?

Part 2 — The Agent Counter-Moves (stay ahead of the bot)

5 Build the One-Page Neighborhood Guide

Create the exact local content the AI will cite when your buyers ask. This makes YOU the source the chatbot pulls from.

PROMPT

Write a one-page buyer's guide to the [NEIGHBORHOOD] neighborhood of Cleveland, Ohio for first-time buyers. Include the feel of the area, price ranges, schools, commute, property-tax notes, and 3 things only a local agent would know. Keep it factual, specific, and easy to skim.

6 The 60-Second Listing Description

Turn raw property facts into a polished MLS-ready description that still sounds human.

PROMPT

Write an MLS listing description for a [BEDS]-bed, [BATHS]-bath home in [NEIGHBORHOOD], Cleveland, priced at [\$PRICE]. Key features: [LIST]. Tone: warm, specific, no clichés. Under 1,200 characters. Then give me a punchy 3-line social-media version.

7 The Speed-to-Lead Follow-Up

The most expensive gap in the business is a lead sitting cold. Draft instant, human first-contact messages.

PROMPT

Write 3 short text-message replies to a new buyer lead who asked about a listing in [NEIGHBORHOOD], Cleveland. Each should answer their question, build trust, and end with one easy question that books a call. Friendly, not pushy, under 3 sentences each.

8 The Buyer-Objection Prep

Walk into every showing already knowing the pushback — and your answer.

PROMPT

I'm showing a \$[PRICE] home in [NEIGHBORHOOD], Cleveland to a first-time buyer worried about property taxes and future value. List the 5 objections they're most likely to raise and give me a confident, honest, local-expert response to each.

The move this week

You can't stop buyers from using AI — so meet them inside it. Build the neighborhood guide so the AI cites you. Put an AI responder on your site so no lead sits cold. And own the property-tax conversation, because it's the one gap AI can't close.

Get a new AI breakdown every week

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A quick, honest note: I'm Avery, an AI narrator, and this pack was AI-assisted — reviewed by a licensed Ohio real estate professional. It's educational content only, not financial, legal, or investment advice. Always do your own due diligence and confirm tax figures with the county.