

Prepared by:

Jeremias "JMan" Maneiro

The AI Edutainer for Real Estate

JMAN | AI

FOR HOME BUYERS & SELLERS

THE ULTIMATE AI GUIDE FOR YOUR NEXT MOVE

How to use AI to price your home, choose the right agent, and make smarter offers, without falling for what the robots get wrong.

INSIDE THIS GUIDE

- ✓ **Pricing:** what AI estimates get right, and the 3 things they can't see
- ✓ **Agents:** interview questions that separate great from average
- ✓ **Offers:** understand every term before you sign anything
- ✓ **Safety:** the five rules that protect your money

COMPLIMENTS
OF:

jmanai.com • The tech is artificial. The results are real.

Table of Contents

Your agent gave you this guide for one reason: you're probably already using AI, and they want you to get the most out of it. Here's the roadmap.

- 1 AI Is Your Sidekick, Not Your Superhero**
What AI does brilliantly in real estate, and where it face-plants
- 2 What's This Home Really Worth?**
Using AI to understand pricing, and the three things it can't see
- 3 Choosing the Right Agent**
How AI helps you research, prepare, and interview like a pro
- 4 Making Your Offer**
Use AI to understand every word, but don't let it hold the pen
- 5 Seven More Smart Ways to Use AI**
Neighborhoods, budgets, listing lingo, moving day, and more
- 6 The Five Rules of Safe AI**
Hallucinations, stale data, privacy, and the wire fraud warning everyone needs
- 7 The Dream Team: You + AI + Your Agent**
Your prompt cheat sheet and your next step

How to use this guide

Every section includes real prompts you can copy into ChatGPT, Claude, Gemini, or whatever AI tool you like. Try them. Then bring what you find to your agent. That combination is where the magic happens.

SECTION 1

AI Is Your Sidekick, Not Your Superhero

True story: a buyer once walked into a showing, held up their phone, and announced that ChatGPT said the house was overpriced by \$40,000. The AI had based that number on a version of the neighborhood that was two years out of date, and on a house with a finished basement this one didn't have.

Here's the thing. That buyer wasn't wrong to use AI. They were wrong to let AI have the final word.

AI is genuinely amazing at some parts of buying or selling a home. It can explain confusing terms in plain English, crunch numbers in seconds, summarize a 40-page document before your coffee gets cold, and help you ask smarter questions. Used well, it makes you the most prepared person in the room.

But AI has never walked through the house. It doesn't know the seller is motivated because of a job transfer. It can't smell the water damage the photos didn't show. And sometimes it states wrong information with total confidence, like that one friend who's never unsure and never right.

AI is great at

- ✓ Explaining terms and paperwork in plain English
- ✓ Math: budgets, payments, net proceeds
- ✓ Summarizing long documents and reports
- ✓ Helping you prepare better questions

AI can't

- ✗ See inside the actual house
- ✗ Know today's local market in real time
- ✗ Negotiate with a real human on the other side
- ✗ Take legal responsibility for anything

**"Use AI to get informed.
Use your agent to get it right."**

The one-sentence version of this entire guide

SECTION 2

What's This Home Really Worth?

Whether you're buying or selling, price is the question that keeps you up at night. AI can help you get smart about it fast. Let me simplify this.

Those instant estimates you see online (Zestimates and friends) are called AVMs, or automated valuation models. AI chat tools can go a step further: they can explain why prices vary, walk you through how comps work, and help you pressure-test any number you're given.

Smart ways to use AI on pricing

- ✓ **Learn the language.** Ask it to explain comps, appraisals, price per square foot, and market value like you're brand new to this.
- ✓ **Understand the range.** Ask why online estimates for the same home can differ by tens of thousands of dollars. (Spoiler: they use different data, different math, and none of them have been inside.)
- ✓ **Prep your questions.** Ask what a great agent should include in a pricing analysis, so you know what to expect and what to ask for.

TRY THIS PROMPT

"Explain how real estate comps work in simple terms. Then give me 5 questions I should ask my agent about how they arrived at the recommended price for my home."

TRY THIS PROMPT

"I'm looking at a home listed at \$450,000. The online estimate says \$410,000. What are all the reasons those two numbers could be different, and which reasons should I take seriously?"

Notice what those prompts do. They don't ask AI for the "right" price. They use AI to make you a sharper thinker about price. That's the move.

SECTION 2 (CONTINUED)

The Three Things AI Can't See

People make this way harder than it needs to be. Here's why an AI estimate and reality can be far apart, in three simple pictures.

- 1 The inside of the house.** AI sees square footage and bedroom counts. It doesn't see the brand-new kitchen, or the foundation crack, or the "unique" wallpaper choices from 1987. Two identical homes on paper can be \$75,000 apart in real life.
- 2 This week's market.** Public data can lag weeks or months behind. Your agent sees homes going under contract today, buyer traffic today, and what just sold before it ever hits a website.
- 3 The human story.** A seller who needs to move in three weeks prices differently than one who can wait a year. No algorithm knows that. People who talk to people do.

The winning play

Use AI to understand pricing and show up informed. Then ask your agent for a CMA, a comparative market analysis. That's a human-built pricing report using homes that actually compare, adjusted by someone who has physically been in your market. AI gives you the ballpark. Your agent tells you where the ball actually is.

TRY THIS PROMPT (FOR SELLERS)

"My agent recommended listing my home at a specific price. Give me a list of smart, respectful questions to understand their reasoning, including which comps they used and how they adjusted for differences."

"An online estimate has never stood in your kitchen."

Remember this when the numbers disagree

SECTION 3

Choosing the Right Agent

Here's the thing most people get backwards: they spend 40 hours researching the house and 40 seconds choosing the person who helps them buy it. AI can fix that.

Buying or selling a home is a six-figure decision. The agent you choose affects your price, your stress level, and whether the deal survives the bumpy parts. So interview like it matters, because it does. AI makes you a better interviewer in about ten minutes.

Use AI to prepare, three ways

- ✓ **Know what good looks like.** Ask AI what separates a great listing agent (or buyer's agent) from an average one, so you recognize quality when you see it.
- ✓ **Build your question list.** Ask for interview questions tailored to your exact situation: first-time buyer, downsizing, relocating, selling an inherited property, whatever your story is.
- ✓ **Decode the answers.** After your interviews, describe what each agent said and ask AI what follow-up questions the answers should raise.

TRY THIS PROMPT

"I'm interviewing real estate agents to sell my 4-bedroom home. I've never sold a house before. Give me 10 interview questions, and for each one, tell me what a strong answer sounds like versus a weak one."

That last part is the secret sauce. Anyone can ask "How many homes did you sell last year?" The prepared person knows what a strong answer sounds like and what to ask next.

Ten Questions Worth Asking Any Agent

Start with these, then let AI personalize them to your situation. A great agent will love that you asked.

- 1 How many clients like me (same price range, same side of the deal) have you helped in the last 12 months?
- 2 Walk me through your pricing strategy. How do you build a CMA?
- 3 What's your plan for marketing my home (or finding me homes before everyone else sees them)?
- 4 How do you handle multiple-offer situations?
- 5 What will communication look like? How often will I hear from you, and how?
- 6 Where do deals most often fall apart, and how do you prevent it?
- 7 How do you use technology and AI in your business?
- 8 What are all the costs I should expect, start to finish?
- 9 Tell me about a deal that got difficult. What did you do?
- 10 Why should I choose you over the last two agents I interviewed?

Green flag alert

Notice question 7. An agent who can tell you exactly how they use technology, and where they still insist on the human touch, is an agent who will put both to work for you. If they hand you a guide like this one, that's your answer.

SECTION 4

Making Your Offer

This is where I have to keep it real with you: AI should help you understand your offer. It should never write your offer. Here's the difference.

A real purchase offer is a legal contract built on state-specific forms, local rules, and terms that change based on your market, your financing, and this exact negotiation. A generic AI-written offer is like a prescription written by someone who's read about medicine. Impressive vocabulary. Please don't take it.

Do this with AI

- ✓ Ask it to explain every term: earnest money, contingencies, escalation clauses, closing costs
- ✓ Run "what if" scenarios on price, timing, and terms
- ✓ Summarize inspection reports and disclosures in plain English
- ✓ Prepare questions before you sign anything

Don't do this

- ✗ Ask AI to draft the actual contract
- ✗ Remove a contingency because a chatbot said it's fine
- ✗ Treat AI output as legal advice (it isn't, and it will tell you so itself)
- ✗ Paste your personal financial details into a chatbot

TRY THIS PROMPT

"Explain what an inspection contingency is, what waiving it means, and what risks I'd be taking, in simple terms with an example. Then give me 3 questions to ask my agent before I decide."

TRY THIS PROMPT

"I'm considering offering \$10,000 over asking with a 30-day close. Help me think through the pros, cons, and what other levers exist in an offer besides price."

Winning Offers Are More Than Price

Think about it like this: an offer is a package deal, and price is only the biggest bow on the box. AI can help you understand every other lever, and your agent knows which ones this seller actually cares about.

The levers in every offer

- ✓ **Earnest money.** Your "I'm serious" deposit. More can mean stronger.
- ✓ **Contingencies.** Your escape hatches: inspection, financing, appraisal. Protection and negotiating power both live here.
- ✓ **Timeline.** Fast close? Flexible move-out for the seller? Sometimes timing beats money.
- ✓ **Financing strength.** A solid pre-approval letter can outshine a slightly higher offer with shaky funding.

Ask AI to teach you each lever. Then let your agent tell you which combination wins in your market, this month, with this seller. That intel doesn't live on the internet. It lives in the conversation between your agent and the listing agent.

A word about "Dear Seller" letters

Thinking about a personal letter to the seller? Talk to your agent first. In some situations these letters raise fair housing concerns, and some sellers won't accept them at all. If a letter is appropriate, write it yourself. A seller can smell an AI-written letter the way you can smell a robocall.

**"AI explains the contract.
Your agent wins the negotiation."**

Both jobs matter. They're not the same job.

SECTION 5

Seven More Smart Ways to Use AI

The pricing, the agent, the offer: that's the big three. But your AI sidekick has more tricks. Copy these and go.

- 1 **Research neighborhoods.** "Compare these 3 neighborhoods for a family with young kids: commute, parks, and things to know. Then list what I should verify locally." Always verify: AI data can be outdated, and for schools go straight to official sources.
- 2 **Reality-check your budget.** "If I put 10% down on a \$400,000 home at current rates, what would my full monthly cost look like including taxes and insurance? Show the math." Then get real numbers from a lender.
- 3 **Translate listing lingo.** "What might 'cozy,' 'full of potential,' and 'motivated seller' actually mean in a real estate listing?" Prepare to laugh, then look closer.
- 4 **Prep for showings.** "Give me a 15-point checklist of what to look for when touring a home, including things people usually forget to check."
- 5 **Decode documents.** Paste a (personal-info-free) section of an inspection report and ask which findings are routine and which are worth a conversation.
- 6 **Plan your move.** "Build me a week-by-week moving plan for the next 6 weeks, including who to notify about my address change."
- 7 **Estimate sale-prep projects.** "Which pre-listing improvements typically return the most value, and which ones usually aren't worth doing?" Then ask your agent what buyers in your area actually pay up for.

See the pattern?

Every single one ends the same way: AI gets you 80% prepared, and a human gets the last 20% right. That last 20% is where the money lives.

The Five Rules of Safe AI

AI is a power tool. Power tools come with safety instructions. These five will keep you out of trouble.

- 1 Trust, but verify. Actually, just verify.** AI sometimes invents facts and delivers them with a straight face. It's called hallucinating. Any number, law, or "fact" that affects your money gets confirmed with your agent, lender, or attorney.
- 2 Check the date.** AI training data has a cutoff, and markets move monthly. Ask "how current is this information?" and treat anything time-sensitive as a starting point, not an answer.
- 3 Guard your private info.** Never paste your social security number, bank statements, pre-approval details, or full contracts with personal info into a chatbot. Summarize or redact instead.
- 4 Know the wire fraud playbook.** This one matters most. Criminals now use AI to write perfect fake emails, and even clone voices, to send you bogus wiring instructions near closing. Real rule: wiring instructions never change at the last minute. Before sending any money, call your title company or agent at a number you already know and confirm by voice. Every time. No exceptions.
- 5 Remember who's licensed.** AI carries no license, no local expertise, no legal duty to you. Your agent carries all three, plus something no algorithm has: they answer the phone when things get weird.

The 30-second safety habit

Before acting on anything AI tells you, ask one question: "If this is wrong, what does it cost me?" If the answer involves real money or a signature, a human verifies it first.

SECTION 7

Your Prompt Cheat Sheet

Tear-out-worthy. Every prompt from this guide plus a few bonuses, in one place. Fill in your details and go.

PRICING

"Explain how comps work, then give me 5 questions to ask my agent about the recommended price."

ESTIMATES

"The listing price and the online estimate are far apart. What reasons should I take seriously?"

AGENT INTERVIEWS

"Give me 10 interview questions for a [buyer's/listing] agent, with strong answers vs. weak answers for each."

OFFER TERMS

"Explain earnest money, contingencies, and escalation clauses like I'm brand new, with examples."

OFFER STRATEGY

"Besides price, what levers exist in an offer? Help me think through the trade-offs of each."

INSPECTION

"Here's a section of my inspection report [personal info removed]. Which findings are routine and which deserve a conversation?"

NEIGHBORHOODS

"Compare these neighborhoods for [your priorities], then list what I should verify locally."

BUDGET

"Show me the full monthly cost of a [\$X] home with [Y]% down, taxes and insurance included. Show the math."

MOVING

"Build a week-by-week moving plan for the next [N] weeks, including address change notifications."

Pro move

End any prompt with: "Then give me 3 questions to bring to my real estate agent." It turns every AI session into a better human conversation.

THE TAKEAWAY

You + AI + Your Agent = The Dream Team

Let me simplify this whole guide into one play.

AI makes you informed. It answers your 2 a.m. questions, translates the jargon, checks your math, and helps you show up to every conversation prepared. That's real power, and ten years ago buyers and sellers didn't have it.

Your agent makes you successful. They've been inside the houses, they know today's market instead of last quarter's data, they negotiate with actual humans, and they carry legal responsibility for getting it right. AI informs the decision. Your agent protects it.

The people who win in this market aren't the ones who pick AI or pick an agent. They're the ones who use both, on purpose.

Your challenge

Don't just read this guide. Tonight, open your favorite AI tool and run one prompt from the cheat sheet. Write down what you learn and what questions it raises. Then bring both to your agent. The goal isn't perfection. The goal is progress.

**"Use AI to get informed.
Use your agent to get it right."**

Told you it was the whole guide in one sentence.

Questions? That's what your agent is for.

The agent who gave you this guide embraces technology and the human touch. Reach out to them with what you found, what confused you, and what you want to do next. That conversation is the best next step you can take.

This guide was created by Jeremias "JMan" Maneiro, the AI Edutainer for Real Estate. Agents: want this guide for your clients, or JMan at your next event? Say hello at jman@jmanai.com or visit jmanai.com. Follow along [@jmanspeaks](https://twitter.com/jmanspeaks).