

20 AI Prompts for Property Management Business Development

A Workshop Resource for Business Development Managers in Residential Property Management

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Introduction

Artificial Intelligence is not replacing relationship-based business development in property management. It is helping professionals become more intentional, prepared, organized, and consistent.

The strongest Business Development Managers still win because they:

- Build trust
- Stay visible
- Follow up consistently
- Listen carefully
- Solve problems
- Maintain authentic relationships

AI simply helps you do those things faster and with greater clarity.

Below are 20 practical AI prompts designed specifically for residential property management business development professionals seeking more referrals, stronger relationships, and more management accounts.

20 AI Prompts

1. Create a Referral Partner Introduction Email

Prompt:

Write a warm and professional introduction email to a real estate agent introducing my property management company. Emphasize protecting their client relationships, communication, and helping investors grow safely.

2. Build a Monthly Realtor Touchpoint Plan

Prompt:

Create a 30-day relationship marketing plan for staying in touch with real estate agents without sounding salesy. Include calls, texts, emails, social engagement, handwritten notes, and face-to-face opportunities.

3. Generate Social Media Content for Investor Education

Prompt:

Create 10 social media post ideas educating rental property owners about common self-management mistakes and the value of professional property management.

4. Prepare for a Referral Lunch Meeting

Prompt:

Help me prepare for a lunch meeting with a top-producing Realtor. Give me conversation starters, thoughtful questions, and ways to naturally discuss property management services without sounding pushy.

5. Follow-Up After Networking Events

Prompt:

Write 3 versions of a follow-up message after a networking event: one formal, one friendly, and one relationship-focused.

6. Create an Elevator Pitch

Prompt:

Help me create a 30-second elevator pitch for residential property management business development focused on trust, communication, and protecting investment properties.

7. Build a Referral Database Strategy

Prompt:

Design a simple CRM follow-up system for tracking referral partners including contact frequency, notes, birthdays, business milestones, and referral activity.

8. Analyze Objections from Property Owners

Prompt:

Give me the top 15 objections rental property owners have about hiring a property manager and provide thoughtful responses focused on education and trust.

9. Create Educational Seminar Ideas

Prompt:

Generate 12 seminar or workshop topics for real estate investors, Realtors, and accidental landlords that position our company as trusted experts.

10. Write a Handwritten Note Template

Prompt:

Write 5 authentic handwritten thank-you note templates for referral partners who sent us a new management lead.

11. Develop a Personal Brand Strategy

Prompt:

Help me build a personal branding strategy as a property management Business Development Manager focused on relationships, leadership, trust, and industry expertise.

12. Create a Referral Appreciation Program

Prompt:

Suggest creative and relationship-focused ways to appreciate referral partners throughout the year that are memorable but professional.

13. Build a Video Marketing Plan

Prompt:

Create a 90-day video content strategy for attracting rental property owners and investor clients through educational and relationship-driven videos.

14. Improve Discovery Conversations

Prompt:

Give me 20 thoughtful questions to ask rental property owners during a discovery call so I better understand their frustrations, goals, and fears.

15. Create AI-Assisted Market Updates

Prompt:

Help me create a monthly investor market update email discussing rental trends, maintenance costs, legislation, and property management insights in simple language.

16. Generate Referral Presentation Talking Points

Prompt:

Create speaking points for a 10-minute presentation to Realtors about why partnering with a professional property management company protects their clients and increases repeat business.

17. Create Client Success Stories

Prompt:

Help me turn real property management success stories into compelling marketing testimonials while maintaining professionalism and confidentiality.

18. Build a Relationship-Based Sales Philosophy

Prompt:

Write a relationship-first business development philosophy statement for residential property management that emphasizes trust over transactions.

19. Prepare for Difficult Conversations

Prompt:

Help me communicate professionally with a referral partner when a client relationship becomes difficult while preserving trust and long-term partnership.

20. Create a Weekly BDM Success Routine

Prompt:

Design a weekly schedule for a property management Business Development Manager balancing prospecting, relationship building, follow-up, networking, education, and personal growth.

Bonus Prompt: Personal Growth & Leadership

Prompt:

Help me become a more emotionally intelligent Business Development Manager by improving listening skills, empathy, communication, and relationship-building habits.



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