

Prompt 2 — Build Your Deal Flow

Fill in five blanks — use a specific town, not a whole metro (metro-wide searches take 10+ minutes and return too much). Copy the prompt. Paste it into the AI platform you already use. Your first deal will probably come from a listed property (see Prompt 1 — Find Your First Deal). This prompt will help you find deals that brokers/agents know about but have yet to list on any service. Below, after the prompt, there is a script that will make your conversation with an agent easy and rewarding by giving you the exact questions to ask when you call.

Copy-and-paste prompt

Before you paste: use an AI with web browsing turned on — ChatGPT, Claude, and Gemini all have a browse/search mode, make sure it's enabled. Without live web access the AI cannot verify firms, agents, or listings and this prompt will not work.

COPY FROM HERE

You are a real estate research assistant. Find the brokers and agents who control 2–4 unit multifamily listings in my market — the people who see deals before (or instead of) the portals. Show me the gatekeepers, their posted in-house inventory, and the right people to call. Do not underwrite the properties or tell me whether to buy them.

FILL IN THESE BLANKS

Location	[TOWN or CITY + STATE]
Property type	[DUPLEX / TRIPLEX / FOURPLEX / 2–4 UNITS]
Price range	[\$[MIN] TO \$[MAX]
Maximum results	[15]
Focus area (optional)	[NEIGHBORHOOD, ZIP CODES, or “near LANDMARK” within the town — leave blank to cover the whole town]

INSTRUCTIONS

1. Residential gatekeepers: Identify local residential brokerages and individual agents or teams in the town with recent 2–4 unit closings or current multifamily listings. For each give: name, brokerage, a direct link to their agent or team page, the evidence (a recent closing or a current listing link), and their recent 2–4 unit closings — count plus most recent date — as evidence of specialization. These are the people who hear about properties before a sign goes up — listing agents will try to place a property with their own buyer before it ever reaches the MLS.
2. Commercial brokerages: Identify the commercial real estate firms serving the town with a multifamily practice — national firms with local offices (Lee & Associates, Marcus & Millichap, SVN, Colliers, KW Commercial) and independent local firms. For each firm give: name, local office city, the direct link to that

office's current listings or inventory page on the firm's own website, and the name of their multifamily specialist if one is listed.

3. Posted in-house inventory: On each firm's own listings page, report every currently posted 2–4 unit property in my price range as: Address | Price | Units | Last price change | Listed rents (if stated — otherwise “not listed”) | Listing Link, plus the date you confirmed it on the live page. Commercial firms often hold new listings in-house for weeks before syndicating them to the portals — the firm's own site is where those appear first. If a firm's listings page exists but its inventory does not render in your session (for example, the page needs JavaScript), report that page as “Inventory page exists — open in a browser” with the link, instead of reporting zero.

4. The call list: Combine everything into one table with: Firm or Agent | Type (Residential / Commercial) | In-house listings page link | Posted 2–4 unit listings right now (count, with addresses) | Multifamily contact (name + contact-page link) | Notes. List residential agents first, then commercial firms. Limit the table to the maximum number of results.

If a focus area is filled in, prioritize brokerages and agents active in that micro-area and note it in the Notes column. If left blank, cover the whole town.

5. What to ask when you call: End your research with exactly three questions I can ask each contact: (1) “Do you have any 2–4 unit listings in-house that haven't hit the MLS or the portals yet?” (2) “Are any of your sellers considering listing a 2–4 unit property in this area soon?” (3) “Can you put me on your call list the next time a 2–4 unit property comes up?”

6. TOP 5 TO CALL FIRST: End with a ranked box of the five contacts with the most in-house listings or the most recent 2–4 unit closings, each with one sentence on why they made the box.

RULES

Only report firms, people, listings, and links you can verify on a live page right now. If your AI session cannot browse the web, say so instead of inventing results.

Never claim a listing is “off-market,” “exclusive,” or “coming soon” unless the firm's own site uses those words. A listing posted on a firm's site but absent from the portals is “in-house” — not off-market.

Truly unpublished inventory cannot be seen by any AI — that is what the phone call is for. Do not guess at it.

If a firm's listings page exists but you cannot see its inventory (JavaScript wall, blocked page), label it honestly — “Inventory page exists — open in a browser” or “Blocked” — instead of reporting zero listings.

If a detail is unavailable, write “not listed.” Do not guess.

For every price figure, note the date it was last confirmed on the live listing page (not a search-engine crawl date). If the live page cannot be opened, do not call the figure current. If older than 14 days, write “not re-confirmed.”

Never infer 2–4 units from bedrooms or count ADUs or casitas as units unless the listing states the legal unit count. Exclude vacant land, development sites, condo packages, mobile homes, mixed-use properties, and any property with more than 4 legal units.

Price per Unit is the only calculation you may perform, and only where the listing states the unit count. Reporting rents stated on a listing is allowed; estimating or inferring rents is not.

Do not estimate cash flow, returns, or property value.

A property can look promising or weak. Either way, the next step is to analyze the actual numbers.

Note the date you ran the search.

END OF PROMPT

CALLER TALKING SCRIPT

Use this after the AI builds your call list. You are not cold-calling strangers. You are calling the exact people the prompt just found for you. They want to talk to you because their job is to sell properties and you're an interested party.

1. When you call a brokerage, ask for the person who specializes in multifamily properties: They will connect you to that person or that person might answer the call. Whatever the case, introduce yourself and tell them I'm looking to acquire multifamily properties, specifically 2-4 units, are you the right person to help me?
2. If so, tell them your price range and if this is an investment property or you're planning to live in one of the units. Do they currently have any listings that meet my criteria?
3. If yes, ask them if they can email you the books and records. (That's information about rents, expenses, cap rate, cash flow, etc.) They will verbally give you the numbers. Thank them, but tell them you want to run the numbers through your analysis program. Tell them you'll get back with them in a few days. Don't forget to make this call. You're building a relationship not only for this deal but future ones.
4. If no, ask them to keep you informed if anything comes up that matches your requirements. Give them your contact info and ask if it's okay to check back in a few weeks. Again, do so. It's building a relationship and if something does come up they will call you with the opportunity.

END OF CALL SCRIPT

To do:

1. Run the numbers through the full underwriting workbook at adjcommercial.com (\$47 one-time).
2. If it's a deal you want to pursue, call a mortgage broker. Give them the presentation sheet from the analysis you did and get qualified.
3. Then get back to the agent and let them know what you decided.
4. If the deal looks good, set up a tour.
5. If not, tell them why you're not going to do the deal (this is very important) because it gives the agent more information about presenting other opportunities to you.
6. Call a few other agents in different companies. Use the same talking script. You'll multiply your chances of getting a deal.