



TIME MULTIPLIED

Property Agent AI Starter Kit

15 copy-paste prompts, a PDPA redact-first checklist and AI photo labels, ready for Monday.

Free guide for Singapore property agents. Edition d1, October 2026.

Who this is for

You are a self-employed property agent in Singapore. You spend part of every week on messages that follow a pattern: replying to enquiries, offering and confirming viewings, following up, writing listings, sending updates. This kit shows how to hand the first draft of that work to an AI tool such as ChatGPT, while you keep every decision.

The one rule: AI drafts, you approve.

Nothing goes to a client, a portal or social media until you have read every word and pressed send yourself. The tool writes a first draft. The facts, the tone and the responsibility stay with you.

What is inside

- p. 2 to 4** 15 copy-paste prompts for real agent jobs
- p. 5 to 6** PDPA redact-first checklist: fine, redact first, never
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How to use the prompts

Copy a prompt, replace each [bracket] with your own details, and use placeholders such as [Client] and [Unit] for anything that identifies a person. Every prompt here works without personal data. Read the draft against your own records, put the real details back yourself, then send.

From Benedict Lim, CEO and Chief Psychologist of iGROW, a qualified and practising psychologist, business owner and investor. Time Multiplied helps Singapore's self-employed hand admin to AI, with nothing going out without your OK.



Prompts 1 to 5: enquiries and viewings

Copy, fill the [brackets], read the draft, then send it yourself. Use placeholders for any name, number or address.

1

Reply to an enquiry Use for a new enquiry on a listing.

You are my reply assistant. I am a property agent in Singapore. Reply to the enquiry below in 2 or 3 short, warm lines. Use only these facts: [availability] | [viewing times]. Ask which time suits. Do not invent price, size, floor level or distances. Enquiry: [paste the enquiry with the sender's name and number removed]

2

Offer viewing slots Use when someone wants to see the place.

Write 2 lines for WhatsApp offering these viewing slots only: [slot 1], [slot 2], [slot 3] for [property label, for example 3-room flat in [District]]. Ask the person to pick one. Friendly and brief.

3

Confirm a viewing Use once a time is agreed.

Write a short viewing confirmation. Date: [date]. Time: [time]. Meeting point: [place]. Add one line asking them to reply if anything changes. Do not add anything else.

4

Follow up after a viewing Use the same day, while it is fresh.

Turn my viewing notes into a short, friendly follow-up message to [Client]. Mention only what is in my notes. End with one clear next step: [next step]. Notes: [paste your notes, without names or contact details]

5

Turn viewing notes into bullets Use for your own record after a viewing.

Turn my rough viewing notes into 3 bullet points: what they liked, what they were unsure about, and the next step. Use only my notes. Notes: [paste notes, without names or contact details]



Prompts 6 to 10: listings and buyers

Copy, fill the [brackets], read the draft, then send it yourself. Use placeholders for any name, number or address.

6**Listing description** Use for a first draft of a new listing.

Draft a listing description for a [number]-room [property type] in [District], near [MRT station]. Use only these facts: [fact 1] | [fact 2] | [fact 3] | asking price [price]. Do not add amenities, distances, schools or claims that are not listed. Plain, factual Singapore English, 80 to 120 words.

7**Rewrite a listing, no hype** Use to tidy text you already wrote.

Rewrite the listing text below in plain, factual Singapore English. Keep every fact and the price exactly as written. Do not add facts. Avoid words like 'best', 'guaranteed' or 'rare'. Listing: [paste your own listing text]

8**Open house caption** Use for Instagram or Facebook.

Write a short Instagram caption for my open house, 60 to 80 words, warm tone, 4 hashtags. Facts only: [flat type] | [District] | [date and time] | [3 features]. End with: Message me to arrange a viewing. If any photo is AI-edited, start with this line: [your disclaimer line]

9**Price-update message** Use when the asking price changes.

Write a short, calm message to [Client] about a price update on [property label]. Facts: previous asking price [old price], new asking price [new price], effective [date]. Do not give reasons, predictions or advice. End by offering a call at [times].

10**Document checklist for buyers** Use to turn your own list into a tick-list.

Turn the list below into a simple checklist a buyer can tick through before [stage, for example the viewing or the offer]. Group it under 'Bring', 'Prepare' and 'Ask me'. Use only my list. Mark anything that depends on an official rule as 'to confirm with the official source'. My list: [paste your own list of documents and steps]



Prompts 11 to 15: updates and self-checks

Copy, fill the [brackets], read the draft, then send it yourself. Use placeholders for any name, number or address.

11 Weekly client update Use for clients who like a regular summary.
Write a weekly update for [Client]. Facts only: viewings done [number] | new listings sent [number] | feedback [summary] | next steps [list]. Three short sections: This week, Next week, What I need from you. Do not add market comments or predictions.

12 Three calm replies to an objection Use when a buyer hesitates.
A buyer said: '[objection, for example the price feels high]'. Give me 3 short, calm replies I could send. Be honest, do not pressure and do not make claims about future prices. Tell me which one suits a first-time buyer best.

13 Explain a price gap in plain language General information only, not a valuation.
Explain in plain language the gap between the asking price and the recent transaction prices below. List factors that could explain it and what I should check next. Do not predict future prices. Use only my numbers. Asking price: [price]. Recent transactions: [paste]

14 Re-open a quiet enquiry Use when someone has gone silent.
Write a 2 line message to someone who enquired about [property label] [number] days ago and has not replied. Polite, no pressure, no urgency tricks. Offer one useful next step: [next step]. Make it easy to say 'not now'.

15 Check my draft before I send Use as a second pair of eyes.
Check the draft below before I send it. List (1) any fact that is not in my fact list, (2) any promise or guarantee, (3) anything that sounds pushy, (4) a missing AI image disclaimer if the draft mentions edited images. Do not rewrite it. My facts: [facts]. Draft: [paste draft]



PDPA redact-first checklist

Before you paste anything into an AI tool, sort it. Our rule of thumb has three columns. It is a simple habit, not an official PDPC list.

Fine

Safe to paste as it is

- Listing text you have already published
- Your own templates, checklists and notes that hold no client details
- Property type, district and number of rooms
- General questions about a process, using your own list
- Placeholders such as [Client] and [Unit]

Redact first

Swap for a placeholder

- Client names, including nicknames and chat headers
- Phone numbers, emails and WhatsApp profile names or photos
- Full unit address with block, floor and unit number (use [Unit] or the district)
- Screenshots showing faces, name plates or chat headers
- Budget, income or loan figures tied to a person (use [Budget range])
- Family situation, job or employer, which can identify someone in combination
- Names of other agents, owners or co-buyers

Never

Do not paste, in any form

- NRIC, FIN or passport numbers: delete them, do not just swap them
- Bank account, card or CPF details
- Singpass details, passwords or one-time codes
- Health information or other highly sensitive details
- A whole exported WhatsApp chat
- Scanned IDs, payslips or signed documents uploaded as files

Why NRIC numbers sit in "Never"

The PDPC's Advisory Guidelines on NRIC numbers say organisations should generally not collect, use or disclose NRIC numbers unless the law requires it, or it is necessary to establish or verify identity to a high degree of fidelity. Drafting a reply, a reminder or a listing never needs one.

You stay responsible

Under the PDPA, an organisation remains responsible for personal data that a service provider processes on its behalf. An AI tool you paste client details into is one such service. Know how your tool stores and uses what you type, and use the privacy settings it offers.

Sources: PDPC, Technical Guide to Advisory Guidelines on NRIC Numbers; PDPC, Advisory Guidelines on Key Concepts in the PDPA (17 May 2022). Links on page 11.



How to redact in 4 steps

Redacting takes a minute. Do it before the text goes into the tool, not after.

- 1 Remove.** Delete every name, number, address and handle you do not need for the task.
- 2 Replace.** Put a placeholder where the detail was: [Client], [Unit], [Phone], [Budget range].
- 3 Check the combination.** Several small details together can still point to one person, such as a rare unit, a job and a family situation. If it could identify someone, generalise it.
- 4 Keep the key yourself.** Keep the real details in your own notes. When the draft comes back, put them in by hand before you send.

Example (invented details, for illustration)

Before: do not paste

Hi, I am Alex Example, 9000 0000. Can my wife and I view Blk 000 #00-00 on Saturday? Our budget is \$1.2m and the loan is pre-approved.

After: safe to paste

Hi, I am [Client]. Can we view [Unit] on Saturday? Budget [Budget range] and the loan is pre-approved.

When the draft comes back

Check it against your own records, swap the placeholders for the real details yourself, and read it once more as the client would. If the AI added a fact you did not give it, delete the line.

Go deeper

The PDPC's Guide to Basic Anonymisation sets out simple techniques for stripping or replacing identifiers. Anonymising removes identifying information. Pseudonymising swaps it for an artificial identifier, so the data can be linked back only with additional information. For client chats, the safest habit is to leave the identifying details out in the first place.



AI-edited listing photos

What the Ministry said (January 2026)

In a written answer to Parliament on 12 January 2026, the Ministry of National Development said the CEA Code of Ethics and Professional Client Care requires property agents to ensure that all materials that advertise or promote a property accurately describe the property. In line with this, agents should provide sufficient disclaimers to inform consumers of the use of AI to alter or enhance images or videos, to avoid misleading them.

The Ministry also said CEA is reviewing its regulatory guidelines to give the industry clarity on the use of AI in property advertisements. The answer does not prescribe exact wording or placement, so the labels below are our examples. Check CEA's practice guidelines and circulars page for updates before you rely on them.

Three example labels

1

Light edit**"Image digitally enhanced with AI."**

Use when brightness, colour or sky have been improved.

2

Virtual staging**"Virtually staged with AI. Furniture and decor shown are not part of the property."**

Use when furniture or decor was added to an empty room. Edit it to match what is true.

3

Objects removed or changed**"AI-edited image: [what changed, for example a window view replaced]. Original photo available on request."**

Use only if you do keep the original. Fill the bracket with what is true.

Where to place them

Where	What to do
On the image	A small caption in a corner, readable on a phone, so the label travels if the photo is shared.
Portal listing	The first line of the description, not the last, plus the photo caption if the portal allows one.
Social posts	The first line of the caption, before any hashtags or "see more" cut-off.
Video	On-screen text where the edited footage appears, and again in the caption.

Sources: Ministry of National Development, written answer (12 January 2026); CEA, practice guidelines and circulars. Links on page 11.



Enquiry to viewing in 5 steps

A typical enquiry becomes a viewing in five small steps. AI drafts at each step. You check and send.

At every step: you approve before it sends. Read every word, put the real details back yourself, then press send.

1

Draft the reply Ask AI with Prompt 1 (page 2)

Message template (edit, then send yourself)

"Hi [Client], thanks for your interest in [property label]. It is [available / still available]. I can show it on [slot 1] or [slot 2]. Which suits you?"

2

Offer set times Ask AI with Prompt 2 (page 2)

Message template (edit, then send yourself)

"Hi [Client], the viewing slots are [slot 1], [slot 2] or [slot 3]. Which one works for you? Happy to suggest another time if none does."

3

Confirm the viewing Ask AI with Prompt 3 (page 2)

Message template (edit, then send yourself)

"Confirmed: [property label], [date], [time]. Meet at [place]. Please reply here if anything changes. See you then."



Enquiry to viewing, steps 4 and 5

Steps 4 and 5 happen after the viewing.

4

Note the viewing Ask AI with Prompt 5 (page 3)

Message template (edit, then send yourself)

"For your own record, not for sending: liked [x]; unsure about [y]; next step [z]. Keep it in your notes, not in the client chat."

5

Draft the follow-up Ask AI with Prompt 4 (page 2)

Message template (edit, then send yourself)

"Hi [Client], thanks for viewing [property label] today. As discussed: [fact you gave them]. Next step: [next step]. Happy to answer any questions."

Keep a rhythm

Reply to a new enquiry the same day if you can. Offer two or three set times rather than asking an open question. Confirm in writing. Follow up once, with one clear next step. Short, specific messages are easier to answer than long ones.

Use dummy or redacted details while you practise

Run these five steps once with an invented enquiry before you use them with a real one. You will see what the tool does well, what it invents, and what you need to correct.

Want to see this in action?

Mei, Time Multiplied's AI customer-success assistant (always labelled AI), shows the enquiry-to-viewing reply as a short client script on our video channels. Find us on YouTube, Instagram, TikTok and LinkedIn as Time Multiplied.



Review before you send

Print this page or keep it next to your screen. Tick every box before a message goes out.

- ☐ Every fact (price, size, floor, availability, date, time) matches my own records.
- ☐ Nothing is invented: no extra amenities, distances, schools or future-price claims.
- ☐ No promise or guarantee, and no pressure such as "last unit" or "will go up".
- ☐ Names, numbers and addresses were placeholders in the AI tool. I put the real ones back myself.
- ☐ No NRIC, bank, CPF, Singpass or health details were pasted anywhere in the chat.
- ☐ It is addressed to the right person, about the right property, on the right date and time.
- ☐ It sounds like me. I read it aloud once.
- ☐ Any AI-edited photo or video carries a clear disclaimer, in the first line and on the image.
- ☐ Anything about law, tax or loans is removed, or checked against the official source, or passed to the right professional.
- ☐ I know how my AI tool stores and uses what I type, and I have used its privacy settings.
- ☐ I have read every word.
- ☐ I am pressing send myself.

AI drafts, you approve.

If any box stays empty, the message waits.



Next steps and sources

Free 5-day challenge: Get Your Time Back

A short email challenge: one 10-minute task a day, so you hand over one admin job with you approving every message. It is coming soon. Sign up for this kit and we'll email you when it starts.

More guides on timemultiplied.ai/insights

- [Can property agents in Singapore use ChatGPT for work? What CEA has said](#)
- [What client details should a Singapore property agent never put into an AI tool?](#)
- [Is it safe to paste a client's WhatsApp chat into ChatGPT? A PDPA-aware checklist](#)
- [AI for Singapore property agents: what to hand over first, and what to keep](#)

Sources

- [Personal Data Protection Commission, Technical Guide to Advisory Guidelines on NRIC Numbers](#)
- [Personal Data Protection Commission, Guide to Basic Anonymisation \(updated 24 July 2024\)](#)
- [Personal Data Protection Commission, Advisory Guidelines on Key Concepts in the PDPA \(17 May 2022\)](#)
- [Ministry of National Development, written answer on property listings with AI-edited images and videos \(12 January 2026\)](#)
- [Council for Estate Agencies, Practice guidelines and circulars \(check for the AI review\)](#)

General information, not legal advice. Official sources were checked on 20 October 2026. Rules, guidelines and tools change, so confirm on the official site before you rely on anything here. The prompts and labels are examples from Time Multiplied, not official wording. We cannot promise any particular result from using AI.

Time Multiplied helps Singapore's self-employed hand admin to AI, with nothing going out without your OK.
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