

# 10 Claude Prompts for Property Investors

Deal screening. Yield modelling. Investment memos. Due diligence.  
Copy. Paste into Claude. Get instant analysis.

- Site Appraisal & Viability (Prompts 1–3)
- Portfolio & Financial Analysis (Prompts 4–6)
- Market Intelligence & Due Diligence (Prompts 7–10)

# How to Use These Prompts

## 1. Go to [claude.ai](https://claude.ai)

Free to sign up — no installation needed. The free version of Claude works for all prompts in this guide.

## 2. Copy the full prompt

Each prompt is in the blue-bordered box. Copy the entire block of text, including all the numbered instructions.

## 3. Replace the [BRACKETED TEXT]

Swap in your actual site address, deal terms, portfolio numbers, or location. The more detail you give, the sharper the output.

## 4. Review and refine

Read the output. Ask follow-ups: "What am I missing?" or "Make the assumptions more conservative." Most of the value comes from the follow-up conversation.

### Pro tip

These prompts work with Claude, ChatGPT, and other AI models. Save your best outputs — over time you will build a reusable library of analysis templates tailored to your portfolio and market.

## Deal Screener

Screen any acquisition against your buy box. Get a Go / No Go verdict with clear reasoning before you commit time to it.

You are a property investment analyst. I am going to describe a potential acquisition. Screen it against my buy box and give me a Go / No Go verdict with clear reasoning covering: financial fit, location fit, risk flags, and anything I should investigate further before proceeding.

My buy box:

- Target net yield: [e.g. 7%+]
- Asset class: [e.g. HMO / BTL / commercial]
- Location preference: [e.g. North West / Midlands]
- Maximum purchase price: [£X]
- Minimum size: [beds / units]
- Strategy: [e.g. buy and hold / refurbish and refinance]

The opportunity is: [DESCRIBE THE DEAL – or paste the summary from the investment memorandum here]

**Tip:** Be specific about your buy box. The more precise your criteria, the more actionable the verdict. Add your deal history if you have it — it helps Claude calibrate the output.

## Off-Market Sourcing Brief

Generate a professional sourcing brief to share with estate agents and sourcers to find off-market opportunities matching your criteria.

You are a property sourcing specialist. Write a sourcing brief I can share with estate agents and sourcers to find off-market opportunities that match my criteria. The brief should include: my ideal property profile, location parameters, deal structure preferences (cash / bridging / mortgage), what makes a deal attractive to me, what I need included when agents send opportunities, and a clear statement of my ability to move quickly.

My criteria:

- Asset type: [e.g. HMOs / BTL / commercial / mixed-use]
- Target locations: [list areas]
- Price range: [£X to £X]
- Target yield: [X%+]
- Strategy: [buy and hold / refurb / flip]
- Completed deals to date: [X deals, average £X]
- Additional notes: [anything else relevant]

**Tip:** Include your completed deals if you have them. "I have completed X deals at an average of £Y" gives agents confidence in your ability to transact — which is what gets you shown the best deals first.

# Comparable Transaction Analysis

Benchmark any deal against recent comparable transactions before you negotiate. Get a data-backed offer range in minutes.

You are a property investment expert. Provide a comparable transaction analysis for the following acquisition.

Include:

- 1) Recent comparable sales within a relevant radius for similar asset types
- 2) Price per unit / per sq ft benchmarks
- 3) Net yield achieved on comparable deals where available
- 4) How this deal compares – is it priced at, above, or below market?
- 5) Adjustments to consider based on condition, location quality, tenancy, or planning status
- 6) A suggested offer range with clear justification

Property details:

- Address / area: [LOCATION]
- Asset type: [e.g. 6-bed HMO / retail unit / BTL flat]
- Asking price: [£X]
- Current gross annual income: [£X per annum]
- Condition: [e.g. recently refurbished / needs work / tenanted as-is]

**Tip:** Add transactions you already know about — Claude will incorporate them into the analysis rather than working from general knowledge alone. The more local detail you provide, the more precise the output.

## Yield & Return Modeller

Model the returns on any acquisition across three scenarios — base, bull, and bear — before you commit. Full scenario analysis in under 60 seconds.

You are a property investment analyst. Model the returns on the following acquisition across three scenarios (base, bull, bear).

For each scenario calculate:

- Net Initial Yield (NIY)
- Gross-to-net ratio
- Annual cash flow
- 5-year total return
- Equity multiple

Present the results as a clean comparison table, then explain the key assumptions driving each scenario and flag the two variables that have the most impact on the outcome.

Inputs:

- Purchase price: [£X]
- Gross annual rent: [£X]
- Estimated running costs (management, maintenance, insurance, voids): [% or £X/year]
- Finance: [cash / mortgage – if mortgage: rate X%, LTV X%]
- Exit assumption: [sell at year 5 / hold long term / refinance at year X]
- Expected annual capital growth: [X% – use 0% for bear case automatically]

**Tip:** If you do not know exact running costs, use 25–30% of gross rent for BTL and 35–40% for HMOs as a starting assumption. Claude will flag where that assumption has the most impact on the outcome.

## Portfolio Health Check

Identify underperformers, concentration risk, and where your capital is working hardest. Get a clear view of where to act first.

You are a property portfolio analyst. Review the following portfolio and provide:

- 1) Overall portfolio yield and total return profile
- 2) Any properties underperforming relative to the rest – with specific numbers
- 3) Concentration risk – am I overexposed to any single location, tenant type, asset class, or financing structure?
- 4) Where my capital is working hardest and where it is not
- 5) Three specific recommendations to improve portfolio performance

My portfolio (list each property as): [Address / area] – [Asset type] – [Purchase price £X] – [Current estimated value £X] – [Gross annual rent £X] – [Mortgage balance £X at £X/month – or: unencumbered]

Example:

12 Church Street, Manchester – 5-bed HMO – purchased £180k – current value £225k – gross rent £22,800/yr – mortgage £120k at £680/month

**Tip:** Include purchase price alongside current estimated value for each property — without both figures Claude cannot calculate your equity position or total return accurately.

# Investment Memo Writer

Paste a deal pack or investment memorandum. Get a client-ready structured memo with executive summary, financials, risk assessment, and recommendation.

You are a senior property investment advisor. Write a professional investment memorandum for the following opportunity.

Structure it as:

- 1) Executive Summary (2-3 sentences)
  - 2) Asset Description – location, property type, specification, current condition
  - 3) Financial Analysis – gross yield, net yield, total return, capital value per unit / per sq ft, income profile
  - 4) Tenancy Schedule – current tenants, lease terms, passing rent, breaks and reviews
  - 5) Market Context – local market conditions, comparable transactions, demand drivers
  - 6) Risk Assessment – tenant covenant, lease events, capex requirements, market risks, regulatory exposure
  - 7) Recommendation – acquire / pass with clear reasoning and suggested pricing
- Deal information: [PASTE ALL AVAILABLE DETAILS – location, price, tenants, lease terms, condition, financials. State clearly what you do not know – Claude will flag it and advise what to verify.]

**Tip:** You can paste raw text from a PDF or deal sheet directly. The more data you provide, the less Claude needs to assume — and it will clearly flag what is missing and what you need to verify.

# Local Market Demand Analyser

Get values, rents, days on market, supply pipeline, and a market outlook for any location and asset type — in one prompt.

You are a property market research analyst. Provide a demand analysis for the following location and asset type.

Cover:

- 1) Current average values – price per sq ft, total value by unit type
- 2) Price movement – 1-year, 3-year, and 5-year trends
- 3) Average days on market for this property type
- 4) Rental market – average rents, achievable yield, typical void periods
- 5) New supply pipeline – what is coming to market in the next 12-24 months?
- 6) Demand drivers – employment, infrastructure, transport links, regeneration schemes
- 7) Demand risks – oversupply, economic factors, regulatory changes affecting this asset class
- 8) A one-paragraph market outlook for the next 2-3 years

Location: [TOWN / CITY / POSTCODE AREA] Asset type: [e.g. 2-bed flats / HMOs / commercial units / student accommodation] Target buyer or tenant: [e.g. young professionals / families / investors / students]

**Tip:** For development sites, use this to evidence demand to planning authorities in your planning statement. For investment advisory, use it to validate recommendations with data before presenting to clients.

## Planning Environment Briefing

Get a full planning briefing for any LPA — local plan status, Article 4 directions, permitted development constraints, and political context summarised.

You are a planning consultant. Provide a planning environment briefing for the following area and intended use.

Cover:

- 1) Local Plan status – when adopted, current review timeline, any emerging plan
- 2) Housing targets and five-year housing land supply position
- 3) Article 4 directions in place affecting my asset class
- 4) Permitted development rights relevant to my intended use
- 5) Key constraints – green belt, conservation areas, flood zones, Article 4 areas
- 6) The LPA's track record on applications similar to my intended use
- 7) Political context – is the council pro-growth or restrictive?

Location: [TOWN / LPA NAME] Intended use: [DESCRIBE – e.g. HMO conversion / residential development / commercial change of use] Current use of the property: [e.g. single dwelling / vacant commercial / agricultural]

**Tip:** Be specific about your intended use. "Residential on greenfield" gets a very different response to "commercial change of use in town centre". The more precise, the more targeted the output.

## Risk Scorer

Score any deal across five risk dimensions — each rated 1–10 with reasoning and a specific mitigation. Structured risk view before you exchange.

You are a property investment risk analyst. Score the following acquisition across five dimensions, each rated 1-10 (1 = low risk, 10 = high risk):

- 1) Void / income risk – likelihood of income disruption
- 2) Capital value risk – downside on the asset value
- 3) Regulatory / compliance risk – planning, licensing, safety, tenancy law exposure
- 4) Financing risk – refinancing, rate covenant, LTV risk
- 5) Exit / liquidity risk – ability to sell at or above purchase price within 3-5 years

For each dimension: give the score, the main risk factor driving it, and one specific mitigation.

Then provide:

- An overall risk rating (Low / Medium / High)
- A one-line recommendation

The opportunity: [DESCRIBE THE DEAL – location, asset type, purchase price, current income, tenancy details, condition, any known issues]

**Tip:** Be honest about constraints you already know. If the tenant is on a short lease or the building needs significant capex, include it — the risk score is only useful if the inputs reflect reality.

## Due Diligence Checklist Generator

Generate a full due diligence checklist tailored to any acquisition, with the three highest-priority items flagged. Nothing missed, nothing wasted.

You are a property solicitor and investment advisor. Generate a comprehensive due diligence checklist for the following acquisition.

Organise by category: Legal, Financial, Physical, and Planning. For each item include: what to check, why it matters, and who is responsible (solicitor / surveyor / accountant / buyer).

Flag the three highest-priority items to resolve before exchange.

The acquisition:

- Asset type: [e.g. HMO / BTL flat / commercial unit / development site]
- Location: [TOWN / AREA]
- Tenure: [freehold / leasehold – if leasehold: years remaining]
- Purchase price: [£X]
- Current use: [e.g. tenanted / vacant / mixed]
- Any known issues: [e.g. short lease / planning conditions / structural concerns / licensing requirements]

**Tip:** Tell Claude the tenure (freehold / leasehold), whether there are existing tenants, and any known issues. This determines which checklist items are critical for your specific deal rather than generic.

# Want AI working inside your property business?

These prompts give you a taste of what is possible. Deploy IQ builds custom AI systems

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DM Sam Sykes on LinkedIn to learn more