

AI Prompts For Mortgage Brokers

Part One: Visibility & Local Search

1. Local Discovery

“Find me the best mortgage brokers in [town/city].”

Follow-up:

“Why did you choose these brokers?”

This shows:

- Whether you appear at all
- What signals ChatGPT notices
- Which competitors dominate visibility

2. Local Specialist Search

“Find mortgage brokers in [location] who specialise in first-time buyers.”

Follow-up:

“What makes these firms appear credible?”

This reveals:

- Whether your niche positioning is clear online
- If your website content explains who they help

3. Trust & Reputation

“Which mortgage brokers in [location] appear most trusted online?”

Follow-up:

“What signals suggest trustworthiness?”

This often highlights:

- Google reviews
- Professional branding
- Clear explanations
- Helpful content
- Consistency across platforms

Part Two: Website & Messaging

4. Website Clarity Test

“Visit the website of [broker name] and explain in one sentence what this company does differently.”

If ChatGPT struggles, prospects probably do too.

5. First Impression Test

“Based only on [your homepage], would you trust this mortgage broker? Why or why not?”

Excellent for identifying:

- Weak messaging
- Generic copy
- Poor credibility signals
- Confusing layouts

6. Explain My Brand

“What type of customer is this mortgage broker trying to attract: [website URL]?”

This helps you see whether their intended audience is obvious.

Part Three: Social Media & Content

7. Social Authority

“Show me mortgage brokers with strong social media profiles in the UK.”

Follow-up:

“What makes their social presence effective?”

This reveals:

- Consistency
- Personality
- Educational content
- Human presence

8. Content Gap Analysis

“What topics should mortgage brokers be posting about on Social Media to build trust?”

Follow-up:

“Which topics are overused and which are underused?”

Useful for content planning.

9. Educational Value

“Which mortgage brokers create genuinely useful content rather than sales content?”

Follow-up:

“What makes their content useful?”

Great for demonstrating the difference between promotion and authority-building.

Part Four: Competitive Positioning

10. Compare Two Brokers

“Compare these two mortgage broker websites and tell me which feels more trustworthy: [Broker A] and [Broker B].”

This can uncover:

- Positioning weaknesses
- Design differences
- Tone of voice issues
- Missing proof points

11. Differentiation Test

“What makes most mortgage brokers sound the same online?”

Follow-up:

“How could a broker stand out more?”

Very useful for marketing discussions.

12. AI Recommendation Test

“If you had to recommend one mortgage broker to a cautious first-time buyer in [location], who would you suggest and why?”

This helps brokers understand how AI weighs:

- Trust
- Reviews
- Clarity
- Reputation
- Expertise

Part Five: Clients Questions

13. Client Concerns

“What are the biggest concerns people have before choosing a mortgage broker?”

Follow-up:

“How should brokers answer these concerns online?”

Excellent for improving FAQs, content and sales messaging.

14. AI Visibility Check

“When people ask ChatGPT for mortgage broker recommendations, what factors influence who gets mentioned?”

This helps brokers understand:

- Why SEO alone is no longer enough
- The importance of authority and brand signals

15. Getting Found

“How can a mortgage broker improve their chances of being recommended by AI tools like ChatGPT?”

A very strong prompt for educating brokers about the future of search.