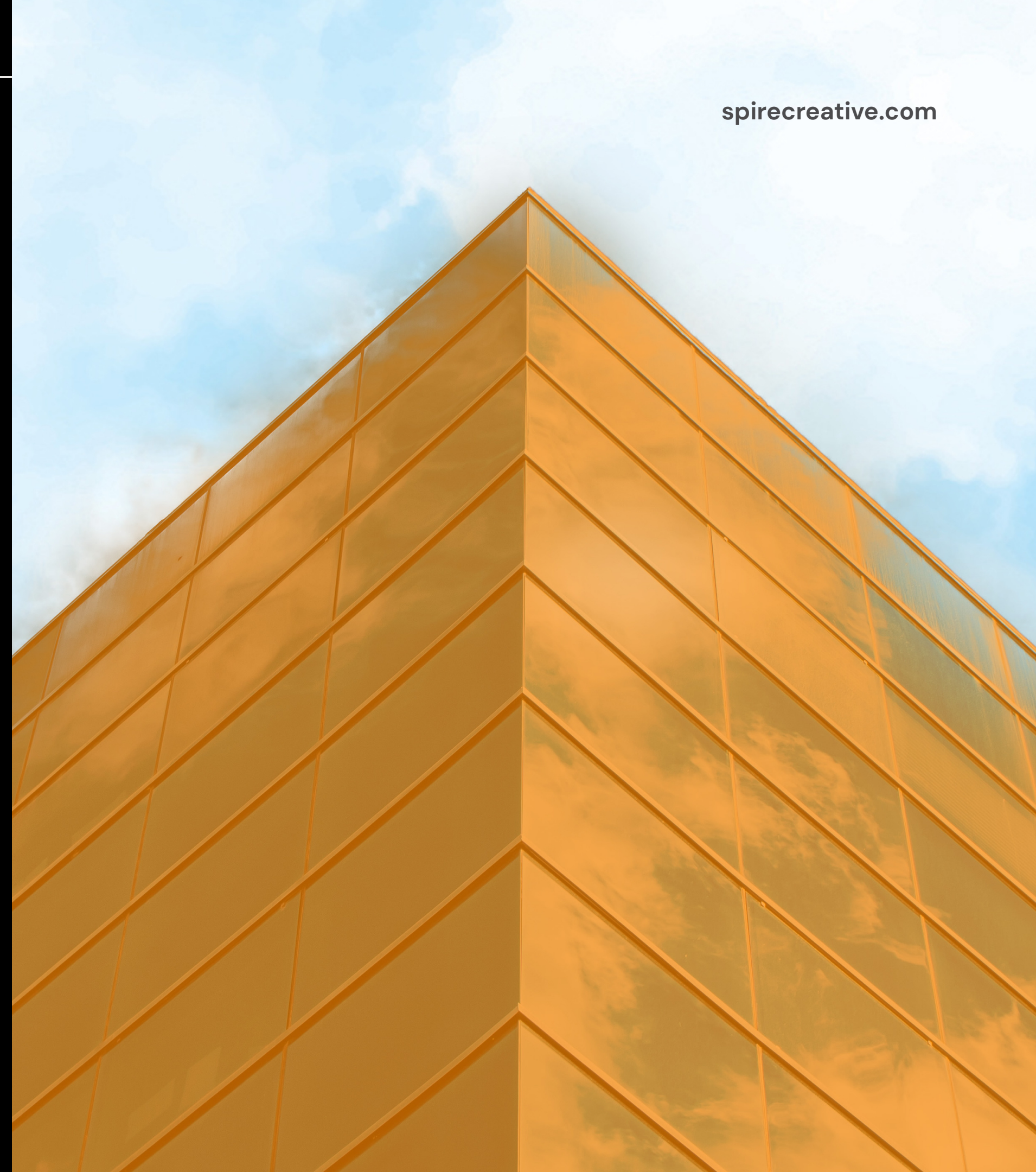


The Prompt Playbook

Retouching CRE Images with ChatGPT



Introduction

Common Fixes & The Prompt Difference

The Growing Trend

More CRE brokers are using ChatGPT to enhance listing images, addressing common issues like dark exteriors and dull skies, ensuring a more appealing presentation for potential clients.

The Impact of Prompts

Effective prompts are crucial; they determine whether the output is a professional image or a poorly edited one. Proper phrasing can elevate the quality of building images significantly.

What's Inside

Comprehensive Guide to CRE Image Retouching with ChatGBT Prompts

Universal Principles

This guide establishes key principles for effective prompts that refine CRE images, ensuring clarity and precision in requests while safeguarding essential architectural details for optimal results.

Scenarios Covered

We pin point various scenarios such as sky replacements, enhancing image quality, adding features, and cleaning surfaces, providing practical examples and strong prompts for each context.

Pro Tips

Gain insights on maximizing prompt effectiveness, including iterative editing strategies, knowing when to start over, and saving successful prompts for future use to streamline your workflow.

Universal Principles

Four Habits for Better Edits

Be Specific

Clearly state the desired change for ChatGPT to understand your request. Vague instructions lead to unpredictable outcomes, so detail is essential for obtaining the best results.

Protect Essentials

Always specify elements you want to remain unchanged. This includes architecture, windows, and signage, ensuring those critical features are preserved while adjustments are made.

Describe the Look

Instead of generic fixes, articulate the desired aesthetics. For example, describe the type of sky or lighting to achieve the exact atmosphere you want in the image.

Replacing Skies

Effective Prompts for Better Images

Weak vs. Strong

A weak prompt like "Ehanace the sky " is too vague. A strong prompt specifies elements like time of day and cloud type, ensuring the new sky appears natural and cohesive.

Sky Replacement Variations

Enhance image quality with effective prompts

Variations for Success

Experimenting with different sky prompts can yield **remarkably stunning results**. Prompting the specific time of day and cloud type improves how naturally the sky integrates with the building.

Tailored Descriptions

Including specific descriptors like **midday (direct sunlight)** or **high overcast** ensures the image maintains a realistic feel. This attention to detail can drastically elevate the overall visual impact of your listing.

Enhancing Image Quality

Transforming Dark and Flat Photos

Strong Prompting Techniques

Many CRE images suffer from poor lighting and detail. Utilizing specific prompts can drastically **improve clarity and vibrancy**, ensuring images look professional and inviting for potential clients.

Image Quality Variations

Enhancements for Optimal Photos

Keeping Natural Colors

Maintaining the original color palette is crucial. Avoid boosting saturation excessively, as this can produce unnatural images. Focus on adjustments that enhance light without compromising authenticity.

Specific Brightening Targets

When brightening images, target specific areas like shadows on building facades. This approach ensures a balanced and realistic outcome, enhancing visibility while preserving important details and textures.

Adding Loading Docks

Effective Prompts for Precision Edits

Weak vs. Strong Prompts

Adding loading docks can be tricky. A weak prompt risks distortion, while a strong prompt details count and style, ensuring the building retains its original architecture and perspective.

Loading Dock Variations

Effective Edits for Enhanced Details

Count and Placement

Specify the exact number and **placement** of loading docks to ensure that they seamlessly integrate with the building's design and maintain the correct proportions and perspective.

Style Consistency

Match existing dock styles and colors to preserve visual coherence, ensuring that any new features look like they belong, maintaining the overall aesthetic and functionality of the property.

Cleaning Pavement

Effective Image Editing Techniques

Strong Prompting

To achieve a clean, professional look, describe the specific issues to address. Specify desired colors, maintain existing markings, and ensure a photo-realistic result for best outcomes.

Variations on Cleaning

Effective Prompts for Pavement Edits

Restriping Options

Consider specifying **restriping** the parking lot with bright white lines while maintaining the existing stall layout to improve visibility and enhance the overall presentation of the surface.

Stain Removal

Focus on **removing oil stains** and tire marks to ensure the pavement looks freshly cleaned, avoiding the appearance of being newly paved while maintaining a natural look.

Pro Tips

Enhance Your Image Edits

Iterate Effectively

When ChatGPT delivers a close result, refine it with smaller adjustments. This iterative process can lead to a much more polished end product efficiently and effectively.

Know When to Restart

If you notice significant distortions in building geometry, it's best to revert to the original image. Starting over saves time and effort in the long run.

Save Your Prompts

Document the effective prompts you create during your edits. This way, you can reuse them for similar projects, streamlining your workflow and improving consistency in results.

Limitations of AI

Understanding where ChatGPT falters

Brand Detail

ChatGPT struggles to preserve **brand-critical elements** like logos and signage, often leading to inaccuracies. For precise branding, consider traditional editing methods instead.

Architectural Accuracy

AI is not always reliable for maintaining **architectural integrity**. For critical assets, use ChatGPT selectively, focusing on non-essential edits like skies or pavement.

Final Assets

Relying on AI for **final imagery** in OMs or pitch decks can be risky, as the costs of errors are high. Professional retouching is recommended for quality assurance.

When AI Isn't Enough

Call in Spire Creative's Experts

Design Excellence

Our team provides creative solutions with over **20+ years of expertise** in commercial real estate design, ensuring your property stands out and captures attention effectively.

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Every OM designed to command the room, move the deal forward, and close at the level the asset demands.

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Property Marketing

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