

AI-Powered Listing Descriptions and Marketing for Real Estate Agents

Turn property details and photos into compelling, compliant listing copy and a full marketing package in minutes.

24 copy-paste prompts 6 chapters residential real estate agents, listing coordinators, real estate teams and brokerages

A FIELD GUIDE, NOT A BINDER

Use AI to draft MLS-ready listing descriptions, social captions, email blasts, and open house materials from your property details — while you verify every fact against the listing sheet and keep fair housing compliance in your own final review.

WELCOME

What this pack helps you build

Use AI to draft MLS-ready listing descriptions, social captions, email blasts, and open house materials from your property details — while you verify every fact against the listing sheet and keep fair housing compliance in your own final review.

THE HUMAN BOUNDARY

This is a drafting companion, not a fair housing compliance officer or a substitute for MLS rules review. AI-generated copy can still include language that runs afoul of fair housing law or your MLS's rules — a licensed agent must review every draft for compliance before it is published or sent to a client.

THE WORKFLOW

01 gather property facts -> 02 draft the listing description -> 03 check fair housing compliance -> 04 build social and email content -> 05 prepare open house materials -> 06 adapt for different buyer segments

YOUR TOOLS

Choose the tool that fits the work

TOOL	SHINES AT	GOOD TO KNOW
ChatGPT	drafting listing descriptions, social captions, and email marketing copy	Give it your actual property facts and specs — never let it invent square footage, features, or school data.
Claude	reviewing longer marketing packages for consistency and checking language against fair housing guidance	Paste your local MLS or state fair housing guidance in for it to check drafts against, since it won't know your specific rules by default.

Gathering the Property Facts

Great listing copy starts with accurate, complete facts. This chapter uses AI to help you organize property details into a clean brief before any marketing copy is written.

IN THIS CHAPTER

- 01 Build a property fact sheet from raw notes
- 02 Identify the property's standout features
- 03 Summarize seller disclosures accurately
- 04 Gather comparable listing language for tone reference

Build a property fact sheet from raw notes

PURPOSE

Turn a walkthrough's worth of scattered notes, photos, and seller disclosures into one organized fact sheet.

WHEN TO USE IT

Use right after a listing appointment or property walkthrough, before drafting any marketing copy.

COPY & PASTE PROMPT

I just did a listing walkthrough at [address]. Here are my raw notes: [paste your notes — room dimensions, updates/renovations, systems age, lot details, HOA info, anything the seller mentioned]. Organize this into a clean property fact sheet with sections: basic specs (beds/baths/sqft/lot size/year built), interior features, exterior/lot features, recent updates with approximate dates, systems (roof/HVAC/water heater ages if known), HOA/tax info, and anything I should double-check with the seller before publishing.

PRO TIPS

- Flag anything you're not 100% sure of as 'verify with seller' rather than letting it get smoothed into a confident-sounding fact.
- Cross-check square footage and lot size against the county assessor record, not just seller recollection, before it goes in any listing.

EXAMPLE OUTPUT

An organized fact sheet with clear sections and a 'verify with seller' list, e.g. 'Roof age: seller says ~8 years, no invoice seen — verify before listing.'

WHAT'S NEXT

Run the next prompt in this chapter.

Identify the property's standout features

PURPOSE

Pinpoint which 3-5 features will actually differentiate this listing in a specific local market, rather than listing everything generically.

WHEN TO USE IT

Use after the fact sheet is built, when deciding what to lead with in marketing copy.

COPY & PASTE PROMPT

Here is the property fact sheet: [paste it]. Here's the local market context: [describe — e.g., 'starter home market, most comparable listings lack updated kitchens, buyers here prioritize commute time and yard space']. Identify the 3-5 features most likely to stand out to buyers in this specific market, and rank them. Explain briefly why each would resonate given the market context provided.

PRO TIPS

- Give it real local market context, not just the property itself — the same feature (e.g., a pool) can be a major selling point in one market and a maintenance turn-off in another.
- Resist the pull toward generic luxury language ('stunning,' 'gorgeous') for standard features — save strong language for genuinely differentiating ones.

EXAMPLE OUTPUT

A ranked list of 3-5 standout features with market-specific reasoning, e.g. '1. Fenced backyard — rare in this subdivision, high value for the young-family buyer pool here.'

WHAT'S NEXT

Run the next prompt in this chapter.

Summarize seller disclosures accurately

PURPOSE

Organize disclosure information clearly for your own reference and client conversations, without drafting anything client-facing that could misstate a legal disclosure.

WHEN TO USE IT

Use when you've received seller disclosure paperwork and want an organized internal summary for your own tracking.

COPY & PASTE PROMPT

Here is the raw seller disclosure information [paste seller's disclosure notes or form responses]. Summarize it into a plain-language internal reference list of what's been disclosed, organized by category (structural, systems, environmental, other). This is for my own internal tracking only — the actual disclosure document remains the legal record and nothing here should be presented to a buyer as the official disclosure.

PRO TIPS

- Keep this summary clearly labeled as an internal reference, never a substitute for the actual disclosure form given to buyers.
- Any item that seems ambiguous in the raw disclosure should be flagged for you to clarify with the seller directly, not interpreted by AI.

EXAMPLE OUTPUT

A categorized internal summary of disclosures, e.g.
'Systems: seller reports HVAC replaced 2021, no known issues. Structural: seller reports a repaired foundation crack in 2019 — get repair documentation.'

WHAT'S NEXT

Run the next prompt in this chapter.

Gather comparable listing language for tone reference

PURPOSE

Understand how competing listings in the area are being marketed, to position your listing distinctly.

WHEN TO USE IT

Use when preparing to write listing copy for a property in a market you're less familiar with, or a competitive price band.

COPY & PASTE PROMPT

Here are the listing descriptions for 3 comparable properties currently on the market near [address/neighborhood]: [paste the comparable listing descriptions]. Summarize the tone and common language patterns they use (formal vs. casual, feature-focused vs. lifestyle-focused, common phrases). Suggest how our listing for [our property's key features] could stand out from this pattern rather than sounding interchangeable with the comps.

PRO TIPS

- The goal is differentiation, not imitation — if every comp uses 'chef's kitchen,' consider a more specific and accurate phrase for your listing.
- Never copy phrasing directly from a competing agent's listing — use this only to understand market tone, then write original copy.

EXAMPLE OUTPUT

A tone summary of comparable listings plus a differentiation suggestion, e.g. 'Comps lean heavily on generic luxury language — our listing can stand out by leading with the specific, verifiable walk score and school rating instead.'

WHAT'S NEXT

Move on to "Drafting the Listing Description".

Drafting the Listing Description

This chapter turns your verified fact sheet into the actual MLS listing description and headline, in multiple lengths for different platforms.

IN THIS CHAPTER

- 05 Draft the full MLS listing description
- 06 Write attention-grabbing headline options
- 07 Adapt the description for length variants
- 08 Translate the listing for a bilingual audience

Draft the full MLS listing description

PURPOSE

Produce a complete, accurate listing description ready for MLS entry within character limits.

WHEN TO USE IT

Use once your property fact sheet and standout features are finalized, as the core listing copy.

COPY & PASTE PROMPT

Draft an MLS listing description for [address] within a [character/word limit, e.g., 1000 character] limit. Use only these verified facts: [paste your fact sheet]. Lead with the standout features: [paste your ranked standout features]. Tone: [describe desired tone — e.g., warm and inviting for a family home, or sleek and modern for a condo]. Do not include any statement about who would be a good fit for the home (e.g., 'perfect for young families') — describe the property and its features only.

PRO TIPS

- Explicitly instruct it to avoid buyer-profile language ('perfect for families,' 'great for empty nesters') — this is a common and serious fair housing violation.
- Verify every single fact in the draft against your fact sheet line by line before it goes anywhere near MLS — never assume the draft is accurate just because the facts were provided.

EXAMPLE OUTPUT

An MLS-ready description within the character limit, describing the property and features only with no buyer-profile language, e.g. leading with the fenced yard and updated kitchen.

WHAT'S NEXT

Run the next prompt in this chapter.

Write attention-grabbing headline options

PURPOSE

Generate several strong headline options for listing platforms and print materials that lead with the most compelling verified feature.

WHEN TO USE IT

Use alongside or right after the full description, for platforms that show a headline separately (Zillow, flyers, social).

COPY & PASTE PROMPT

Based on this listing description [paste it] and these standout features [paste them], write 6 headline options under 60 characters each. Vary the angle: one leading with the top feature, one with location/neighborhood, one with a lifestyle angle, and others as you see fit. All headlines must be accurate to the verified facts — no invented superlatives like 'best in the neighborhood' unless that's a claim we can actually support.

PRO TIPS

- Avoid unverifiable superlative claims ('best,' 'rarest') unless you can actually back them with data — some MLS systems and state regulators flag these.
- Test 2-3 different headline angles across platforms rather than assuming one headline works everywhere.

EXAMPLE OUTPUT

6 headline options under 60 characters, each accurate to the property, e.g. 'Fenced Backyard Retreat in Walkable Oak Park.'

WHAT'S NEXT

Run the next prompt in this chapter.

Adapt the description for length variants

PURPOSE

Create shorter and longer versions of the listing description for platforms with different character limits.

WHEN TO USE IT

Use after the main MLS description is finalized and approved, to repurpose it for other platforms.

COPY & PASTE PROMPT

Here is our approved MLS listing description: [paste final approved version]. Create two variants: (1) a 40-word ultra-short version for a print flyer headline block, and (2) a 150-word extended version for our website listing page that adds more sensory/lifestyle detail while staying accurate to the same verified facts — no new claims beyond what's in the original.

PRO TIPS

- Only expand or shrink from the already-approved version — don't let a 'longer' variant introduce new unverified claims that slipped past your original review.
- Re-check the short flyer version separately for fair housing language, since aggressive trimming can accidentally cut context that made a phrase acceptable.

EXAMPLE OUTPUT

A 40-word flyer version and a 150-word extended web version, both consistent in facts with the approved MLS description.

WHAT'S NEXT

Run the next prompt in this chapter.

Translate the listing for a bilingual audience

PURPOSE

Produce an accurate translated version of the listing description for markets serving non-English-speaking buyers.

WHEN TO USE IT

Use when your market has a significant population of buyers who prefer materials in another language.

COPY & PASTE PROMPT

Translate this approved listing description into [target language, e.g., Spanish]: [paste approved English description]. Keep the tone equivalent, not overly formal or overly casual relative to the English version. Flag any phrase that doesn't translate cleanly or could carry unintended connotations in the target language and audience.

PRO TIPS

- Have a native speaker on your team or a professional review the translation before publishing — machine translation can miss cultural nuance even when grammatically correct.
- Keep translated and English descriptions factually identical; a discrepancy between versions can create real liability.

EXAMPLE OUTPUT

A translated listing description with any flagged awkward phrases noted for human review before publishing.

WHAT'S NEXT

Move on to "Fair Housing and Compliance Review".

Fair Housing and Compliance Review

This is the most important chapter in this pack. Every draft of listing copy must pass a fair housing and MLS compliance check before it goes public — this chapter builds that habit.

IN THIS CHAPTER

- 09 Screen a draft for fair housing risk language
- 10 Check MLS rule compliance
- 11 Draft the required accuracy disclaimer language
- 12 Build a pre-publish compliance checklist

Screen a draft for fair housing risk language

PURPOSE

Catch language that could imply a preference for or against protected classes of buyers before publishing.

WHEN TO USE IT

Use on every single piece of listing copy before publication, no exceptions, regardless of how the draft was produced.

COPY & PASTE PROMPT

Review this listing description for fair housing compliance risk: [paste draft]. Flag any language that could be read as expressing a preference for or steering toward/away from a protected class (race, color, religion, sex, national origin, familial status, disability, and any additional classes protected under [your state's law]). This includes indirect phrasing like 'walking distance to church,' 'perfect for retirees,' or 'no wheelchair access noted.' For each flag, suggest a neutral, fact-based alternative.

PRO TIPS

- Run this check even on copy you wrote yourself, not just AI drafts — fair housing language mistakes are common and easy to miss when you're close to the listing.
- Know your state's additional protected classes beyond the federal list (e.g., source of income, sexual orientation) and include them explicitly in the prompt, since AI won't know your state's specific additions by default.

EXAMPLE OUTPUT

A flagged list with neutral alternatives, e.g. 'Flagged: "walking distance to St. Mary's Church" → suggest: "walking distance to downtown amenities" instead.'

WHAT'S NEXT

Run the next prompt in this chapter.

Check MLS rule compliance

PURPOSE

Verify listing copy and photos meet your specific MLS's rules on claims, disclaimers, and required disclosures.

WHEN TO USE IT

Use before submitting any listing to MLS, especially for markets or property types with unusual MLS rules.

COPY & PASTE PROMPT

Here are our MLS's listing content rules: [paste your MLS's actual rulebook excerpt on listing content, required disclaimers, and prohibited claims]. Check this draft description [paste draft] against those specific rules and flag anything that doesn't comply, such as missing required disclaimers, unverifiable claims about schools or safety, or prohibited superlative language.

PRO TIPS

- Paste your actual MLS rulebook text in — AI has no built-in knowledge of your specific MLS's rules, which vary significantly by market.
- School and crime-rate claims are common MLS violation points — never state a specific school assignment or safety claim without verifying it's current and sourced correctly.

EXAMPLE OUTPUT

A compliance check against your specific MLS rules, e.g. 'Missing required square footage disclaimer per Rule 4.2 — add "buyer to verify" language.'

WHAT'S NEXT

Run the next prompt in this chapter.

Draft the required accuracy disclaimer language

PURPOSE

Produce standard, MLS-compliant disclaimer language for facts like square footage that are estimates rather than guarantees.

WHEN TO USE IT

Use when a listing includes any measurement or fact that should carry a 'buyer to verify' disclaimer per MLS or state rules.

COPY & PASTE PROMPT

Draft standard disclaimer language for our listing regarding [e.g., square footage sourced from county records, not measured; or lot size approximate]. It should match the tone and format required by [your MLS/state, if you have specific required wording — paste it]. Keep it brief enough to fit at the bottom of a listing description or flyer.

PRO TIPS

- If your MLS or state requires exact disclaimer wording, use that verbatim rather than a paraphrase — small wording changes can matter legally.
- Apply this disclaimer consistently across every listing, not just ones where you personally suspect a measurement might be off.

EXAMPLE OUTPUT

A brief, compliant disclaimer, e.g. 'Square footage per county tax record; buyer to verify if material to decision.'

WHAT'S NEXT

Run the next prompt in this chapter.

Build a pre-publish compliance checklist

PURPOSE

Create a consistent final check before any listing content is published, so compliance review doesn't depend on memory.

WHEN TO USE IT

Use to build a standing checklist you run before every single listing goes live, and re-run it each time.

COPY & PASTE PROMPT

Build a pre-publish compliance checklist for listing marketing content at my brokerage, covering: fair housing language check completed (Y/N), MLS rule compliance check completed (Y/N), all facts verified against source documents (Y/N), required disclaimers included (Y/N), photos reviewed for compliance (e.g., no visible personal items indicating protected class, per [MLS/state rule if applicable]), and final sign-off by a licensed agent. Format as a short checklist I can reuse for every listing.

PRO TIPS

- Require a named sign-off, not just a checked box, for real accountability on every listing before it goes live.
- Re-run the full checklist for even minor content edits after initial publish — a small tweak can reintroduce a compliance issue that was already caught once.

EXAMPLE OUTPUT

A reusable pre-publish checklist with a required sign-off line for a licensed agent, ready to attach to every listing file.

WHAT'S NEXT

Move on to "Building Social and Email Marketing Content".

Building Social and Email Marketing Content

Once the core listing is approved, this chapter repurposes it into social media posts, email blasts, and a coordinated marketing calendar.

IN THIS CHAPTER

- 13 Draft social media captions for multiple platforms
- 14 Draft the just-listed email blast
- 15 Build a price-reduction or update announcement
- 16 Build a 2-week marketing content calendar

Draft social media captions for multiple platforms

PURPOSE

Turn the approved listing into platform-appropriate social captions with the right tone and length for each channel.

WHEN TO USE IT

Use once the listing description has passed compliance review, when preparing the initial marketing push.

COPY & PASTE PROMPT

Using this approved listing description [paste it], draft social captions for: Instagram (casual, emoji-appropriate, under 150 words, 5-8 relevant hashtags), Facebook (slightly longer, community-focused tone, under 200 words), and LinkedIn (professional tone if targeting relocating professionals, under 100 words). Keep all facts consistent with the approved description — no new claims.

PRO TIPS

- Run each caption through the same fair housing screen you used on the main description — platform-specific rewrites can accidentally reintroduce risky phrasing.
- Use hashtags tied to the neighborhood and property type, not generic real estate hashtags that get buried in high-volume tags.

EXAMPLE OUTPUT

Three platform-tailored captions with appropriate tone, length, and hashtags, all consistent with the approved facts.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft the just-listed email blast

PURPOSE

Announce a new listing to your client and referral database with a clear call to action.

WHEN TO USE IT

Use immediately after a listing goes live and photos are ready, for your email marketing list.

COPY & PASTE PROMPT

Draft a 'just listed' email announcement for [address] to send to my client/referral list. Use the approved description [paste it]. Structure: attention-grabbing subject line (under 50 characters), brief intro (1-2 sentences), 3-4 key highlights as bullet points, a clear call to action (schedule a showing / forward to someone who might be interested), and my contact info placeholder. Keep the body under 150 words.

PRO TIPS

- Include a clear single call to action, not multiple competing ones — 'schedule a showing' works better alone than paired with three other asks.
- Test subject lines against your email platform's spam-trigger word list if open rates have been an issue historically.

EXAMPLE OUTPUT

A just-listed email with subject line, brief intro, bullet highlights, and one clear call to action, under 150 words.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a price-reduction or update announcement

PURPOSE

Communicate a price change or new feature update to past interested buyers without sounding desperate or apologetic.

WHEN TO USE IT

Use when a listing's price is adjusted or a significant update (new photos, staging, an offer of concessions) needs to be announced.

COPY & PASTE PROMPT

We're announcing [a price reduction to \$X / new professional photos / a seller concession offer] on [address]. Draft a brief, confident re-announcement email and social caption for past inquirers and my broader list. Frame it as new opportunity/information, not as a sign something is wrong with the property. Keep tone matter-of-fact, not apologetic.

PRO TIPS

- Never use language that implies desperation ('must sell,' 'won't last') — it can undercut negotiating position and sounds unprofessional.
- If reducing price, consider pairing the announcement with a genuinely new angle (updated photos, a highlighted feature) rather than the price cut alone.

EXAMPLE OUTPUT

A confident, non-apologetic re-announcement email and caption pair framing the update as new opportunity.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a 2-week marketing content calendar

PURPOSE

Plan a coordinated sequence of marketing touches across channels for the first two weeks a listing is live.

WHEN TO USE IT

Use right when a listing goes live, to plan out the marketing push rather than posting reactively.

COPY & PASTE PROMPT

Build a 2-week marketing content calendar for [address], starting [launch date]. Include planned touches across: MLS/Zillow (day 1), social posts (suggest days and platform for each), email blast (day 1), open house promotion (leading up to the event on [date]), and a follow-up post-open-house recap. For each entry note the content type and platform. Keep the cadence realistic for a solo agent, not requiring daily new content creation.

PRO TIPS

- Build in a realistic cadence for your actual capacity — an ambitious calendar that gets abandoned after day 3 is worse than a modest one you'll actually execute.
- Schedule the open house promotion push to peak 2-3 days before the event, not just day-of.

EXAMPLE OUTPUT

A day-by-day 2-week calendar with content type and platform per entry, paced realistically for a solo agent.

WHAT'S NEXT

Move on to "Preparing Open House Materials".

Preparing Open House Materials

This chapter builds the physical and digital materials you need for a well-run open house, from flyers to sign-in follow-up.

IN THIS CHAPTER

- 17 Draft the open house flyer copy
- 18 Draft the visitor sign-in follow-up sequence
- 19 Prepare talking points for buyer questions
- 20 Draft the post-open-house seller update

Draft the open house flyer copy

PURPOSE

Produce concise, scannable flyer copy that works when someone glances at it for a few seconds.

WHEN TO USE IT

Use when preparing print or digital flyers for an upcoming open house.

COPY & PASTE PROMPT

Draft open house flyer copy for [address], open house on [date/time]. Use the approved short listing description [paste 40-word version from earlier]. Include: property highlight bullets (3-4, scannable), price, open house date/time, and a QR code call-out line for the full listing. Total text should be readable at a glance — no dense paragraphs.

PRO TIPS

- Keep flyer text scannable — bullets and short phrases outperform paragraphs for a document someone reads while walking through a door.
- Re-run the fair housing check on flyer copy even though it's derived from approved text, since trimming can shift meaning.

EXAMPLE OUTPUT

Scannable flyer copy with property highlights, price, date/time, and a QR code call-out, ready for print layout.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft the visitor sign-in follow-up sequence

PURPOSE

Prepare a professional follow-up message sequence for open house visitors who sign in.

WHEN TO USE IT

Use before the open house, so follow-up messages are ready to send the same day visitors attend.

COPY & PASTE PROMPT

Draft a 2-touch follow-up sequence for open house visitors at [address] who sign in but don't immediately make an offer. Touch 1: same-day thank-you with a link to the full listing (under 75 words). Touch 2: 3 days later, a check-in offering to answer questions or schedule a private showing (under 75 words). Tone: helpful, not pushy.

PRO TIPS

- Keep the same-day touch genuinely short — visitors who attended in person don't need the full pitch again, just a warm, low-pressure follow-up.
- Personalize the second touch if you noted anything specific the visitor mentioned during the open house (e.g., interest in the backyard).

EXAMPLE OUTPUT

Two short follow-up message drafts, same-day and 3-day, both under 75 words with a helpful, low-pressure tone.

WHAT'S NEXT

Run the next prompt in this chapter.

Prepare talking points for buyer questions

PURPOSE

Get ready for common buyer questions at the open house with accurate, consistent answers.

WHEN TO USE IT

Use the day before or morning of an open house, as a quick prep review.

COPY & PASTE PROMPT

Based on our property fact sheet [paste it], prepare talking points for the 8-10 most common questions open house visitors ask (school district, HOA fees, age of major systems, why the seller is moving [only if seller has approved sharing this], neighborhood amenities, utility costs if known, parking/street details). Give me a one-sentence accurate answer for each, and flag any question I don't have verified data for so I know to say 'let me confirm that for you' instead of guessing.

PRO TIPS

- Never let a talking point turn into a guess dressed as a fact — 'let me confirm that for you' is always a better answer than a plausible-sounding wrong one.
- Only include the seller's reason for moving if the seller has explicitly approved sharing it — this is sometimes sensitive information.

EXAMPLE OUTPUT

8-10 Q & A talking points with accurate one-sentence answers, plus flagged questions where you should say you'll confirm rather than guess.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft the post-open-house seller update

PURPOSE

Summarize open house turnout and feedback for the seller in a clear, honest update.

WHEN TO USE IT

Use the day after an open house, when you have visitor sign-in data and any feedback to report.

COPY & PASTE PROMPT

Draft a post-open-house update email to the seller of [address]. Data: [paste visitor count, any specific feedback overheard, follow-up questions asked, and any offers or strong interest noted]. Structure: turnout summary, notable feedback (positive and constructive, don't sugarcoat concerns raised more than once), and next steps. Keep it under 200 words and honest, not overly optimistic if turnout or feedback was lukewarm.

PRO TIPS

- Report repeated constructive feedback honestly (e.g., multiple visitors mentioning the price or a needed repair) — sellers make better decisions with accurate information.
- Avoid inflating a modest turnout with vague positive language; give the actual number and let the seller ask questions.

EXAMPLE OUTPUT

An honest, under-200-word seller update with turnout numbers and both positive and constructive feedback noted plainly.

WHAT'S NEXT

Move on to "Adapting for Different Buyer Segments".

Adapting for Different Buyer Segments

The same property can appeal to different buyer types through different channels. This chapter adapts your approved listing content for relocation packets, investor audiences, and luxury positioning where relevant — always staying within fair housing bounds.

IN THIS CHAPTER

- 21 Build a relocation buyer information packet
- 22 Draft investor-focused marketing for an income property
- 23 Position a luxury listing appropriately
- 24 Build a listing marketing retrospective

Build a relocation buyer information packet

PURPOSE

Assemble a helpful information packet for out-of-area buyers relocating for work, covering practical logistics rather than lifestyle assumptions.

WHEN TO USE IT

Use when you know a buyer or prospect is relocating from another area and needs broader context beyond the listing itself.

COPY & PASTE PROMPT

Build an information packet outline for an out-of-area buyer relocating to [city/area] and considering [address]. Include sections on: commute times to [major employer areas if known], general area amenities (grocery, healthcare, public transit if applicable), property tax and closing cost basics for this state, and next steps in the buying process for an out-of-state buyer. Use only factual, neutral information — no assumptions about the buyer's lifestyle, family status, or background.

PRO TIPS

- Keep this packet strictly factual and logistical — avoid any lifestyle-targeted language that could edge into fair housing steering.
- Verify local tax and closing cost figures with current, sourced data rather than relying on the AI's general knowledge, which may be outdated for your specific area.

EXAMPLE OUTPUT

A relocation packet outline with commute, amenities, tax/closing cost basics, and next steps, written in neutral factual language.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft investor-focused marketing for an income property

PURPOSE

Reframe listing content around numbers that matter to an investor buyer, when marketing a property with rental potential.

WHEN TO USE IT

Use when a property has legitimate investment appeal (rental potential, multi-unit, strong rental comps) and you're marketing to investor buyers specifically.

COPY & PASTE PROMPT

Draft investor-focused marketing copy for [address], a property with rental potential. Use these verified numbers: [paste actual comparable rental rates for the area, estimated cap rate if calculable, property condition relevant to rental readiness]. Lead with the numbers, not lifestyle language. Include a clear disclaimer that rental income figures are estimates based on comparable listings, not guarantees.

PRO TIPS

- Never present estimated rental income as a guaranteed figure — always include an estimate disclaimer sourced to actual comparable data.
- Verify comparable rental rates are current (within the last few months) before using them in investor marketing, since rental markets can shift quickly.

EXAMPLE OUTPUT

Investor-focused copy leading with numbers (estimated rent, cap rate) and a clear disclaimer that figures are estimates, not guarantees.

WHAT'S NEXT

Run the next prompt in this chapter.

Position a luxury listing appropriately

PURPOSE

Draft elevated marketing language for a genuinely high-end property without resorting to generic luxury cliches.

WHEN TO USE IT

Use for listings in the top tier of your local market where a more elevated tone is appropriate and expected.

COPY & PASTE PROMPT

Draft luxury-tier marketing copy for [address], a [price point] property. Use verified facts: [paste fact sheet]. Elevate the tone appropriately for this price point without relying on cliché luxury phrases ('breathtaking,' 'exquisite,' 'unparalleled'). Instead, use specific, sensory, accurate detail about craftsmanship, materials, and views/setting drawn only from the verified facts provided.

PRO TIPS

- Specific, verifiable detail (the actual stone type, the actual view description) reads as more credible luxury than generic superlative adjectives.
- Avoid any buyer-profile implication even at the luxury tier — 'ideal for entertaining' describes the space, 'ideal for the discerning executive' does not.

EXAMPLE OUTPUT

Elevated, specific luxury copy grounded in verified details, avoiding cliché adjectives and any buyer-profile language.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a listing marketing retrospective

PURPOSE

Review what worked across the marketing campaign after a property sells or the listing period closes, to improve future listings.

WHEN TO USE IT

Use after a listing closes or is taken off market, to capture lessons for future listings.

COPY & PASTE PROMPT

This listing at [address] is now [sold/off market]. Here's what happened: [paste days on market, showing count, offer count, which marketing channels drove the most inquiries if known, final sale price vs. list price]. Draft a short retrospective noting what marketing approaches seemed most effective, what I'd change next time, and any pattern worth applying to future listings in this price range or area.

PRO TIPS

- Track which channel actually drove inquiries (ask buyers/agents where they found the listing) rather than assuming based on where you posted most.
- Keep a running file of these retrospectives by price band and area — patterns become clearer after several listings, not just one.

EXAMPLE OUTPUT

A short retrospective with an effectiveness assessment and a concrete change to try on the next similar listing.

WHAT'S NEXT

This pack is complete once your listing marketing retrospective is written and every worksheet is filled in.

WORKSHEETS

Make the system yours

Property Fact Sheet

The single verified source of truth for every fact used across all marketing materials for this listing.

BASIC SPECS (BEDS/BATHS/SQFT/LOT/YEAR BUILT)

INTERIOR FEATURES

EXTERIOR/LOT FEATURES

RECENT UPDATES WITH DATES

SYSTEMS AGES

HOA/TAX INFO

ITEMS TO VERIFY WITH SELLER

Standout Features Ranking

Rank the property's top differentiating features for this specific local market.

FEATURE

MARKET RELEVANCE REASONING

PRIORITY RANK

Fair Housing Compliance Screen

Run on every piece of listing content before publication.

CONTENT PIECE

FLAGGED PHRASE (IF ANY)

NEUTRAL ALTERNATIVE USED

REVIEWED BY

DATE

Pre-Publish Compliance Checklist

Final sign-off checklist before any listing content goes live.

FAIR HOUSING CHECK COMPLETE (Y/N)

MLS RULE CHECK COMPLETE (Y/N)

FACTS VERIFIED AGAINST SOURCE (Y/N)

DISCLAIMERS INCLUDED (Y/N)

PHOTOS REVIEWED FOR COMPLIANCE (Y/N)

LICENSED AGENT SIGN-OFF

2-Week Marketing Content Calendar

Plan every marketing touch for the first two weeks a listing is live.

DATE

CHANNEL/PLATFORM

CONTENT TYPE

STATUS (PLANNED/POSTED)

Open House Prep Sheet

Everything needed the day of an open house, gathered in one place.

FLYER COPY FINALIZED (Y/N)

SIGN-IN SHEET READY (Y/N)

BUYER Q & A TALKING POINTS READY (Y/N)

FOLLOW-UP SEQUENCE DRAFTED (Y/N)

Open House Visitor Log

Track visitors and feedback to inform seller updates and follow-up.

VISITOR NAME/CONTACT

FEEDBACK GIVEN

FOLLOW-UP SENT (Y/N)

INTEREST LEVEL

Listing Marketing Retrospective

Capture what worked and what to change for the next listing in this price range or area.

DAYS ON MARKET

SHOWING/OFFER COUNT

MOST EFFECTIVE CHANNEL

FINAL VS. LIST PRICE

CHANGE FOR NEXT TIME

WHEN YOU REACH THE LAST PAGE

You have a working system

- [] A verified property fact sheet that anchors every piece of marketing content to accurate information
- [] MLS-ready listing description and headline options that pass a fair housing and compliance screen
- [] A coordinated 2-week social, email, and open house marketing calendar
- [] A reusable pre-publish compliance checklist you run on every future listing
- [] Segment-adapted marketing content (relocation, investor, luxury) grounded in the same verified facts

Keep the human accountable. Let the agent make the work repeatable.