

# 10 AI prompts that write your **listing content**.

Copy, paste, fill in the brackets. Get an MLS description, social posts, an open house invite, a Reel script and a week of content from one listing.

- MLS description
- Just Listed carousel
- 30-second Reel script
- Price improvement post
- Neighborhood spotlight
- Instagram caption
- Open house promo
- Email to your list
- Under contract / sold post
- 7 days of content

# How to use this in 2 minutes

Every prompt below follows the same rules, so the output sounds like a real agent and stays safe to publish.

1

## Open any AI chat

ChatGPT, Claude or Gemini. The free versions work. Start a new chat for each listing.

2

## Paste Prompt #1 first

Fill in the **[brackets]** with your listing facts. The more specific you are (street feel, upgrades, year, lot size), the less generic the result.

3

## Keep the same chat

Paste prompts #2–#10 in the same conversation. The AI already knows the listing, so you only fill in what's new.

4

## Edit for 60 seconds

Check every fact, add one detail only you know, then post. AI writes the first draft. You stay the agent.

**Fair Housing first.** Each prompt tells the AI to describe the *property*, not the ideal buyer. Still, read before you post: remove phrases like "perfect for families", "walking distance to church" or anything about who should live there. You are responsible for what goes live, and your MLS rules still apply.

**Never let AI invent facts.** The prompts say "use only the facts I give you". If a detail is missing, the AI will ask or leave it out. Double-check square footage, taxes and HOA numbers against your MLS data.

## 01 MLS listing description

Use first. It sets up the listing for every prompt after it.

You are an experienced real estate copywriter. Write an MLS listing description using ONLY the facts below. Do not invent features.

Facts: [beds] bed, [baths] bath, [sq ft] sq ft, built [year], [lot size], [city, neighborhood]. Key features: [3–6 features]. Recent upgrades: [upgrades]. What makes it different: [one detail].

Rules: 180–230 words. Open with the strongest feature, not "Welcome home". Short sentences. No clichés (charming, stunning, must-see, nestled). Describe the property, not the buyer, and follow Fair Housing guidelines. End with one clear call to schedule a showing.

## 02 Instagram caption

For your listing photo or video post.

Using this listing, write an Instagram caption.

Rules: first line is a hook under 10 words that makes people stop scrolling. Then 3 short lines with the best features, each starting with an emoji. Then price and location: [price], [city]. End with: "DM me ' [keyword] ' for the full tour." Add 8 local and niche hashtags at the end, no generic ones like #realestate. Under 120 words. Fair Housing compliant.

## 03 "Just Listed" carousel

Text for a 6-slide carousel. Add your photos behind it.

Write text for a 6-slide Instagram carousel for this listing.

Slide 1: a bold hook (max 8 words) + "Just Listed in [neighborhood]".

Slides 2–5: one feature per slide, a 3–5 word headline + one supporting sentence.

Slide 6: price, beds/baths, and "Save this post and send it to someone house hunting."

Keep every slide readable in 2 seconds. Use only facts from the listing.

## 04 Open house promo

One feed post + three story frames.

Write open house promotion for this listing.

Date and time: [day, date, time] . Address or area: [address / neighborhood] . Extra: [snacks, giveaway, parking info, or "none"] .

Give me: (1) a feed caption under 90 words with one reason to come in person, (2) three Instagram story texts: "save the date", "tomorrow", "we're open now". Each story text max 12 words. Friendly, not salesy.

## 05 30-second Reel script

Walk-through video you film on your phone.

Write a 30-second Reel script for a walk-through of this listing.

Format as a table: time | what to film | on-screen text (max 7 words).

0-3 sec must be a hook that creates curiosity about one specific feature. Show 4-5 spaces in order of impact, not room order. End on the best shot with a call to action: "Comment ' [keyword] ' for details." Suggest the vibe of background music in one line.

## 06 Email to your list

For your sphere, past clients or buyer list.

Write a short email announcing this listing to my [sphere / buyer list / past clients] .

Rules: 3 subject line options under 7 words each. Body under 120 words, written like a person, not a brochure. One sentence on why I'm excited about it. Ask readers to reply if they or someone they know might be interested. Sign as [your name] . No exclamation marks in the subject lines.

## 07 Price improvement post

Announce a price drop without sounding desperate.

The price on this listing changed from **[old price]** to **[new price]**.

Write an Instagram caption that frames this as an opportunity for buyers, not a problem with the home. Lead with value (what the new price gets you), then 2 features, then the new price. Never use the words "reduced", "desperate" or "motivated seller". Under 80 words. Plus 2 alternative first lines.

## 08 Under contract / Just sold

Turn every closing into social proof.

This listing is now **[under contract / sold]** after **[number]** days. Detail I can share: **[multiple offers / over asking / quick close / or "none"]**.

Write a caption that thanks the clients (no names unless I add them), shares one lesson from this sale that helps future sellers, and ends with: "Thinking about selling in **[area]**? DM me 'VALUE' for a free price estimate." Under 100 words. Do not exaggerate results.

## 09 Neighborhood spotlight

Local content that brings buyers and sellers to you.

Write a neighborhood spotlight post about **[neighborhood, city]** using ONLY these facts I know: **[3-5 places: parks, coffee shops, trails, markets, commute times]**.

Format: hook line, then 5 bullet points "My favorite spots", then one sentence on what the homes there are like. Talk about places and amenities only, never about who lives there or which people it suits (Fair Housing). Under 130 words.

## 10 One listing → 7 days of content

Plan the whole week in one message.

Using everything we wrote in this chat, create a 7-day content plan for this listing.

Table columns: day | format (Reel, carousel, story, post) | hook (max 8 words) | what to show | call to action.

Mix formats: at least 2 Reels and 1 carousel. Day 1 is "Just Listed", Day 7 is a recap or open house reminder. Reuse the copy above where it fits. Keep every hook specific to this home.

## Want the full kit? 50+ prompts and a 30-day content calendar.

Prompts for buyer leads, seller leads, follow-ups, reviews, market updates and objection replies, organized by day. I'm opening it to a small group first.

**DM me "KIT" on Instagram**

AI tools can make mistakes. Always check facts, numbers and wording before publishing, and follow Fair Housing law, your MLS rules and your brokerage's advertising policies. This guide is for education and is not legal advice. © 2026 @agent.contentkit