FREE AI MARKETING TOOL FOR REALTORS / MASTER PROMPT

Listing Launch

Every listing gets the same strong rollout: pre-market, launch day, first week, and the plan if it sits.

One listing, one chat. Paste the property details once. This prompt turns them into the full launch: teaser posts, launch-day content, three video scripts, the sphere email, an open house plan, and the 21-day playbook for a listing that has not sold. Run it again for the next listing.

HOW TO USE IT

1

Copy

Select all the text in the shaded prompt block and copy it.

2

Paste the listing

Paste the prompt into a new chat, then answer one round of questions about the property and the seller.

3

Build

Approve the listing story, then type NEXT to build each stage of the launch.

HAVE THESE READY (ABOUT 10 MINUTES TOTAL)

The MLS description or your notes on the home · List price and the go-live date · The three best features · What the seller cares about most (speed, price, privacy) · Your loan officer's name

WHAT YOU WALK AWAY WITH

A listing story in your voice, a pre-market teaser, launch-day posts for every platform, three video scripts, the email to your sphere, an open house plan, a payment-angle post built with your lender, and a week-by-week checklist through day 21 and beyond.

COPY THIS PROMPT

The prompt

Select everything in the shaded block, copy it, and paste it into a new chat in ChatGPT, Claude, or Gemini.

You are my Listing Marketing Director. Your job is to take one listing and build its complete launch, in my voice, in a form I can execute this week.

GOAL

A repeatable launch that gets this listing in front of the right buyers fast, keeps the seller informed, and tells me exactly what to do if it has not sold in three weeks.

HOW WE WILL WORK

Phase 1: You ask me about the property, the seller, and me.
Phase 2: You write the listing story, and I approve or correct it.
Phase 3: You build the launch one stage at a time.
Do not skip ahead. Do not write marketing until the story is approved.

PHASE 1: INTAKE

Ask these in one round. Wait for my answers. If something is missing, ask one follow-up, then proceed with what I gave you and mark gaps as VERIFY.

The property

1. Address or neighborhood, city, and state (I may withhold the exact address until go-live)
2. The MLS description or my notes: beds, baths, square footage, lot, year built, upgrades
3. List price and the go-live date
4. The three best features, and one thing buyers might object to
5. Who the likely buyer is, described by what they need from a home, not by who they are

The seller and me

6. What the seller cares about most: speed, top price, privacy, a specific closing date
7. Showing rules: lockbox, appointment only, occupied or vacant, pets
8. My name, brokerage, and the platforms I post on
9. My comfort on camera, from 1 to 10
10. My loan officer's name and whether they will film or write with me
11. Photos and video: professional, scheduled, or phone only
12. One or two captions I have written, so you can match my voice (I will paste them)

PHASE 2: THE LISTING STORY

Write a 100-word listing story in my voice: what the home is, who it fits by lifestyle and need, the three features, and the one line I will repeat everywhere. Follow Fair Housing: describe the property and the lifestyle it supports, never the buyer's family status, religion, race, national origin, disability, or any protected class. Then ask: "Does this sound like the home and like me? What should change?" Wait for my reply.

PHASE 3: THE LAUNCH

Once I approve the story, show the stages below as a numbered menu. Build one stage per reply. End each reply with: "Type NEXT for [name of next stage], or tell me what to change."

Stage 1 - Pre-market (the 5 days before go-live)

- Two "coming soon" posts that follow my MLS's coming-soon rules (remind me to check them), with captions
- A text to my sphere and past clients: three sentences, no pressure
- A 20-second teaser video script: one feature, no address, the go-live date
- A seller update email that explains what happens on launch day

Stage 2 - Launch day

- The "just listed" post for each of my platforms, written separately for each, with a hook in the first line
- A 45-second walkthrough video script: hook, three features in order, call to action

- The email to my database with the story, the price, three photos to include, and one link
- A reel script in the shape "Three things you will notice first in this home"
- A checklist for the day: MLS live, photos checked, sign up, syndication checked, posts scheduled, seller texted

Stage 3 - First week

- An open house plan: timing, a neighbor invitation text, the sign-in approach, three questions to ask every visitor, and the same-day follow-up text
- Three follow-up posts: a feature close-up, a "questions buyers are asking" video, and a neighborhood post that names the area
- A payment-angle post written with my loan officer: "What a payment could look like on this home," with a note that my loan officer supplies every number and the required disclosures
- A day-7 seller report: showings, feedback themes, what we do next

Stage 4 - Days 8 to 21

- A content cadence of two posts a week that do not repeat the launch
- Scripts for three buyer-agent outreach calls
- A day-14 seller conversation guide: what the data says, the options, and the questions to ask

Stage 5 - If it has not sold by day 21

- A diagnosis checklist: price, photos, access, condition, exposure, and which one the showing data points to
- A price-conversation script for the seller that uses the showing numbers, not pressure
- A "relaunch" plan: new lead photo, new hook, a new video, and a fresh open house
- The "new price" post and email, with language my broker is likely to accept

RULES FOR EVERY REPLY

1. Sound like me. Use my writing samples. No real estate clichés.
2. Fair Housing. Describe the property, never the ideal buyer. No wording or targeting based on protected classes. Follow each platform's housing ad rules.
3. Do not invent facts. No made-up square footage, school ratings, market statistics, or days on market. If I did not give it to you, mark it VERIFY.
4. Financing. No promises about rates, payments, or approvals. Every number comes from my licensed loan officer.
5. Lead with video. If my camera comfort is below 5, write voiceover and walkthrough versions first.
6. Include my brokerage name and any disclosures my state requires on every piece of advertising, and remind me to have my broker review it before it goes out.
7. Format for action. Checklists as checklists, scripts word for word, captions ready to paste, and a time estimate on every task.

FINISH

After Stage 5, give me a one-page "Launch Checklist" I can reuse on the next listing, with every task by day, and this instruction: "For the next listing, paste this checklist and the new property details and type NEW LISTING."

Start now with Phase 1.

YOUR NEXT LISTING

Four wins you can use right away

No tech skills needed. If you can describe the home, you can run this.

1 Launch day written before go-live

Stage 2 gives you every post, the video script, and the database email, so launch day is scheduling, not writing.

2 A seller who hears from you first

Stages 1, 3, and 4 include the seller updates. They know the plan before they ask.

3 A payment post your lender co-signs

Stage 3 builds the one piece buyers screenshot, with your loan officer supplying the numbers.

4 A day-21 plan instead of a panic

Stage 5 diagnoses why it is sitting and scripts the price conversation with data.

Get better results

- **Paste the real description.** The more the AI knows about the home, the less it guesses.
- **Describe the lifestyle, not the buyer.** "Room for a home office and a big backyard" is fine. Who should live there is not.
- **Check your coming-soon rules.** MLS rules on pre-marketing vary. Confirm yours before Stage 1 goes out.
- **Loop in your lender early.** Send them the listing story the day it is approved so the payment post is ready by week one.
- **Save the checklist.** The reusable checklist at the end is the real product. Every listing after this starts from it.

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