

FREE SAMPLE · 5 PROMPTS

The Listing *Language Pack*

Plug-and-play prompt templates for real estate agents

Fill in the brackets. Paste into any AI tool — ChatGPT, Claude, Gemini, Jasper, or any other. Review for fair-housing compliance. Publish. Each prompt includes an example output and a compliance note, because the review step is the agent's job, not the AI's.

5

prompts in this sample

41

prompts in the full pack

7

transaction stages covered

01 Single-Family Home — Standard MLS Description

TEMPLATE

Write a [150 / 200 / 250]-word MLS listing description for a [BED]BR/[BATH]BA single-family home in [CITY, NEIGHBORHOOD]. Key features: [4–6 FEATURES]. Target buyer: [MOVE-UP / FIRST-TIME / DOWNSIZER / INVESTOR]. Tone: [warm and specific / crisp and professional], no superlatives. Do not use language that implies preferences for particular types of buyers or residents.

EXAMPLE OUTPUT (200 WORDS, WARM TONE)

Tucked into the tree-lined streets of Maple Ridge, this updated 4BR/2.5BA moves right in and asks nothing of you. The kitchen — quartz counters, shaker cabinets, new stainless appliances installed 2024 — opens to a breakfast area and a backyard big enough to actually use. Hardwood floors run through every main-level room; the primary suite upstairs gets the walk-in closet and the bath with double vanity. Two-car garage, 0.22-acre lot, Millbrook school cluster two miles away. Open Sunday 1–4.

COMPLIANCE: Avoid "great for families," "perfect for children," or references to schools as a buyer-type endorsement. List school proximity as a factual geographic note only.

02 Condo / High-Rise Unit

TEMPLATE

Write a [150 / 200]-word MLS description for a [BED]BR/[BATH]BA condo on the [FLOOR]th floor of [BUILDING NAME] in [CITY]. Unit features: [FEATURES]. Building amenities: [AMENITIES]. HOA: [\$XXX/mo — what it covers]. Tone: [urban polished / aspirational / concise]. No implied buyer-type preferences.

EXAMPLE OUTPUT (150 WORDS, URBAN POLISHED)

Sixteenth-floor corner unit with city views in every direction. Open layout; quartz waterfall island, integrated appliances, in-unit laundry. Primary suite has custom built-ins and heated-tile bath. 24-hr concierge, rooftop terrace, fitness center. HOA \$685/mo covers water, trash, building insurance, all amenities. Walk to the financial district in twelve minutes.

COMPLIANCE: Avoid "steps from nightlife" or lifestyle descriptors tied to age/demographic. Do not use coded neighborhood language ("up-and-coming," "changing area") — describe geography factually.

03 New Construction / Builder Home

TEMPLATE

Write a [150 / 200]-word MLS description for a new-construction [BED]BR/[BATH]BA home at [ADDRESS / DEVELOPMENT NAME] by [BUILDER]. Included features: [SPEC LIST]. Estimated delivery: [MONTH YEAR]. Warranty: [TERMS]. HOA: [AMOUNT or "None"]. Tone: confident and specification-forward; no superlatives.

EXAMPLE OUTPUT (175 WORDS, SPEC-FORWARD)

New construction by Meridian Homes — estimated October 2026 completion. 3BR/2.5BA with 9-ft ceilings both levels, LVP throughout main floor, quartz kitchen with gas range and under-cabinet lighting. Primary suite: walk-in closet, dual-sink bath, soaking tub. Energy-Star HVAC, spray-foam insulation, solar-ready panel, EV outlet pre-wired. Meridian 1-year workmanship / 10-year structural warranty. No HOA. \$10,000 design-center credit through July 31, 2026.

COMPLIANCE: Confirm all spec details from the builder's current spec sheet — AI may misstate warranty terms. Errors in new-construction listings are a common source of buyer disputes.

04 Post-Showing Buyer Follow-Up Text / Email

TEMPLATE

Write a brief, non-pushy follow-up message (under 80 words) to buyer **[NAME]** after a showing at **[ADDRESS] [TODAY / YESTERDAY]**. One thing they said they liked: **[FEATURE]**. Goal: invite feedback without pressure, keep door open. Tone: professional, warm. Channel: **[TEXT / EMAIL]**.

EXAMPLE OUTPUT (EMAIL, 65 WORDS)

Hi Marcus, thanks for coming out to Elmwood Drive this afternoon. I know the kitchen renovation stood out — I thought the quartz island worked really well with the open layout too. No rush at all, but I'd love to hear your honest take when you have a moment. If anything made you want a second look, I'm happy to set that up. — [Agent Name]

COMPLIANCE: Do not reference anything the buyer shared about their household, religion, national origin, or disability. Keep follow-up content about the property, not the buyer's characteristics.

05 Instagram Caption for a New Listing

TEMPLATE

Write an Instagram caption (hook under 150 chars, then a line break, then 3–4 lines of detail) for a new listing at **[ADDRESS or NEIGHBORHOOD]**. Highlights: **[2–3 VISUAL OR EMOTIONAL HOOKS]**. Price: **[\$XXX,XXX or "DM for price"]**. Subtle CTA. Hashtags: **[YOUR SET]**. No fair-housing-sensitive language.

EXAMPLE OUTPUT

The hardwoods alone are worth the drive.

Just listed in Irvington — a 1928 craftsman with original fir floors, a sun-soaked corner lot, and a kitchen that was done right. 3BR/2BA. Offered at \$729,000.

Open Sunday 1–4, or DM to schedule a private tour.

#PortlandRealEstate #JustListed #IrvingtonPDX #PDXHomes

COMPLIANCE: Avoid "quiet street," "safe neighborhood," or "great for young professionals" — each has been cited in fair-housing complaints. Describe the property and location, not the implied resident.

WHAT'S IN THE FULL PACK — 41 PROMPTS

GET THE COMPLETE PACK

The Listing Language Pack

- Listing descriptions by property type (SFH, condo, townhouse, luxury, land, multi-family, fixer)
- Seller follow-up scripts (showing reports, offer delivery, inspection, closing)
- Social captions — Instagram, Facebook, LinkedIn (new listing, price change, just sold)
- Buyer follow-up sequences (post-showing, post-offer, ghosted buyer re-engagement)
- Open-house sequences (pre-event, day-of, 48-hr follow-up, 2-week nurture)
- CMA explainer language (comps, adjustments, DOM context, pricing close)

Every prompt: fill-in-brackets template · example output · fair-housing compliance note. PDF + plain .txt for copy-paste into any AI tool.

\$19 one-time

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