



THE 15-MINUTE LISTING KIT

Turn Every Property Into a Week
of Scroll-Stopping Social Media
Content — Using Proven Prompts
That Do the Work for You

YOU DON'T NEED MORE TIME. YOU NEED MORE LEVERAGE.



HEY THERE 🙋
I'M LOWELL BROWN.

For over a decade, I've helped Realtors simplify their marketing and get results — not by working harder, but by building smarter systems.

Here's what I know:

Most agents don't struggle because they lack ideas.

They struggle because marketing feels like another full-time job.

You're showing homes, writing offers, answering texts at 10 PM — and somewhere in there you're supposed to film Reels, post on Instagram, email your database, and keep your name top of mind?

It's exhausting.

That's why I built The 15-Minute Listing Kit — a simple plug-and-play system to turn one listing into a week of engaging social media content, in minutes, using smart prompts and strategies that actually work.

This kit will give you:

- ✅ 7 ready-to-use AI prompts that create real, scroll-stopping content
- ✅ Examples you can copy and customize right away
- ✅ A proven structure you can reuse for every listing

By the time you finish, you'll see how simple it can be to look consistent, professional, and visible online — even on your busiest week.

THE SECRET TO EFFORTLESS REAL ESTATE MARKETING

The agents who look like they're everywhere online aren't working harder.

They've learned how to multiply one piece of content into many.

That's what this kit does.

Here's the 3-step flow:

1. **Prompt:** Start with one listing. Use the right words to tell AI exactly what you want.
2. **Post:** Repurpose that single listing into 7 fresh, engaging pieces of content (I'll show you how).
3. **Profit:** Build consistency, attract attention, and create conversations that lead to business.

Each prompt in this kit is designed for a specific platform and goal.

Just copy the prompt, fill in your listing details, paste into ChatGPT (or any AI tool), and watch the magic happen.

Let's dive in.

Just Listed Announcement

- 📍 **Where to use:** Instagram + Facebook
- 🕒 **When to post it:** The day you list or within 24 hours
- 🎯 **Why it works:** Instead of a generic "Just Listed!" post that gets ignored, this creates curiosity with a strong hook and highlights what makes the property special. It positions you as the expert who understands what buyers actually care about.

THE FRAMEWORK:

- **Hook:** Attention-grabbing opening (question, statement, or curiosity gap)
- **Property highlights:** 3-4 unique features that create desire
- **Lifestyle tie-in:** Who this home is perfect for
- **Call-to-action:** Clear next step

THE PROMPT

- 💬 Copy this text exactly as it appears. Then fill in the [brackets] with your listing details.

```


Create an engaging Instagram/Facebook post announcing a new real estate
listing. Make it conversational and exciting—NOT generic.
-
Property Details:
- Address: [123 Main Street, Neighborhood Name]
- Price: [$XXX,XXX]
- Bedrooms/Bathrooms: [3 bed, 2 bath]
- Square Footage: [1,850 sq ft]
- Key Features: [updated kitchen, large backyard, walk to transit, etc.]
- Unique Selling Point: [What makes this property special? For example
first time on market in 30 years or chef's kitchen with commercial-grade
appliances]
-
Target Buyer:
[Who is this perfect for? For example: young families, first-time buyers,
downsizers, investors]
-
Tone: Enthusiastic but not pushy. Create curiosity without sounding
salesy.
-
Format:
- Start with an attention-grabbing hook (question or bold statement)
- Include 3-4 property highlights in an easy-to-read format
- End with a clear call-to-action
- Keep it under 150 words
- Include relevant emojis naturally (don't overdo it)
-
DO NOT use generic phrases like [dream home] or [don't miss out].

```


Just Listed Announcement

HOW TO CUSTOMIZE:

- **Address/Neighborhood:** Use the full address or just the neighborhood if you're pre-marketing
- **Key Features:** Pick 3-4 that actually differentiate this property (not just "great location")
- **Target Buyer:** Be specific—this helps the AI write copy that resonates

 **Pro Tip:** If the property has a story (family moving after 30 years, architect-designed, etc.), mention it in "Unique Selling Point"—AI will weave it in naturally.



WHAT YOU'LL GET:

 Who's ready for a backyard that feels like a private resort?

This 3-bed, 2-bath gem in Toronto just hit the market, and it's not going to last:

 Chef's kitchen with quartz counters & stainless appliances


 Huge backyard with mature trees (perfect for summer BBQs)

  Walk to Riverside Park & top-rated schools

 Bonus: Cozy fireplace for those chilly nights

Perfect for growing families who want space without the suburbs.

 123 Maple Avenue | \$849,900

 DM me for a private showing or call me at 555-555-5555 for full details.

QUICK REMINDER

You can reuse this prompt for every listing you get — just change the details. Over time, tweak the tone and hashtags to fit your brand voice.

Home Feature Spotlight

- 📍 **Where to use:** Instagram Stories, Reels, or Feed Post
- 🕒 **When to post it:** 2-3 days after the announcement post
- 🎯 **Why it works:** Instead of showing the entire property, you zoom in on ONE standout feature. This creates intrigue and makes followers want to see more. It also demonstrates your attention to detail and understanding of what buyers value.

THE FRAMEWORK:

- **Focus on ONE feature:** (kitchen, backyard, primary suite, unique architectural detail)
- **Create desire:** by painting a picture of the lifestyle it enables
- **Subtle CTA:** (no hard sell—just invite engagement)

THE PROMPT

- 💬 Copy this text exactly as it appears. Then fill in the [brackets] with your listing details.

Write a short, engaging social media post that highlights ONE standout feature of a property. Make it vivid and experiential—help the reader imagine themselves using this space.

-

Property Feature to Highlight:

[For example, chef's kitchen, spa-like primary bathroom, oversized deck with city views, walk-in closet, home office with built-ins]

-

Feature Details:

[Describe it: e.g., Quartz waterfall island, pro-grade appliances, custom cabinetry, pendant lighting]

-

Lifestyle Angle:

[What experience does this feature create? E.g., hosting dinner parties, quiet morning coffee, work-from-home sanctuary]

-

Tone: Aspirational but relatable. Make them feel something.

-

Format:

- Start with a sensory detail or question
- Describe the feature in 2-3 sentences (make it visual)
- End with a soft call-to-action or engagement question
- 75-100 words max
- Include 1-2 relevant emojis


-

DO NOT list specs like a brochure. Paint a picture.


Home Feature Spotlight

HOW TO CUSTOMIZE:

- **Property Feature:** Pick the ONE thing that will make buyers stop scrolling
- **Feature Details:** Be specific (not "nice kitchen" but "6-burner gas range, pot filler, custom pantry")
- **Lifestyle Angle:** What emotion or experience does this feature unlock?

 **Pro Tip:** Use this prompt multiple times for different features—you can create 3-4 posts from a single listing this way.

WHAT YOU'LL GET:

 Imagine sipping your morning coffee here...

This primary suite isn't just a bedroom—it's a retreat. Floor-to-ceiling windows flood the space with natural light, a spa-like ensuite with a soaker tub, and a walk-in closet that could fit a small boutique.

It's the kind of space that makes you actually want to wake up early.

Curious about the rest of the home? Send me a DM and I'll send you the details.

CONTENT TIP:

Focus on benefits, not just features. Instead of saying "chef's kitchen," describe how it feels to cook dinner with friends gathered around the island.

Behind-the-Scenes Story

- 📍 **Where to use:** Instagram Stories, Facebook Story, or casual feed post
- 🕒 **When to post it:** The day before or day of the listing going live (or during open house prep)
- 🎯 **Why it works:** People connect with people, not properties. BTS content humanizes you, shows your expertise and hustle, and builds trust. It also gives followers a reason to keep watching your content—they feel like insiders.

THE FRAMEWORK:

- **Show the work:** (staging, photography, prep, or client interaction)
- **Make it personal:** (your thoughts, feelings, or the story behind the listing)
- **Invite engagement:** (ask a question or tease the full reveal)

THE PROMPT

💬 Copy this into ChatGPT or Claude. Choose a BTS angle. Then fill in the [brackets] with your listing details


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Write a casual, behind-the-scenes social media post about preparing a property
for listing. Make it personal and relatable—show the work that goes into a
successful listing.
-
Choose ONE of these BTS angles (or customize your own):
1. Staging/Prep Day: Today we transformed this house into a buyer's dream...
2. Photography Day: Spent the morning with the photographer capturing every
angle...
3. Open House Setup: Getting ready for today's open house—fresh flowers, cookies
in the oven...
4. The Story Behind the Listing: This home has been in the same family for 30
years. Today I'm helping them...
-
Property Context:
[Brief detail: e.g., 3-bed bungalow in Maplewood or downtown condo with skyline
views]
-
Your Role/Action:
[What are you doing? E.g., coordinating with stager, setting up signage, final
walkthrough]
-
Tone: Warm, authentic, hardworking. Show your expertise without bragging.
-
Format:
- Start with what you're doing right now (Just wrapped up... or Spending my
morning...)
- Share 1-2 details that show your attention or expertise
- End with a tease or question
- 60-100 words
- Use casual language (contractions, sentence fragments OK)
-
Make it feel like a conversation, not a press release.
```


Behind-the-Scenes Story

HOW TO CUSTOMIZE:


- **BTS Angle:** Pick whichever feels most authentic to you (or rotate through different angles for variety)
- **Property Context:** Don't give away the full listing—just enough to create curiosity
- **Your Role/Action:** Make it specific (not "working hard" but "coordinating stager + photographer for 8am shoot")

WHAT YOU'LL GET:

 **BTS:** Listing prep day

Spent the morning getting this Maplewood bungalow ready for its debut. Coordinated with the stager (those throw pillows are *chef's kiss*), did a final walkthrough with the photographer, and made sure every light bulb was working.

The little details matter—and they're what make a listing stand out in a crowded market.

Goes live tomorrow. Can't wait to show you. 

PRO TIP:

Take a quick selfie or photo during the actual BTS moment—authenticity beats polish here.

PROMPT EXAMPLE 4

Email to Database

- 📌 **Where to use:** Email newsletter or direct email to your database
- 🕒 **When to post it:** Same day as (or day after) the listing goes live
- 🎯 **Why it works:** Your sphere of influence is your most valuable asset. This email keeps you top-of-mind, positions you as active and successful, and invites referrals naturally. Even if they're not buying, they might know someone who is.

THE FRAMEWORK:

- **Personal greeting:** (conversational, not salesy)
- **Listing announcement:** with key highlights
- **Referral ask:** (casual but clear)
- **CTA:** (invite them to tour, share with someone, or reply)

THE PROMPT

- 💬 Copy this into ChatGPT or Claude. Fill in the [brackets] with your listing details.

Write a warm, conversational email announcing a new listing to my real estate database. The goal is to stay top-of-mind, invite referrals, and create engagement—not to hard-sell.

-

Email Context:

- Sender: [Your Name], Realtor
- Audience: Past clients, friends, family, professional contacts (people who know you)

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Property Details:

- Address/Neighborhood: [123 Oak Street, Riverside]
- Price: [\$XXX,XXX]
- Bedrooms/Bathrooms: [3 bed, 2 bath]
- Key Features: [updated kitchen, large yard, walk to schools, etc.]
- Unique Selling Point: [What makes this special?]

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Tone: Friendly, conversational, like you're texting a friend. Not stiff or formal.

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Format:

- Subject line: Something warm and intriguing (Not: New Listing Alert)
- Opening: Personal greeting (1-2 sentences)
- Body: Introduce the listing with highlights (3-4 sentences)
- Referral ask: If you know anyone looking in [area]... (1 sentence, casual)
- CTA: Invite them to tour, forward the email, or reply
- Sign-off: Warm and personal

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Keep it under 150 words. Make it easy to skim.

PROMPT EXAMPLE 4

Email to Database

HOW TO CUSTOMIZE:

- **Your Name:** Use your actual name and signature
- **Property Details:** Same info as other prompts—keep it consistent
- **Tone Adjustment:** If your database is more formal (investors, corporate clients), you can request "professional but warm" tone

PRO TIP:

Personalize the opening line if you're sending to a smaller segment (e.g., "Hey [Name], hope you're enjoying the fall weather!"). Bulk emails can still feel personal.

WHAT YOU'LL GET:

Subject: Thought of you—new listing in Riverside 🏡

Hey [First Name],

Hope you're doing well! I wanted to give you a heads-up—I just listed a beautiful 3-bed, 2-bath home in Riverside, and it's exactly the kind of place that goes fast.

123 Oak Street | \$649,900

Updated chef's kitchen, huge backyard (perfect for summer BBQs), and walking distance to Riverside Park and top-rated schools. It's move-in ready and priced to sell.

If you know anyone looking in the area—or if you're curious to see it yourself—just reply to this email. I'd love to show you around.

Thanks for always thinking of me!

— [Your Name]
[Your Phone]
[Your Website]

30-Second Video Script

- 📍 **Where to use:** Instagram Reels, TikTok, YouTube Shorts, Facebook Reels
- 🕒 **When to post it:** 2-3 days after the listing announcement (or as an alternative to the announcement)
- 🎯 **Why it works:** Video gets 10x more engagement than static posts. A short, punchy video tour (even just walking through one room) makes your content feel dynamic and helps buyers visualize the space. Plus, platforms prioritize video in their algorithms.

THE FRAMEWORK:

- **Hook:** (first 2 seconds grabs attention)
- **Quick tour or feature highlight:** (show, don't just tell)
- **CTA:** (comment, DM, or link in bio)

THE PROMPT

💬 Copy this into ChatGPT or Claude. Fill in the [brackets] with your listing details.

Write a 30-second video script for a real estate Reel/TikTok/Short. The goal is to showcase a listing in a way that stops the scroll and creates curiosity.

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Video Style (choose one or customize):

1. Quick Tour: Fast-paced walkthrough of the home (hit 3-4 rooms)
2. Feature Focus: Zoom in on ONE standout feature (e.g., kitchen, backyard, view)
3. Wait for it style reveal: Start with something unexpected, build to the wow moment

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Property Details:

- Address/Neighborhood: [Riverside]
- Price: [\$649,900]
- Standout Feature: [What's the most visual/impressive element?]
- Target Buyer: [Who is this for?]

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Tone: Energetic, visual, conversational. Assume there's trending audio playing—your words are on-screen text or voiceover.

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Format:

- HOOK (0-2 seconds): [Text on screen or opening line]
- BODY (3-25 seconds): [What you're showing and saying]
- CTA (26-30 seconds): [Final text or voiceover]

-

Keep it punchy. Use short sentences. Make every second count.

30-Second Video Script

HOW TO CUSTOMIZE:

- **Video Style:** Pick whichever matches your comfort level (quick tour is easiest for beginners)
- **Standout Feature:** Choose the most VISUAL element (not "great location" but "floor-to-ceiling windows with skyline views")
- **Target Buyer:** This helps AI tailor the language

PRO TIP:

You don't need fancy editing. Walk through with your phone, use trending audio, and add text overlays. Simple wins.

WHAT YOU'LL GET:

[ON-SCREEN TEXT / VOICEOVER SCRIPT]

HOOK (0-2 sec):

Text: "POV: You just found your dream backyard 🌳"

BODY (3-25 sec):

- [Show front of house] "3-bed, 2-bath in Riverside"
- [Walk into kitchen] "Chef's kitchen with quartz counters"
- [Pan to living room] "Open concept, tons of light"
- [Open back door] "But wait for it..."
- [Reveal massive backyard] "THIS. Huge private yard, mature trees, total oasis."

CTA (26-30 sec):

Text: "DM me for a private tour 🏡"

Voiceover: "Link in bio for full details. This one won't last."

PROMPT EXAMPLE 6

LinkedIn Post

📍 Where to use: LinkedIn

🕒 When to post it: Within 2-3 days of listing (or when targeting professional/referral network)

🎯 Why it works: LinkedIn isn't for buyers—it's for referral partners, relocation services, past clients who've moved up in their careers, and other professionals. This positions you as a trusted advisor and opens doors to referrals you'd never get on Instagram.

THE FRAMEWORK:

- **Professional hook:** (market insight, success story, or lesson learned)
- **Listing mention:** (subtle, not salesy)
- **Value for the reader:** (insight or takeaway)
- **Referral ask:** (casual, network-focused)

THE PROMPT

💬 Copy this into ChatGPT or Claude. Fill in the [brackets] with your listing details.

Write a professional LinkedIn post announcing a new real estate listing. The tone should be business-focused, insightful, and referral-friendly—NOT a hard sell.

-

Post Angle (choose one):

1. Market Insight: Use the listing to share a trend or observation about the market
2. Success Story: Highlight what made this listing happen (e.g., off-market, fast close, etc.)
3. Neighborhood Spotlight: Position the area as an emerging opportunity

-

Property Details:

- Address/Neighborhood: [Riverside]
- Price: [\$649,900]
- Property Type: [Single-family, condo, townhome, etc.]
- Key Feature or Story: [What's unique or noteworthy?]

-

Target Audience:

- Referral partners (mortgage brokers, lawyers, financial advisors)
- Professionals considering relocation
- Past clients who've moved up in their careers

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Tone: Professional but personable. Insightful, not salesy.

-

Format:

- Opening: Share a brief insight, observation, or story (2-3 sentences)
- Listing mention: Introduce the property naturally (1-2 sentences)
- Value/Takeaway: What's the lesson or market trend? (1-2 sentences)
- Referral CTA: If you know anyone... or Happy to chat if you or someone in your network...
- Keep it under 150 words

-

DO NOT use emojis or Instagram-style language. Keep it LinkedIn-appropriate.

PROMPT EXAMPLE 6

LinkedIn Post

HOW TO CUSTOMIZE:

- **Post Angle:** Market Insight works best for most realtors (positions you as knowledgeable)
- **Property Details:** Same details as other prompts
- **Target Audience:** Think about who you actually want to reach on LinkedIn

PRO TIP:

Tag relevant businesses or people in your post (the staging company, photographer, or neighborhood association)—it increases visibility and builds goodwill.

WHAT YOU'LL GET:

The Riverside real estate market is quietly booming—and here's why.

Over the past 18 months, I've watched this neighborhood transform. New parks, updated transit access, and top-rated schools are attracting young families who want suburban space without the commute.

I just listed a 3-bed, 2-bath home at 123 Oak Street for \$649,900—updated kitchen, private backyard, walking distance to everything. It's the kind of property that shows where the market is headed.

If you work with clients relocating to the area or know someone looking for a family-friendly neighborhood with strong equity potential, I'd be happy to connect.

Feel free to reach out—always happy to share market insights.

Buyer Education Tip Post

- 📌 **Where to use:** Instagram, Facebook, LinkedIn (adapt tone slightly for LinkedIn)
- 🕒 **When to post it:** Mid-week, 4-7 days after the listing announcement
- 🎯 **Why it works:** Not every post should be a listing announcement. Educational content builds authority, keeps you top-of-mind between listings, and positions you as a trusted advisor (not just a salesperson). Bonus: it's highly shareable, which expands your reach.

THE FRAMEWORK:

- **Teach something valuable:** (tied loosely to the listing if possible)
- **Keep it simple:** (one tip, not a masterclass)
- **Tie it back to your expertise:** (subtle CTA)

THE PROMPT

💬 Copy this into ChatGPT or Claude. Fill in the [brackets] with your listing details.

Write a short educational social media post that teaches buyers (or sellers) one valuable tip related to real estate. Use a recent listing as a subtle example, but focus on delivering value—not selling.

-

Education Topic (choose one or customize):

1. What to look for in a [neighborhood/school district/layout]
2. Why [feature] adds more value than you think
3. First-time buyer mistake I see all the time
4. How to know if a home is priced right
5. The hidden costs buyers forget to budget for

-

Property Context (optional tie-in):

[E.g., I just listed a home with an oversized backyard, which reminds me...]

-

Tone: Helpful, clear, approachable. Like a friend giving honest advice.

-

Format:

- Hook: Start with a question or surprising statement
- Tip: Explain the insight in 2-4 sentences (make it actionable)
- Example: Tie it to a real scenario (your listing, a past client, etc.)
- CTA: Invite questions or comments
- 100-125 words
- Use 1-2 emojis naturally

-

DO NOT be preachy or use fear tactics. Empower, don't lecture.

Buyer Education Tip Post

HOW TO CUSTOMIZE:

- **Education Topic:** Pick something your audience actually asks you about (check your DMs for recurring questions)
- **Property Context:** Tie it to your listing if it makes sense, but it's not required
- **Tone:** Keep it conversational—no jargon

PRO TIP:

Save your best-performing education posts and repurpose them every few months. Evergreen content is your friend.

WHAT YOU'LL GET:

 Buyer tip: Don't overlook the backyard.

I just listed a home with a massive private yard—and it reminded me of something I tell every buyer: outdoor space is one of the most undervalued features in real estate.

Here's why it matters:

- ✓ It's expensive to add later (unlike paint or fixtures)
- ✓ It increases resale value (especially for families)
- ✓ It's where you'll actually spend time (think summer BBQs, kids playing, morning coffee)

When you're touring homes, imagine how you'll USE the outdoor space—not just if it "looks nice."

Questions about what to prioritize when buying? Drop them below. 📌

YOU JUST TURNED ONE LISTING INTO A WEEK OF CONTENT

Pretty powerful, right?

But here's the thing: **this is just the beginning.**

You've seen how AI can multiply your effort with listings. Now imagine applying this same approach to:

- ✓ Every closing (turn client wins into authority-building content)
- ✓ Market updates (become the go-to expert in your area)
- ✓ Open houses (create buzz before, during, and after)
- ✓ Video content (storytelling scripts, film, and edit Reels in minutes)
- ✓ Paid ads (attract qualified leads fast—without wasting money)

What if you never had to wonder "what do I post today?" ever again?

What if you had a complete system—one that gives you your time back, positions you as THE agent in your market, and actually brings in leads?

That's exactly what I teach inside **Prompt. Post. Profit.**

Prompt. Post. Profit. is my 3-part live webinar series where we build your AI-powered content and marketing system—together.

This isn't about learning tools. It's empowering you to market your listing better with less stress and frustration:

- 📌 Time Freedom: Create a month of content in under 2 hours
- 📌 Confidence on Video: Show up on camera without fear or overwhelm
- 📌 Lead Generation: Use AI-powered ads to attract buyers and sellers (not just hope they find you)

PROMPT. POST. PROFIT

I want to personally invite you to be a part of the beta launch of **Prompt. Post. Profit.**

What's a beta launch? You will be the first to join me on this webinar series as I build it out. Here's the deal:

- ✓ Only 10 spots available
- ✓ 2 spots already filled (8 remaining)
- ✓ Each of the three sessions are Live on Zoom with personalized feedback and hot-seat coaching
- ✓ Founding Member pricing (significantly discounted)
- ✓ Templates, prompts, replays, and bonuses included

Once the 10 spots are filled, it's closed. No exceptions.

Want in?

Join the waitlist now. I'll email you first with dates and details before opening enrollment.

👉 **Join the Prompt. Post. Profit. Waitlist:**

<https://www.lowellbrown.com/re-ai-webinars/>

**PROMPT.
POST.
PROFIT.**



THANK YOU!

Thanks for downloading this kit. I genuinely hope it saves you time and gives you a taste of what's possible when you stop working harder and start working smarter.

If you have questions about the prompts, AI, or anything content-related, hit reply to any of my emails. I read every single one.

Let's build your content engine together.

Lowell Brown

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Connect with me on:

- [LinkedIn](#)
- [Instagram](#)

P.S. — Not ready for the webinar series yet? No problem. Keep using this kit and stay on my email list. I'll keep sending you strategies to help you win.