

money play freebie...

THE LISTING DESCRIPTION

prompt

The exact prompt you paste into ChatGPT or Claude to turn a home's basic facts into a listing description a realtor can post the same day.

the play...

WHY REALTORS *pay*

A listing description is the short block of writing on a home for sale page. It is the first thing a buyer reads after the photos. A good one makes the buyer picture living there. A weak one just lists rooms and square feet, and the home sits.

Realtors know this. Most of them still put the writing off, because they would rather be showing homes and closing deals. That gap is the play. You offer to write the description for them, with help from an AI tool, and you deliver it within 24 hours of getting the home's details.

THE MONEY MATH, SHOWN PLAINLY

\$75 per listing *x* 10 listings = \$750

Charge \$75 for one finished description. Write ten of them and you have made \$750. Each one takes about 30 to 45 minutes once you know the steps in this guide.

WHAT YOU NEED BEFORE *you start*

- A free or paid account with ChatGPT or Claude. Both are AI chat tools. You type instructions, called a prompt, and the tool writes back.
- The home's specs. Specs means the basic facts: beds, baths, square feet, lot size, and standout features.
- Photos of the home, if the realtor has them. Photos show you things the specs miss, like light, finishes, and the feel of the yard.

No design skill is needed. No real estate license is needed. You are selling writing and speed, and this guide gives you both.

copy, paste, send...

THE COPY-PASTE *prompt*

This prompt follows the BRIEF framework. Copy everything inside the box, paste it into ChatGPT or Claude, replace every [BRACKET] with the real home details, then send it.

B BACKGROUND

I am writing a listing description for a realtor. It will appear on a home for sale page, where buyers read it right after the photos. Here are the home details:

- Who I am writing for: [FILL IN: a realtor listing a home in Oakwood Heights]
- Address or neighborhood: [FILL IN: Oakwood Heights, near downtown]
- Beds and baths: [FILL IN: 3 beds, 2 baths]
- Square feet: [FILL IN: 1,480 square feet]
- Lot and outdoor space: [FILL IN: fenced backyard with a covered patio]
- Kitchen details: [FILL IN: quartz counters, stainless appliances, island with seating]
- Best feature of the home: [FILL IN: tall windows and natural light all day]
- Updates or new items: [FILL IN: new roof in 2024, new water heater]
- Nearby draws: [FILL IN: 5 minutes to Oakwood Park, shops, and the highway]
- Lifestyle it suits (for example: working from home, gardening, easy commute): [FILL IN: working from home, gardening, easy commute]

R ROLE

You are a real estate copywriter. A copywriter is a person who writes text meant to sell something.

I INSTRUCTIONS

Write the listing description for the home above. Follow these steps:

1. Open with the strongest feature of the home, not the address or the bed count.
2. Mention each room or feature in the order a buyer would walk through the home.
3. Use only the details listed under Background.
4. Describe the home, not the buyer. Do not say who should or should not live there.
5. End with one clear next step, such as booking a showing.

E EXAMPLES

An opening line we liked: "Tall windows fill the open living area with light from morning to dusk."

F FINAL OUTPUT

One listing description of 180 to 220 words. Warm and plain, with short sentences. No hype words like stunning or breathtaking. No invented features.

Ask me any questions you need answered before you start.

six steps...

HOW TO FILL IT IN, *step by step*

1

Get the specs from the realtor.

Ask for the fact sheet the realtor already has. Most listing systems produce one. You do not need to visit the home.

2

Look at the photos before you write.

Note the light, the finishes, and anything a buyer would notice first. That first thing becomes your opening line.

3

Fill every bracket in Background.

If you do not know an item, write "not provided" instead of guessing. The AI works with what you give it, so gaps in your input become gaps in the output.

4

Name the lifestyle the home suits.

Use the lifestyle field for how the home can be used, such as working from home, gardening, or an easy commute. Describe the home, not the buyer. Never say who should or should not live there. Name nearby places by what they are and how far they are (park, shops, highway). Skip school ratings and phrases like family friendly.

Why the rules matter. The word count keeps the description long enough to sell and short enough to read. The ban on invented features protects you and the realtor. If the AI adds a pool the home does not have, the realtor has a real problem, and so do you. The last line makes the AI ask for anything it is missing before it writes.

almost there...

STEPS 5 AND 6, THEN *deliver*

5

Answer its questions, then ask for one fix.

The last line of the prompt makes the AI ask what it is missing. Answer those first. Then a good follow-up is: "Rewrite the opening line three ways so I can pick one." You choose the strongest version.

6

Read the result out loud.

If you stumble over a sentence, a buyer will too. Shorten it before you deliver.

WHAT TO SEND THE *realtor*

Deliver three things in one message: the finished description, one shorter version of about 80 words for social posts, and a note saying you can turn the next listing around in 24 hours as well. That note is how one job becomes repeat work.

THE 24-HOUR PROMISE

Set the 24-hour promise clearly. Say this in your first message: "Send me the specs and photos by noon and you will have the finished description by noon the next day." A clear deadline is the product. The writing is only half of what the realtor is paying for.

see it done...

WORKED EXAMPLE: A FICTIONAL 3-bed home

This home is fictional. It is here so you can see the full process from raw facts to finished writing.

BACKGROUND FIELD	WHAT WAS FILLED IN
Neighborhood	Maple Grove, quiet street near a neighborhood park
Beds and baths	3 beds, 2 baths
Size	1,520 square feet, single story
Outdoor space	Fenced backyard, covered patio, mature shade tree
Kitchen	White cabinets, quartz counters, gas range, pantry
Best feature	Open living area with windows on two sides
Updates	New roof in 2025, updated primary bathroom
Lifestyle it suits	Working from home, gardening

WHAT THE BRIEF PROMPT PRODUCED, AFTER A LIGHT POLISH

Morning light fills this single-story home in Maple Grove, where the open living area looks out on a fenced backyard and a covered patio made for slow evenings. The kitchen keeps daily life simple, with quartz counters, a gas range, and a pantry that actually holds a week of groceries. Three bedrooms sit in a quiet wing, on a quiet street that suits working from home. The updated primary bathroom gives a calm start and end to the day. Outside, the fenced yard and mature shade tree suit gardening. A new roof in 2025 means one big worry is already handled. Book a showing this week and come see the light for yourself.

Notice what the example does. It opens with light, not square feet. It names real features only. It ends with a next step. That is the standard you deliver every time.

Fictional example home. Images made with AI.

before you hit send...

FIVE POLISHING TIPS BEFORE *you deliver*

1

Cut the first sentence if it repeats the facts.

If the opening just says "3-bed, 2-bath home," replace it with the best feature. Buyers can read the bed count in the listing header.

2

Swap vague words for specific ones.

Change "nice kitchen" to what is actually there, such as "quartz counters and a gas range." Specific details build trust.

3

Check every fact against the specs.

Bed count, bath count, square feet, year of updates. One wrong number can cost the realtor a buyer and cost you the client.

4

Read it out loud once.

Your ear catches stiff lines your eyes miss. Aim for how a helpful person talks, not how an ad shouts.

5

Keep one voice across all listings for the same realtor.

Save that realtor's tone choice in a note. Repeat clients pay for consistency as much as speed.

the clock starts now...

YOUR 24-HOUR DELIVERY *routine*

HOOR 0

Receive specs and photos. Confirm receipt and the delivery time in writing.

HOOR 1

Fill in the prompt, run it, and pick the strongest opening line.

HOOR 2

Polish with the five tips above. Prepare the short social version.

WELL BEFORE HOUR 24

Deliver both versions, with the note offering the same turnaround on the next listing.

THE FULL PLAY

You now have the full play: the prompt, the steps, an example, and the delivery routine. Start with one realtor. Offer the first description at your normal \$75 rate, deliver it early, and ask for the next listing before the first one closes.

your next step...

WHERE TO *find me*

If you want the full playbook behind plays like this one, with pricing, outreach scripts, and the follow-up system, that is what we work through inside the Momentum AI Skool community.

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