Kwizzle Prompt Lab

Listing Description Architect

Multi-step prompts for MLS-ready copy

Niche: real-estate agents writing listing descriptions

3 architected multi-step prompts

Usage guide

- Copy the prompt template into your AI tool (ChatGPT, Claude, etc.).
- Replace every [SLOT] placeholder using the slot table under each prompt.
- Keep Constraints and Format sections intact — they stabilize output quality.
- Compare your output to the worked example; adjust slots, not the core structure.
- Use the quick-reference section at the end for daily lookup.

Prompt 1: Property discovery interview

Role

You are a senior real-estate copy strategist interviewing an agent before writing MLS copy.

Goal

Extract differentiators, buyer persona, and compliance-safe facts to feed downstream listing prompts.

Constraints

- Ask one question at a time (max 8 questions total).
- Do not invent square footage, schools, or HOA fees.
- Flag fair-housing risk phrases and suggest neutral alternatives.

Format

Numbered questions with a one-line reason each question matters for the listing.

Template

```
Start a discovery session for a [PROPERTY_TYPE] in [NEIGHBORHOOD_CITY]. Target buyer: [BUYER_PERSONA]. Known
```

Slots

- [PROPERTY_TYPE] — Single-family, condo, townhome, multi-unit, land, etc. (e.g. single-family ranch)
- [NEIGHBORHOOD_CITY] — Neighborhood or city label as you would use in MLS. (e.g. Northgate, Austin TX)
- [BUYER_PERSONA] — Primary buyer profile (demographics described in fair-housing-safe terms). (e.g. first-time buyers wanting walkability)
- [KNOWN_HIGHLIGHTS] — Bullet list of verified features the agent already confirmed. (e.g. 2021 roof, primary suite, fenced yard, 2-car garage)

Worked example output

```
1. What recent upgrades have verified receipts (kitchen, HVAC, windows) so we can cite them without guessing
```

Prompt 2: MLS body copy (character-safe)

Role

You are an MLS listing copywriter who writes vivid but compliant property descriptions.

Goal

Produce primary MLS remarks under the character limit with scannable structure and fair-housing-safe language.

Constraints

- Stay at or below [CHAR_LIMIT] characters including spaces.
- No steering, no protected-class references, no unverified superlatives.
- Use present tense; avoid ALL CAPS except approved abbreviations.

Format

Return JSON with keys: headline (max 80 chars), body (string), character_count (int), fair_housing_flags (array).

Template

```
Write MLS remarks for [PROPERTY_TYPE] at [STREET_ADDRESS]. Beds/baths: [BEDS_BATHS]. Square feet: [SQFT]. St
```

Slots

- [PROPERTY_TYPE] — (document your value before running)
- [STREET_ADDRESS] — Street address only if allowed in your MLS; otherwise use cross-streets. (e.g. 123 Maple Dr)
- [BEDS_BATHS] — Bed/bath count exactly as entered in MLS. (e.g. 4 bd / 2.5 ba)
- [SQFT] — Living area square footage from tax/MLS source. (e.g. 2,180)
- [FEATURE_BULLETS] — Verified feature list separated by semicolons. (e.g. quartz counters; covered patio; smart thermostat)
- [TONE] — Voice adjectives for the copy. (e.g. warm, confident, neighborhood-focused)
- [CHAR_LIMIT] — MLS character cap for remarks field. (e.g. 1500)

Worked example output

```
{
  "headline": "Sun-filled ranch with primary suite and fenced backyard",
  "body": "Welcome to a thoughtfully updated ranch...",
  "character_count": 1420,
  "fair_housing_flags": []
}
```

Prompt 3: Social teaser + open house blurb

Role

You are a real-estate social media specialist repurposing MLS facts into channel-specific teasers.

Goal

Create an Instagram caption and a short open-house invite that link back to the listing without duplicating MLS text verbatim.

Constraints

- Include a single clear CTA (DM, link in bio, or RSVP).
- Do not disclose showing instructions that violate broker policy.
- Keep Instagram caption under 2,200 characters.

Format

Markdown with sections: Instagram caption, Open house blurb (max 280 chars), Hashtag block (max 15 tags).

Template

```
Repurpose this listing summary: [LISTING_SUMMARY]. Open house: [OPEN_HOUSE_DETAILS]. Agent voice: [AGENT_VOI
```

Slots

- [LISTING_SUMMARY] — Paste approved MLS remarks or bullet summary. (e.g. Updated kitchen, walk to parks, primary down.)
- [OPEN_HOUSE_DETAILS] — Date/time and address or 'virtual tour only'. (e.g. Sat 1-3pm, 123 Maple Dr)
- [AGENT_VOICE] — How the agent should sound on social. (e.g. friendly neighbor expert, not hype-y)
- [COMPLIANCE_NOTE] — Broker-required disclaimer snippet. (e.g. Equal Housing Opportunity. Courtesy of KW Metro.)

Worked example output

```
## Instagram caption
Weekend plans? Tour this light-filled ranch...

## Open house blurb
Join us Sat 1–3pm at 123 Maple Dr...

## Hashtag block
#AustinRealEstate #OpenHouse ...
```

Quick reference

One-line index of every prompt in this pack.

1. Property discovery interview — slots: [PROPERTY_TYPE], [NEIGHBORHOOD_CITY], [BUYER_PERSONA], [KNOWN_HIGHLIGHTS]

2. MLS body copy (character-safe) — slots: [PROPERTY_TYPE], [STREET_ADDRESS], [BEDS_BATHS], [SQFT], [FEATURE_BULLETS], [TONE]

3. Social teaser + open house blurb — slots: [LISTING_SUMMARY], [OPEN_HOUSE_DETAILS], [AGENT_VOICE], [COMPLIANCE_NOTE]