

THE PROMPT SHELF

FREE PRACTICAL PLANNER

30-Day Real Estate Content Calendar

Turn real work into useful posts without repeating the same generic advice.

Australia edition

Built for working real estate agents

START WITH THE WORK, NOT THE CAPTION

How to use this calendar

Choose one real, non-confidential work moment for each day. Add verified facts, name the audience decision, draft the content, then review it before publishing.

1 / SOURCE

Start with the actual property listing, question, update, or task. Never ask AI to invent missing facts.

2 / PURPOSE

Decide whether the post should answer, explain, orient, reassure, or invite one next step.

3 / DRAFT

Use a structured prompt with the facts, audience, limits, voice, and output format.

4 / REVIEW

Check claims, confidentiality, local terminology, tone, links, and the requested action.

Australia review note: Check state or territory consumer and licensing rules, agency policy, portal requirements, privacy, and local advertising requirements before publishing.

Six useful posts from real work

DAY 01 / CAMPAIGN

Build the property campaign source file

Collect vendor-approved facts, price instructions, images, agency identity, sale method, and state-specific fields.

DAY 02 / BUYER

Answer the open-home question first

Confirm inspection time and access, add one useful property fact, then offer one easy next step.

DAY 03 / AUCTION

Explain the auction stage without hype

State the confirmed date, registration or inspection information, and where buyers obtain the applicable conditions.

DAY 04 / SUBURB

One suburb fact from a current source

Use a council, transport, utility, or public-data source and avoid predicting growth or describing who belongs there.

DAY 05 / PRICE

Price advertising needs a verified instruction

Show the source and approval behind the advertised price and avoid invented ranges or misleading urgency.

DAY 06 / VENDOR

Turn campaign activity into a clear update

Put enquiries, inspections, feedback, current actions, owner, and next review date in a scanning order.

Six useful posts from real work

DAY 07 / STRATA

The strata or body-corporate detail to confirm

Use the term required in the location and flag fees, records, rules, or approvals that need a verified source.

DAY 08 / OPEN HOME

What happens before the first inspection

Show access, safety, sign-in, property facts, presentation, and follow-up preparation without client details.

DAY 09 / BUYER

Private treaty in plain language

Explain the general process and mark the contract, finance, and legal questions that need qualified advice.

DAY 10 / LOCAL

Council rates are not a guess

State the verified source and date while avoiding claims about a future owner's exact liability.

DAY 11 / RISK

Mention bushfire or flood information carefully

Link to the relevant official source and distinguish mapped information from professional assessment.

DAY 12 / FOLLOW-UP

Replace 'just seeing if you are interested'

Reference the inspected property or current criteria and offer two useful, answerable next steps.

Six useful posts from real work

DAY 13 / VENDOR

Make inspection feedback decision-ready

Group repeated signals, separate evidence from opinion, and connect the pattern to the next campaign decision.

DAY 14 / PROOF

A sold post about the campaign work

Show preparation, communication, and coordination without disclosing confidential terms or promising the same outcome.

DAY 15 / LISTING

The property claim that needs a source

Identify the document, measurement, approval, or professional confirmation required before the sentence stays.

DAY 16 / BUYER

Explain 'passed in' accurately

State what happened at the auction using the confirmed bid information and avoid implying a higher rejected amount.

DAY 17 / CONTRACT

The document-prep timeline, not advice

Show known availability and process milestones while directing contract questions to the appropriate professional.

DAY 18 / CAMPAIGN

One inspection becomes five useful assets

Create a recap, FAQ, buyer follow-up, vendor update, and short video idea from approved evidence.

Six useful posts from real work

DAY 19 / MARKET

One local statistic with a boundary

State source, suburb or region, period, measure, and what the result cannot predict for one property.

DAY 20 / OFFER

Summarise an offer in decision order

Organise amount, deposit, finance, conditions, dates, and unanswered questions without replacing agent or legal advice.

DAY 21 / ACCESS

Describe accessibility without assumptions

Use verified physical features and neutral language rather than deciding who should or should not consider the property.

DAY 22 / PORTAL

Refresh the campaign with new evidence

Add one approved fact, image, or clarification that improves understanding instead of recycling superlatives.

DAY 23 / FOLLOW-UP

Give an inactive buyer three choices

Invite a new inspection, criteria update, or pause without artificial scarcity or pressure.

DAY 24 / SEASONAL

Create a summer-ready local post

Use an official safety, council, or utility source and avoid presenting general tips as a property inspection.

Six useful posts from real work

DAY 25 / COMPLIANCE

The pre-publish Australian ad check

Verify price, facts, permissions, images, agency identity, sale method, privacy, and the next step.

DAY 26 / HUMAN

What the campaign team changed this week

Share one process improvement after removing vendor, buyer, property, financial, and negotiation details.

DAY 27 / TIMELINE

Show milestones without a settlement promise

Separate completed steps, dependencies, owners, and dates that vary by contract, state, lender, or conveyancer.

DAY 28 / PROOF

A beachside listing still needs a brief

Lead with verified property and location facts, then build the visual story without lifestyle guarantees.

DAY 29 / SYSTEM

Build next week's Australian content shelf

Choose five campaign moments and assign each a vendor-approved source, audience, format, reviewer, and call to action.

DAY 30 / MEASURE

Keep the post that created enquiry

Compare saves, outbound clicks, inspection registrations, replies, and appraisal enquiries before repeating an angle.

Turn one calendar idea into a usable draft

ROLE: Help me draft a [FORMAT] for [AUDIENCE].

SOURCE: Use only these verified facts: [FACTS].

PURPOSE: The reader should understand or decide [ONE THING].

VOICE: Sound [THREE TRAITS]. Avoid [WORDS OR CLAIMS].

LOCAL: Use Australia terminology, including open home, suburb, postcode, and Australian dollars only when supplied.

OUTPUT: Create [LENGTH OR STRUCTURE]. End with [NEXT STEP]. Then flag every claim that needs my verification.

Facts

Names, dates, prices, measurements, features, availability.

Claims

No invented rankings, guarantees, amenities, schools, or outcomes.

People

No protected-class assumptions, steering language, or client details.

Action

One clear next step that matches the post and destination.

AI creates a draft. The agent remains responsible for the final communication and local compliance.

WHEN YOU WANT THE PROMPTS BEHIND THE CALENDAR

Open the right template for the task in front of you.

The Real Estate Agent Prompt System

17 focused templates in Starter. 42 templates across the full workweek. Each template includes fill-in fields, usage direction, and a tested example.

Reference direction: ACCC real-estate advertising guidance plus the applicable state or territory regulator. Verify the latest applicable guidance before publishing.

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