

THE PROMPT SHELF

FREE PRACTICAL PLANNER

30-Day Real Estate Content Calendar

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

Canada 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 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.

Canada review note: Check provincial regulator, board, brokerage, privacy, and local advertising requirements before publishing.

Six useful posts from real work

DAY 01 / MLS

Build the Canadian listing source sheet

Collect board-approved facts, image permissions, brokerage identity, price, status, and fields before drafting.

DAY 02 / BUYER

Answer the open-house question directly

Confirm time and access, add one verified feature, then offer one practical next step.

DAY 03 / REALTOR.CA

One listing, three approved extensions

Create a social caption, buyer email, and open-house card from the same brokerage-approved listing source.

DAY 04 / LOCAL

Explain one neighbourhood data point

Name the geography, period, source, and limit without promising appreciation or describing who belongs there.

DAY 05 / BROKERAGE

The identity line every ad needs

Show where the registrant and brokerage information appears and check the current provincial and brokerage rule.

DAY 06 / SELLER

Make a price-change post factual

Separate market evidence, seller direction, current list price, and next step without manufacturing urgency.

Six useful posts from real work

DAY 07 / CONDO

The condo or strata detail to verify

Identify the fee, document, parking, storage, or restriction that needs a confirmed source before promotion.

DAY 08 / OPEN HOUSE

Behind the Canadian open-house setup

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

DAY 09 / BUYER

Explain financing terms without advising

Define one general term and direct rate, qualification, or affordability decisions to the buyer's lender.

DAY 10 / LOCAL

Postal-code content needs a real source

Use a municipal, transit, utility, or public-data source and record the date checked.

DAY 11 / PRIVACY

Turn a client question into anonymous content

Remove names, addresses, timelines, and unique details before converting the lesson into a post.

DAY 12 / FOLLOW-UP

Replace 'just touching base'

Reference the buyer's current price range, property type, neighbourhood, and timing only when verified.

Six useful posts from real work

DAY 13 / SELLER

Sort showing feedback into signals

Separate repeated observations from one-off opinions and connect each signal to a possible decision.

DAY 14 / PROOF

A sold post about service, not hype

Show the communication and coordination work without unverified claims, confidential terms, or guaranteed results.

DAY 15 / LISTING

The feature claim that needs evidence

Show the source required for measurements, renovations, inclusions, zoning, or other listing statements.

DAY 16 / BUYER

A provincial process term in plain English

Explain one locally relevant term and identify which details must come from the agent, lawyer, lender, or inspector.

DAY 17 / WINTER

Prepare useful winter-viewing content

Use verified access, parking, maintenance, and weather information without making a property-condition conclusion.

DAY 18 / UPDATE

The seller update that fits one screen

Put activity, feedback, current actions, owner, and next review date in a scan-friendly order.

Six useful posts from real work

DAY 19 / MARKET

One benchmark, one boundary

State the board or public source, geography, period, measure, and why it cannot price an individual home alone.

DAY 20 / OFFER

Summarise the offer without replacing advice

Organize amount, deposit, financing, conditions, dates, and open questions for the client and professionals.

DAY 21 / LANGUAGE

Use Canadian terms consistently

Choose the local spelling, province-specific terms, and brokerage voice before generating the first draft.

DAY 22 / REALTOR.CA

Refresh a listing with a real update

Add one approved fact, image, or clarification that improves buyer understanding rather than repeating adjectives.

DAY 23 / FOLLOW-UP

Give a quiet lead a respectful choice

Offer a new option, criteria update, or pause and let the person answer in one line.

DAY 24 / COMMUNITY

Spotlight a service without steering

Share a named, verifiable service and neutral location facts without ranking residents or neighbourhoods.

Six useful posts from real work

DAY 25 / COMPLIANCE

The pre-publish Canadian ad check

Verify facts, images, price, permissions, registrant identity, brokerage identity, privacy, and the next step.

DAY 26 / HUMAN

What a real transaction taught the team

Share one operational lesson after removing every client, property, financial, and negotiation detail.

DAY 27 / TIMELINE

Explain milestones without fixed promises

Mark completed steps, dependencies, owners, and dates that vary by province, contract, lender, or lawyer.

DAY 28 / PROOF

One open house becomes five assets

Create a recap, FAQ, follow-up, seller update, and short video idea from permissioned non-confidential evidence.

DAY 29 / SYSTEM

Build next week's Canadian content shelf

Select five work moments and assign a board or brokerage source, audience, format, review owner, and call to action.

DAY 30 / MEASURE

Repeat the angle that produced action

Compare saves, outbound clicks, replies, open-house registrations, and enquiries instead of relying on impressions.

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 Canada terminology, including open house, neighbourhood, postal code, and Canadian 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: CREA REALTOR.ca resources and current federal, provincial, board, and brokerage guidance. Verify the latest applicable guidance before publishing.

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