

THE PROMPT SHELF

FREE PRACTICAL PLANNER

30-Day Real Estate Content Calendar

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

United Kingdom edition

Built for working 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.

United Kingdom review note: Check current DMCCA material-information duties, portal fields, redress-scheme rules, agency policy, and local requirements before publishing.

Six useful posts from real work

DAY 01 / PARTICULARS

Start with the material-information file

List the verified property facts and open questions that must be resolved before drafting property particulars.

DAY 02 / BUYER

Answer the viewing question first

Confirm the available slot and access detail, add one useful fact, then ask one easy scheduling question.

DAY 03 / VENDOR

Explain the instruction-to-market checklist

Show how identity, ownership, EPC, tenure, price, and source documents move from vendor instruction to launch.

DAY 04 / PORTAL

One portal listing, three supporting assets

Create a viewing post, applicant email, and branch-window summary from the same approved particulars.

DAY 05 / CHAIN

Explain the chain without predicting it

Define the known position, identify missing confirmations, and show which update would change the timeline.

DAY 06 / PRICE

Write price language that informs

State the approved asking position clearly and avoid invented urgency, hidden conditions, or guaranteed demand.

Six useful posts from real work

DAY 07 / TENURE

Freehold or leasehold is not a footnote

Explain the confirmed tenure and flag lease length, charges, restrictions, or documents still awaiting verification.

DAY 08 / EPC

Turn the EPC into one useful explanation

Use the current certificate, explain one rating or recommendation, and avoid promising future savings.

DAY 09 / VIEWING

The viewing-prep message people can scan

Put time, meeting point, access, known property facts, and contact details in a clear order.

DAY 10 / LOCAL

Postcode facts without local-area hype

Use named transport, services, or public sources and avoid vague claims about the 'best' place to live.

DAY 11 / MATERIAL INFO

Council tax and charges need context

State the verified band or charge source, date checked, and any amount or responsibility still to be confirmed.

DAY 12 / FOLLOW-UP

Replace 'any thoughts after the viewing?'

Ask about one property feature, one decision barrier, and the applicant's preferred next step.

Six useful posts from real work

DAY 13 / VENDOR

Make viewing feedback decision-ready

Group recurring themes, separate evidence from opinion, and link the pattern to the next vendor decision.

DAY 14 / PROOF

Show the work behind a sale agreed

Explain preparation, applicant qualification, communication, and coordination without exposing confidential terms.

DAY 15 / PARTICULARS

The sentence that needs a source

Take one attractive claim and show the document, measurement, or professional confirmation needed before it stays.

DAY 16 / BUYER

A first-time buyer term in plain English

Explain one term such as exchange, completion, survey, or conveyancing and mark where professional advice begins.

DAY 17 / BROADBAND

A connectivity post with a timestamp

Link to the source checked, record the date, and avoid guaranteeing speed or coverage for a future occupier.

DAY 18 / CHAIN

The update that reduces chain confusion

State the current stage, the next dependency, who owns it, and when the position will be checked again.

Six useful posts from real work

DAY 19 / VENDOR

A price-review brief, not a promise

Compare agreed evidence and activity while keeping the vendor's instruction distinct from the agent's recommendation.

DAY 20 / OFFER

Summarise an offer in five fields

Organise amount, buyer position, funding, proposed timescale, and conditions, then identify unanswered questions.

DAY 21 / ACCESS

Mention adaptations accurately

Describe verified accessibility or adaptation features precisely without assuming who should use the property.

DAY 22 / PORTAL

Refresh the listing from evidence

Choose one approved new fact, image, or clarification that improves the particulars rather than adding more adjectives.

DAY 23 / FOLLOW-UP

Give a quiet applicant three clear choices

Invite them to book, update criteria, or pause, and keep the reply easy without manufacturing pressure.

DAY 24 / LOCAL

One local service update that matters

Use a current council or operator source, explain the practical relevance, and state when it was checked.

Six useful posts from real work

DAY 25 / COMPLIANCE

The pre-publication particulars check

Verify price, tenure, charges, measurements, material facts, images, branch identity, and the requested action.

DAY 26 / HUMAN

What the branch learned this week

Share one process improvement from real work without revealing a vendor, applicant, address, or negotiation.

DAY 27 / SALES PROGRESSION

A milestone update without false certainty

Separate completed steps, current dependencies, and estimated dates that still depend on other parties.

DAY 28 / PROOF

One instruction becomes five useful posts

Turn approved particulars into a viewing guide, FAQ, vendor update, short video brief, and follow-up prompt.

DAY 29 / SYSTEM

Build next week's UK content shelf

Select six real branch moments and assign each a source document, audience decision, format, and final reviewer.

DAY 30 / MEASURE

Judge content by enquiries, not applause

Compare saves, portal visits, viewing requests, replies, and instructions by topic 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 United Kingdom terminology, including open day or viewing, local area, postcode, and pounds sterling 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: GOV.UK material-information guidance and current home buying and selling guidance. Verify the latest applicable guidance before publishing.

Visit thepromptshelf.kamtobecreations.com. One-time digital purchase. No income or performance result is promised. Always verify regional advertising, privacy, fair housing or equivalent consumer-protection, brokerage, and professional requirements.