

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 States 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.

United States review note: Check Fair Housing, MLS permissions, brokerage policy, state licensing, and local advertising requirements before publishing.

Six useful posts from real work

DAY 01 / MLS

Build the fact sheet before the caption

List the MLS-approved facts, image permissions, price, status, and brokerage details that the post may use.

DAY 02 / BUYER

Answer the open-house question first

Confirm the date and access instructions, add one useful property fact, then offer one simple RSVP step.

DAY 03 / LOCAL

Explain one ZIP-code data point

Use a dated public source, state what the figure measures, and avoid turning a local signal into a promise.

DAY 04 / LISTING

Translate one feature into daily use

Connect one verified property feature to a practical benefit without guessing who the future resident will be.

DAY 05 / PERMISSION

Before sharing another broker's listing

Explain the permission and MLS checks you complete before reposting property content on social media.

DAY 06 / SELLER

What a price change actually communicates

Separate market evidence, seller direction, and the new asking price without implying a guaranteed outcome.

Six useful posts from real work

DAY 07 / BUYER

The pre-approval question in plain English

Answer one common process question and direct readers to their lender for advice specific to their finances.

DAY 08 / OPEN HOUSE

What happened before the doors opened

Show the sign-in, access, safety, property-fact, and follow-up preparation behind an open house.

DAY 09 / DETAIL

The HOA field buyers should not miss

Identify which fee, document, or rule still needs verification and tell readers where the confirmed answer will come from.

DAY 10 / LOCAL

Property-tax content without guessing

Show the official source you consult and distinguish a current public record from a buyer's future tax position.

DAY 11 / FAIR HOUSING

Describe access, not who belongs there

Use neutral travel times and named amenities while avoiding protected-class preferences or coded audience language.

DAY 12 / PROOF

Turn a vague follow-up into a decision

Replace 'just checking in' with the buyer's verified criteria, one relevant update, and two answerable options.

Six useful posts from real work

DAY 13 / LAUNCH

One listing, three launch assets

Create an MLS-aligned caption, open-house notice, and buyer email from the same approved source sheet.

DAY 14 / SELLER

Make showing feedback usable

Group repeated observations, separate opinion from evidence, and name the next decision without exposing visitors.

DAY 15 / UPDATE

The seller update that fits one screen

Put activity, feedback, current actions, owner, and next review date in a clear scanning order.

DAY 16 / FOLLOW-UP

Reconnect with the exact search criteria

Reference location, price range, property type, and timing only when those details remain current.

DAY 17 / BUYER

Explain an appraisal gap without advising

Define the term, show the questions it creates, and direct financial or legal decisions to qualified professionals.

DAY 18 / TIMELINE

Show the closing sequence, not a promise

Map the known milestones and owners while marking dates that depend on contract, lender, title, or local practice.

Six useful posts from real work

DAY 19 / MARKET

One statistic, one limit

State the geography, period, source, and what the number cannot predict for an individual property.

DAY 20 / ACCESS

Share neighborhood information consistently

Use the same neutral sources and level of detail for every client rather than steering toward or away from an area.

DAY 21 / MEDIA

The listing-photo brief before shoot day

Build a permissioned shot list from verified features, required disclosures, access limits, and brand priorities.

DAY 22 / PROOF

A just-sold post about the work

Focus on coordination, communication, and process lessons rather than price boasting or unverified client claims.

DAY 23 / SELLER

An expired listing deserves context

Lead with respect, identify what changed, and invite a useful conversation without criticising the former agent.

DAY 24 / PARTNER

A lender collaboration with clear boundaries

Choose one general process question, identify each professional's role, and avoid personal financial advice.

Six useful posts from real work

DAY 25 / SEASONAL

A maintenance post from a local source

Use a current municipal, utility, or emergency source and avoid presenting general guidance as an inspection.

DAY 26 / COMMUNITY

Spotlight a local business without stereotypes

Share a verified service, location, and reason it may be useful without describing the type of people who live nearby.

DAY 27 / OFFER

Summarise an offer without replacing advice

Organize price, financing, contingencies, dates, and open questions, then flag the decisions for the agent and client.

DAY 28 / AI REVIEW

The six checks before an AI draft leaves

Verify names, dates, figures, property claims, confidentiality, and the requested next step.

DAY 29 / SYSTEM

Build next week's US content shelf

Select five real work moments and assign each an MLS source, audience, format, review owner, and call to action.

DAY 30 / MEASURE

Keep the click-producing angle

Compare saves, outbound clicks, replies, and enquiries by topic and retire the post that earned only empty 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 United States terminology, including open house, neighborhood, ZIP code, and US 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: HUD Fair Housing advertising guidance and the NAR MLS policy handbook. Verify the latest applicable guidance before publishing.

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