LISTING BEAST

10 STEPS TO SELL ANY LISTING IN 65 HOURS OR LESS

Use the following checklist to strategically position your listing to sell in 65 hours or less

☐ Post **Coming Soon** post on social media using the following ChatGPT Prompt

> **ChatGPT Prompt**
> "Write a 'Coming Soon' social media caption that creates curiosity and interest for a new listing [Address] not yet on the MLS. The home is located in [neighborhood], has [# beds / # baths], and includes a standout feature like [e.g., vaulted ceilings or private backyard]. Create urgency for early access by offering a sneak peek, and include a soft call-to-action that invites serious buyers or neighbors to DM me for first-look details."

☐ Install For Sale Sign with text rider

> **Text Rider**
> Make sure the text rider has a short, compelling call-to-action that will get drive-by leads to text you for photos, price, and a VIP showing.

☐ Make Just Listed Calls

> **Just Listed Calls Script**
> Click here to use the Listing BEAST Script Book or find a Just Listed Call Script and make calls to the neighbors to create excitement and interest.

☐ Send Just Listed Postcards

> **Just Listed Postcards**
> Create and send a postcard to the surrounding area that highlights the new listing, key features, and ask if they know someone looking in the area.

☐ Door Knock & Invite Neighbors

> **Door Knocking Script**
> Click here to use the Listing BEAST Script Book or find a Door Knocking Script and invite the neighbors to the VIP Showing Window.

☐ Post New Listing Post on Social Media using this ChatGPT Prompt

> **ChatGPT Prompt**
> "Write a social media caption announcing a new real estate listing [address] that just hit the market in [neighborhood]. Highlight the top 2–3 most desirable features (e.g. natural light, remodeled kitchen, outdoor space), and position the property as a great opportunity. Make it engaging, use storytelling if helpful, and include a call-to-action inviting people to DM for a private showing or more info before it's gone."

10 STEPS CONTINUED...

☐ Post **Under Contract** post on social media using the following ChatGPT Prompt

ChatGPT Prompt
"Write a social media caption celebrating a home [address] that just went under contract in [neighborhood]. Mention how quickly it went under contract (if relevant), how much interest it got (e.g. # of showings or offers), how much over asking (if relevant), and how the strategy played a crucial role in the outcome. Make it feel like a win for the seller and show social proof. Include a friendly line like 'We still have buyers looking!' and invite anyone thinking of selling to reach out."

☐ Post **Just Sold** post on social media using the following ChatGPT Prompt

ChatGPT Prompt
"Write a social media caption for a recently sold listing [address] in [neighborhood]. Share a quick success story of how the seller achieved a great result (e.g. sold fast, multiple offers, over asking), and briefly highlight what made the listing launch effective (e.g. VIP showing strategy, staging, pre-market marketing). Keep it celebratory and conversational. End with an invitation like 'Curious what your home might be worth in today's market?' or 'I've got more buyers looking in [neighborhood].'"

☐ Make Just Sold Calls

Just Sold Calls Script
Click here to use the Listing BEAST Script Book or find a Just Sold Call Script letting the neighbors know the success of the sale and ask if they or anyone they know might be interested in selling because there was a lot of interest, and you still have buyers looking!

☐ Send Just Sold Postcards

Just Sold Postcards
Create and send a postcard that highlights the success of the sale, including how fast it sold, multiple offers, over asking,

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Bonus Tip for Agents Using ChatGPT Prompts

Include the following at the end of every prompt to help match platform tone (IG vs LinkedIn vs FB) while still keeping messaging consistent:

"Give me 3 variations of this caption, one short and punchy, one story-based, and one professional tone."