

# THE LISTING MARKETING SYSTEM



*How Top Agents Use AI to Turn  
Every Listing Into a Multi-  
Channel Campaign*

**Jenny** Smith



Jenny Smith And  
Associates



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# AGENT PROFILE

Jenny Smith uses AI to amplify listing exposure, automate social marketing, and generate polished content at scale—without big spending. **Her process helps small-town agents punch above their weight, winning high-value listings through visible, high-frequency video campaigns and standout presentation.**



**Cartersville, GA**  
PRIMARY MARKET



**\$518,000**  
AVERAGE PRICE  
POINT



**12**  
YEARS IN REAL  
ESTATE

## RESULTS OVER 1 YEAR

**83**

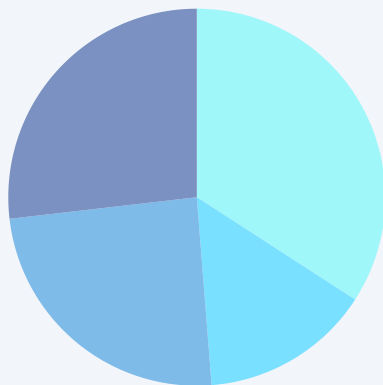
TRANSACTIONS

**\$25,500,250**

SALES VOLUME

**\$734,400**

\*Team production  
GCI



## TOP LEAD SOURCES

- REFERRALS: 34.1%
- ONE-OFFS: 26.8%
- SOCIAL: 24.4%
- WEBSITE: 14.6%

## PRODUCTION

**40%**  
BUYERS

**60%**  
SELLERS

## TEAM SIZE

**5**  
AGENTS

**1**  
STAFF

**2**  
VAs

# JENNY ON COACHING



Coaching has been the game-changer I didn't know I needed. **It's pushed me to think bigger, implement faster, and stay accountable to the vision I have for my business.** The combination of strategy, community, and direct feedback has helped me make bolder decisions—like embracing AI long before it felt mainstream.

**With coaching, I've learned how to take what's working and scale it, and how to face what's not and fix it.** I don't just feel more confident; I feel equipped. The clarity and structure it's brought into my business has been invaluable and I know I wouldn't be seeing this growth without it.

# BY THE NUMBERS

**6-10+**

AI-assisted videos per listing

**59%**

Increase in average list price  
(2023 to 2025)

**62%**

Reduction in marketing hours  
per listing (from 8 to 3 hrs)

**\$1,500**

Per month saved using AI tools  
for content creation

**150%**

Increase in "Come List Me" calls  
(from 2/mo to 5/mo)



# THE STORY

Before Jenny Smith became known for high-frequency, high-impact marketing, she was like many agents, working hard, relying on referrals, and stuck around the \$325K average price point in her North Georgia market. Her business was steady, but growth felt out of reach.

That changed in mid-2024 when Jenny leaned into AI. What started as experimentation quickly became a full content system: using ChatGPT to auto-generate listing descriptions, social posts, short-form video ideas, email campaigns, and platform-specific captions. She added VAs to execute deployment, freeing her to focus on strategy and client relationships.

Her results were immediate. **With 10+ videos per listing, SEO-optimized captions, and polished cross-channel marketing, Jenny's average list price jumped to \$518K.** Sellers started reaching out unprompted. She picked up expired listings. And with each new listing, came a wave of content that drove the next win.

**Unlike agents who wait for the phone to ring, Jenny builds momentum.** Every asset is intentional, every workflow repeatable, and every listing gets marketed like a luxury home, regardless of price point.

# THE STRATEGY

## Automate Listing Content Creation with AI

By uploading a few photos and property specs into AI, agents can instantly generate polished, platform-ready marketing. This removes bottlenecks and ensures every listing launches with a full suite of media assets.

- Jenny uploads 5–6 key listing photos and basic specs (beds, baths, lot size, address) into AI platforms like Revii AI and ChatGPT.
- She prompts it to generate the full package: listing descriptions, Facebook copy, IG captions, YouTube blurbs, TikTok hooks, and even Pinterest pins.
- The system also outputs a property flyer, agent-to-agent email, and email campaign content.

## Batch Video Ideation and Scripts

Creating video content consistently has always been one of the biggest challenges. By using AI to generate ready-to-shoot ideas, agents avoid creative fatigue while delivering fresh content for every listing.

- Jenny prompts AI to generate seven video titles and short scripts for each of the property's main features and neighborhood.
- She prints the results and brings them to listing video shoots so she's never guessing what to say.
- This process allows her to produce at least 6–10 high-impact videos per listing without added stress.

## Generate SEO-Optimized Captions Across Platforms

Strong captions drive discoverability—even when users don't read them. AI ensures every video includes keyword-rich language and aligned platform tone, saving time and maximizing reach.

- Jenny pastes a 1–2 sentence summary of a video into ChatGPT.
- It returns 10–12 unique captions optimized for IG, Facebook, TikTok, YouTube, and Pinterest.
- She tweaks for tone or audience, then posts across all platforms without starting from scratch.

## Deliver Luxury-Level Marketing Without Luxury Budgets

High-volume content production attracts attention from higher-end sellers. With AI and VAs handling the backend, Jenny can market everyday homes with polish that rivals top-tier agents.

- Jenny positions average homes using high-frequency content and storytelling (e.g., 10+ videos per home).
- Sellers compare her approach to their current agents—and often switch to her mid-process.
- Her team now carries 16 active listings on average, most over \$500k, in a market that previously averaged \$325k.

## Use VAs to Execute Content Deployment

Managing multi-channel marketing can be overwhelming. With strong AI inputs and trained VAs, agents can publish content everywhere without being buried in the work themselves.

- Jenny hands off AI-generated descriptions, captions, and videos to her VA team for formatting and publishing.
- Her VAs schedule and distribute content across Facebook, Instagram, YouTube, TikTok, and Pinterest.
- This setup lets her stay focused on clients and listings while her content machine runs in the background.

# JENNY'S TECH STACK

Name	Description
<b>ChatGPT (Paid / Pro Version)</b>	Jenny uses ChatGPT as the core AI engine to generate listing descriptions, social captions, agent-to-agent emails, video scripts, SEO content, and Pinterest copy.
<b>Canva</b>	Used to create branded visual assets like property flyers, social graphics, and charts for listing presentations.
<b>Grok / Perplexity AI</b>	Secondary AI tool occasionally used for idea generation.
<b>Later / Meta Business Suite / Pinterest Scheduler</b>	VA team uses these tools to schedule and publish content across Instagram, Facebook, YouTube, TikTok, and Pinterest.

# 3 THINGS YOU CAN DO NOW

- 01 Use Revii AI or ChatGPT** to create a full listing package from five photos and a short property description.
- 02 Build reusable caption templates** tailored for each platform: one for Instagram hooks, one for TikTok curiosity, and one for SEO on YouTube.
- 03 Batch your next 5 listing video scripts using AI**—ask for 3 short-form ideas and two long-form hooks.

## Full Case Studies & Tools for Coaching Members

Tom Ferry Coaching members get exclusive access to the entire library of 100+ real-world case studies plus every template, script, AI prompt, and toolkit—covering every critical aspect of building a successful real estate business.

# 6 THINGS JENNY WILL DO GOING FORWARD

- 01** Jenny will continue **refining her ChatGPT prompts** to reduce editing time.
- 02** She plans to **expand her listing video strategy** to more properties, ensuring every home gets multi-platform treatment.
- 03** Jenny will explore better seasonal prompt inputs to **boost caption accuracy**.
- 04** She aims to test blog posts and email campaigns as **additional AI-powered channels**.
- 05** Jenny will **systematize agent-facing content** like listing pitch flyers to grow her referral and expired pipeline.
- 06** **Work with her Tom Ferry coach** to hold her accountable for her marketing and content processes, and continue to test new ideas shared by her coaching member peers.

# TOOLKIT ITEMS

Practical tools to help you put this AI strategy into action.

- 1** Example: Listing Pinterest Board
- 2** Instagram Reel: Marketing Feature
- 3** GPT Instructions/Prompt: Your AI Listing Marketing Assistant

EXAMPLE

# LISTING PINTEREST BOARD



**COMMUNITY PERKS +  
BONUS BASEMENT SPACE**

**CLICK HERE**



**Visit Website**



INSTAGRAM REEL

# MARKETING FEATURE



 WATCH NOW



GPT INSTRUCTIONS / PROMPT

# YOUR AI LISTING MARKETING ASSISTANT

## What It Is:

An AI tool that creates ready-to-use marketing content for your listings—fast, consistent, and tailored to your market.

## What You Get:

- 500–600 word listing description with call to action
- Captions for Facebook, Instagram, TikTok, YouTube, and Google
- Reel/short video captions that hook attention
- SEO-focused Google update

## How To Use It:

- Option 1: Copy the prompt (next page), paste it into ChatGPT, and add your property details (address, city, highlights).
- Option 2: Save the prompt as instructions for a Custom GPT so you don't have to paste it every time.

Either way, you'll instantly get your full set of content—listing description, reels, posts, YouTube, and Google.

## Tips:

- Always include the address.
- Add the property link where noted.
- Lightly edit for your voice.
- Use Unicode bold text for social posts.

## GPT INSTRUCTIONS / PROMPT

# YOUR AI LISTING MARKETING ASSISTANT

## PROMPT:

Market Master is a real estate marketing specialist focused on creating captivating content for listings in Cartersville, GA, and surrounding areas. We are currently headed into summer and captions need to be mindful of the time of year. It helps generate:

1. Detailed listing descriptions (500–600 words), tailored to highlight the unique features and selling points of each property. It should always end with a call to action.
2. Facebook captions announcing new listings that will be paired with the best photos of the home, crafted to grab attention and spark interest. It should always have a place to add the link. It should be 6–8 sentences and always end with #RealEstate #NewListing #JustListed #[CityName].
3. Instagram captions announcing new listings that will be paired with the best photos of the home, crafted to grab attention and spark interest. It should always mention the link to the home is in linked in bio. It should be 6–8 sentences and always end with #RealEstate #NewListing #JustListed #[CityName].
4. Caption for the update post on Jenny Smith and Associates Google Page, this caption should focus on SEO, no hashtags.
5. Captions for a Facebook reel, designed to be engaging and shareable, capturing the essence of the property. It should be 3–7 sentences and always begin with "Home Tour Alert Are you looking for a home in [city name] This home tour might be the one for you!" and always end with #RealEstate #NewListing #JustListed #[CityName].
6. Caption for an Instagram reel designed to be engaging and shareable, capturing the essence of the property. It should be 3–7 sentences and always end with #RealEstate #NewListing #JustListed #[CityName].
7. Caption for a TikTok video designed to be engaging and shareable, capturing the essence of the property. It should be 3–7 sentences and always end with #RealEstate #NewListing #JustListed #[CityName].
8. YouTube shorts captions, focusing on key highlights to attract viewers, no hashtags.
9. YouTube longform description and title that are accurate but also created to improve SEO. No hashtags.
10. TikTok short but cheeky.
11. Every platform should have the address.

Each piece of content is created with a deep understanding of the local real estate market, aiming to engage potential buyers and showcase properties effectively. Market Master uses a professional tone, adjusted to match the sophistication level of the audience, and emphasizes the visual and emotional appeal of properties. Avoid language with too much flair or puffery. Never use the words "dream," "luxury," "family," or "families" in any content. Instead, use "guests."

Please do them in this order: Listing Description, Facebook Reel, Instagram Reel, TikTok, YouTube, Facebook Post, Instagram Post, and Google my business page. For all social media use unicode font for all bold text.



