



SETUP GUIDE / AI SKILLS FOR AGENTS

Skills, Step by Step

*How to teach Claude to build your entire listing kit,
even if you have never written a prompt in your life.*

A Skill is a set of instructions you save once so Claude follows them automatically every time you start a matching task. Set it up today, and from now on you type two words and a full marketing package appears.

This guide walks you through it slowly. No jargon. No code. Just the buttons to press and the words to type.

PREPARED BY MATTHEW RATHBUN · PAIR WITH: BUILD YOUR OWN LISTING KIT (THE PROMPT)

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READ THIS FIRST

You need two things side by side

This guide is the instructions. The companion file, **Build Your Own Listing Kit**, holds the actual prompt you will paste into Claude. Keep both open. This guide tells you where to click. The other file is what you copy.

What a Skill actually is

Think of a Skill as a recipe card you hand to a very capable assistant. Once they have the card, you never explain the dish again. You just ask for it.

When you chat with Claude normally, it has no memory of how you like things done. You explain it every time. A **Skill** fixes that. It is a saved instruction sheet. Claude reads it on its own whenever your request matches what the Skill is for, and then it follows those steps without being reminded.

The Skill in this guide is built to fire whenever you say things like “**new listing**,” “**listing kit**,” or “**build me a listing presentation**.” The moment you do, Claude knows to ask for your property details and then produce a full marketing package in your brand.

What the listing kit Skill produces

Every time it runs, it builds two files for you:

- A **Word document** with a comparative market analysis, a market trends summary, your MLS listing description, a community FAQ, a 90-second video script, social posts, platform-tuned descriptions for the big portals, a buyer persona, and a 30-day marketing plan.
- A **PowerPoint listing presentation** you could walk a seller through, built from the same content.

THE PAYOFF

Explain it once. Use it forever.

You spend about ten minutes setting this up. After that, the work that used to eat an afternoon happens while you pour a coffee. That is the whole point of a Skill. The thinking is saved, so you stop repeating it.

SECTION 02

Before you start: the two-minute checklist

Gather these before you open Claude. Having them ready is the difference between a five-minute setup and a frustrating one.

WHAT YOU NEED	WHERE TO FIND IT
Your brand colors	The hex codes (they look like #012169). Your brokerage marketing team or your website style guide has them. If you truly cannot find them, Claude can suggest a clean default.
Your fonts	One font for headings, one for body text. If you do not know, a serif heading with a clean sans-serif body is a safe choice.
Your voice rules	The phrases you refuse to use and the ones that sound like you. Be specific. "No dream home, no hype, write in first person" is better than "sound professional."
Your constraints	Anything you never want in a marketing plan. For example, if you do not do open houses, say so now.
The companion prompt	The file named Build Your Own Listing Kit . Have it open in another window so you can copy from it.

ONE THING TO KNOW

You do not need everything perfect

If you are missing a detail, Claude will ask. The checklist just makes the conversation faster. Do not let a missing hex code stop you from starting.

Turning Skills on in your account

Skills live in your settings. You flip them on once, and they stay on. Here is the path.

01 Open your settings

In Claude, click your name or initials in the lower-left corner, then choose **Settings**. On mobile, tap the menu, then the gear icon.

02 Find the Capabilities or Features area

Look for the section that lists what Claude can do. Skills are grouped with the other tools there. The exact label can shift as the product updates, so if you do not see “Skills” by name, look for Capabilities, Features, or Tools.

03 Switch Skills on

Toggle Skills to on. This lets Claude use saved instruction sheets and lets you add your own. That is the only switch you need.

IF YOU CANNOT FIND IT

Just ask Claude

Open a chat and type the line below. Claude will tell you exactly where the setting lives in the version you are using.

```
Where do I turn on Skills in my account, and how do I add a custom one?
```

The menus move. The question always works.

Building the listing kit Skill

This is the heart of it. You are going to let Claude write the Skill for you, then save what it produces.

01 Start a fresh chat

Open a new conversation in Claude so nothing else is in the way.

02 Paste the companion prompt

Open the **Build Your Own Listing Kit** file. Copy everything between the two rules in the section called “The prompt to copy.” Paste it as one message and send it.

03 Answer the interview

Claude will ask about your name, brokerage, market, colors, fonts, voice rules, and constraints. Answer in plain language. This is where your Skill gets its personality, so be specific.

04 Let Claude write the SKILL.md

When the questions are done, Claude writes a single file called a SKILL.md. That file is your Skill. It holds the trigger phrases, the steps, and your brand rules. You do not edit it. You just save it.

05 Save it into your account

Go back to the Skills area in Settings, choose to add or create a Skill, and follow the prompt to save the SKILL.md Claude produced. If the steps on screen differ from what you expected, ask Claude to walk you through saving it in your version.

MAKE IT YOURS LATER

You can change it any time

Want it to stop including a section, or add one? Open a chat, tell Claude what to change, and have it rewrite the SKILL.md. Save the new version over the old one. The Skill is yours to shape.

Using it on your first listing

Setup is done. From here on, this is the entire workflow.

01 Type the trigger

Open a chat and type something like the line below. The Skill recognizes it and takes over.

I have a new listing. Let's build the listing kit.

02 Hand over the inputs

Claude asks for four things in one message: the property address, the features you want to emphasize, a market or neighborhood report, and your recent comparable sales. Upload the reports as PDFs and type the rest.

03 Review the two files

Claude builds your Word document and your PowerPoint. Read them. The pricing is a starting point for your seller conversation, not a final number, so check it against your own read of the market.

THE HABIT THAT MATTERS MOST

Feed it good comps

The package is only as strong as the sales you give it. Pull tight comparables. Same area, same price band, last six months. Good inputs make a credible pricing conversation. Thin ones make a soft guess.

Two rules. Use your own comps. Trust your own read of the market.

When something does not work

A few things trip people up the first time. None of them are serious.

The Skill did not trigger

Say it more directly. "Use my listing kit Skill to build a package for this property." If it still does not fire, check that Skills are switched on in Settings and that the Skill was saved.

It skipped a section or used the wrong colors

Tell Claude what you saw and ask it to update the SKILL.md. For example, "The headings came out in the wrong blue. Fix the SKILL.md to use #012169 and save it." Then save the new version.

The pricing feels off

That usually means the comps were thin or mismatched. Give it tighter comparable sales and run it again. The math only reflects what you feed it.

You want to start over

Delete the Skill in Settings and rebuild it with the companion prompt. It takes a few minutes, and you will know the questions the second time.

THE HONEST TRUTH

You cannot break anything

A Skill is just a saved set of instructions. If it is wrong, you rewrite it. If it is messy, you delete it and start fresh. Nothing you do here puts a client or a transaction at risk. Experiment freely.

An educational resource for licensed real estate professionals. Product menus and settings labels change as the software updates, so screen names may differ from what is described here. A comparative market analysis is an opinion of value, not an appraisal. The practices described are general guidance and are not a substitute for legal, brokerage, or compliance review. State and brokerage rules vary. Always verify against current rules before implementing.



AGENT PLAYBOOK / AI SKILLS

Build Your Own Listing Kit

The copy-and-paste prompt that turns Claude into your listing marketing department.

This is the exact prompt to hand another agent so Claude can recreate the listing kit workflow inside their own account. They paste it, answer a few questions, and Claude writes them a custom Skill that builds a full CMA, listing copy, social plan, and a seller presentation every time they take a listing.

No coding. No technical setup. One conversation, and the agent walks away with a repeatable system in their own brand.

Hand them the system, not just the output.

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SECTION 01

How to use this

The page after next holds one long prompt. Your job is simple. Give the prompt to the agent you are helping, have them open a new chat in Claude, and have them paste the whole thing in.

Claude will read it, ask them a handful of questions about their name, brokerage, market, brand colors, and rules, then write them a Skill. A Skill is a saved set of instructions that Claude follows on its own whenever the agent describes a matching task later. Build it once, use it on every listing.

THE SHORT VERSION

Three moves

1. Copy the prompt on the next page.
2. Paste it into a fresh Claude chat and answer the setup questions.
3. Save the SKILL.md Claude writes, then type “new listing” any time.

A note on the brackets. Everything in [SQUARE BRACKETS] is a fill-in-the-blank. The agent replaces those with their own details before they send the prompt, or Claude will ask for them. Tell them not to leave the brackets in.

SECTION 02

The prompt to copy

Copy everything between the two rules below. Paste it as one message into a new Claude conversation.

I want you to help me build a reusable Claude Skill that produces a complete listing marketing kit for my real estate business. A Skill is a folder with a set of instructions Claude follows automatically whenever I describe a matching task. I want this one to fire whenever I say things like "listing kit," "listing package," "build a listing presentation," "new listing," or "CMA and marketing plan."

Here is the context you need about me. Fill in the bracketed parts before we start.

MY BUSINESS

- My name: [YOUR NAME]
- My brokerage: [YOUR BROKERAGE NAME]
- My market: [YOUR CITY, STATE and surrounding areas]
- My website: [YOUR WEBSITE]
- My brand colors: [PRIMARY HEX], [SECONDARY HEX], [BACKGROUND HEX]
- My heading font: [FONT] My body font: [FONT]
- Hard voice rules: [e.g. no "dream home," no em dashes, no buzzwords, first person]
- Marketing constraints: [e.g. no open houses, or list any activities you never want included]

WHAT THE SKILL SHOULD PRODUCE

When the Skill triggers, ask me for all of the inputs you need in a single message, not one at a time. At minimum, ask for: the subject property address, the unique selling features of the property, a neighborhood or market report (PDF), and the recent sold and under-contract comparable sales for the area (PDF). Do not start building until I have provided all of them.

Once I provide everything, produce TWO files, both styled in my brand:

FILE 1 – A Word document (the comprehensive deliverable) with these sections in order:

1. Cover page with my brokerage identity, the title "Listing Marketing and Pricing Kit," the property address, my name, the date, and a confidentiality note.
2. Table of contents.
3. Executive summary: one paragraph on the property, one on the market, and the recommended list price range.
4. Comparative Market Analysis. Include a plain-language disclosure that this is an opinion of value and not an appraisal. Build a real adjustment grid as a Word table with the subject property in column one and three comparables in the next three columns. Note any weak or thin comps. End with a short reconciliation paragraph and a low, mid, and high list price range, plus a pricing strategy paragraph.
5. Market trends summary pulled from the report I provide: average and median sale price, price per square foot, average days on market, and months of inventory if available, with a two to three sentence read on what the numbers mean.
6. The MLS listing description, maximum 1500 characters, positioning the buyer as the hero and the home as the tool that helps them win. Warm, inviting, seventh-grade reading level, Fair Housing safe, with a clear call to action. Note the character count.
7. A community FAQ section answer-engine optimized, five to seven real questions a buyer would ask about the area, each answered in two to three factual sentences.
8. A 90-second video script in my voice for me to record, with shot direction notes.

9. Three social media posts to promote the listing: a lifestyle angle, a feature-spotlight angle, and a community angle, each with three to five hashtags and a call to action.
10. Five creative social promotion ideas aimed at first-time buyers in the area. Frame them around lifestyle and life stage, never around protected classes.
11. Platform-tuned versions of the listing description for Zillow, Realtor.com, and Homes.com, each with a character count.
12. A buyer persona for the most likely buyer, written as a short narrative, anchored to real buyer research, Fair Housing safe.
13. The top five places that buyer searches online, ranked, with a one-line reason for each.
14. A 30-day marketing plan built as a Word table with columns for week, day range, activity, channel, owner, and status. Honor my marketing constraints above. End with the seller decision points.
15. A closing compliance block with my brokerage licensure line and an Equal Housing Opportunity statement.

FILE 2 – A PowerPoint listing presentation, a tighter and more visual version of the Word document, that I could present to a seller. Use my brand. Include: a title slide, an about-the-agent slide, a why-this-brokerage slide, a market snapshot, the comparable sales grid with the same disclosure, the recommended pricing strategy, a visual 30-day marketing timeline, where the buyer will find the home, who the buyer is, the listing description, a next-steps slide, and a closing slide with my contact information.

RULES THAT ARE NON-NEGOTIABLE

- Fair Housing first. Every description, persona, and post describes the home and the lifestyle, never the people who should live there. Avoid coded language. When in doubt, cut the phrase.
- The CMA is a conversation starter, not an appraisal. The disclosure is mandatory. The dollar adjustments are reasonable starting points, not gospel.
- Apply my voice rules and brand colors to everything.
- Honor my marketing constraints exactly.

HOW I WANT YOU TO BUILD THIS

First, interview me to confirm the bracketed details above and anything else you need. Then write the Skill for me as a single SKILL.md file: a short description block at the top that lists my trigger phrases, followed by clear step-by-step instructions covering how to gather inputs, how to read them, how to build the Word document section by section, how to build the PowerPoint, and how to save and hand back both files. Write the instructions as if you are briefing a capable assistant who has never seen my business. Keep my brand rules and the non-negotiables in their own section so they are impossible to miss.

When the SKILL.md is ready, also give me a plain-English summary of how to install it in my Claude account and how to trigger it the first time.

That is the whole engine. Everything below is just coaching for the conversation.

SECTION 03

Coaching the agent through setup

Claude will interview them after they paste the prompt. Here is what good answers look like, so the Skill comes out sharp instead of generic.

Brand details

- Brand colors should be real hex codes, not “blue.” If they do not know theirs, their brokerage marketing team or their website style guide will have them.
- Fonts should be ones they actually own or can install. A safe default is one serif for headings and one clean sans-serif for body.
- Voice rules are where the personality lives. Have them name the phrases they hate and the ones they always use. Specific rules beat vague ones.

The inputs the Skill will ask for later

- A neighborhood or market report. Any MLS or association market report for the area works.
- Recent comparable sales. Sold and under-contract listings from the last six months in the same area and price band.
- The property address and the features they want emphasized. The more specific the features, the better the copy.

THE ONE THING TO STRESS

Garbage in, garbage out

The Skill is only as good as the comps and the market report the agent feeds it. A thin comp set produces a soft CMA.

Coach them to pull tight comps. Same area, same price band, last six months. That single habit is the difference between a credible pricing conversation and a guess.

SECTION 04

Guardrails to keep them safe

The prompt already bakes these in, but say them out loud so the agent understands why they matter.

FAIR HOUSING

Every line the Skill writes describes the home and the lifestyle, never the people who should live there. No “perfect for” a group. No coded neighborhood language. If a phrase describes a buyer instead of the property, it gets cut.

THE CMA IS NOT AN APPRAISAL

The disclosure is mandatory and the Skill includes it. The adjustments are a starting point for a pricing conversation with the seller, not a certified valuation. Make sure the agent says that to their seller too.

THEIR STATE, THEIR RULES

Real estate rules vary by state and brokerage. The agent should run any compliance language past their broker before using it at scale. The Skill produces a strong draft. Their broker signs off on the final.

ONE LAST THING

Give them the system, not the homework

Most agents do not need another PDF to read. They need a way to do the work faster without sounding like a robot. This prompt hands them that. They answer a few questions once and walk away with a marketing department that runs in their voice.

The first time they type “new listing” and watch a full kit appear, they get it. That is the moment the technology disappears and the agent stays front and center.

Two rules. Build it in their brand. Let the comps tell the truth.

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