

5 ChatGPT Prompts for AI-Optimized Listings

Fair Housing Compliant | MLS-Ready |
Copy-Paste Simple



Your Step-by-Step Guide to Creating Listing
Descriptions
That Match How Millions of Buyers Search

How to Use This Template

STEP 1: Choose Your Prompt

Pick the prompt that matches your property type (pages 3-17)

STEP 2: Fill in Property Details

Complete the fillable fields with your specific property information

STEP 3: Copy the Full Prompt

Copy everything in the YELLOW section (2 pages ea)

STEP 4: Generate Your Description

Paste into ChatGPT and get your AI-optimized description in seconds

STEP 5: Review & Publish

Check the compliance boxes, add your local expertise, and publish!

 **PRO TIP:** Duplicate this template in your Canva account so you always have a clean copy for your next listing.

WHAT MAKES THESE PROMPTS SPECIAL:

- ✓ Built-in Fair Housing guardrails
- ✓ Optimized for conversational AI search
- ✓ MLS-compliant (under 1500 characters)
 - ✓ Matches natural buyer queries
 - ✓ Saves you 30+ minutes per listing

Prompt #1: The Feature-to-Benefit Converter

When to Use:

Perfect for single-family homes, townhomes, and condos where you want to highlight how spaces can be used without suggesting who should use them.

The Prompt:

You are a real estate copywriting expert who specializes in Fair Housing compliant listing descriptions optimized for conversational AI search.

I need you to write a compelling listing description for the following property. **CRITICAL COMPLIANCE RULES** you must follow:

NEVER suggest who the property is "perfect for," "ideal for," or "great for" based on:

- Age (young, mature, seniors, retirees)
- Familial status (families, kids, children, singles, couples, empty nesters)
- Religion (near church, temple, mosque, Christian, Jewish, etc.)
- Disability status
- Any other protected class

ALWAYS focus on:

- Objective features and what they offer
- Room dimensions and configurations
- Proximity to amenities (use objective distance/time)
- Architectural and design elements
- Flexible use descriptions ("could serve as," "options include")

Prompt #1: The Feature-to-Benefit Converter

Property Details:

- Address: [Full address]
- Bedrooms: [Number]
- Bathrooms: [Number]
- Square Footage: [Total sq ft]
- Lot Size: [Size]
- Year Built: [Year]
- Key Features: [List specific features like hardwood floors, updated kitchen, deck, etc.]
- Nearby Amenities: [List nearby shops, restaurants, parks, transit - with distances]
- Unique Selling Points: [What makes this property special?]

Write a 150-200 word listing description (maximum 1500 characters including spaces) that:

1. Opens with a compelling feature or benefit statement
2. Describes rooms by their features and flexible uses
3. Highlights the neighborhood's amenities objectively
4. Uses natural, conversational language that matches how buyers search
5. Includes specific details that help AI match to buyer queries
6. Ends with a call to action

Use varied sentence structure and vivid but objective language. Make it scannable with short paragraphs.

Prompt #1: The Feature-to-Benefit Converter

Example Output:

"Step into this light-filled three-bedroom home where every space has been thoughtfully designed for modern living. The open-concept main level seamlessly connects the kitchen, dining area, and living room—perfect for both daily routines and entertaining guests.

The kitchen showcases quartz countertops, stainless steel appliances, and a center island with seating for four. Large windows throughout flood the space with natural light, while hardwood floors extend across the main living areas.

Upstairs, the primary suite offers a private retreat with a spa-inspired bathroom featuring dual vanities and a walk-in closet with custom organization. Two additional bedrooms share a renovated full bath. The versatile bonus room could serve as a home office, workout space, craft room, or media area—whatever suits your lifestyle.

The fully fenced backyard backs to preserved greenspace, providing natural privacy and a peaceful setting for morning coffee or evening relaxation on the deck.

Located just four blocks from Main Street's cafés and shops, three blocks from Metro transit, and within a half-mile of Lincoln Park's walking trails. The commute to downtown takes approximately 15 minutes by car or 25 minutes via public transit.

Schedule your private showing today."

Why This Works:

- Uses conversational language buyers actually search with
- Describes flexible uses without targeting specific groups
- Includes specific proximity details AI can match to queries
- Focuses on features and their objective benefits
- Naturally incorporates keywords like "home office," "entertaining," "walking trails"

Prompt #2: The Neighborhood Context Builder

When to Use:

When the neighborhood is a major selling point, or when buyers are searching by lifestyle amenities like "walkable neighborhood" or "near parks."

The Prompt:

You are a Fair Housing compliant real estate copywriter specializing in neighborhood-focused listings for conversational AI search.

Create a listing description that emphasizes location and neighborhood while maintaining strict Fair Housing compliance.

PROHIBITED LANGUAGE - Never use:

- Demographic references (young professionals, families, retirees, etc.)
- Religious institution proximity as a selling point
- School quality ratings or rankings
- Language suggesting who "belongs" in the neighborhood
- References to "family-friendly," "adult-oriented," or similar phrases

REQUIRED APPROACH - Always use:

- Objective distance/time to amenities
- Description of neighborhood character through architecture, streets, businesses
- List of available services and facilities nearby
- Transportation access details
- Parks and recreation by name and distance

Prompt #2: The Neighborhood Context Builder

Property Information:

- Address: [Address]
- Property Type: [Single-family/Condo/Townhome]
- Bedrooms/Bathrooms: [Numbers]
- Key Interior Features: [List top 5 features]
- Walkability Highlights: [What's within walking distance with specific distances]
- Transit Access: [Bus, train, highway access with details]
- Parks/Recreation: [Specific names and distances]
- Dining/Shopping: [Types of establishments and proximity]
- Commute Times: [To major employment centers]

Write a 225-275 word description that:

1. Opens with the neighborhood's defining characteristic
2. Details specific amenities with objective distances
3. Describes the property's standout features
4. Uses language that matches conversational search queries
5. Provides commute and transportation context
6. Maintains an inviting but objective tone

Focus on creating a sense of place through specific, verifiable details rather than subjective characterizations.

Prompt #2: The Neighborhood Context Builder

Example Output:

"Discover urban convenience in Portland's vibrant Hawthorne district. This beautifully updated two-bedroom townhome sits on a tree-lined street just 200 feet from Hawthorne Boulevard's eclectic mix of independent bookstores, cafés, vintage shops, and farm-to-table restaurants.

Inside, you'll find 1,450 square feet of contemporary living space with exposed brick, soaring 12-foot ceilings, and oversized windows capturing natural light throughout the day. The chef's kitchen features white quartz countertops, a subway tile backsplash, and premium stainless appliances. The main level flows seamlessly from kitchen to dining to living areas, with french doors opening to a private patio garden.

Both bedrooms are located on the quiet upper level. The primary bedroom includes a walk-in closet and ensuite bath with a rainfall shower. The second bedroom offers flexible space—add a Murphy bed for guests, set up a dedicated workspace, or create a hobby room.

Transportation options abound: bus line 14 stops one block away with 15-minute frequency to downtown. The Springwater Corridor multi-use trail is three blocks south for biking or running. Mt. Tabor Park, with its 2-mile loop trail and year-round activities, is a 7-minute walk. Downtown Portland is a 12-minute drive, or 22 minutes via bus.

Laundry room includes newer washer and dryer. One reserved parking space. HOA covers exterior maintenance, water, and sewer.

Contact us to schedule your tour."

Why This Works:

- Leads with location since that's often how AI searches begin
- Provides specific, verifiable distances and times
- Describes neighborhood through businesses and amenities, not demographics
- Includes multiple transportation options buyers might search for
- Uses natural phrases like "discover," "eclectic mix," "transportation options abound"

Prompt #3: The Luxury Property Descriptor

When to Use:

For luxury properties, estates, or high-end condos where quality materials and premium features are the focus.

The Prompt:

You are an expert real estate copywriter specializing in luxury property descriptions that are both compelling and Fair Housing compliant for AI-optimized search.

Write a sophisticated listing description for this luxury property. Follow these strict compliance guidelines:

AVOID these Fair Housing violations:

- Any reference to "executive," "professional," or occupation-based language
- Suggestions about who can "afford" or "appreciate" the property
- References to "mature" buyers or lifestyle stages
- Country club or private club mentions that could imply exclusivity
- Language that suggests prestige based on resident demographics

EMPHASIZE instead:

- Architectural pedigree and designer details
- Premium materials and craftsmanship
- Specific brand names and specifications
- Square footage, lot size, and room dimensions
- Technology and smart home features
- Outdoor spaces and views with specific descriptions
- Build quality and custom elements

Prompt #3: The Luxury Property Descriptor

Luxury Property Details:

- Address: [Address]
- Price: [Price]
- Square Footage: [Total interior + exterior living space]
- Bedrooms/Bathrooms: [Numbers with details like "ensuite," "spa bath"]
- Architect/Builder: [If notable]
- Key Luxury Features: [List premium materials, brands, custom elements]
- Outdoor Spaces: [Describe in detail with square footage]
- Technology: [Smart home, security, AV systems]
- Views: [Specific view details]
- Lot Details: [Size, landscaping, privacy features]
- Garage/Parking: [Spaces and features]

Write a 275-325 word description that:

1. Opens with the property's most dramatic or unique feature
2. Uses sophisticated but accessible language
3. Specifies premium materials and brands where relevant
4. Describes spaces by their quality and function
5. Quantifies features with specific measurements
6. Includes location context without demographic implications
7. Maintains an elevated tone while staying compliant

Use sensory language focused on the property itself, not implied buyers.

Prompt #3: The Luxury Property Descriptor

Example Output:

"Architectural distinction meets modern luxury in this custom-built contemporary estate spanning 5,200 square feet on a 1.2-acre private lot with panoramic mountain views.

The great room showcases 22-foot ceilings with floor-to-ceiling glass walls opening to 1,400 square feet of integrated outdoor living space. The interior features wide-plank European white oak flooring, Venetian plaster walls, and a suspended linear fireplace with honed granite surround.

The gourmet kitchen anchors the main level with custom Italian cabinetry, Calacatta Gold marble waterfall counters, a 10-foot island, and a premium appliance package including Wolf dual ranges, Sub-Zero refrigeration, and a temperature-controlled wine display holding 150 bottles. The adjacent butler's pantry provides additional prep space with a second dishwasher and ice maker.

The main-floor primary suite occupies its own wing, featuring a spa bathroom with a soaking tub positioned to capture sunset views, a frameless glass steam shower with body jets, heated floors, and dual walk-in closets with custom organization systems. Three additional bedroom suites upstairs each include ensuite bathrooms and private balconies.

The lower level offers 1,800 square feet of flexible entertaining space with a wet bar, temperature-controlled wine cellar, media room with acoustic treatments, and a fitness room with rubber flooring and mirrored walls. Direct access leads to the infinity-edge pool and spa area.

Technology throughout includes a Lutron HomeWorks lighting system, Sonos multi-room audio, Nest climate control with individual zone management, and a comprehensive security system with exterior cameras.

The three-car garage features epoxy flooring, custom cabinetry, and electric vehicle charging capability. Located three miles from Boulder's Pearl Street dining and shopping district, with views extending to the Continental Divide. Schedule your private appointment."

Why This Works:

- Focuses exclusively on property features and quality
- Uses specific brand names and measurements (AI can match these to queries)
- Describes spaces by what they offer, not who they're for
- Includes terms luxury buyers search for: "custom," "spa," "smart home," "views"
- Maintains sophistication without implying buyer demographics
- Provides objective location context

Prompt #4: The Flexible Space Highlighter

When to Use:

Properties with bonus rooms, versatile layouts, or spaces that can serve multiple purposes. Perfect when buyers search for "home office" or "flex space."

The Prompt:

You are a Fair Housing compliant copywriter specializing in describing flexible, multi-use spaces for conversational AI property search.

Your task is to describe a property with adaptable spaces **WITHOUT** suggesting who should use them or how they "should" be used, while making the possibilities clear.

STRICT COMPLIANCE RULES:

- NEVER say spaces are "perfect for" kids, families, work-from-home professionals, or any demographic
- AVOID "nursery," "playroom," "kids' room," or similar family status language
- DON'T use "home gym" if it suggests physical ability—say "fitness space" or "workout area"
- NEVER imply spaces are "too small" or "just right" for specific household compositions
- NO language about "growing families" or "downsizing"

PROPER APPROACH:

- Use "could serve as" and "options include" language
- List multiple potential uses for each flexible space
- Describe dimensions and features objectively
- Focus on the space's characteristics (natural light, closet, privacy, etc.)
- Let buyers imagine their own needs

Prompt #4: The Flexible Space Highlighter

Property Information:

- Address: [Address]
- Bedrooms: [Number - note which are truly bedrooms vs. flex spaces]
- Bathrooms: [Number]
- Primary Spaces: [Living room, kitchen, dining - with features]
- Flexible Spaces: [List each with dimensions, windows, closets, doors, etc.]
- Layout Type: [Open concept, split-level, traditional, etc.]
- Work-from-Home Features: [Wiring, separate entrance, quiet location, etc.]
- Storage: [Closets, built-ins, garage, basement, attic]
- Outdoor Spaces: [Deck, patio, yard with sizes]

Write a 225-275 word description that:

1. Highlights the property's adaptability as a key feature
2. Describes each flexible space with multiple use options
3. Provides dimensions and features that support versatility
4. Uses conversational language matching how people search
5. Focuses on possibilities without prescribing uses
6. Maintains an open, inviting tone

Your goal is to help buyers envision their lifestyle without limiting who can use the space.

Prompt #4: The Flexible Space Highlighter

Example Output:

"Flexibility meets function in this thoughtfully designed four-bedroom home where every space adapts to your changing needs.

The main floor's open layout connects the kitchen, dining, and living areas, with the kitchen featuring granite counters, ample cabinet storage, and a breakfast bar for casual dining. French doors off the living room lead to a deck overlooking a fenced backyard with mature trees providing natural privacy.

Three bedrooms and a full bath occupy the upper level. The primary bedroom includes an ensuite bathroom and two closets. The two additional bedrooms each measure approximately 11x12 feet with good natural light and closet space.

The true versatility shines in the finished lower level, offering 850 square feet of possibilities. The larger room (20x18) features egress windows, a closet, and could serve as a fourth bedroom, media room, fitness area, art studio, or hobby space—or divide it to create multiple uses. The adjacent room (12x14) works well as a home office, music room, craft space, or guest sleeping area. A full bathroom and laundry area complete this level.

The attached two-car garage includes built-in workbench space and storage shelving. Additional storage is available in the unfinished portion of the basement, accessible through the laundry room.

Recent updates include a new roof (2023), updated HVAC system, and fresh interior paint throughout. The home sits on a quiet street with easy access to Highway 35 (2 miles), reducing commute times to downtown (18 minutes). Shopping and dining options are within a 5-minute drive, with a grocery store and coffee shop located 0.8 miles away.

Ready to see how this space can work for you? Schedule your showing today!"

Why This Works:

- Emphasizes adaptability without targeting specific life stages
- Provides dimensions so buyers can assess their needs
- Lists multiple uses for each space using "could serve as"
- Includes specific commute and amenity details for AI matching
- Uses questions buyers actually ask: "home office," "guest room," "workout space"
- Avoids all family status implications

Prompt #5: The Investment Property Analyzer

When to Use:

For properties targeting investors, landlords, or buyers looking for rental income potential. Focuses on financial and practical features.

The Prompt:

You are a Fair Housing compliant real estate copywriter specializing in investment and income property listings optimized for AI search.

Write a data-driven listing description for this investment property while maintaining absolute Fair Housing compliance.

CRITICAL COMPLIANCE FOR RENTAL PROPERTIES:

- NEVER specify or suggest tenant types (students, professionals, families, etc.)
- AVOID "no children" or any familial status limitations (this is illegal)
- DON'T mention nearby colleges/universities as suggesting student housing
- NEVER say "quiet" or "adult" building (implies no children)
- DON'T suggest the property attracts "certain types" of tenants
- AVOID language about "quality" tenants that could imply discrimination

INVESTMENT-FOCUSED APPROACH:

- Emphasize objective financial metrics
- Detail physical features that affect rent value
- Describe unit configurations and square footage
- Highlight income potential with current/market rent data
- Note property condition and recent updates
- Mention parking, storage, laundry (tenant amenities)
- Include property management considerations
- State any existing leases objectively

Prompt #5: The Investment Property Analyzer

Investment Property Details:

- Property Type: [Single-family rental/Duplex/Triplex/Small multi-family]
- Address: [Address]
- Units: [Number of units with bed/bath for each]
- Total Building Square Footage: [Size]
- Lot Size: [Size]
- Current Rent Roll: [What each unit currently rents for, if occupied]
- Market Rent Potential: [What comparable units rent for]
- Occupancy Status: [Vacant/Occupied with lease terms]
- Recent Updates: [Any renovations with years]
- Utilities: [Who pays what]
- Parking: [Spaces available]
- Laundry: [In-unit, shared, hookups]
- Property Management: [Current arrangement if applicable]
- Zoning: [Zoning designation]
- Taxes: [Annual property tax amount]

Write a 250-300 word description that:

1. Opens with investment potential or current income
2. Details each unit's configuration and features
3. Provides relevant financial data
4. Describes condition and recent improvements
5. Notes practical considerations (parking, utilities, maintenance)
6. Uses language investors search for (cash flow, cap rate terms, ROI)
7. Maintains objectivity about tenant amenities

Focus on facts and figures that support investment analysis.

Prompt #5: The Investment Property Analyzer

Example Output:

"Turnkey duplex investment opportunity currently generating \$3,400 monthly gross income with potential for increased returns. Each unit features separate utilities, private entrances, and dedicated off-street parking.

Unit A (upper): Two bedrooms, one bathroom, 950 square feet. Currently occupied with lease through December 2025 at \$1,650/month. Recent updates include new kitchen appliances (2024), refinished hardwood floors (2023), and updated bathroom fixtures. In-unit laundry with washer/dryer included. Private deck access overlooking the backyard. Tenant pays gas and electric; landlord pays water and trash.

Unit B (lower): Two bedrooms, one bathroom, 900 square feet. Currently vacant and rent-ready at \$1,750/month (reflecting recent market comps in the area). Features tile flooring throughout, updated kitchen with granite counters, central air conditioning, and in-unit laundry hookups. Private patio entrance. Tenant pays gas and electric; landlord pays water and trash.

The building received a new roof in 2022 (transferable 20-year warranty), updated electrical panel in 2023, and exterior paint in 2024. Both units have separate forced-air furnaces and central AC systems, with Unit A's HVAC replaced in 2023. The property sits on a 0.25-acre lot with ample parking for four vehicles plus street parking availability.

Located 1.2 miles from downtown retail and dining, with public bus line access one block away. Highway 12 access is 0.5 miles for commuters. Current property taxes are \$4,850 annually. The property is zoned R-2, allowing for duplex use.

Strong rental demand in the area with average days on market for comparable units at 12 days. Both units have secure basement storage areas. Water heater in Unit A is 3 years old; Unit B is 5 years old. Seller is motivated and will consider offers. Property can be purchased with existing tenant in place or delivered vacant upon closing. Schedule your investor showing today."

Why This Works:

- Focuses entirely on financial and physical property features
- Describes amenities objectively without implying tenant types
- Uses terms investors search for: "turnkey," "cash flow," "rent-ready," "cap rate"
- Provides specific financial data AI can match to investment queries
- Avoids all references to tenant demographics or "types"
- Includes practical details (utilities, parking, storage) that affect investment value

Fair Housing Compliance Checklist for All Prompts

Before publishing any AI-generated listing description, verify:

✗ Remove These If They Appear:

- [] Any mention of families, children, kids, nursery, playroom
- [] References to age (young, mature, senior, retiree)
- [] Occupation references (professional, executive)
- [] Religious institutions within walking distance
- [] School quality or ratings
- [] "Perfect for," "ideal for," "great for" + any demographic
- [] "Adult," "mature," or "quiet" community
- [] Disability-related assumptions
- [] Country club or exclusive organization references

✓ Confirm These Are Present:

- [] Objective feature descriptions (size, materials, condition)
- [] Specific distances/times to amenities
- [] Multiple flexible use options for adaptable spaces
- [] Neutral language about neighborhood (businesses, not demographics)
- [] Focus on "what" the property offers, not "who" it's for
- [] Accurate, verifiable facts and measurements
- [] Proper grammar and spelling (AI sometimes errs)
- [] Your local market expertise added to AI output

Common ChatGPT Mistakes to Watch For

Even with these prompts, AI can still make errors. Always review for:

Hallucinated Features: ChatGPT might invent features you didn't mention. Verify every detail.

Subtle Demographic Language: Sometimes phrases like "established neighborhood" or "vibrant community" can slip through. Ensure they're genuinely about the place, not implied residents.

Inconsistent Measurements: AI might convert or round incorrectly. Double-check all numbers.

Generic Filler: Remove phrases like "Don't miss this opportunity!" if they don't add value.

Overpromising: Ensure claims like "minutes from downtown" are accurate with real travel times.

Accessibility Assumptions: Review any mention of stairs, levels, or access to ensure neutral, factual description.

What to Do When Zillow's AI Flags Your Content

If you notice your listing isn't appearing in relevant ChatGPT searches, or if content is removed:

- 1. Review for Fair Housing Issues:** Even unintentional language can trigger filters
- 2. Check for Accuracy:** Incorrect data might cause filtering
- 3. Simplify Complex Phrases:** AI sometimes misinterprets nuanced language
- 4. Add More Objective Details:** Enhance with specific measurements and features
- 5. Contact Zillow Support:** Ask if there's a specific compliance issue

Remember: Zillow's Fair Housing Classifier is designed to protect both buyers and agents. If your content is flagged, it's an opportunity to improve compliance, not a penalty.

The Bottom Line: Compliance = Better Marketing

Fair Housing compliant descriptions aren't just legally required—they're better marketing. Here's why:

- 1. They're More Specific:** Instead of "perfect for families," you write "4 bedrooms including main-floor suite with private bath." Better for buyers AND AI.
- 2. They're More Inclusive:** Describing features objectively means more buyers can envision themselves in the space, expanding your potential buyer pool.
- 3. They're AI-Optimized:** Modern AI is trained to recognize and filter discriminatory language. Compliant descriptions perform better in AI search.
- 4. They Protect Your License:** One Fair Housing violation can cost your career. These prompts help you avoid that risk.
- 5. They Build Trust:** Buyers increasingly value agents who demonstrate professional ethics and compliance knowledge.

Adapt These Prompts for Your Market

These five prompts are frameworks. Customize them by:

- Adding your market's specific amenities and locations
- Including regional terminology buyers use
- Emphasizing features most valued in your area
- Adjusting tone to match your brand voice
- Building in your brokerage's compliance guidelines

The goal is to create descriptions that are:

- Fair Housing compliant
- Optimized for conversational AI search
- Engaging and specific
- True to your property
- Reflective of your expertise

Pro Tips for Using These Prompts

- 1. Create a Property Information Template** Keep a document with your standard property details formatted for easy copy-paste into these prompts. This saves time and ensures consistency.
- 2. Build a "Never Use" List** Maintain a document of prohibited terms specific to your market and brokerage. Reference it before publishing any description.
- 3. Use ChatGPT Plus for Better Results** The paid version (\$20/month) provides:
 - Access to GPT-4 (more sophisticated language)
 - Ability to save custom instructions
 - Image analysis (for helping describe photo features)
 - Web browsing (for researching comparable listings)
- 4. Create Custom GPTs for Repeat Use** If you're on ChatGPT Plus, build a custom GPT with these prompts and your Fair Housing guidelines built in. This streamlines the process for every listing.

Next Steps

- 1. Bookmark this guide** for quick reference
- 2. Choose one prompt** that fits your next listing
- 3. Customize it** with your property details
- 4. Generate your description** using ChatGPT
- 5. Review carefully** for compliance and accuracy
- 6. Add your local expertise** to make it shine
- 7. Track results** to see which style performs best in your market

The agents who master AI-optimized, Fair Housing compliant descriptions will dominate property discovery in the Zillow-ChatGPT era. Start practicing now, and you'll have a significant competitive advantage as more buyers adopt conversational search.

Resources:

- [HUD Fair Housing Advertising Guidelines](#)
- [NAR Fair Housing Policy](#)
- [Zillow's Fair Housing Classifier \(Open Source\)](#)
- [National Fair Housing Alliance](#)
- [OpenAI ChatGPT Best Practices](#)