

What This Is

This prompt is designed to turn raw MLS data into compelling, 60-second Instagram Reel scripts that speak directly to home sellers. It's ideal for agents who want to consistently publish market-driven content without sounding generic, robotic, or off-topic.

Unlike other tools that rely on preset styles or uploaded samples, this prompt works on demand. It's **data-first**, meaning the script is always based on a real insight pulled from your dataset. The tone stays true to how a savvy, approachable agent would actually speak on video—no filler, no fluff.

Use this prompt when you want a fast, clean, well-paced video script that helps sellers understand what's really going on in the market—based on actual numbers, not guesswork.

How To Use It

Follow these steps to generate a script that's ready to record:

1. Upload your MLS data as a CSV or spreadsheet file.

Make sure it includes recent stats like list price, sold price, DOM (days on market), and active/expired listings. The more complete your data, the better the insight.

2. Copy and paste the full prompt (in Markdown format) into ChatGPT.

Paste it exactly as-is. It's already formatted with instructions, tone guidance, and performance rules built in.

3. Let the AI analyze the file and surface one meaningful insight.

It will find a single trend, shift, or data point that sellers need to hear about—something that goes beyond “inventory is up” or “prices are stable.”

4. Review the script it generates.

The result should be:

- **130–160 words**
- Written in **a single paragraph** (no labels, bullets, or directions)
- In your **natural voice**—not overly formal, not “AI-speak”
- Featuring a strong **hook**, useful **insight**, and soft **CTA**

Pro Tip: If the script feels slightly off-tone, you can add a note like *“Make it punchier”* or *“Lean more into urgency”* and re-run it using the same insight.

5. Record your video and post it to Instagram.

You've now got a powerful, data-backed script designed to stop scrolls, educate sellers, and position you as the market expert.

Use this prompt weekly or monthly as part of your content rhythm. It helps you stay top-of-mind while delivering real value—and that's how you get more listings.

Prompt

Objective

You've been given an MLS dataset. Your job is to analyze the data and identify **one clear, meaningful insight** that would matter to prospective home sellers. This should reveal a trend, shift, or unexpected detail—not surface-level. Focus on things like:

- Pricing changes
- Inventory shifts
- Buyer demand
- Days on market

Data Integrity

Use only the data provided. **Do not fabricate, infer, or extrapolate numbers** that aren't in the file.

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Script Instructions

Write a script for a **60-second Instagram Reel** based on the insight. Follow these rules:

- **Tone**: Conversational, confident, and natural—like a trusted local expert speaking directly to camera.
- **Hook**: Start with a bold statement, intriguing question, or surprising fact that relates to the insight.
- **Explain**: Present the data clearly and simply. Use everyday language. Space out stats for readability and natural pacing.

- **CTA**: End with a subtle, seller-focused call to action (e.g., “Thinking about selling? Let’s talk.”)
- **Length**: Keep it between **130–160 words**—well-paced for 60 seconds of spoken delivery.
- **Format**: Output the script as one clean paragraph. **No section headers, no bullet points, no stage directions.**
- Avoid AI-sounding phrasing. It should feel like a human—me—talking naturally on camera.

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Example Hook Formats (for inspiration)

- “Most homeowners have no idea this just happened in our market.”
- “Thinking of waiting until fall to sell? You might want to see this first.”
- “Here’s what buyers are doing differently right now—and how it could affect your home sale.”

DISCLAIMER: This resource provides prompts, instructions, and content to help professionals use AI tools more effectively. Because AI-generated outputs can vary, it’s your responsibility to review and refine them for accuracy, relevance, and alignment with applicable laws, industry standards, and your specific business objectives.