

# What This Is

Nine ready-to-use Claude Skills — plus one setup prompt that personalizes all of them to your brand, market, and voice in a single conversation. You paste the prompt, answer a few questions, and Claude builds you a custom toolkit that activates automatically every time you work. **No copying and pasting instructions over and over. No re-explaining who you are. You set it up once and it just works.**

## How to Use It

Every time you open a new chat and start from scratch, Claude doesn't know your market, your audience, your voice, or your standards. So the output sounds generic. You fix it, re-explain, try again — and **that cycle eats time you don't have.**

Skills eliminate the cycle. They're instruction files that tell Claude how to do specific tasks *your way*. Write a listing description? Claude knows your market, your noun-dense style, your compliance guardrails. Draft a newsletter? Claude knows your ESP, your section structure, your tone. **The Skill fires automatically when it recognizes the task.** You don't invoke it. You don't paste anything. You just ask for what you need and the quality is already there.

This pack gives you nine of them — covering listings, content, marketing, and data analysis — **built specifically for real estate agents.**

### What you'll need:

- Any Claude subscription level—free or paid.
- The 9 Skill files (download the zip below)
- About 10-15 minutes to answer the setup questions

### Step by step:

1. **Download the zip file** and extract it. You'll see 10 .md files — the setup prompt and 9 Skills.
2. **Open a new Claude chat.**

3. **Open the** `setup-prompt.md` **file** in any text editor (TextEdit, Notepad, VS Code – whatever you have). Copy the entire contents.
4. **Paste it into the Claude chat** as your first message.
5. **Attach all 9 Skill files** to that same message using the attachment button (the paperclip or + icon). Attach them all at once – don't send them one at a time.
6. **Send the message.** Claude will read the setup prompt and begin asking you questions about your brand, market, and voice. Answer them honestly and specifically – **the more detail you give here, the better your Skills perform later.**
7. **Claude returns 9 personalized Skills.** Each one appears as a formatted `.md` file with a “**Copy to Skills**” button. Click that button on each one to save it to your Skills.
8. **You're done.** The next time you ask Claude to write a listing description, draft a newsletter, or analyze MLS data, **the relevant Skill fires automatically.** You don't need to mention it or invoke it – Claude recognizes the task and applies the right Skill on its own.

Claude-Skills-Agent-Starter-PackDownload

## Prompt

```
—  
name: Real Estate Skills Setup  
description: Personalizes a pack of 9 real estate marketing Skills based on  
the users brand, market, and preferences. Use when uploading the starter  
pack.  
—
```

### # Real Estate Skills Starter Pack – Setup Prompt

You are helping a real estate agent personalize a pack of 9 Claude Skills for their business. The user has attached the generic Skill files. Your job is to ask the right questions, then rewrite each Skill with their specific details filled in.

### ## Intake Process

Ask the following questions in order. Group them into 2-3 messages so you're not overwhelming the user. Wait for answers before proceeding.

### ### Brand Identity

1. What is your full name (as it should appear in all marketing)?
2. What is your brokerage name?
3. What is your title or role? (e.g., REALTOR®, Listing Agent, Broker Associate)
4. What is your market area? (City, state, neighborhoods, ZIP codes – be specific)
5. Do you have brand colors? If so, share the hex codes. If not, describe the vibe you're going for (modern, warm, luxury, approachable, etc.).
6. Do you have brand fonts? If so, name them. If not, that's fine – skip this.
7. Describe your tone of voice in 3-5 words. (Examples: “confident, conversational, sharp” or “warm, friendly, approachable” or “luxury, polished, authoritative”)
8. Are there any words, phrases, or topics you always want to include – or always want to avoid? (Examples: always mention a specific neighborhood, never use the word “nestled,” always sign off with a specific tagline)
9. What is your standard sign-off for emails and written communications? (e.g., “Best, [Name]” or “Talk soon, [Name]” or your full signature block)

### ### Business Context

10. Who is your primary audience? (e.g., sellers, buyers, investors, relocations, luxury, first-time buyers – pick your dominant focus)
11. What is your primary call-to-action? (e.g., “Book a free home value review,” “DM me,” “Call or text me at [number],” “Visit [website]”)
12. What email service provider (ESP) do you use? (Mailchimp, Constant Contact, Follow Up Boss, Flodesk, Klaviyo, etc.)

### ### Your Market (for the MLS Data Analyzer and Price Reduction Skills)

13. What do buyers in your market pay a premium for? (Examples: updated kitchens, big lots, walkability, acreage, views, parking, new construction, being in a specific neighborhood – whatever drives value where you work)
14. How do you pull comps? (Same subdivision only? Same ZIP? Within a certain radius? By price bracket? Describe how you decide what counts as a comparable property.)
15. What kills a deal in your market? (Examples: no garage, flood zone, busy road, septic, HOA over a certain amount, outdated kitchen – the features that make buyers walk away)
16. When you sit down with a seller, what numbers do you show them first? (Which 2-3 data points do you always lead with when advising on price?)

### ### Content Style

17. Upload 2-3 examples of your best writing – past emails, social captions, listing descriptions, anything that sounds like you. This is optional but dramatically improves the voice matching across all 9 Skills.

## ## What To Do With the Answers

Once you have all answers:

1. Read each attached .md Skill file.
2. Rewrite each one, replacing all placeholder text (marked with [BRACKETS] or generic language) with the user's specific details.
3. Integrate the user's tone, vocabulary preferences, market area, and audience throughout.
4. If the user provided writing samples, analyze their voice patterns (sentence length, phrasing habits, vocabulary choices, rhythm) and weave those patterns into the voice-related instructions in each Skill.
5. Output each personalized Skill as a complete, properly formatted .md file – with YAML frontmatter intact – that the user can copy directly to their Skills.
6. Present them one at a time in the order listed below. After each one, briefly explain what it does in 1-2 sentences.

## ## Skill Order

1. Brand Style Guide
2. Listing Remarks Writer
3. Listing Photo Captioner
4. MLS Data Analyzer
5. Price Reduction Angle Generator
6. Instagram Caption Writer
7. Reel Script Writer
8. Email Newsletter Writer
9. Blog Post Writer

## ## Important Rules

- Do NOT fabricate any details the user didn't provide. If information is missing, ask for it.
- Do NOT include any references to specific brands, academies, or training programs.

- Each Skill must remain singularly focused on one task. Do not merge or combine Skills.
- Keep all YAML frontmatter (name and description) intact and properly formatted.
- The Brand Style Guide Skill should be completed first because every subsequent Skill can reference it.

## The 9 Skills in the pack:

**1. Brand Style Guide** – The foundation. Stores your name, brokerage, colors, fonts, tone of voice, standard sign-off, and audience. Every other Skill references this one, so **your brand stays consistent across everything Claude produces.**

**2. Listing Remarks Writer** – Writes MLS listing descriptions optimized for AI-powered home search – ChatGPT with Zillow, Perplexity, Google AI Overviews. Uses noun-dense, keyword-rich language so your listings surface when buyers search conversationally. **If it's not in the description, AI can't find it.**

**3. Listing Photo Captioner** – Upload your listing photos and Claude identifies each room, spots the key features, and writes MLS-ready captions. Accurate, compliant, and searchable – one photo at a time or in batches of up to 10.

**4. MLS Data Analyzer** – Upload a spreadsheet and Claude reads it the way you would – surfacing pricing trends, DOM patterns, inventory shifts, and comp insights. Works for market-wide analysis and property-specific CMAs. During setup, you'll tell Claude what drives value in your market, how you define comps, and what data you lead with in seller conversations – **so the analysis matches your judgment, not a textbook.**

**5. Price Reduction Angle Generator** – The hardest conversation in real estate, backed by data. Upload your listing details and comparable sales, and Claude produces a positioning statement you can use to frame a price adjustment as strategic – not desperate. **Includes the 3-4 supporting data points behind the angle so you walk in with receipts.**

**6. Instagram Caption Writer** – Writes captions for Instagram feed posts and carousels – listings, market updates, tips, community content, and personal

brand posts. Handles hook, body, and CTA structure. Instagram only (use the Reel Script Writer for video).

**7. Reel Script Writer** – 30-60 second scripts optimized for teleprompter delivery. One clean paragraph, no stage directions, no formatting – **just the words you say on camera**. Sharp hooks, clear bodies, natural closes. Built for talking-head Reels.

**8. Email Newsletter Writer** – Writes your email newsletters – subject line, section-by-section copy, and CTA – tailored to your ESP. Before writing, Claude asks which sections you want, how long, and what tone. **The output reads like you wrote it, not like a template.**

**9. Blog Post Writer** – Writes blog posts structured to surface in AI search results – Google AI Overviews, ChatGPT, Perplexity. Handles five blog types: market updates, buyer/seller advice, listing spotlights, local area guides, and repurposed video content. Every post includes a snippet answer at the top, scannable structure, an FAQ section, and a CTA. **Before writing, Claude assesses whether the topic is top, middle, or bottom-of-funnel and adjusts accordingly.**

## A few things worth knowing:

**Skills work together – you don't need a Swiss Army Knife.** Each Skill does one thing well. When a task requires multiple Skills, Claude loads them together automatically. Ask Claude to “write an Instagram caption about this week's market data” and it'll use both the MLS Data Analyzer and the Instagram Caption Writer – without you telling it to. One Skill per task, composed on the fly.

**Test them right away.** Go to **Customize > Skills**, select a Skill, tap the ... menu, and choose **Try in chat** – it opens a new conversation with that Skill active. Write a real listing description. Draft a real newsletter. Upload a real spreadsheet. You'll see immediately where the Skill nails it and where you want to adjust.

**You can always edit.** Tap **Customize** in the left sidebar, select **Skills**, pick the Skill you want to change, tap the ... menu in the top right, and choose **Edit inline** or **Edit with Claude**. Changed your sign-off? Update the Brand Style Guide. Want shorter Reel scripts? Change the word count target. These are your files – customize them as your business evolves.

**Start with one.** You don't have to use all nine right away. If you write listing descriptions every week, start there. If you send a newsletter every Tuesday, start there. Get comfortable with one, then add more. You can always build from there.

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