A clearer listing post starts with the facts.

Use this guide to plan useful property posts and open-house invitations. Check each platform and group's current rules, your permission to advertise, and the disclosures your brokerage requires. Reach and inquiries vary; this guide does not promise results.

Choose useful photos. Use images you are authorized to publish. Consider an exterior, kitchen, living space, and another relevant feature. Avoid misleading edits and do not present virtual changes as the current property.

Check price, location, and facts. Verify the listing status, measurements, features, and contact details. Include the brokerage identification and other disclosures required for your advertising.

Respect each group's rules. Confirm that listings, links, and promotional comments are allowed. A native photo post or first-comment link does not guarantee visibility or approval.

Example 1: A straightforward open-house invitation

Replace every bracketed field. Use only verified details, and delete any line that does not apply.

ADAPT THIS EXAMPLE IN YOUR OWN VOICE

Open house in [City / Neighborhood]

Join us on [Day, Date] from [Start Time] to [End Time] at [Address].

A few details to explore:
[Verified property feature and its practical use]
[Another verified feature]
[An accurate detail about the layout or outdoor space]

Offered at [Current Price].

Have a question about the property or visiting? Send a message and I'll help you find the information you need.

Listed by: [Agent Name] | [Brokerage]
[Contact details and other required disclosures]

Before publishing, confirm the event with the seller or listing agent. Do not include promises about refreshments, access, rental permissions, or property conditions unless they have been verified.

Describe the change, not an invented outcome.

A price change is an opportunity to share current information. Avoid unsupported claims about being the cheapest, having no maintenance needs, or delivering a particular monthly payment.

Example 2: A factual price update

VERIFY THE PRICE AND LISTING STATUS FIRST

Price update at [Address / City]

The current asking price is [New Price], effective [Date].

The property includes [Verified Feature] and [Verified Feature].

If you would like the current listing details or information about a showing, send a message.

Listed by: [Agent Name] | [Brokerage]
[Contact details and other required disclosures]

Example 3: A condo or vacation-rental conversation

Do not assume rental use, financing eligibility, assessments, or operating performance. Use current association and local-government information and involve the appropriate professionals.

A DOCUMENT-FOCUSED STARTING POINT

Questions about [Property / Building] in [City]?

We can help identify the available documents about association rules, permitted uses, fees, and any disclosed assessments.

Property detail: [Verified Feature]
Current asking price: [Price]

If you are considering rental use, verify the current rules and approvals for your situation. Historical rental figures, if provided with permission, do not predict future results.

Listed by: [Agent Name] | [Brokerage]
[Contact details and other required disclosures]

These are editable examples, not preapproved advertisements, legal advice, financing estimates, or investment recommendations. Follow fair-housing requirements and your brokerage's review process.

Use AI as a drafting assistant.

Share only information you are authorized to give an AI provider. Do not include private client records, passwords, or sensitive transaction details. Check the provider's current terms and data settings.

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Draft a plain-language property post using only these verified facts:
[Property location, current price, features, and authorized details]

Write in a natural, conversational voice.
Do not use em dashes. Keep other dashes rare.
Do not invent features, urgency, buyer demographics, rankings, returns, or results.
Avoid exaggerated phrases and assumptions about who should live here.
End with a simple invitation to ask a relevant question.
Include these brokerage details and required disclosures exactly:
[Approved identification and disclosures]
Flag missing information rather than guessing.
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Build a reusable flyer with the tools available to you.

1. Choose a design tool you can access and are licensed to use. Confirm premium features, pricing, and integrations separately.
2. Add authorized photographs and verified listing details. If an integration imports data, review every field.
3. Use approved brokerage identification and consistent contact information.
4. Check readability on a phone and review the exported file, not only the editor preview.
5. Get any required brokerage approval before publishing.

Training access is not a software entitlement. A tool shown in an example is not automatically included with a course or sponsorship. Platform features and current brokerage offerings can change.

Want help choosing a useful starting point? Explore Social Agent Academy, AI Agent Accelerator, Fundamentals Training, and personal sponsor support with James at RealWolfPack.com/included-training. Book a conversation at RealWolfPack.com/bookacall.

James is based in Flagler Beach, Florida. Phone and online sponsor support is separate from brokerage supervision and any formal local mentor assignment. I'm an agent at eXp Realty; when agents partner with me I'm compensated by the brokerage.