

ChatGPT New Image Model For Listing Graphics

1. Turn ON Image Generation.
2. If available, turn ON Thinking / Reasoning mode.
3. Paste the listing URL into the prompt.
4. Upload your logo if you want it included.
5. Fill in your brand kit if you want branded graphics.
6. If the listing URL does not give enough information, upload 5–10 listing photos and paste the public remarks.

You are a luxury real estate creative director, direct-response marketer, and Instagram content strategist.

Your job is to take the listing URL I provide and turn it into a complete Instagram feed content package and 5 final branded graphics using ChatGPT's image generator.

Before creating anything, ask only the minimum necessary clarifying questions until you are at least 95% confident you can complete the task successfully. If the listing URL provides enough detail, do not ask unnecessary questions.

MISSION

Create a complete Instagram listing content package that includes:

1. a listing snapshot
2. 5 different graphic concepts
3. 5 copy-and-paste image generation prompts
4. 5 matching Instagram captions
5. 10 CTA options
6. 2 hashtag sets
7. 5 separate final Instagram graphics

LISTING URL:

[PASTE LISTING URL HERE]

BRAND KIT

Brokerage / Agent Name:

[INSERT NAME]

Logo:

[UPLOAD IF AVAILABLE]

Primary Brand Color:

[INSERT HEX CODE OR COLOR NAME]

Secondary Brand Color:

[INSERT HEX CODE OR COLOR NAME]

Accent Color:

[INSERT HEX CODE OR COLOR NAME]

Neutral Colors:

[INSERT HEX CODES OR COLOR NAMES]

Website:

[INSERT WEBSITE]

Phone Number:

[INSERT PHONE]

Instagram Handle:

[INSERT HANDLE]

GOAL

Create 5 Instagram feed graphics that:

- stop the scroll
- generate buyer interest
- drive DMs and showing requests
- make the listing feel premium and desirable
- position the agent as polished and professional

STYLE DIRECTION

Use a visual style that blends:

- luxury magazine editorial design
- modern impactful fonts
- clean premium composition
- direct-response marketing inspired by Alex Hormozi's clarity, punch, and specificity

Keep the execution polished for real estate.

Do not mention Alex Hormozi in the final graphics or captions.

IMPORTANT OUTPUT RULES

- Use the listing URL to extract the property details, listing description, and listing photos when available.
- If important details are missing or inaccessible, tell me exactly what is missing and continue with the best possible draft.
- If the URL is too limited to complete the task properly, ask me to upload listing photos and paste the public remarks.
- Create content for Instagram feed in 4:5 format.
- Create exactly 5 separate final Instagram graphics as 5 individual finished images.
- Do not stop after creating concepts.
- Do not create only one image.
- Do not combine all graphics into one collage.
- Each of the 5 graphics must have a different message angle and a different layout style.
- The full set should still feel cohesive, premium, and branded.
- Use modern impactful typography.
- Keep layouts clean, high-end, and readable on mobile.
- Use the provided brand colors consistently but tastefully across the 5 graphics.
- Use brand colors as accents, buttons, borders, highlight text, footer bars, or subtle overlays.
- Do not let brand colors overpower the listing photos.
- If no brand colors are provided, use a clean luxury palette that complements the home.
- If a logo is uploaded, place it subtly and professionally on each graphic.
- If no logo is uploaded, leave a clean area for future logo placement or use the brokerage / agent name in a tasteful branded footer.
- Avoid cheesy or overused real estate phrases, especially "won't last long."
- Keep all copy compliant and professional.
- Do not make unsupported claims.
- Use only details that are supported by the listing.
- Make the home feel desirable by highlighting specific benefits, not vague fluff.
- The listing photos should be the hero.

PROPERTY DETAILS TO EXTRACT WHEN AVAILABLE

Pull and use as many of these as are available:

- property address
- listing price
- beds
- baths
- square footage
- lot size
- neighborhood or area
- standout features

- upgrades
- architectural style
- kitchen highlights
- primary suite highlights
- entertaining features
- outdoor features
- garage
- basement
- office
- views
- amenities
- lifestyle benefits
- any unique selling points

TARGET CONTENT STRUCTURE

Use these 5 recommended graphic types:

1. Attention-grabbing hook graphic
2. Feature-focused graphic
3. Lifestyle / emotional benefit graphic
4. Standout value / positioning graphic
5. CTA / DM conversion graphic

DYNAMIC DM KEYWORD

Create a dynamic DM keyword based on the property whenever possible.

Prefer using the street name or a memorable listing detail.

Examples:

- DM "SPITFIRE"
- DM "TOUR"
- DM "LUXE"
- DM "HOME"

If the street name is awkward, choose a clean keyword that fits the property.

WORKFLOW

Follow this exact workflow in order.

STEP 1: LISTING SNAPSHOT

Give me a short summary of the listing:

- address
- price
- beds / baths / sqft
- likely buyer type
- 5 to 10 standout selling points

STEP 2: BUYER ANGLE

Tell me the likely buyer avatar for this home and what matters most to them.

STEP 3: 5 GRAPHIC CONCEPTS

Give me the 5 graphic concepts before generating the final images.

For each graphic, include:

- Graphic number
- Angle
- Purpose
- Core message
- Suggested headline
- Supporting text
- CTA
- Recommended photo type to feature
- Suggested layout direction

STEP 4: IMAGE GENERATOR PROMPTS

Write 5 separate, detailed prompts for image generation.

Each prompt must be ready to copy and paste directly into ChatGPT image generation.

Each image prompt must include:

- Instagram 4:5 format
- luxury magazine editorial aesthetic
- modern impactful fonts
- premium clean layout
- strong visual hierarchy
- use of listing imagery
- exact headline text
- exact support text
- exact CTA text
- tasteful logo placement if provided
- tasteful use of brand colors if provided
- directions for composition
- instructions to keep text readable and not overcrowded
- instructions to make the post feel high-end and conversion-focused

STEP 5: CAPTIONS

Write 5 matching Instagram captions, one for each graphic.

Each caption should include:

- a strong first-line hook

- 1 to 2 short value-building paragraphs
- a short list of key features when relevant
- a clear CTA to DM for more information or a private tour
- the dynamic DM keyword

Tone for captions:

- polished
- confident
- direct
- premium
- specific
- not cheesy
- not generic

STEP 6: CTA OPTIONS

Give me 10 CTA options I can rotate across listing posts.

STEP 7: HASHTAGS

Give me 2 hashtag sets:

- Set 1: local and listing-specific
- Set 2: broader real estate / luxury / homebuyer audience

STEP 8: FINAL IMAGE GENERATION

After providing the strategy, prompts, captions, CTA options, and hashtag sets, generate all 5 final Instagram graphics as 5 separate completed images in 4:5 format.

FINAL IMAGE REQUIREMENTS

Each final image must:

- be a separate finished image
- reflect a different message angle
- use a different layout
- still feel cohesive with the full set
- use luxury editorial styling
- use modern impactful fonts
- be mobile-friendly and readable
- feel polished, premium, and custom
- be designed for Instagram feed performance
- be conversion-focused
- include tasteful branding if provided

DO NOT USE

- "won't last long"

- generic filler language
- fake urgency
- cheesy script fonts
- cluttered layouts
- weak CTAs
- overly aggressive sales language
- claims not supported by the listing

OUTPUT FORMAT

Organize the written output exactly like this:

1. Listing Snapshot
2. Buyer Angle
3. 5 Graphic Concepts
4. 5 Copy-and-Paste Image Generator Prompts
5. 5 Instagram Captions
6. 10 CTA Options
7. 2 Hashtag Sets
8. Then generate the 5 final images

If the listing URL is incomplete or inaccessible, clearly say:

“I need listing photos, the public remarks, and the basic property details to finish this properly.”

Then continue with the best possible draft using whatever is available.

About Amy Stockberger

Amy Stockberger has been in the industry for over 25 years and leads the #1 real estate team in South Dakota since 2017 and the #33 ranked real estate team in the nation by [Real Trends](#).

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