



COMPLETE IMPLEMENTATION WORKBOOK · EPISODE 2 OF 3

Claude Code for **Daily Real Estate Work**

Run your listing business from a single terminal window. Property address in, full marketing kit out — in your voice, in under 60 seconds. Today you build three commands: **/listing**, **/lead**, and **/content**. Last month we installed Claude Code. This month we put it to work.

WHEN Thu · June 11, 2026 · 11:00 AM ET

WHERE Live on Zoom

LENGTH 60 minutes

DATE**Thursday, June 11****TIME****11:00 AM Eastern****FORMAT****Live Mastermind · Zoom****RECORDING****Yes — within 24 hrs**

THE PROBLEM

Real estate is the most **repetitive knowledge job** in America.

The same 30 tasks every week, on a loop. Listings. Follow-ups. Social posts. Email drips. Every single one is a one-time build away from being a **10-second command**.

Most agents treat AI as a "writing tool." A small group has turned it into a **production engine** — generating listing kits, lead nurture, and content calendars on demand, without losing voice or quality. This session is where you build that engine — live, on screen, alongside me.

/listing

The 9pm Listing Grind

Staring at a blank screen writing your fifth description of the week. One command replaces it.

/lead

The Follow-Up Black Hole

Leads going cold because personalized follow-up takes too long. Now it takes seconds.

/content

The \$1,500/mo Agency

Paying for content that doesn't sound like you. Replace it with a 20-minute weekly run.

WHAT WE'RE BUILDING LIVE

3 Commands. **A day's work in minutes.** 60 minutes.

Below is the complete implementation workbook. Read it through here, fill in the worksheets, or download the PDF and bring it to the session. *New to Claude Code? No problem — we cover the install in the first 10 minutes. Episode 2 stands alone.*

WORKBOOK · PAGE 2

Your **Money-Making Mission****WHY YOU'RE HERE**

You already do the work — listings, follow-up, content — by hand, every week. Each of those is a repeatable workflow. Claude Code turns a repeatable workflow into a reusable **slash command** you run in one line.

YOUR GOAL TODAY

Walk out with three working commands — **/listing**, **/lead**, **/content** — a shipped listing kit from a real address, and the 30-day Listing Engine sprint plan mapped.

SUCCESS METRIC (30 DAYS)

10+ listing kits shipped. Every lead in your pipeline followed up within 24 hours. A full week of content produced in under 30 minutes.

WORKSHOP OVERVIEW: YOUR PRODUCTION TOOLKIT**The 3 Systems You'll Build Live:****1. The Listing Production Engine — /listing**

Property address in → full marketing kit out in < 60 seconds.

2. The Client Communication System — /lead

One-line lead note → personalized text + email + CRM entry.

3. The Content Multiplication Machine — /content

One idea → a week of platform-native content across 6 channels.

The Truth You Must Internalize

A slash command in Claude Code is just a saved prompt with your instructions, your voice, and your guardrails baked in. You build it once. You run it forever. The agent who builds **/listing** today isn't "using AI to write" — they've built a production line that turns one address into a week of marketing while every other agent is still on listing #1. You are not in the content business. You are in the **production business**.

BEFORE THE SESSION — 3-MINUTE SETUP

- Claude Code installed (Episode 1 covered this — or arrive 10 min early)
- A project folder open in your terminal or VS Code (e.g. ~/real-estate)
- One **real active listing** ready: address, beds, baths, sqft, price, 3 standout features
- Know where your `.claude/commands/` folder lives — that's where each command is saved

SYSTEM 1 • /LISTING

The Listing Production Engine

Property Address In. Full Marketing Kit Out. Under 60 Seconds.

WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **Time recovered:** 8–12 hours per listing previously spent writing copy across channels
- **Output:** MLS remarks, long description, IG + FB posts, email blast, SMS, and 5 story slides — from one command
- **Advantage:** Every listing becomes a full multi-channel campaign instead of a single rushed description

WHAT /LISTING ACTUALLY DOES

You give it an address and the key facts. It returns a complete, channel-ready marketing kit — every piece written in your voice and formatted for where it's going to be published. No copy-pasting between five tools, no rewriting the same facts seven times. One line in, a day's worth of marketing out.

WHY THIS CHANGES EVERYTHING IN REAL ESTATE

Until now the agent who wanted full-funnel listing marketing had two options: spend the evening writing it themselves, or pay an agency that doesn't know the property or your voice. **/listing** collapses both. The cost of marketing a listing across every channel drops to roughly 60 seconds of your time.

REAL REVENUE APPLICATIONS

- New listing → full launch kit (description, social, email, SMS) in one run
- Price reduction → "just reduced" variant across every channel
- Just-sold → social-proof kit with "sold over ask" angle
- Coming soon → teaser campaign 48 hours before going live

- Listing presentation → "here's the exact marketing campaign I'll run for your home"

SYSTEM 1 · BUILD THE COMMAND

The **/listing** Command

In your project, create the file `.claude/commands/listing.md` and paste this in. That's the entire build — Claude Code now has a **/listing** command.

.CLAUDE/COMMANDS/LISTING.MD

```
---  
description: Generate a complete listing marketing kit from an address  
---
```

You are my real estate listing marketing engine. I'll give you a property and its key facts. Produce a complete, channel-ready marketing kit in MY voice.

Property: \$ARGUMENTS

Produce, each clearly labeled and ready to copy:

1. MLS remarks (max 1000 characters, fair-housing compliant)
2. Long-form listing description (2 paragraphs, emotional + factual)
3. Instagram caption (hook + 3 feature bullets + CTA + 8 hashtags)
4. Facebook post (warmer, community-friendly, a little longer)
5. Email blast to my buyer list (subject + preview text + body, use `{{first_name}}` merge field)
6. SMS blast (max 320 characters, include "Reply STOP to opt out")
7. Five "Just Listed" Instagram Story slides (one line each)

VOICE: warm, confident, local-expert. Never hype-y, never "luxury buzzword soup." If a must-have detail is missing (price, beds, baths, sqft), ASK me before writing — do not invent facts.

Then run it from the Claude Code prompt like this:

RUN IT — NEW LISTING

```
/listing 2257 Egret Cove Dr, Boca Raton FL – 4BR / 3BA, 3,100 sqft,  
$1,295,000. Lakefront, renovated chef's kitchen, 3-car garage,  
heated saltwater pool, walk to A-rated schools.
```

RUN IT – PRICE REDUCTION

```
/listing Same property as before – price just reduced from  
$1,295,000 to $1,225,000. Reframe the kit around urgency and value.  
Lead the email + SMS with the reduction.
```

RUN IT – JUST SOLD (SOCIAL PROOF)

```
/listing Just SOLD 2257 Egret Cove Dr for $1,310,000 in 9 days,  
represented the seller, 4 offers. Give me a just-sold social kit  
(IG + FB + Story slides) with a "thinking of selling?" CTA.
```

PRO MOVE – MAKE IT PERMANENT

Add your brokerage name, license #, and standard hashtags to the command file once. Every kit it generates is then automatically on-brand and compliant. Build once, run forever.

SYSTEM 1 · WORKSHEET

/listing: **Your Success Notes****DURING THE DEMO, WRITE DOWN:****The first real listing I'll run through /listing this week:**

Address + beds/baths/sqft/price + 3 standout features...

Voice / brand details to bake into my command file (brokerage, license #, signature hashtags, tone notes):**The Math (Run It Yourself)**

Inputs	Your Number
Active + coming-soon listings right now	_____
Hours I currently spend on marketing copy per listing	_____
Total hours/month currently spent on listing copy	_____
My hourly value (\$)	\$ _____
Monthly value recovered (hours × rate)	\$ _____

FIRST 3 LISTINGS I'LL PROCESS THIS WEEK**1.****2.****3.****QUESTIONS FOR Q&A**

SYSTEM 2 • /LEAD

The Client Communication System

One-Line Lead Note → Text + Email + CRM Entry. In Seconds.

WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **Speed-to-lead:** follow up in seconds, not the next day — when it actually converts
- **Consistency:** every lead gets personalized follow-up, never a forgotten one
- **Advantage:** convert more leads while spending ~75% less time on follow-up

WHAT /LEAD ACTUALLY DOES

You type one line about a lead — who they are, where they're at, what just happened. It returns a personalized text, a personalized email, and a clean CRM note with the next action and a follow-up date. In your voice, never generic, never "Dear valued client."

WHY THIS CHANGES EVERYTHING FOR SOLO AGENTS AND SMALL TEAMS

The agents who out-convert you aren't better at relationships — they're faster and more consistent. **/lead** removes the friction that makes follow-up the first thing to slip on a busy day. A solo agent now follows up like a team with a dedicated ISA.

REAL REVENUE APPLICATIONS

- New inbound lead → instant personalized first touch
- Post-showing → same-day "what did you think?" follow-up
- The "thinking about it" stall → soft re-engagement angle
- Past client → anniversary, just-sold-nearby, and check-in nurtures
- Sphere → birthday and milestone outreach that sounds like you

SYSTEM 2 · BUILD THE COMMAND

The **/lead** Command

Create `.claude/commands/lead.md` and paste this in.

.CLAUDE/COMMANDS/LEAD.MD

```
---
description: Turn a one-line lead note into personalized follow-up
---

You are my follow-up engine. Given a one-line note about a lead,
produce personalized follow-up in MY voice.

Lead note: $ARGUMENTS

Produce, clearly labeled:
1. SMS (max 320 characters, friendly, end with ONE question that
  makes it easy to reply)
2. Email (subject + body, use {{first_name}}, ONE clear next step)
3. CRM note: status, next action, suggested follow-up date
4. If the lead is a "thinking about it" stall, add a soft
  re-engagement angle that adds value instead of pressure

VOICE: human, warm, low-pressure, genuinely helpful. Never sound
like a template or a script. Match how a trusted local advisor
texts – short sentences, no corporate filler.
```

RUN IT — FRESH INBOUND LEAD

```
/Lead Sarah, Zillow inquiry on 2257 Egret Cove last night,
first-time buyer, pre-approved to $900k, wants to see it this weekend.
```

RUN IT — POST-SHOWING FOLLOW-UP

`/lead` Mark & Dana, showed them 3 homes Saturday, liked the Egret Cove one but worried about the HOA. Following up Monday.

RUN IT — THE "THINKING ABOUT IT" STALL

`/lead` Tom, talked 6 weeks ago about selling, said he'd "think about it," went quiet. Inventory is low and his neighbor just listed high. Re-engage without being pushy.

PRO MOVE — SPEED WINS DEALS

Studies put the odds of qualifying a lead 100x higher when you respond in 5 minutes vs 30. With `/lead` open in your terminal, a personalized first touch takes about 15 seconds. That speed is the whole game.

SYSTEM 2 · WORKSHEET

/lead: Your Success Notes

DURING THE DEMO, WRITE DOWN:

The 5 leads in my pipeline I'll follow up with this week:

Name — stage — last contact — next step...

Voice notes for my /lead command (how I actually text vs. email):

Speed & Conversion Math

Metric	Before /lead	After /lead
Avg. time to first follow-up	_____	_____
Minutes per personalized follow-up	_____	_____
Leads followed up within 24 hrs (%)	_____	_____
Follow-ups I send per week	_____	_____

Hours/week recovered on follow-up:

Leads I let go cold last month that I could have saved:

QUESTIONS FOR Q&A

SYSTEM 3 · /CONTENT

The **Content Multiplication Machine**

One Idea → A Week of Platform-Native Content Across 6 Channels.

WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **Stop paying agencies:** \$1,500–\$3,000/mo for content that doesn't sound like you
- **Volume with quality:** a full week of native content in ~20 minutes
- **Advantage:** win the 2026 algorithm by publishing consistently across every platform

WHAT /CONTENT ACTUALLY DOES

You give it one idea or this week's market insight. It returns platform-native versions — not the same text reposted, but a Reel script, a carousel, a Facebook post, a LinkedIn post, a YouTube Community post, and an email — each written the way that platform actually rewards.

WHY THIS CHANGES EVERYTHING IN YOUR WEEKLY OPERATION

The agents winning attention aren't producing more ideas — they're distributing one idea across every channel. **/content** makes you a one-person content team. Same insight, six native formats, published while your competitors are still drafting one caption.

REAL REVENUE APPLICATIONS

- Weekly market update → six-channel content drop
- Neighborhood spotlight series → buyer-education engine
- Just-listed / just-sold → social proof across every platform
- Mastermind / event promotion → coordinated multi-channel push

- Repurpose a single video → captions, posts, and email in one run

SYSTEM 3 · BUILD THE COMMAND

The **/content** Command

Create `.claude/commands/content.md` and paste this in.

.CLAUDE/COMMANDS/CONTENT.MD

```
---
description: Turn one idea into a week of platform-native content
---

You are my content multiplication machine. Given ONE idea or market
insight, produce a full week of platform-native content in MY voice.

Idea: $ARGUMENTS

Produce, labeled by platform – each NATIVE to its platform, not the
same text reposted:

1. Instagram Reel script (hook + 3 beats + CTA, 15–20 seconds)
2. Instagram carousel (5 slides, copy for each slide)
3. Facebook post (community tone, a little longer)
4. LinkedIn post (professional, insight-led angle)
5. YouTube Community post (short, conversational, 1 question)
6. Email to my list (subject + preview + body, {{first_name}})

If I give you market numbers, USE them – don't invent stats. End
with 3 suggested posting days for the week.

VOICE: local authority, approachable, specific. No generic "the
market is hot right now" filler.
```

RUN IT – WEEKLY MARKET INSIGHT

```
/content Boca Raton single-family inventory up 12% MoM, median
days-on-market now 41 (was 28 in spring). Angle: it's shifting to a
buyer's market and here's what that means for buyers AND sellers.
```

RUN IT — NEIGHBORHOOD SPOTLIGHT

/content Spotlight the Royal Palm Yacht & Country Club lifestyle – boating, golf, dining. Make buyers feel what living there is like.

RUN IT — REPURPOSE A VIDEO

/content I just recorded a 5-min video on "3 mistakes sellers make pricing in a shifting market." Turn it into the full week of content.

SYSTEM 3 · WORKSHEET

/content: **Your Weekly Plan**

This Week's One Idea

The single idea / insight I'll multiply this week:

Market numbers I can feed it (inventory, DOM, median price, % change):

Plan Your Posting Week

Day	Platform	Piece (Reel / Carousel / Post / Email)
Mon		
Tue		
Wed		
Thu		
Fri		

THE AGENCY MATH

What I currently pay for content per month (\$):

Hours/week I (or my team) spend on content:

Annual savings if /content replaces the agency (\$):

QUESTIONS FOR Q&A

30-DAY IMPLEMENTATION

Your **30-Day Listing Engine Sprint**

WEEK 1 — BUILD & SHIP

- ☐ Confirm Claude Code is installed and a project folder is open
- ☐ Create all three commands: /listing, /lead, /content
- ☐ Bake your voice, brokerage, and license # into each command
- ☐ Ship 2 full listing kits from real listings
- ☐ Follow up with every open lead using /lead

WEEK 2 — INTEGRATE

- ☐ Run /listing on every new + coming-soon listing
- ☐ Make /lead your default for all new inbound leads
- ☐ Produce one full week of content with /content
- ☐ Add a "here's my marketing campaign" page to your listing presentation
- ☐ Hit 5+ listing kits shipped cumulative

WEEK 3 — OPTIMIZE

- ☐ Refine each command based on what you edited most
- ☐ Build one new command for your #1 repetitive task
- ☐ Train a VA or team member to run /listing
- ☐ Track which content pieces drove the most engagement
- ☐ Hit 8+ listing kits shipped cumulative

WEEK 4 — MEASURE

- ☐ Total the hours saved across listings, leads, and content
- ☐ Document any lead or listing won that traces back to the system
- ☐ Cancel or downgrade the content agency if /content replaced it
- ☐ Decide which 4th command to build next month
- ☐ Hit 10+ listing kits shipped — sprint complete

30-DAY TARGETS

- → **10+ listing kits** shipped via /listing
- → **100%** of leads followed up within 24 hours via /lead
- → **4 weeks** of multi-channel content via /content
- → **8–12 hours/week** recovered across the three systems

PRODUCTION COMMITMENT CONTRACT

Your Commitment

Based on today's session, I commit to:

Primary Command Focus: I will master ____ first because it will save me ____ hours per week and add approximately \$ ____ in monthly value.

Time Investment: I will invest ____ hours per week running these commands for the next 30 days.

Volume Commitment: I will ship ____ listing kits in the next 30 days, minimum.

SUCCESS METRICS (30 DAYS FROM TODAY)

Listing kits shipped:

Hours recovered per week:

Leads followed up within 24 hrs (%):

Agency / contractor spend eliminated (\$/mo):

ACCOUNTABILITY

Accountability Partner:

Weekly Check-in Day & Time:

30-Day Review Date:

Signature:

Date:

TRACKING

Production **ROI Tracker**

Week of:

Metric	Target	Actual
Listing kits shipped (/listing)	2–3	
Leads followed up (/lead)	All	
Content pieces published (/content)	6+	
Hours saved this week	8–12	
New leads from content	+	
Showings / inquiries tied to the system	+	
Agency / contractor \$ saved this week	\$	

Monthly ROI Assessment

QUANTIFIABLE RESULTS

Hours saved:

× hourly value \$:

= \$ recovered:

Direct leads from content:

Agency spend eliminated \$:

Listing kits shipped this month:

QUALITY & BRAND

Best-performing piece:

Why it worked:

Biggest unlock this month:

Next command to build:

WORKSHOP NOTES

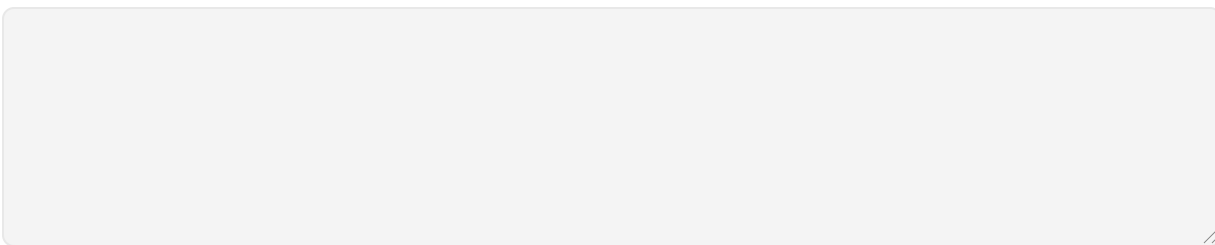
CLOSING

Closing **Manifesto**

"While my competitors debate whether AI is a fad, I've built a production line. I don't write listings one at a time — I run a command. I don't let leads go cold — I follow up in seconds. I don't pay an agency to sound like someone else — I publish in my own voice, everywhere, every week. These commands don't make me lazy. They make me unstoppable. Every hour I save is an hour I spend in front of the people who matter. My business runs from a single terminal window. And I will run it like one."

Personal Success Statement

Write your own commitment, in your own words. Read it every Monday for the next 30 days.



WHEN YOU NEED HELP

Mastermind Support: the member portal + #help channel

Weekly office hours: see member calendar

Recording of this session: posted within 24 hours

FINAL CHECKLIST

- ☐ /listing command created & tested
- ☐ /lead command created & tested
- ☐ /content command created & tested
- ☐ My voice + brokerage baked into each
- ☐ 30-day sprint plan in my calendar
- ☐ Accountability partner confirmed

See you Thursday at **11am ET**.

Bring this workbook, one real active listing, and the willingness to build three commands that run your business for you.

EDMUND BOGEN & TEAM · EDMUND'S MASTERMIND & GROUP COACHING

BECAUSE FALLING BEHIND IS NOT AN OPTION

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