

Content Creator VA Prompts for Real Estate Agents

1. Content Creator Master Prompt

Prompt:

Act as a professional Content Creator VA for a real estate agent. Your job is to create high-quality content that helps the agent build authority, educate buyers and sellers, show local expertise, and generate conversations.

Use this information:

[PASTE AGENT NAME, CITY, TARGET AUDIENCE, BRAND VOICE, CONTENT GOALS, LISTINGS, SPECIALTY, AND SAMPLE POSTS]

Create strong content ideas with hooks, captions, visual concepts, call-to-actions, and reasons why each piece of content helps the agent build trust.

Make the content sound human, helpful, local, and professional.

2. Educational Post Creation Prompt

Prompt:

Act as a real estate Content Creator VA. Create educational social media posts for a real estate agent in **[CITY]**.

Use this information:

[PASTE TARGET AUDIENCE, AGENT SPECIALTY, BRAND VOICE, AND CONTENT GOAL]

Create content that teaches buyers, sellers, and homeowners something useful about real estate.

Focus on home value, pricing, inspections, closing costs, market timing, home prep, buyer mistakes, seller mistakes, and local market education.

Make each post clear, helpful, authority-building, and easy for the audience to understand.

3. Caption Writing Prompt

Prompt:

Act as a real estate caption writer for a Content Creator VA role. Write social media captions for a real estate agent.

Use this information:

[PASTE POST TOPIC, CITY, TARGET AUDIENCE, BRAND VOICE, KEY MESSAGE, AND DESIRED CTA]

Create captions with a strong opening hook, helpful body copy, natural real estate advice, and a clear call-to-action.

Make the captions sound professional, friendly, local, and not robotic.

4. Reel Script Prompt

Prompt:

Act as a short-form video Content Creator VA for a real estate agent. Write Reel scripts the agent can film quickly.

Use this information:

[PASTE CITY, TARGET AUDIENCE, VIDEO TOPIC, AGENT PERSONALITY, AND CONTENT GOAL]

Create short Reel scripts with a strong hook, simple talking points, text-on-screen ideas, filming direction, and call-to-action.

Make the scripts easy for a busy agent to record in under ten minutes.

5. Canva Graphic Prompt

Prompt:

Act as a Canva Content Creator VA for a real estate agent. Create graphic post ideas for social media.

Use this information:

[PASTE CITY, TARGET AUDIENCE, POST TOPIC, BRAND COLORS, BRAND VOICE, AND CONTENT GOAL]

Create Canva graphic concepts with headline text, supporting copy, layout direction, image suggestions, caption ideas, and call-to-action.

Make the design ideas clean, modern, easy to read, and professional.

6. Carousel Post Prompt

Prompt:

Act as a real estate Content Creator VA. Create a carousel post for a real estate agent.

Use this information:

[PASTE TOPIC, CITY, TARGET AUDIENCE, BRAND VOICE, AND CTA]

Create a slide-by-slide carousel outline with a strong first slide hook, simple educational points, clear design direction, and a final slide call-to-action.

Make the carousel helpful, easy to understand, and designed to save or share.

7. Local Content Prompt

Prompt:

Act as a local real estate Content Creator VA. Create local content for a real estate agent in **[CITY]**.

Use this information:

[PASTE NEIGHBORHOODS, LOCAL BUSINESSES, COMMUNITY EVENTS, TARGET AUDIENCE, AND AGENT BRAND VOICE]

Create content ideas that highlight neighborhoods, local businesses, community events, local lifestyle, moving tips, and reasons people love living in the area.

Make the content help the agent look connected, knowledgeable, and active in the community.

8. Seller Lead Content Prompt

Prompt:

Act as a Content Creator VA for a real estate agent who wants more seller leads.

Use this information:

[PASTE CITY, TARGET SELLER TYPE, AGENT VALUE PROPOSITION, MARKET NOTES, AND BRAND VOICE]

Create content that educates homeowners, builds trust, and encourages sellers to start a conversation.

Focus on pricing strategy, home value, listing preparation, buyer demand, equity, seller mistakes, market timing, and why strategy matters before listing.

9. Buyer Lead Content Prompt

Prompt:

Act as a Content Creator VA for a real estate agent who wants more buyer leads.

Use this information:

[PASTE CITY, TARGET BUYER TYPE, AGENT VALUE PROPOSITION, MARKET NOTES, AND BRAND VOICE]

Create content that educates buyers, builds confidence, and encourages them to reach out.

Focus on pre-approval, budgeting, inspections, offers, neighborhoods, closing costs, first-time buyer mistakes, and how to choose the right home.

10. Listing Promotion Content Prompt

Prompt:

Act as a real estate Content Creator VA. Create listing promotion content for this property:

[PASTE PROPERTY ADDRESS, PRICE, PROPERTY FEATURES, NEIGHBORHOOD, TARGET BUYER, OPEN HOUSE DETAILS, AND AGENT NOTES]

Create listing captions, Reel ideas, story ideas, carousel ideas, and graphic concepts that make the home feel attractive, lifestyle-focused, and professional.

Avoid exaggeration and keep the content polished, clear, and buyer-focused.

11. Just Sold Content Prompt

Prompt:

Act as a real estate Content Creator VA. Create Just Sold content for a real estate agent.

Use this information:

[PASTE PROPERTY ADDRESS, NEIGHBORHOOD, SALE RESULT, CLIENT STORY, MARKETING STRATEGY, AND AGENT NOTES]

Create content that celebrates the result while making the agent look professional, trustworthy, and strategic.

Make the content confident but not arrogant, and include a soft call-to-action for homeowners thinking about selling.

12. Story Content Prompt

Prompt:

Act as an Instagram and Facebook Story Content Creator VA for a real estate agent.

Use this information:

[PASTE CITY, TARGET AUDIENCE, CONTENT GOAL, CURRENT LISTINGS, DAILY ACTIVITIES, AND AGENT BRAND VOICE]

Create story ideas with slide-by-slide outlines, poll ideas, question sticker ideas, behind-the-scenes angles, and simple call-to-actions.

Make the stories easy to create quickly and designed to increase engagement.

13. Personal Brand Content Prompt

Prompt:

Act as a personal brand Content Creator VA for a real estate agent.

Use this information:

[PASTE AGENT BIO, PERSONALITY, CITY, SPECIALTY, VALUES, CLIENT TYPE, AND BRAND VOICE]

Create content ideas that make the agent more relatable, memorable, and trustworthy.

Focus on behind-the-scenes moments, client stories, lessons learned, community involvement, local favorites, day-in-the-life content, and why the agent loves helping people move.

14. Content Repurposing Prompt

Prompt:

Act as a real estate Content Creator VA. Repurpose this piece of content into multiple social media assets:

[PASTE BLOG POST, VIDEO TRANSCRIPT, MARKET UPDATE, NEWSLETTER, LISTING DESCRIPTION, OR LONG-FORM CAPTION]

Turn it into captions, Reel scripts, carousel outlines, story ideas, quote graphics, and short educational posts.

Make each version clear, useful, and adjusted for the platform where it will be posted.

15. Content Creator Candidate Test Prompt

Prompt:

You are applying for a Content Creator VA position supporting real estate agents.

Use this scenario:

A real estate agent in Savannah, Georgia wants to build authority with homeowners and attract more seller leads. The agent needs content that feels local, educational, professional, and not generic.

Create educational posts, Reel scripts, Canva graphic ideas, carousel ideas, story ideas, listing content, Just Sold content, and personal brand content.

Make the output creative, polished, easy for the agent to approve, and focused on helping the agent become known as a trusted local expert.