

THE LISTING SKILL KIT

Teach Claude your listing format once: the skill.md template, the never-use checklist, and a three-listing test sheet

Agents write the same listing description again and again. A Claude Skill is a saved set of instructions, so you write your format and your never-use list once and reuse it. This kit gives you the five rules, a copy-paste skill.md template, a never-use checklist and a three-listing test. Educational only. Not legal advice. Not affiliated with Anthropic or Claude. No results are promised, and every draft is yours to read before it is published.

THE 5 RULES (1-3 GO IN THE FILE, 4-5 ARE YOURS)

- Rule 1. Facts only. Beds, baths, square feet and upgrades come from your fact sheet, never from a guess. A missing fact gets flagged, not invented.
- Rule 2. Describe the home, never the buyer. No words about who should or should not live there.
- Rule 3. Write your own never-use list into the file (checklist on page 3, adapt it with your broker).
- Rule 4. Package it as a Skill: a folder with one skill.md file inside (name + description), zipped, then turned on in Customize > Skills (steps on page 2).
- Rule 5. Test it on three old listings, and read every line before it goes live (test sheet on page 3).

WHAT A SKILL IS, IN ANTHROPIC'S OWN WORDS

Claude Help Center, What are skills? (captured Oct 10, 2026)

"Skills are folders of instructions, scripts, and resources that Claude loads dynamically to improve performance on specialized tasks." and "Skills are available for users on Free, Pro, Max, Team, and Enterprise plans. This feature requires code execution to be enabled."

Why a plain-language Skill fits listings

"Skills teach Claude how to complete specific tasks in a repeatable way". A listing description is a specific, repeatable task: same facts in, same format out. The Skill is only instructions. It does not check anything for you.

HOW TO USE THIS KIT

- Page 2: the skill.md template + how to turn it on. Page 3: the never-use checklist + the test sheet. Page 4: what the statute says + sources.
- Review any skill you download before you enable it, including this template. Read it line by line (Anthropic says so, page 4).

THE SKILL.MD TEMPLATE (COPY, PASTE, FILL THE BRACKETS)

TEMPLATE only. Built from the structure on Anthropic's help page: a skill.md that starts with YAML frontmatter holding a name (64 characters maximum) and a description (200 characters maximum), then plain-language instructions. Untested in your account: run the tests below before you trust it.

skill.md (TEMPLATE, EXAMPLE TEXT: edit every [BRACKET] and your own voice)

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---
name: Listing Description Writer
description: Write a listing description from my fact sheet. Use for every new listing.
---
# Listing Description Writer    (TEMPLATE: fill the [BRACKETS], then read every line)

## 1. Facts only
Use only the facts in the fact sheet I paste: beds, baths, square feet, lot, year built,
upgrades. If a fact is missing, write [MISSING: what] instead of guessing. Never invent
a feature, a school, a distance or a date.

## 2. Describe the home, never the buyer
Describe the property, its layout, its features and its location facts. Never say or
suggest who should or should not live here.

## 3. My never-use list
Never use any word or phrase on this list: [PASTE YOUR NEVER-USE LIST HERE]
If a draft needs one, rewrite the sentence so it describes the property.

## 4. My format
Length: [120 TO 160 WORDS]. Open with [YOUR LEAD, e.g. the best feature]. Then [FEATURES
IN ORDER]. Close with [YOUR CALL TO ACTION]. Voice: [PLAIN, WARM, SHORT SENTENCES].

## 5. Check before you answer
After the draft, list each factual claim and the fact-sheet line it came from. Flag any
sentence that describes a person or a kind of person. I read every line before it goes live.
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HOW TO TURN IT ON (CLAUDE'S OWN STEPS)

- Make a folder named like your skill, put the skill.md inside. "Every skill consists of a directory containing at minimum a skill.md file".
- Zip it. "Create a ZIP file of the folder." and "The ZIP should contain the skill folder as its root (not a subfolder)."
- Upload it to Claude, then "Enable the skill in Customize > Skills." Menu labels move: if you do not see Customize > Skills, check the live help page (link on page 4).
- Skills need code execution turned on: "This feature requires code execution to be enabled."
- Test it: "Try several different prompts that should trigger it." and "Review Claude's thinking to confirm it's loading the skill."
- The description is critical: "Claude uses this to determine when to invoke your skill (200 characters maximum)." Say what the Skill does and when to use it.

THE NEVER-USE CHECKLIST (A STARTER: ADAPT IT WITH YOUR BROKER)

These are PATTERNS that describe people instead of the property, not a list of illegal words. The statute names characteristics (race, color, religion, sex, handicap, familial status, national origin), not words, and your state or local rules may differ. Build your final list with your broker or compliance officer, then paste it into section 3 of the template.

Pattern to avoid (fill the bracket)	Why it is on the list	Write instead (your facts)
"perfect for [kind of buyer]"	Names who should buy	[beds], [baths], [square feet]
"ideal for [kind of household]"	Says who should live there	[yard], [garage], [upgrade + year]
"[kind of person] will love"	Describes a person, not the home	[feature from your sheet]
"not for [kind of person]"	Limits who may buy or apply	[price], [terms] only
"a neighborhood of [kind of people]"	Describes people, not property	[distance to a place on your sheet]
"exclusive to [kind of person]"	Prefers or limits a group	[the home's own features]
[add your own]	[from your broker]	
[add your own]	[from your broker]	

- Where to find more: words your broker or compliance officer flags, phrases in your old templates, and anything that answers "who is this for?" instead of "what is this?".
- Example only (made-up): "Perfect for a young couple" -> "Two bedrooms, one bath, fenced yard, new roof (2024)." Use your own sheet, never these numbers.

THE THREE-LISTING TEST SHEET (RULE 5)

Take three old listings with their fact sheets. Run the Skill on each one. Compare its draft with what you actually published, and mark what changed.

Old listing (address or MLS #)	Fact missing or invented?	Sentence about a person?	Lines I changed	Keep the Skill?
1.				
2.				
3.				

- If the Skill invents a fact or describes a person even once, fix the file (tighten section 1, 2 or 3) and test again before it touches a live listing.
- Read every line of every draft before it goes live. The Skill drafts. You publish.

THE CATCH: WHAT THE STATUTE SAYS

42 U.S. Code 3604, Cornell LII, captured Oct 10, 2026: the lead-in

"As made applicable by section 3603 of this title and except as exempted by sections 3603(b) and 3607 of this title, it shall be unlawful—"

Subsection (c)

"To make, print, or publish, or cause to be made, printed, or published any notice, statement, or advertisement, with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin, or an intention to make any such preference, limitation, or discrimination."

- In plain words: the text covers whoever makes, prints or publishes the advertisement, or causes it to be made or published. Treat every AI draft as your own ad.
- A Skill only follows the instructions you write. It is not legal advice, and it knows nothing about your local rules unless you add them. Educational only. Ask your broker or a lawyer about your market.

REVIEW ANY SKILL BEFORE YOU ENABLE IT

Claude Help Center, How to create custom skills, Security considerations

"Review any skills you download before enabling them." That includes this template: read it line by line, change what you want, and test it first.

WHERE THIS COMES FROM (PAGES CHECKED OCT 10, 2026)

- Claude Help Center: What are skills?
- Claude Help Center: How to create custom skills
- 42 U.S. Code 3604 (Cornell LII)

Captured October 10, 2026. Menus, plans and rules change; read the live page before you rely on a detail. Educational only. Not legal advice. Not affiliated with Anthropic or Claude. No results are promised.

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- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)