

The Fall Forward Seller System

Your build guide for winning listings and keeping sellers for life

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The relationship-first mindset for sellers

Winning a listing is not a pitch for a commission check. It's a promise that the seller will hear from you every single week their house is on the market, and every year after they close. Winning the appointment is a story problem, not a spreadsheet problem. Marketing the listing is about giving the buyer an emotional reason to walk in the door, not just a price and a photo dump. And post-close, the seller becomes the ambassador who sends you the next three listings.

This handout is the AI-powered build order for that system. Every step names a real Claude skill you can trigger by typing its slash name. Build them in order — each skill reads the file the one before it wrote.

First, do your Foundation

Before you touch any skill in this handout, finish your seven Foundation skills: `/ai-brain-builder`, `/brand-direction-builder`, `/brand-guide-builder`, `/client-avatar-builder`, `/business-plan-builder`, `/tech-stack-audit`, and `/heart-builder`. Every downstream seller skill reads those files. Skip them and every listing presentation sounds like every other agent's. Finish them and your listing appointments will sound like nobody else.

The Build Order

Six phases. Do them in order. Do not skip.

Phase 1 — Create your Seller System project

1. Go to `claude.ai` and click **Projects → Create Project**.
2. Name it **Seller System**.

3. Under **Project Knowledge**, upload your brain file, Brand Guide, and client avatar (all from Foundation), plus any recent seller case studies or listing photos you're proud of.
4. Under **Custom Instructions**, paste: *"Always read the brand file and avatar file before drafting anything. Match my voice. Ask questions if something is missing."*
5. Every seller skill from here on runs inside this project so it inherits your voice.

Phase 2 — Feed the seller pipeline

Build seller demand before you need it. Strong seller pipelines are built months before the listing signs.

1. Run `/home-valuation-landing-page` — the digital front door for "what's my home worth" leads. Build once, feed with Meta ads.
2. Run `/farming-letters` — mailers to your target neighborhoods. Send monthly. Same street, same face, forever.
3. Every time you take a listing or close one, run `/circle-prospecting` and `/just-listed-just-sold-cards` — the calls, door scripts, and postcards for the streets around the activity.
4. Weekly, run `/fsbo-outreach` against your FSBO list and `/expired-listings-outreach` against expired listings. These are high-intent lists — they already know they want to sell.
5. Optional but powerful: `/meta-ads-seller-lead-gen` driving straight to your home valuation page. Run `/ga-ad-compliance-check` before you spend a dollar.

Phase 3 — Win the listing appointment

The listing appointment is a conversation, not a monologue. Your job is to arrive prepared and leave the seller feeling seen.

1. Two days before: run `/pre-listing-package-writer` and email the seller the packet. They read it before you arrive — half the objections are gone before you park.
2. Morning of: run `/cma-narrative`. This turns your CMA numbers into a story the seller actually understands.
3. Morning of: run `/offer-usp-skill` to sharpen the ONE thing that makes you different at this appointment.
4. Bring `/listing-presentation` (for the full deck) or `/sellerprez` (for the bilingual or luxury-grade version with CMA, net sheet, and a web page for the seller to revisit).

5. Print `/seller-net-proceeds-explainer` — a clean, one-page "here's what you walk away with."
6. If they push back on price, timing, or brokerage engagement: `/objection-handling` is on your phone before you knock on the door.

Phase 4 — Active listing marketing + the weekly seller update

This is your edge. Every seller hears from you every Friday. Every listing gets marketed as a story, not a spec sheet.

1. Day one on market: run `/listing-marketing-skill` — the full marketing package (copy, social, flyer) for the live listing.
2. Day two: run `/listing-song-suno` — turns the listing into a Suno AI song and 30-second Reel. Deb's own skill. Pattern-interrupt marketing that gets shared.
3. Twice a week: run `/reels-scripts` and `/carousel-writer` for value-add content about the listing.
4. **Every Friday, no exceptions:** run `/listing-market-update` (Deb's own skill) and send the seller their weekly report — what happened this week, what's next, what you need from them. This one skill turns you from "the agent" into "my agent."
5. After every open house: run `/open-house-followup` within 24 hours. Every sign-in gets a touch.
6. Daily: run `/appointment-reminders-noshow` so showings hold.

Phase 5 — Under contract to close

1. When inspection and appraisal hit: run `/inspection-appraisal-scripts` — the two hardest conversations of the deal.
2. Keep `/appointment-reminders-noshow` running daily through the contract-to-close window.
3. Morning of closing: run `/closing-day-communication`. It produces the closing-day message, countdown texts, and a same-day social post celebrating the seller.

Phase 6 — Post-close nurture (sellers become ambassadors)

The close is not the end. It's the start of your best referral source.

1. Set up `/seller-nurture-sequence` once — automated post-close email drip.
2. Run `/handwritten-notes` at close, +30 days, +90 days, and the sale anniversary every year.

3. Add the seller to `/monthly-newsletter` . First of every month, they hear from you.
4. Weekly, run `/sphere-database-texts` — short, warm check-ins to your top 25 past sellers.
5. Quarterly, run `/past-client-reengagement` — wake up past sellers who've gone quiet. Ask about their new home. Ask about their kids. Ask about their new life.
6. Set up `/referral-partner-outreach` for your lender, title, insurance, and contractor loops. Past sellers refer you into these loops constantly — be there when they do.

The Weekly Seller Rhythm

The listing pipeline stays warm because you show up every day, not because a sign in a yard did the work.

When	What you run	What happens
Every day new leads come in	<code>/speed-to-lead-followup</code>	Home-valuation leads get an answer in 5 minutes.
Every day (any day with showings)	<code>/appointment-reminders-noshow</code>	Showings hold.
Every listing appointment (2 days before)	<code>/pre-listing-package-writer</code>	Seller reads it before you arrive.
Every listing appointment (morning of)	<code>/cma-narrative</code> + <code>/offer-usp-skill</code>	Story-driven pitch, sharpened.
Every new listing (day 1)	<code>/listing-marketing-skill</code>	Full marketing package live.
Every new listing (day 2)	<code>/listing-song-suno</code>	Suno song + Reel. Pattern-interrupt.
Every Friday, every active listing	<code>/listing-market-update</code>	Weekly seller update sent. Non-negotiable.
2× per week per listing	<code>/reels-scripts</code> + <code>/carousel-writer</code>	Value content that gets shared.
Within 24 hours of every open	<code>/open-house-followup</code>	Every sign-in gets a touch.
Weekly	<code>/sphere-database-texts</code> + <code>/handwritten-notes</code>	25 warm touches, 2 handwritten notes.

When	What you run	What happens
Weekly (against fresh lists)	/fsbo-outreach + /expired-listings-outreach	High-intent seller prospecting.
Monthly	/farming-letters + /monthly-newsletter	Same street, same face, every month.
Every closing morning	/closing-day-communication	Message, countdown, social post.
Quarterly	/past-client-reengagement	Cold past sellers reactivated.

Seller skill index

Every skill in this handout, grouped so you can find one fast.

Pipeline / prospecting: /home-valuation-landing-page · /farming-letters · /circle-prospecting · /just-listed-just-sold-cards · /fsbo-outreach · /expired-listings-outreach · /meta-ads-seller-lead-gen · /ga-ad-compliance-check · /speed-to-lead-followup

Listing appointment: /pre-listing-package-writer · /cma-narrative · /offer-usp-skill · /listing-presentation · /sellerprez · /seller-net-proceeds-explainer · /objection-handling

Active listing marketing: /listing-marketing-skill · /listing-song-suno · /reels-scripts · /carousel-writer · /listing-market-update · /open-house-followup · /appointment-reminders-noshow

Under contract to close: /inspection-appraisal-scripts · /appointment-reminders-noshow · /closing-day-communication

Post-close nurture: /seller-nurture-sequence · /handwritten-notes · /monthly-newsletter · /sphere-database-texts · /past-client-reengagement · /referral-partner-outreach

Fall Forward

One skill at a time. One appointment at a time. One Friday update at a time. That's the whole game.

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