

# Automated property listing creation

This workflow automatically creates and distributes property listings across multiple platforms when a new property is added to the CRM, saving agents hours of manual data entry and ensuring consistent marketing.

Download PDF

Get Your Blueprint

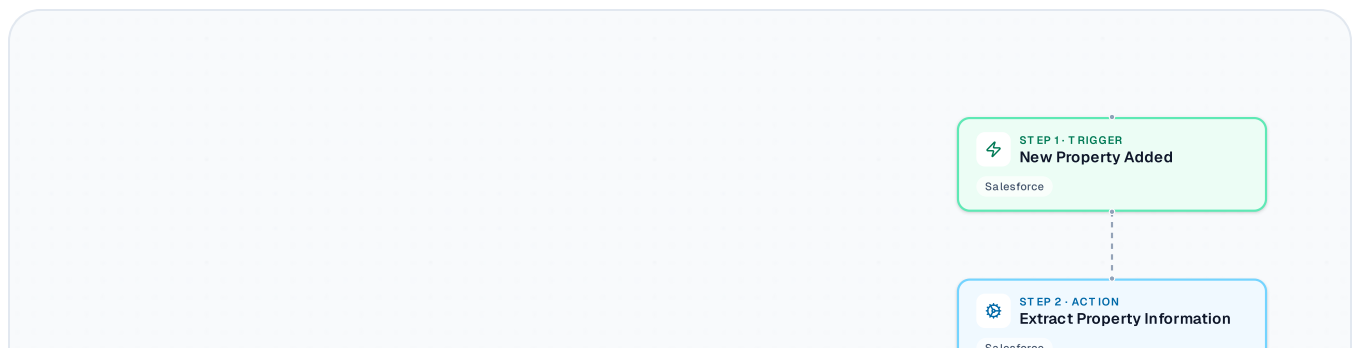


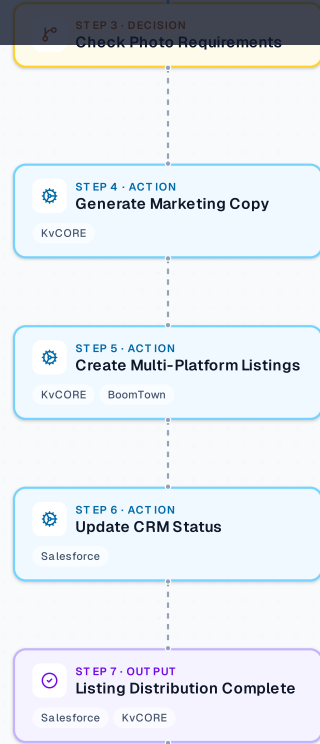
## WORKFLOW TRIGGER

New property record is created in Salesforce with status 'Ready to List'

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

## New Property Added

A new property record is created in Salesforce with complete listing details and marked as ready for market. The trigger captures property data including address, price, photos, and specifications.

Salesforce

2

 ACTION

## Extract Property Information

System pulls comprehensive property details from Salesforce including MLS data, photos, descriptions, and pricing. Data is formatted and validated for listing platform requirements.

Salesforce

3

 DECISION

## Check Photo Requirements

Workflow evaluates if the property has minimum required photos and professional images for listing. Routes to different paths based on photo completeness.

4

 ACTION

## Generate Marketing Copy

AI creates compelling property descriptions, highlights key features, and generates platform-specific listing content. Copy is optimized for search and buyer appeal.

KvCORE

5

### Create Multi-Platform Listings

System automatically creates listings on MLS, company website, and lead generation platforms using formatted data and marketing copy. Each platform receives optimized content format.

KvCORE

BoomTown

6

ACTION

### Update CRM Status

Salesforce property record is updated with listing URLs, publication dates, and active marketing status. Agent receives notification of successful listing creation.

Salesforce

7

OUTPUT

### Listing Distribution Complete

Property is live across all marketing channels with tracking links and performance monitoring enabled. Agent receives summary report with all listing locations and next steps.

Salesforce

KvCORE



## Outputs

- Live property listings on MLS and marketing platforms
- Updated CRM records with listing status
- Agent notification with listing summary and URLs



## Key Metrics

- Time to market (hours from CRM entry to live listing)
- Number of platforms successfully published
- Listing view and inquiry generation rate



## Tools & Integrations

- Salesforce
- KvCORE
- BoomTown

## AI Business OS

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

### COMPANY

[About](#)

[Industries](#)

### CONNECT

[MVP.dev](#)

[LinkedIn](#)

### RESOURCES

[Articles](#)

