

AI FOR LEADERS · REAL PROJECT WALKTHROUGH

I Built a Listing Website for a Friend. With AI.

From an Instagram reel to a live buyer site in hours.
Here is the exact path. You can run this play for almost anything.

One listing. One friend. One live site.

AI did the build. I did the judgment: offer, gather, ship, improve.

PROPERTY	40 Catherine Ln, Stafford VA 22554
PRICE / SIZE	\$520,000 · 3 bed · 2.5 bath · 2,380 sq ft · Park Ridge
MLS	VAST2049330
AGENT	Nakita Mattocks, Associate Broker, Real Broker LLC
LIVE SITE	https://40-catherine-ln.vercel.app

Twelve moves. Same order every time.

01 Saw the Instagram idea

02 Texted Nakita: want this?

03 She said yes

04 Asked for a listing

05 Got the Zillow link

06 Got her Blinq card

07 Built the site in Cursor

08 Deployed free on Vercel

09 Redesigned (too generic)

10 Added her headshot

11 AI-staged empty rooms

12 Live for buyers / leads

I saw the idea on Instagram.

A reel from [williamzhang2.0](#) showed real estate agents using Claude and AI to build dedicated listing websites that capture buyer leads.

THE REEL

<https://www.instagram.com/reel/DanrmULD1RJ/>

Lesson: do not scroll past a useful idea. Screenshot it. Ask, "Who in my life needs this?"

I offered. She said yes.

MY TEXT

**"Do you want me to do this
for you?"**

Short. Clear. No pitch deck.

HER REPLY

**Yes. Ready. Tell me what you
need from me.**

That answer unlocks the whole build.

I asked for two things. She sent both.

You do not need a 20-page brief. You need the listing and the agent identity.

01 LISTING LINK

Zillow (or MLS) with facts and photos

https://www.zillow.com/homedetails/40-Catherine-Ln-Stafford-VA-22554/12626664_zpid/

Address, beds, baths, sq ft, price, gallery.

02 CONTACT / BRAND

Blinq digital card + headshot

<https://s.blinq.me/xW08eGrGCiFanWIZbPT7?bs=icl>

Name, title, brokerage, phone, email.

What you need from the agent

Copy this list. Send it once. Build when both arrive.

MUST HAVE

- Active listing URL (Zillow, Realtor.com, or MLS)
- Digital contact card or one-pager (name, license, brokerage, phone, email)
- Professional headshot (high-res photo)
- Preferred tour / lead email (where form submissions go)
- Any branding notes (logo, colors) if they have them

NICE TO HAVE

- Optional vanity short link (Bitly) once the site is live
- Any rooms that need virtual staging called out
- Open-house dates or offer deadlines if you want them on the page

I built it in Cursor with AI.

Listing facts + photos + her branding went into the prompt. The AI coding workflow wrote the site.

CURSOR

AI coding workspace. Describe the page. Iterate in chat.

LISTING FACTS

Address, price, beds, baths, sq ft, MLS, neighborhood.

PHOTOS

Pull from the listing gallery into a clean buyer-facing layout.

AGENT BRAND

Name, title, brokerage, contact from the Blinq card.

STEP 08

I shipped it free on Vercel.

Hosting does not have to be a budget fight.
Connect the project. Deploy. Share the URL.

<https://vercel.com>

Optional next: Bitly vanity short link for marketing cards and texts.

First live URL for this listing:

<https://40-catherine-ln.vercel.app>

First version looked too generic. I fixed it.

PASS 1 • REJECTED

Playfair + gold template energy

- Looked like a stock template
- Did not feel like Nakita's brand
- Pretty is not the same as premium

PASS 2 • SHIPPED

Clean redesign + her headshot

- Stronger hierarchy and photography
- Professional headshot on the page
- Agent contact clear above the fold

Empty rooms got AI furniture.

Buyers struggle to imagine empty space. Virtual staging fills the gap without a truck full of sofas.

TOOL PATH

GenerateImage / Higgsfield-style AI staging on empty room photos

GOAL

Help buyers see how the home lives, not just how it sits vacant

RULE

Label staged photos honestly. Never fake square footage or finishes

SHIP

Swap images into the site. Redeploy on Vercel. Check mobile.

The end product buyers see

LIVE SITE

<https://40-catherine-ln.vercel.app>

PHOTOS

Full listing gallery,
mobile-friendly

STAGED ROOMS

AI furniture in empty
spaces

TOUR FORM

FormSubmit to Nakita's
email

AGENT CONTACT

Headshot, phone,
brokerage

Everything I used (with links)

Instagram reel

<https://www.instagram.com/reel/DanrmULD1RJ/>

Zillow listing

https://www.zillow.com/homedetails/40-Catherine-Ln-Stafford-VA-22554/12626664_zpid/

Blinq digital card

<https://s.blinq.me/xW08eGrGCiFanWIZbPT7?bs=icl>

Cursor (AI coding)

cursor.com · Claude-style build workflow

Vercel free hosting

<https://vercel.com>

AI image staging

GenerateImage / Higgsfield path for empty rooms

FormSubmit

Tour / lead form posts to the agent's email

Bitly (optional)

Vanity short link for texts and print

ZOOM OUT

This was real estate. The point is bigger.

Nakita needed a listing site. You may need a landing page, a ministry resource hub, an ops dashboard, a course outline, or a product demo. Same muscle: notice, offer, gather, build, ship, improve.

How I thought through this build

- 1 NOTICE** Saw a useful Instagram idea. Did not dismiss it as "not my industry."
- 2 OFFER** Texted a friend who could use it. One sentence. No overthinking.
- 3 GATHER** Asked for listing link + contact card. Waited for real inputs.
- 4 BUILD** Fed facts, photos, and branding into Cursor. AI wrote the site.
- 5 SHIP** Deployed free on Vercel so she had a live URL the same day.
- 6 ITERATE** Killed the generic look. Added headshot. Staged empty rooms. Redeployed.
- 7 DELIVER** Handed her a buyer-ready page with tour form and clear contact.

A playbook for any domain

Business. Ministry. Ops. Content. Products. Same six moves.

01

NOTICE

Catch a useful idea in the wild.
Save it.

02

ASK / OFFER

Who needs this? Offer to build it.

03

GATHER

Collect sources: links, docs,
photos, brand.

04

PROMPT + BUILD

Tell AI the outcome. Feed it the
sources.

05

DEPLOY / SHARE

Get a live URL or file into their
hands.

06

IMPROVE

Use feedback. Redesign. Restage.
Ship again.

SIDE HUSTLE • BUSINESS ANGLE

**I do not need the money.
But look at the market.**

This build was a friend favor for Nakita.
The same workflow can become a side hustle or a business
if you want to charge for it.

Most agents are not fully AI-enabled yet.

Framing from Nakita (Associate Broker). Market context, not a research study.

NAR MEMBERSHIP

~1.5 million

National Association of Realtors members.
That is the pool she pointed to.

HER POINT

A few technology-forward brokers exist. In her words, that group does not even make up a quarter of 1 million of those NAR members.

AI is moving fast in real estate. A huge market still sits underserved.

Virtual staging alone already costs real money.

Again, Nakita's framing. Staging only. Not the website build.

NORMAL COST

\$75 to \$100

per room for virtual staging alone. That is before anyone builds a listing site.

AI PATH

Hours, not weeks

Stage empty rooms with AI.
Fold the images into the site.
Redeploy. Fast loops.

FULL OFFER

Website +
staging +
live deploy.

That is value agents
already pay for in pieces.

Offer the service. Charge. Ship.

I did this as a favor. You can do the same work commercially.

01 PACKAGE IT

Listing site + virtual staging + live URL. One clear deliverable.

02 PRICE IT

Agents already pay \$75 to \$100 per room for staging alone. Bundle the full build.

03 SELL IT

Text one agent. Show the live proof. Ask for their next listing.

04 SHIP IT

Cursor for the build. Vercel for the deploy. AI for empty rooms. Same stack.

The methodology is the business.

Notice. Offer. Gather. Build. Ship. Improve. Repeat for paying clients.

NOTICE

Spot a useful AI workflow in the wild.

OFFER

Pitch an agent who needs a listing site.

GATHER

Collect Zillow link, headshot, contact card.

BUILD

Cursor + AI staging. Keep your judgment.

SHIP

Live URL on Vercel. Form that captures leads.

IMPROVE

Fix the look. Restage rooms. Redeploy. Invoice.

Figure it out. Then execute.

You do not need to already know how. You need a clear outcome and honest inputs.

Name the outcome

"A live listing site that captures tour requests," not "make something cool."

Feed real sources

Links, photos, cards, brand files. AI without sources invents. Do not let it.

Build in short loops

Generate. Review. Fix one thing. Redeploy. Momentum beats perfection.

Keep your judgment

AI drafts fast. You decide what ships. Kill generic. Protect the brand.

Same method. Different targets.

BUSINESS

Capability one-pagers, partner microsites, quote turnaround pages

MINISTRY

Series landing pages, event registration, resource libraries

OPS

SOPs as checklists, dashboards, intake forms your team will use

CONTENT

Slide decks, email sequences, course outlines from your notes

PRODUCTS

Demo sites, waitlists, feature explainers buyers can click

FAVORS

Help a friend ship something real this week, not next quarter

YOUR MOVE

Try this with a friend or a listing you already have.

1. Save one useful idea this week.
2. Text one person who needs it.
3. Ask for the raw inputs.
4. Build with AI. Ship a live link. Improve once.

Proof this works:

<https://40-catherine-ln.vercel.app>

AI builds fast. You decide what matters.

Notice. Offer. Gather. Build. Ship. Improve.
That is the whole system.

More walkthroughs like this → patreon.com/rickpina

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