

Level 2, Module 1: Project Appreciation Toolkit

AI Talking Point & UVP Builder Guide

Section 1 – Purpose

This guide helps you use AI to generate and refine your three core talking points and Unique Value Proposition (UVP) for your project. It ensures all sellers describe projects clearly, confidently, and consistently across posts, videos, and infographics.

Section 2 – The Formula for Strong Talking Points

Each talking point should combine:

1. Key Idea – What makes this project special?
2. Emotion – What feeling does it create for the buyer?
3. Supporting Fact – What proof or feature backs it up?

 *Formula:*

Talking Point = Idea + Emotion + Proof

Example: “Exclusive mountain community — designed for privacy and peace.”

(*Idea: exclusivity, Emotion: peace, Proof: location and layout.*)

Section 3 – Criteria for a Good Talking Point

Use this 5-star checklist:

Criteria	Description
Clarity	One simple, understandable message.
Emotional Pull	Inspires curiosity, pride, or aspiration.
Relevance	Connects to real buyer needs (comfort, investment, security).
Evidence	Backed by one fact from the PKS (developer, amenity, location).
Fit with Brand	Reflects FilAsia’s professional, confident tone.

Section 4 – AI Prompts to Generate Talking Points

You can use ChatGPT or any AI assistant.

Prompt 1 – Identify Key Themes

“You are a real estate marketing strategist.

Based on the details of [Project Name], list five potential key themes that could attract buyers.

Focus on emotions like exclusivity, security, prestige, comfort, and investment value.”

Prompt 2 – Craft Three Final Talking Points

“Write three short talking points for [Project Name]. Each should be 1 sentence and follow this pattern:

Idea + Emotion + Proof.

Keep tone confident and sincere.”

Prompt 3 – Refine Tone

“Rewrite these three talking points in a warm, conversational tone suitable for real estate sellers posting on Facebook.”

Prompt 4 – Turn Talking Points into a UVP

“Combine these three talking points into one short UVP statement (2–3 sentences) explaining why [Project Name] stands out.”

Section 5 – Example Output

Project: *Amongsagana*

Talking Points:

1. “Exclusive hillside community — where privacy meets panoramic views.”
2. “Smart investment — developed by a trusted name with limited inventory.”
3. “Scenic lifestyle — offering fresh air and nature just 30 minutes from the city.”

UVP Example:

“Amongsagana is the Maria Luisa of the West — exclusive, scenic, and smartly priced for families and investors.”

Section 6 – Integration with Infographic Toolkit

Each talking point can later become:

- Card 6: “Special Features / X-Factor”
- Card 7: “UVP Card”
- Carousel Caption / Hook for social media posts.

Infographic Creation Toolkit

SECTION 1 – Purpose

Goal:

Explain that each infographic will help them:

- Reply faster and more professionally to inquiries.
- Keep project information accurate and consistent.
- Stand out as knowledgeable real estate professionals.

SECTION 2 – The Seven Infographic Types

List the same 7 PKS areas, with a short description and content pointers.

1. **Developer Background** – name, history, sample projects, reliability.
2. **Location & Accessibility** – map, landmarks, travel time.
3. **Amenities & Lifestyle** – visuals of facilities, short lifestyle phrase.
4. **Unit Details & Deliverables** – area, inclusions, turnover condition.
5. **Payment Options & Promos** – key terms and current promo.
6. **Special Features / The X-Factor** – what makes it unique.
7. **Your UVP Card** – your personalized 2–3 sentence statement and contact details.

SECTION 3 – Using AI to Generate Infographic Text (with Specific Prompts per Topic)

You'll use ChatGPT or another language model (LLM) to generate short, professional captions for your seven infographics.

Each card focuses on one aspect of your project, so each has its own prompt.

When using these prompts:

1. Replace all bracketed parts [like this] with your actual project details from the PKS.
2. Ask the AI to write in a tone that is *warm, confident, and factual*.
3. Keep the text short enough to fit visually — about one headline + one sentence per infographic.

1. Developer Background & Reputation

Prompt:

You are a real estate marketing writer. Create text for an infographic about the developer of [Project Name].

Include:

- A short headline (5–8 words) highlighting reliability or track record.
- One supporting sentence (under 25 words) mentioning years in the industry, sample projects, or awards.
- Tone: professional, credible, and reassuring.

Example Output:

Headline: “A Legacy of Trust and Quality”

Body: “Developed by [Developer Name], with 20 years of proven excellence and on-time delivery across Cebu and the Visayas.”

2. Location & Accessibility

Prompt:

Write a short text for an infographic highlighting the location of [Project Name].

Include:

- One headline describing location advantage or convenience.
- One short sentence listing travel time or distance to 5 key landmarks (e.g., malls, schools, hospitals, business districts).
- Tone: friendly, clear, and factual.

Example Output:

Headline: “Close to Everything That Matters”

Body: “Only 1 kms from SM City, 2 kms from Chong Hua Mandaue, and less than 20 minutes from Cebu IT Park.”

3. Amenities & Lifestyle Features

Prompt:

Create a short caption for an infographic showing the amenities and lifestyle of [Project Name].

Include:

- One headline that describes the lifestyle or experience (family, nature, leisure, etc.).
- List all major amenities (e.g., clubhouse, pool, gardens, gym, playground).
- Tone: inspiring but sincere.

Example Output:

Headline: “Everyday Comfort, Resort-Inspired Living”

Body: “Enjoy lush gardens, a modern clubhouse, swimming pool, fitness gym, and spaces where families can connect and relax.”

4. Unit Details & Deliverables

Prompt:

Write short text for an infographic about the unit features and deliverables of [Project Name].

Include:

- One headline emphasizing value or quality.
- One sentence listing size options and key inclusions (tiles, cabinets, balcony, kitchen, etc.).

- Mention the turnover condition (bare, semi-finished, or complete).
- Tone: practical, trustworthy, clear.

Example Output:

Headline: “Spacious Homes, Thoughtfully Finished”

Body: “Choose from 30–60 sqm units delivered complete with tiled floors, painted walls, built-in kitchen, and balcony views.”

5. Payment Options & Promos

Prompt:

Write short text for an infographic on payment terms and promos for [Project Name].

Include:

- A headline emphasizing flexibility or affordability.
- One sentence summarizing reservation fee, equity term, and available financing or promo period.
- Tone: confident and encouraging.

Example Output:

Headline: “Flexible Payment, Easy Start”

Body: “Reserve for only ₱20,000 with 36 months equity and bank financing options. Promo valid until [Month, Year].”

6. Special Features / The X-Factor

Prompt:

Write short text for an infographic highlighting the unique selling point or “X-Factor” of [Project Name].

Include:

- One headline capturing the uniqueness.
- One sentence describing what makes it stand out (e.g., mountain view, low density, eco-design, proximity to landmarks).
- Tone: elegant and sincere.

Example Output:

Headline: “Cebu’s Hidden Gem in the Hills”

Body: “A low-density community offering mountain views, cool air, and unmatched privacy — a true escape from city congestion.”

7. UVP Card (Unique Value Proposition)

Prompt:

Write short text for your personal UVP card for [Project Name].

Include:

- A headline that reflects your own belief in the project.
- One or two sentences summarizing why buyers should choose this development — clear, confident, and authentic.
- End with your name and contact info (you'll add this visually in Canva).

Example Output:

Headline: "Amongsagana — Exclusive, Scenic, and Smartly Priced"

Body: "A peaceful hillside community that blends luxury, nature, and long-term value. — [Your Name], FilAsia Realty."

SECTION 4 – Designing with Canva

1. Template Access:

- Here is FilAsia's link to a *Canva template per design style*.
- Each seller creates a free Canva account and edits their copy independently.

1. Design Guidelines:

- Format: **1:1 square** for Facebook posts, Messenger, and Instagram.
- Keep text minimal — *one short headline + one sentence*.
- Always include the FilAsia logo (top-right) and seller's name/contact (bottom).
- Use FilAsia brand colors (sample palette section).
- Use high-quality property photos provided by FilAsia or the developer.

1. File Naming & Storage:

- Save your seven images as:
jpg
PropertyName_2_Location.jpg, etc.
- Upload them to your assigned team folder (Google Drive link to be provided).

SECTION 5 – Example Page (Visual Reference)

Include a **sample Canva layout** screenshot for one or two cards:

- **Header:** "Amongsagana: The Maria Luisa of the West"
- **Body:** "Exclusive. Scenic. Smartly priced for families and investors."
- Show proper text placement, logo position, and brand font style.

 **Note:** You can create this sample design using your Canva Pro account and export it as an image for the PDF (no template sharing required here).

SECTION 6 – Submission & Usage

Submission:

Each seller submits their 7 finished cards to their manager or training lead for quick review.

Usage:

- Send the appropriate card when replying to inquiries (price, location, etc.).
- Use as visuals in Facebook posts or short videos.
- Combine all seven into a carousel or online presentation deck.

SECTION 7 – Bonus Tip: Maintaining Accuracy

Remind sellers to always update infographics when:

- Prices or promos change.
- New amenities or phases are added.
- New UVP insights emerge after training or project visits.