

CASE STUDY

Automated Social Media Engine

One listing becomes on-brand posts across every platform — generated, scheduled, and sent automatically.

— THE WORK

I built a system that turns a single property, or any subject, into ready-to-publish social content across every major platform at once. For each listing it generates the post copy in the brand's voice, complete with the AI analyst's market take, formatted for Facebook, Instagram, TikTok, YouTube, and LinkedIn. What used to be a manual, per-platform chore becomes one action.

The same engine handles communication at scale: scheduled batch email jobs that fan out to dozens or hundreds of recipients with personalized merge fields, each tracked by delivery status. Everything routes through GoHighLevel for delivery, so the business keeps one familiar system while the AI produces and schedules the content behind it.

— TECHNOLOGIES

GoHighLevel API

Vellum

Supabase

Retool

Claude

Python

— WHAT I TOOK AWAY

- ◆ Multi-platform content is a formatting problem AI solves well: one generation, every channel, on-brand.
- ◆ Batching plus scheduling turns outreach from a daily task into a system that runs itself.
- ◆ Routing distribution through the client's existing tool means adoption is instant — nothing new to learn.

— ONE LISTING, EVERY PLATFORM

Social Posts

Search by game: TEST1 Property: -- All Properties -- Status Filter: Select an option Clear Filters Save Changes Post Socials

facebook instagram youtube tiktok linkedin

222 17th Street Huntington Beach CA 92648 USA
3 bed | 3.0 bath | 2058 sqft
\$1,999,500 → JET: \$2,020,000 (%)
Confidence: Drop date:

5204f2ad-88da-4d9c-8831-7782e1a3636c
Label: Enter value

Is this a near-\$2M Huntington Beach ask... or a comp trap? \$1,999,500 vs \$1,895,000 comp—worth 264 extra sqft?

This Huntington Beach 3/3 is listed at \$1,999,500 with 2,058 sqft—and it's only been sitting for 15 days. A comp 239 meters away sold for \$1,895,000 just 33 days ago (and it's 264 sqft smaller). Does the extra space + modernized finishes push

Facebook draft post "image"

Asset image video

Facebook V1-1 post

Instagram draft post "image"

Asset image video

Instagram V1-1 post

#MarketBoss #Homing #HuntingtonBeach #CompCheck #TurnkeyHome

Listed at \$1,999,500 in Huntington Beach... and the comps are already talking.
A place 239 meters away (223 14th Street) sold for \$1,895,000 just 33 days ago.
But here's the twist: this one is *264 sqft bigger* (2,058 sqft) and comes with modernized finishes.
So what's the real move here?
Pay the "extra space + turnkey" premium... or say the \$2M line is doing a little too much?
Also, that kitchen is giving "functional, modern appliances, no drama." We love a low-maintenance queen.
What do you think it sells for—over ask, under ask, or dead-on? Drop your prediction 🍷

#MarketBoss #Homing #HuntingtonBeach #HuntingtonBeachCA #CaliforniaRealEstate #SoCalHomes #OrangeCountyRealEstate #OCRealEstate #ListingPrice #RealEstateComps #CompCheck #TurnkeyHome #ModernKitchen #Coa

Near-\$2M in Huntington Beach and I can already hear the comment section warming up. 🍷

Listed: \$1,999,500
3 bed | 3 bath | 2,058 sqft
15 DOM

Here's the spicy part: a comp 239m away sold for \$1,895,000 *33 days ago*... and it's 264 sqft smaller.
This one claps back with modernized finishes + a kitchen that's straight-up practical (modern appliances, clean layout, no weird choices).

The social composer: one listing becomes posts for Facebook, Instagram, TikTok, YouTube, and LinkedIn, with JET's take built in.

— AND EMAIL AT SCALE

Send Emails

Jet's Insights Game Listings Video Production Social Media Email Digest

LAST SUCCESSFUL SEND
No emails sent yet
No emails sent yet

+ Create Job

RECENT JOBS

Refresh

Job ID	Date	Status	Status change	Recipients	Content	Email	Template ID	Actions
50b50399-5578-4ea2-b425-...	Mar 31	SCHEDULED	Mar 30 12:20AM	69	LG FT	S T B	game_ended	Actions
49582bdc-93ab-4452-bd43-...	Mar 24	SCHEDULED	Mar 24 9:08PM	45	LG FT	S T B	results_only	Actions
58532088-32bf-42db-a4aa-...	Mar 20	SCHEDULED	Mar 20 12:24PM	44	LG FT	S T B	results_only	Actions
a9a0a90e-2347-4672-89a2-...	Mar 17	SCHEDULED	Mar 17 1:17PM	33	LG FT	S T B	results_only	Actions
4544fb47-3020-4238-8dc8-...	Mar 14	CANCELLED	--	65	LG FT	S T B	MB_template_H...	Actions
62d3c5d7-883f-4237-a6b6-...	Mar 12	CANCELLED	--	57	SP AN LG FT	S T B	digest_v1	Actions
938e0e07-1a27-4dc0-adab-...	Mar 8	SCHEDULED	Mar 8 9:08AM	55	SP AN LG FT	S T B	digest_v1	Actions
748868cf-6c04-436b-bc77-...	Mar 7	STAGED	Mar 7 5:45PM	55 ready	SP AN LG FT	S T B	MB_template_H...	Actions
f1ca0519-2faa-4d1d-8c40-251da39456ed	Mar 6	SCHEDULED	Mar 6 4:05PM	55	SP AN LG FT	S T B	MB_template_H...	Actions

22 results

Scheduled batch email jobs, each fanning out to dozens of recipients, tracked by delivery status.