

AI IS CHANGING HOW CONSUMERS FIND + CHOOSE REAL ESTATE PROFESSIONALS

Consumers are asking AI instead of Google

Who is the best real estate agent in my area?

Who specializes in this type of move?

Who should I call to sell my home?

Who is the local expert for this neighborhood?

THE AI CREATES A
SHORTLIST ARE YOU
ON IT?

THE VISIBILITY GAP

The difference is between what people experience when they work with you and what AI can figure out about you online.

If your information isn't structured clearly enough, AI may confuse your business, attribute your work to someone else, recommend competitors instead of you, not understand what you specialize in, know you exist without understanding why someone should hire you

OFFLINE AUTHORITY
IS WASTED IF IT IS
INVISIBLE ONLINE

THE DEMAND IMAGE

Signal - Structure - Sales

Signal: Get Found

Your digital footprint needs to send enough consistent signals that AI tools can confidently find and recommend you.

- Website
- Reviews
- LinkedIn
- Digital "Press"
- Business profiles
- Current Content
- Other reputable websites mentioning you

Structure: Be understood

Getting found isn't enough.

Your online presence needs to make it easy for both consumers and AI

A giant, poorly organized website can confuse AI

You may have a lot of stuff but it has to provide the information about why you're the right choice

Sales: Convert the visibility

Visibility without conversion is just attention

Discovery → Conversation → Pipeline → Revenue

ChatGPT: Digital Press, LinkedIn, Reviews,
Third-Party Sources

NOT EVERY AI ENGINE LOOKS
FOR THE SAME THING

Google AI: heavily relies on Google's ecosystem and signals

Perplexity: prioritizes fresh, current information - searches internet in real time

PUBLISH A CURRENT MARKET
REPORT OR ARTICLE TO YOUR
WEBSITE EVERY MONTH

AI-Powered Lead Generation

SPEAKERS: KRISTINA ARIAS. JAMES MICHAEL HERN

AI VISIBILITY AUDIT

Ask the AI if it understands your business

Ask the questions a consumer would ask

Don't test from your normal accounts/profile

Test across 3 - 5 different AI places

BUILD CONTENT AROUND CONSUMER QUESTIONS

Add a Q+A or FAQ Section on their website

- What do sellers ask me constantly?
- What do buyers misunderstand?
- What questions come up during consultations?
- What does my ideal client worry about before calling me?
- What questions are people asking AI about my market?

MAKE YOUR NAP CONSISTENT

- Name Make it easy that AI knows it is you - has to be the same everywhere
- Address
- Phone Number

CLEAN AND CENTRALIZE YOUR DATABASE

Use AI to reactivate thousands of old or unusable leads

Email with Opt In (compliance) - communication cadence - someone

show intent - live agent take over