

A WORKSHOP FOR REAL ESTATE AGENTS

AEO for Realtors

How to get found, and recommended, when your market asks AI

[Your Name] · Loan Officer · Movement Mortgage · NMLS #[_____]

Adapted from AI + Agents, Season 2, with David Colgan & Jake Fehling

ASK ANY ANSWER ENGINE

Who's the best real estate agent
in [City, State]?

Sites the answer cites

Google Business Profile

Reddit

LinkedIn

Your page?

Let's ask the machine.

1 • ASK IT COLD

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> Who's the best real estate  
agent in [City, State]?
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2 • THEN ASK IT WHY

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> What steps did you take to make these  
specific recommendations to me? If I were  
someone else on a different account, would  
you make the same recommendations?
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Try it in ChatGPT, Claude, Gemini, and Perplexity.

Watch for

- 1 Did your name come up? Yes or no.
- 2 Which sites does it cite?
- 3 Are the agents it names on sites you're not?
- 4 How much did it use what it knows about you?

Buyers ask AI. Few agents show up.

82%

of people buying or selling a home, or who recently did, use AI for real estate insights.

Realtor.com survey of 1,000 U.S. adults, Aug. 2025

<10%

of agents appear in AI answers to location-based questions like “Who's the best agent in...?”

FlyDragon analysis, reported by NAR Real Estate News, June 2026

“Your pipeline is a reflection of your visibility.”

David Colgan, Part 1

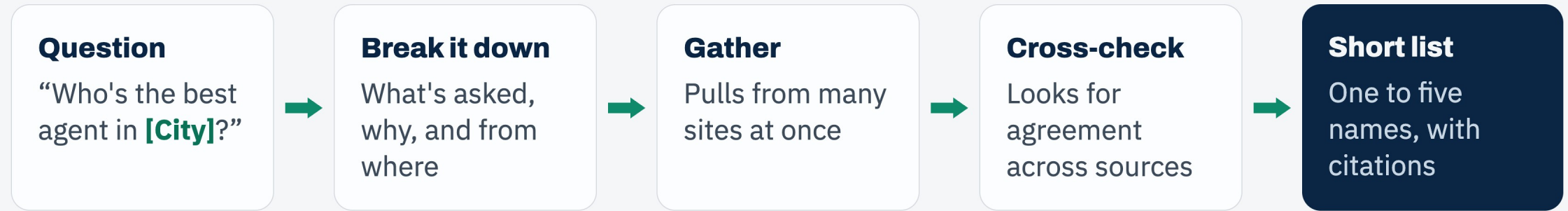
Be the one.

SEO fights for the top of a list of links. **AEO** (answer engine optimization) is being one of the few names the engine recommends.

“AEO is about trust and proof.”

Jake Fehling, Part 1

How AI builds its short list



It runs on consensus, not rank

Sites where other people vouch for you carry weight: Reddit, LinkedIn, reviews, local press, your Google Business Profile.

It knows who's asking

Answers are personalized. What you see isn't exactly what your client sees, so test in more than one engine.

Six ways agents disqualify themselves

01

Your brand isn't mentioned anywhere else

Fix: one consistent message on several platforms.

02

Your site reads like a brochure, not an answer

Fix: specifics, not adjectives.

03

Your site has no schema

Fix: the labels machines read (coming up).

04

Your Google Business Profile is thin and stale

Fix: complete it, update it, match your NAP.

05

You don't own a single page AI can cite

Fix: your own site, blog, or domain.

06

You're publishing AI slop, and AI knows it

Fix: AI drafts; you add the human 10%.

Write an answer, not a brochure

BROCHURE

“Hi, I'm a passionate Realtor who loves helping people find their dream home.”

Could be dropped into any market. AI can't cite a feeling.

ANSWER

[Name] is a [Brokerage] agent in [City], focused on [niche] in [Neighborhood A] and [Neighborhood B]. [__] homes closed in the last 12 months. [Designation].



Quick check: could a stranger on your About page name your niche, your market, and your last 12 months of production?

Same name, address, phone. Everywhere.

YOUR GOOGLE BUSINESS PROFILE

- ✓ Claim and verify it
- ✓ Hours, service areas, FAQs, recent photos
- ✓ Ask clients to review you there

FIVE-MINUTE SELF-AUDIT

Google “[Your Name] [Brokerage]” and scroll. Same photo, name, address, and phone everywhere?

WHERE AI CROSS-CHECKS YOU

- ✓ Google Business Profile
- ✓ Your brokerage's site
- ✓ Your own website
- ✓ Zillow and Realtor.com
- ✓ Review sites
- ✓ LinkedIn

E-E-A-T: the lens AI looks through

E

Experience

Have you actually done this?

PUBLISH

- ✓ Specific examples
- ✓ Recent stats, updated often

E

Expertise

What have you accomplished?

PUBLISH

- ✓ Neighborhood guides
- ✓ Designations and certifications

A

Authoritativeness

Do others vouch for you?

PUBLISH

- ✓ Podcast guest spots
- ✓ Association, chamber, YPN listings

T

Trustworthiness

Is it real, and is it you?

PUBLISH

- ✓ Reviews and consistent contact info
- ✓ Your voice, not AI slop

Five formats AI prefers to cite

- | | | |
|----------|---------------------------------|--------------------------------------|
| 1 | Question + direct answer | Q&A blocks, 50–150 words |
| 2 | Listicles | “Top X” structured lists |
| 3 | Definitive guides | Wikipedia-style, six parts |
| 4 | Neighborhood pages | Your local moat |
| 5 | Original data | Your market reports and closed deals |

“AI cannot cite a feeling.” Jake Fehling, Part 2

Lead with the answer

1 Header: the question

Phrase it the way a client would ask AI.

2 First sentence: the answer

No preamble. Don't bury the lede.

3 Then context and sources

50–150 words. Cite the commission, the CFPB, or your own data.

EXAMPLE FROM PART 2

Adapt to your state

Are closing costs negotiable in [State]?

Yes. Many closing costs in **[State]** can be negotiated between buyer and seller, and some services can be shopped. **[Add two or three sentences of local context, with numbers.]**

Sources: **[State real estate commission]** · CFPB · **[your closed-deal data]**

Listicles and definitive guides

Listicles

“Top X” lists give AI a clean structure to lift.

EXAMPLES

- ✓ The 10 questions first-time buyers ask in **[City]**
- ✓ 5 **[City]** neighborhoods with a greenway entrance
- ✓ 7 costs sellers overlook in **[County]**

Definitive guides

WIKIPEDIA-STYLE, IN SIX PARTS

- 1 Definition
- 2 Context and background, in a neutral third-person voice
- 3 The process, step by step
- 4 Variations and examples
- 5 FAQ
- 6 Source and named author, with credentials

Neighborhood pages only you can write



Geographic specifics

ZIP codes, neighborhood names, landmarks, drive times.



Local data

Median price, price per sq ft, days on market, by neighborhood.



Lived experience

The greenway entrance, the coffee shop, the holiday traffic.

⚠️ FAIR HOUSING GUARDRAILS

Describe the place, not the people.

Skip who an area is “for,” and words like “safe” or “family-friendly.”

State facts instead: “[School] is [0.4] miles away,” with a link to the district's boundary map.

Don't rate or rank schools. Not sure? Ask your broker.

Publish numbers only you have

THE PATTERN DAVID USED

**“Across my [] closings
in [year], sellers who
[did X] netted []%
more than sellers
who didn't.”**

Fill the blanks only with your real, verifiable numbers. No client details.

WHERE YOUR DATA COMES FROM

- ✓ Your quarterly market report
- ✓ Median price and days on market for your ZIP
- ✓ Your closed-deal analysis
- ✓ Patterns you see at showings and offers

Extractable, concise, entity-rich

44%

of ChatGPT citations come from the first 30% of a page.

Kevin Indig, analysis of 1.2M ChatGPT responses, via Search Engine Land, Feb. 2026

- ✓ Lead with the answer. Don't bury the lede.
- ✓ Use question headings: “What does PMI cost on a \$400,000 home?” beats “Understanding PMI.”
- ✓ Write in 50–150-word chunks.
- ✓ Front-load entities: ZIP, city, price range, year.
- ✓ Add one pull quote per post.
- ✓ Cite primary sources.

Each engine has its own taste

Engine	What it tends to favor
ChatGPT	Encyclopedic answers; pulls straight from FAQs
Perplexity	Research style; verified third-party sources
Google AI	FAQ/how-to schema, short definitions, trusted brands
Copilot	Step-by-steps and comparisons
Claude	Longer, more conversational answers

No single page is perfect for all five. Cover the basics, then test in each.

Five schemas every agent should have

“Schema doesn't cause citations. It removes the friction.”

Paraphrasing David Colgan, Part 2

Schema	What it tells AI
Organization	Who you are: one canonical record
Person	You: same name and license # everywhere
LocalBusiness	Where you work: your service area
Article (author)	Who wrote it: same byline every time
FAQPage	Your questions and answers

SEND THIS TO YOUR WEB PERSON OR
IDX VENDOR

Please add Organization, Person, LocalBusiness, Article (author), and FAQPage schema to my site. Use the same name, license number, and brokerage everywhere, with sameAs links to my [Google Business Profile, Zillow, LinkedIn]. Then run Google's Rich Results Test and send me the results.

Show up somewhere other than your website

LinkedIn

AI engines love citing it. Update it; post articles.

Reddit and Quora

Answer local real estate threads. Help, don't pitch.

Podcasts and YouTube

Be a guest on a local show.

Local press

Send a useful guide, with no ask in return.

Associations

Realtor association, chamber, YPN. Identical NAP.

Reviews

Ask a specific question about their move.

Two prompts to build your content

1 30 hyper-local questions

Use it for: about 90 days of content ideas

I'm a real estate agent in [City, State] working with [first-time buyers]. Give me 30 hyper-local questions they'd ask AI before buying here, in six categories: affordability, neighborhoods, process, timeline, costs, local market. Rank by buying intent. Output a table.

2 The AEO editor

Use it for: rewriting a page you already have

You're an AEO editor. Rewrite this page for answer engines: direct answer in the first sentence, question headings, 50–150-word answers, specifics up front (city, ZIP, price, year), primary sources, and a short FAQ. Keep my voice; add no new facts. Page: [paste]

Use AI to reverse-engineer AI

A What do you know about me?

Part 2

What do you know about [Your Name], a real estate agent in [City]? What would you tell a buyer who asked about me, and which sources would you use?

B Walk me through it

Part 1

I was told to do this for AEO: [paste the step]. I don't know how. Explain it simply, then give me step-by-step instructions.

C LinkedIn tune-up

Part 2

Here's my LinkedIn profile: [paste it]. What would you change to maximize it for AEO? Write a new headline and About section.

D Fair Housing check

Added

Check this neighborhood page for Fair Housing issues. Flag and rewrite anything about people, who an area is "for," safety, or school ratings. Page: [paste]

Run a monthly AI visibility audit

- 1** Same 10 questions, same week, every month.
- 2** Ask ChatGPT, Claude, Gemini, and Perplexity.
- 3** Also ask each one: “What do you know about me?”
- 4** Log it: named? cited? which sites?

Question (same 10 every month)	ChatGPT	Claude	Gemini	Perplexity
Best real estate agent in [City, State]?				
Best agent for [niche] in [City]?				
Top listing agent in [Neighborhood]?				
What do you know about [Your Name]?				
Q5–Q10: your own niche questions				

Mark each cell **N** = named, **C** = cited, **–** = not there. This month: named ____ / 40 · cited ____ / 40

Your 30 / 60 / 90-day plan

30 days

One task a day

- Week 1** Diagnose: four-engine audit, GBP, NAP check, niche question
- Week 2** Create: 30 buyer questions, one guide, post it
- Week 3** Amplify: podcast pitch, Reddit answers, LinkedIn, reviews
- Week 4** Measure: re-run the audit, publish a listicle

60 days

Build the library

- ✓ 10 Q&A answers live
- ✓ 2 neighborhood pages
- ✓ 1 post with your own data

90 days

Make it a habit

- ✓ A market update every month
- ✓ Compare to month one
- ✓ Keep showing up off-site

Run the audit this week

1 Ask the four engines

“Who's the best real estate agent in [City]?” and
“What do you know about me?”

2 Answer the three yes/no questions

Your About page, one answer page, three
outside mentions.

3 Pick your niche question

The one your market asks AI most. Write that
answer first.

HOW I CAN HELP

“I'll give you accurate, plain-English answers to the financing questions on your FAQ hub: down payment, credit, loan types.”

Any co-branded piece goes through my compliance team first.

Q & A

Questions?

[Your Name]

Loan Officer · Movement Mortgage · NMLS #[_____]

[Phone] · **[Email]** · **[Website]**

Know your market. Answer real questions. Show up where buyers are.

Homework: run the four-engine audit this week.