

AI IS THE NEW FRONT DOOR

Getting found when buyers ask AI first. Your take-home playbook.

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Dear AI-Mazing People,

Here's the deal. Your next buyer isn't Googling you. They're asking ChatGPT, Gemini and Perplexity, and the AI answers with a few homes and a couple of names. Most agents have no idea yet. That's not bad news. That's a head start. You don't need to be techy. You need to be intentional. Nothing in here can break, so test it, tweak it, and have fun with it.

THREE THINGS TO DO TONIGHT

1.

Ask ChatGPT to find a home in your market the way a buyer would. Then ask who the top agents are. Did you show up?

2.

Score your website at aeo.jmanai.com, then pick your path on page 3: own site, brokerage profile, or both.

3.

Pick your weakest active listing and run the 3 A's on it. Fix one thing. Momentum beats perfection.

THE 3 A'S OF AI VISIBILITY

This is the whole game on one card. Run every listing and every profile through it.

ANSWER	Write to the real question a buyer types into AI. Not "charming gem." Instead: "3-bed, 2-bath under \$400K, half a mile to the elementary school, new roof 2024."
AUTHORITY	Show up the same way everywhere so AI trusts you as the local source. Same name, phone and service area on every profile. Specific reviews. Real answers to real buyer questions.
ACCURACY	Give the machine clean, true, current facts it can repeat with confidence. Facts match the MLS and public record. Status is current everywhere. A licensed human reviews it all.

SEO got you found on Google. AEO (Answer Engine Optimization) gets you found in the answer.

AUTHORITY CHECKLIST: CLAIM YOUR PROFILES

Check each one. Same name, same phone, same service area, a real bio and recent reviews.

☐	Google Business Profile	☐	Zillow agent profile
☐	Realtor.com agent profile	☐	Homes.com agent profile
☐	LinkedIn	☐	Brokerage website bio page

CAN AI READ YOUR WEBSITE? HERE IS HOW TO FIX IT.

Your next client is asking a robot who to hire. Before an AI can recommend you, it has to go read your website. If it can't get in, or it gets in and finds nothing clear to quote, you don't exist in that answer. Doesn't matter how many homes you've sold. That's AEO, Answer Engine Optimization: making your site easy for AI to read, understand and cite. SEO was about ranking. AEO is about being the answer.

THE STUDY: THE REALTOR AI VISIBILITY INDEX

Local Falcon ran 37,500 AI searches across the 100 largest U.S. cities on five platforms (Google AI Overviews, Google AI Mode, Gemini, ChatGPT, Grok), August 2026.

91.5% of ranked agents with websites were never cited once. **21%** of the top producers showed up anywhere.

Where AI got its answers: Google Business Profile 36.6%, Zillow 15.9%, agents' own websites about 1 in 9. ChatGPT pulled 39.8% from Zillow. Google AI Mode pulled 72.5% from Business Profiles.

The good news: you don't have to dominate the market. You have to give AI the information that convinces it you're the right choice.

Full breakdown: jmanai.com/ai-visibility-for-real-estate-agents



FREE AEO SITE CHECKER
aio.jmanai.com



OUR GUIDE TO AEO
jmanai.com/aio-score-guide



THE AEO FIX GUIDE
jmanai.com/aio-fix-guide

HOW YOUR SCORE IS BUILT

The checker runs 28 checks in six groups. Here's where the points live, so you know where to spend your time. Grades: A is 90 and up, B is 80, C is 70, D is 60. Below that is an F.

GROUP	POINTS	WHAT IT ASKS
Fetchability	40	Can an AI bot even get in and see your words?
Answer engine signals	25	Structured data, llms.txt, who you are, how fresh it is.
Core SEO	21	Title, description, sitemap, sharing tags.
Semantic HTML	13	Is the page organized, or a pile of boxes?
Content quality	6	Does it answer fast, with numbers and proof?
Contact signals	5	Phone, address, hours, service area.

The sites winning AI search right now are not the biggest. They are the easiest to read.

PICK YOUR PATH: OWN SITE, BROKERAGE PROFILE, OR BOTH

The good news first.

In the study, only about 1 in 9 AI citations came from agents' own websites. Google Business Profile (36.6%) and Zillow (15.9%) carried far more. Whatever your setup, most of the game is played on pages you already control.

Path 1: You have your own website. Send your webmaster the report.

Run your site at aeo.jmanai.com, download the PDF, and send it with these six requests. Each one earns points on the score.

☐	Let AI search bots in. Check robots.txt and any firewall or "bot fight mode."	☐	Words in the page. The text has to be in the HTML, not painted in later.
☐	Publish an llms.txt. A plain-text summary of who I am and which pages matter.	☐	Add structured data. A RealEstateAgent block with my name, phone, towns and profiles.
☐	Title, description, one headline. Who I am, where, what I do.	☐	Answer-first homepage. Who, where, who I help, three real numbers.

Rather do it yourself, or want to hand your webmaster the exact templates? [The AEO Fix Guide: jmanai.com/aeo-fix-guide](#)

Path 2: You have a profile on your brokerage's site. Make it work harder.

Your brokerage site is a strong home base: authority, listings, and a team that maintains it. Your job is to make your page on it as clear as possible. Run your profile page through aeo.jmanai.com too. The template is your broker's call; everything you can type is yours.

☐	Fill every field. Photo, phone, email, designations, languages, specialties.	☐	Bio opens with the answer. Who, where, who you help, three real numbers.
☐	Name your towns. Spell out the neighborhoods you serve.	☐	Add proof. A client quote, your sold count, your years.
☐	Link out. To your Google profile, Zillow, Realtor.com, Homes.com, LinkedIn.	☐	Match everywhere. Same name, phone and bio as your Google profile.

Brokers and managers: run one agent's profile page through the checker. One template improvement lifts your whole roster at once.

The recommendation

Your brokerage site is home base. Your own site is a front door with your name on it. When you're ready, a site of your own is the strongest signal you can give AI, because every word is about you and you control every setting. Until then, win with what you have: your profile page, your info pack, your Google profile and your portal profiles.

YOUR ONE-AFTERNOON PLAN (NO CODE REQUIRED)

☐	Run your site or profile page at aeo.jmanai.com.	☐	Download the PDF report.
☐	Fill in your agent info pack.	☐	Send report + info pack to your webmaster or broker's marketing team.
☐	Rewrite your bio answer-first. Post it everywhere.	☐	Tune up your Google Business Profile.
☐	Claim and complete Zillow, Realtor.com, Homes.com.	☐	Re-run in 30 days. Screenshot the new grade.

YOUR AGENT INFO PACK

Your webmaster, your broker's marketing team, and every profile you own need the same facts. Fill this in once, then paste it everywhere. Same facts, same words, every front door.

Name (exactly as everywhere)	
Brokerage, phone, office address	
Towns and neighborhoods I serve	
Specialties	
My one-sentence UVP	
Years / homes sold / avg. days on market	
Review count and rating	
Client quote 1 (with permission)	
Client quote 2	
Client quote 3	
Google Business Profile link	
Zillow / Realtor.com / Homes.com links	
LinkedIn and social links	

LET YOUR AI DO THE TYPING

For your webmaster or broker's marketing team

Upload your AEO report, then paste: "Turn this AEO report into a plain-English to-do list for my webmaster, in point order, biggest points first. For each item, say what it is, why it matters, and how long it usually takes. Use my agent info pack below for any details. [paste info pack]"

For your bio, anywhere it lives

"Rewrite my agent bio so AI can quote it. Open with who I am, where I work and who I help. Include three real numbers from my info pack, name the towns I serve, and add one client quote. Under 150 words. Plain English, no hype words, nothing about who my clients are by family status or any protected class. [paste bio and info pack]"

BEFORE

Welcome! We are passionate about real estate and dedicated to exceeding your expectations. Let us help you find your dream home today.

AFTER

Jane Smith is a Rochester, NY real estate agent with 14 years of experience and 300+ homes sold along Lake Ontario. She helps waterfront buyers and sellers in Webster, Irondequoit and Greece.

One rule: AI drafts, you decide. Check every number and claim. Fair Housing and advertising rules still apply to every word.

THEY FOUND YOU THROUGH AI. TEACH THEM TO USE IT.

If a buyer found you through ChatGPT, they'll keep using it through the whole deal: pricing, offers, 2 a.m. panic questions. Teaching them to use it well is part of your value, and it protects them from stale data and AI-powered wire fraud.



THE CLIENT AI GUIDE
jmanai.com/client-ai-guide

The Ultimate AI Guide for Your Next Move: free, with a "Compliments of" spot for your name.

Listing appointment: leave it behind. Point to what online estimates can't see.

Buyer consultation: send it with your recap. Point to the agent questions and cheat sheet.

Week one under contract: resend it. Point to the wire fraud rule. Call before you wire.

The line: "You found me through AI. Smart. Let me show you how to get better answers out of it, and where it gets real estate wrong."

REFINE YOUR UVP: PUT AI IN IT

The formula: Who you serve + where + the result + how AI makes it better for them + the human promise + one real number.

A GOOD EXAMPLE	MAKE IT SHARPER
"Better service through the mastery of today's technology. We provide customized marketing solutions powered by AI to help our clients achieve their real estate dreams. Relationships over transactions. The tech is artificial. The results are real."	"I help [sellers in Webster and Irondequoit] sell [waterfront homes] with AI-powered marketing that reaches the right buyers faster, and a broker who still answers the phone. [212 homes sold.] Relationships over transactions. The tech is artificial. The results are real."

The UVP interview prompt: let AI interview you

You are a brand strategist for real estate agents. Interview me to write my unique value proposition. Ask one question at a time and wait for my answer, up to 10 questions. Cover: who I serve best and where, my best client results with real numbers, what clients say in my reviews, how I use AI and technology to serve clients better, what I will never hand to a machine, and how I'm different from the agent down the street. Then write: (1) a one-sentence UVP under 25 words, (2) a 3-sentence version for my website and Google Business Profile, (3) a 15-second spoken version. Plain English, no hype words, and nothing that describes clients by family status or any other protected class.

Then put it everywhere AI reads: your website H1 and first paragraph, your Google Business Profile description, your llms.txt summary, every bio (Zillow, Realtor.com, Homes.com, LinkedIn), your listing presentation and email signature. Same words, every front door.

THE GOOGLE BUSINESS PROFILE TUNE-UP

The #1 source of AI citations for agents (36.6%), and 72.5% of Google AI Mode's agent citations. It has to match your website and JSON-LD exactly.

☐	Claimed and verified. Primary category: Real estate agent. Real name, no keyword stuffing.	☐	Name, phone, address, website identical to your site and JSON-LD.
☐	Service areas list the towns you actually serve.	☐	Description = your UVP: who, where, how AI helps, one proof point.
☐	Real reviews that name the town and service. Reply to every one. Never buy or write reviews.	☐	Real photos, plus a post every week: a sold, a market stat, an answered question.

COPY-PASTE PROMPTS (USE TONIGHT)

Open ChatGPT, Claude or Gemini. Paste, fill in the brackets, go. AI drafts. You check every fact before anything goes public.

Prompt 1: See what AI says about your market

Act like a home buyer. Find me a [beds]-bedroom, [baths]-bath home under \$[price] in [town] near the elementary school. Show listings and sources. Then tell me which real estate agents I should call in [town] and why you picked them.

Prompt 2: Rewrite a listing for AI discovery (AEO)

Rewrite this listing so an AI search assistant can clearly understand it and recommend it to the right buyer. Use only the facts below. Keep it accurate and Fair Housing compliant. Lead with the facts buyers ask about: price, beds, baths, location, school proximity, condition. Describe the property, not the people. Facts: [paste fact sheet]. Current listing: [paste].

Prompt 3: Find the questions your buyers ask AI

List the 15 questions a buyer in [town] would most likely type into an AI assistant before choosing a home or an agent. Group them by stage: just curious, getting serious, ready to tour.

Prompt 4: Turn one answer into Authority content

Take this buyer question: [paste one question]. Write a short, helpful answer in my friendly voice as a [town] real estate agent, with real numbers where possible. Then give me a social caption, a 30-second video script, and a Google Business Profile post version.

Prompt 5: Fair Housing and accuracy check

Review this listing or post for any language that could raise Fair Housing concerns, including words that describe who the home is good for, family status, religion, ethnicity, age, or words like safe or exclusive. Also flag any claim that can't be verified. Suggest compliant, factual replacements. Text: [paste].

The AI check is a second set of eyes, not a substitute for yours. You're the licensee.

GROUP ACTIVITY: LISTING TEARDOWN AND REBUILD (BREAKOUT ROOMS)

14 Maple Ridge Road (sample property for teaching, not a real listing)

"Welcome home to this charming gem in a safe, exclusive, family-friendly neighborhood! Perfect for a young family, close to great schools. Tons of updates. Must see, won't last!"

Seller's fact sheet:

3 bed, 2 full bath colonial, 1,850 sq ft, built 1962 | List price \$389,900 | Roof 2024, furnace 2021 | Attached 2-car garage | Fenced 0.4-acre lot | About 0.5 mile to Maple Ridge Elementary (assignment set by the district) | Taxes approx. \$8,900/yr | Showings begin Friday

ANSWER ____ / 5 Could AI match this to a real buyer question?	AUTHORITY ____ / 5 Anything specific, local and verifiable?	ACCURACY ____ / 5 Is every claim checkable? Anything risky?
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Our rebuild:

THE 5-POINT HUMAN REVIEW

Before anything AI wrote goes public:

- 1. **Facts match** the MLS, public record and the seller's sheet.
- 2. **No people words.** Describe the home, never the buyer.
- 3. **No code words.** Safe, exclusive, perfect for, ideal for.
- 4. **Every claim checks out.** Distances, school assignment, updates, taxes.
- 5. **Edits disclosed.** Virtual staging and AI-edited photos.

MY ONE MOVE THIS WEEK

- ☐ ANSWER: rewrite my weakest listing
- ☐ AUTHORITY: claim or fix one profile
- ☐ ACCURACY: audit status on every listing
- ☐ SITE OR PROFILE: run the check, send the report
- ☐ MY UVP: run the UVP interview, post it on Google

I will do it on (day): _____

YOU'RE NOT BEHIND. YOU'RE EARLY.
Our guide to AEO: jmanai.com/aeo-score-guide | Site checker: aeo.jmanai.com
AEO Fix Guide: jmanai.com/aeo-fix-guide | Client AI Guide: jmanai.com/client-ai-guide
Jman@JManAI.com | 585-484-0505 | The tech is artificial. The results are real.

This handout is educational and is not legal advice. Follow your broker's policies. Statistics and portal features cited in class were current as of October 2026.