CLASS HANDOUT / AI FOR REAL ESTATE

How to get found by AI

AI recommends the agents it can read about. Four moves you can start this week.

The test, November 17, 2026. Two plain searches for Austin agents named about 15 people, out of thousands. Nearly every name came from a ranking site, a profile directory or a review page.

1 Claim and complete your profiles

START HERE, IN THIS ORDER

1. Your serhant.com agent page
2. Google Business Profile
3. Zillow and Realtor.com profiles
4. HAR.com profile
5. Ranking sites such as HomeLight

COMPLETE MEANS

Same name, brokerage and phone on every site

Neighborhoods by name: Mueller, Zilker, Westlake

Who you serve: first-time buyers, relocations, luxury

Sales history, a current photo, every field filled in

2 Ask every closed client for a review

WHEN

At closing or within 48 hours.

HOW

Text one direct link, not a list. Rotate sites so reviews build across several.

RULES

Follow each site's policy. Never write or edit a review for a client.

SAMPLE TEXT

"Congratulations again on the house! If you have two minutes, a quick review here would mean a lot: [link]. It helps most if you mention the neighborhood and what we worked through together."

Why it works: a review that names the neighborhood and the situation gives AI far more to match than "She was great!"

3 Write a bio that says where you work and who you serve

WEAK

"Passionate about real estate and dedicated to exceptional service, Jane goes above and beyond for every client."

STRONG (FICTIONAL EXAMPLE)

"Jane Doe is a Realtor with SERHANT. in Austin, Texas. She helps first-time buyers and relocating tech employees buy homes in Mueller, East Austin and Cherrywood, typically between $450,000 and $900,000. She has closed more than 120 sales since 2015."

The formula: name, brokerage and city, who you help, where, then proof. Use it on every profile.

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4 Post neighborhood videos with titles and transcripts

TITLE

Weak: "Market update!!"

Strong: "Living in Mueller, Austin TX: home prices, schools and commute (November 2026)"

FIRST 15 SECONDS

Say the neighborhood, "Austin, Texas," your name and your brokerage out loud.

TRANSCRIPT

Turn on captions. Paste the transcript into the description.

FIVE VIDEOS BUYERS ASK AI ABOUT

1. What is it like to live in [neighborhood]?
2. [Neighborhood A] vs [Neighborhood B] for families
3. What you need to earn to buy in [neighborhood] (film it with a lender)
4. Best Austin neighborhoods for people relocating
5. What $600,000 buys in Austin right now

THEN TEST YOURSELF, MONTHLY

Ask ChatGPT and Gemini the question your clients ask, more than once. Log who gets named and which sources are cited. No one can guarantee a recommendation, and results change by tool and by day.

Jesse Moore, Area Sales Manager, CMG Home Loans / jmoore@cmgfi.com / 512-573-0252
NMLS# 280263

Examples are fictional. Site features and review policies change, so check each site before you act.