

FOR REAL ESTATE AGENTS

# The 5-Step GEO Framework.

*Become the agent AI recommends.*

67% of buyers now start their agent search with AI. 91% of agents are invisible to it. This is the exact system to become the name ChatGPT, Perplexity, and Gemini give when a buyer asks, "who is the best agent near me?"

01

## Claim your entity

Lock one consistent name, role, market, and specialty everywhere AI looks: Google Business Profile, your website, your socials, your brokerage page.

Why: AI builds your profile from these. Conflicting or thin info makes you invisible.

02

## Feed the 5 signals

Stack Zillow and Google reviews, add 5 to 8 keyword-rich Q&As to your Google Business Profile, and keep publishing GEO content.

Why: ChatGPT now reads Zillow and Realtor.com live. These are the signals it scores.

03

## Answer the questions

Write content that matches how buyers ask AI in full sentences, like "best first-time buyer agent in [your city]."

Why: answer the exact question and AI starts quoting you by name.

04

## Build authority

Earn mentions on the local pages, directories, and publications AI already trusts.

Why: a few of the right citations outrank a hundred of the wrong ones.

05

## Compound daily

Run the 30-second daily move that stacks small signals into authority over a season.

Why: consistent beats big. The agents who show up daily win the recommendation.

STEP 01 TOOL · YOUR ENTITY STATEMENT

## The exact words *AI needs.*

THE TEMPLATE

**[Full Name]**, REALTOR®, is a licensed real estate agent in **[State]** serving **[City / Area]**. **[He / She / They]** work with **[buyer or seller type]** looking for **[need or price range]**.

REAL EXAMPLE

Sarah Chen, REALTOR®, is a licensed real estate agent in Minnesota serving Plymouth and the northwest suburbs. She works with first-time buyers searching for homes under \$450K.

Paste it **word for word** into your Google Business Profile description, your website bio, and every social profile. Same words, everywhere.

STEP 02 TOOL · THE SIGNALS

## The 5 signals *to feed.*

- Zillow reviews** — grow the count, keep them recent.
- Google reviews** — grow the count, keep them recent.
- GBP Q&A** — add 5 to 8 keyword-rich questions and answers.
- GEO content** — publish answers to real buyer questions, consistently.
- A consistent entity** — same name, role, and market across the web.

FIVE STEPS. ONE OUTCOME.



Become the one name AI gives when a buyer asks, "who is the best agent near me?"