

AI Visibility: The Digital Foundation Every Agent Needs

Your online presence has become AI's research file about your business.

What AI finds determines what it recommends.

Designed for agents who want AI to recognize their expertise, understand their market, and accurately recommend their business.

AI NEEDS TRUSTED INFORMATION

AI builds confidence by finding consistent information across multiple authoritative sources. Inconsistent, incomplete, or generic information reduces AI's confidence in recommending your business.

UPDATE YOUR PROFESSIONAL PROFILES

Most agent profiles on Zillow, Realtor.com, and Homes.com contain little information that differentiates the agent, demonstrates expertise, or establishes specialization.

- Generic bios
- No market specialization
- No service philosophy
- Little differentiation
- No educational positioning
- No topical authority

These profiles are often AI's first impression of your business. Make that impression accurate, specific, and authoritative.

MAKE YOUR GOOGLE BUSINESS PROFILE AN AI ASSET

Keep it complete. Keep it current. Collect detailed client reviews that become structured evidence that AI systems can use to understand your expertise.

Not: ★★★★★ Great agent (or other generic words).

Encourage reviews that describe:

- Pricing strategy
- Communication
- Market expertise
- Contracts
- Negotiation
- Staging/presentation
- Problem solving
- Local knowledge

Use AI to develop a review collection system and client review prompts.

BUILD DIGITAL AUTHORITY THROUGH CONTENT

Educational content teaches AI what differentiates you as a real estate professional.

- Website
- Educational articles
- Market Updates
- LinkedIn
- Targeted FAQs
- Google Business Profile

AI cannot recommend what it cannot understand and trust. The stronger your digital foundation, the stronger your AI visibility—and the greater the likelihood AI recommends your business.



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