

The New Rules of Getting Found. AEO, SEO, and GEO for Luxury Agents

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The AI & Search Visibility Series for Luxury Agents



SCAN TO CONNECT



Andrew on LinkedIn

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The Person Behind the Agents.

2016

Founded Tobe Agency

100+

Agent and brokerage websites
managed

1,000s

Agents trained with ILHM,
Colibri, and REALM

50+

AI visibility audits for luxury
agents

I'm not a real estate agent. I'm the person behind a lot of them. For a decade we've marketed to the same person across real estate, health, travel, and hospitality: mass affluent, self-researching, optimizes everything. That person is your client, and they now start their agent search in AI.

Your Referral Now Gets Checked by AI.

A referral used to end the search. Now it starts one.

01

A friend gives them your name.

43% of buyers found their agent through a referral.

02

They ask AI about you.

Who is this agent? What do they specialize in? Who else should I talk to?

03

They call one agent.

80% of sellers contact only one agent before hiring. Is it you?

So the real question is: what does AI know about you?

Discovery Moved. Most Agents Didn't.

82%

of Americans active in the market use AI for real estate research

Realtor.com, Oct 2025

43%

of US Google searches now show an AI Overview, up from 15% a year ago

Similarweb, Jul 2026

900M

people use ChatGPT every week, more than double early 2025

OpenAI, Feb 2026

WHAT WE FOUND IN THE KEYWORD DATA

"Best luxury real estate agent in [city]" gets almost no Google searches. Those questions are going to AI instead. Zillow, Redfin, and Realtor.com have all launched apps inside ChatGPT.

Three Ways Buyers and Sellers Find You Now.

SEO

Search Engine Optimization

How you rank on Google and Bing when someone searches for an agent in your market.

The Local Pack, organic results, your Google Business Profile.

AEO

Answer Engine Optimization

How well your content answers the exact questions buyers and sellers ask.

FAQ pages and schema that win AI Overviews and featured answers.

GEO

Generative Engine Optimization

How ChatGPT, Gemini, and Perplexity understand who you are and whether they recommend you.

"Who should I use to buy in Park City?" Are you named?

If you only do SEO, you're solving a third of the problem.

The Old Rules vs. the New Rules.

THE OLD RULES

Keywords and links.

- Google counted keywords and backlinks
- Everyone saw the same 10 blue links
- Put up a site, sprinkle in keywords, get found
- Broad beat narrow: cover the whole metro

THE NEW RULES

Verified, specific answers.

- AI reads your site, then checks it against directories and public data
- Every answer is personalized to who's asking
- It names two or three agents, not ten links
- Specialists get named. Generalists get skipped.

This is the early-SEO moment. Most agents haven't moved yet.

A 41-Year Track Record. Invisible to AI.

41 yrs

in one luxury market

\$392M

career sales volume

0 of 6

AI answers that named them

3

Google reviews (top rival: 40+)

Their pre-2014 sales history still lives on a 1996-era website, branded under a brokerage that no longer exists. AI can't connect that proof to them.

Not a reputation gap. A signals gap.

Let's Ask AI Who to Hire.

Same questions to ChatGPT. Logged out, run live.

THE BUYER

"We're relocating from the Bay Area to Park City, looking at homes around \$3M. Which real estate agents should we talk to?"

THE SELLER

"I'm selling a \$4M ski-in ski-out home in Deer Valley. Which listing agent should I hire?"

THE REFERRAL CHECK

"What do you know about [agent name] in Park City?"

WATCH FOR

- Who gets named
- The reason AI gives for each name
- The "best for" line
- Where AI got its facts

Tip: try the same questions for your own market tonight. Screenshot what comes back. That's your baseline.

AI Recommends the Clearest Signal, Not the Biggest Producer.

Agent	Best for	Why AI named them
Agent A	Ski-in ski-out, Deer Valley	Named neighborhoods, recent sales cited
Agent B	Relocation from CA and the Northeast	Clear buyer specialty, strong reviews
Agent C	\$5M+ estates, listing side	Production volume, press mentions
You?	?	?

Illustration of the answer pattern. Not a real ranking.

Buyer and seller questions get different answers. You need a clear signal for each side you want to win.

THE PRICE OF ADMISSION

If AI can't fill in your "best for" cell, you don't make the table.

AI isn't ranking producers. It's matching specialists to situations, and it can only use what it can read and verify.

What AI Checks Before It Names an Agent.

1

Credentials it can verify

Designations, memberships, press, and production AI can confirm somewhere else.

2

One consistent identity

Same name, address, phone, and brokerage everywhere AI looks.

3

Content it can cite

Pages that answer real buyer and seller questions about your market.

4

Reviews that back you up

Enough recent reviews, from both buyers and sellers.

5

A website AI can read

A site you own, kept current, with structure AI can parse.

Score yourself on all five with the free 25-point checklist at the end of today's session.

Can AI Verify You, and Is It Sure It's You?

1

Credentials it can verify

- Mention your ILHM membership and CLHMS or Guild designation, and keep your Institute profile current. AI can check it.
- Press, awards, and published production numbers carry weight because they live on someone else's site.
- Credentials support a specialty. They don't replace one.

2

One consistent identity

- Name, address, and phone must match down to the letter. "Suite 200" and "#200" can read as two different agents.
- Old brokerage pages still live? Ask them to remove or no-index it.
- Start with the heavy hitters: Google Business Profile, Zillow, Realtor.com, Homes.com, then FastExpert, Bing, Apple Maps, LinkedIn.

Does Your Proof Hold Up When AI Looks?

3

Content it can cite

- Neighborhood pages for the areas you want to own
- Buyer and seller FAQs in plain language
- A market report as a web page, not a PDF

4

Reviews that back you up

- 30+ Google reviews is the range where AI starts naming agents in competitive markets
- Aim for a third from sellers if you want listings
- Zillow and Realtor.com reviews count too

5

A website AI can read

- Own your domain and content, not just a brokerage template
- Bio, markets, and recent sales kept current
- Schema markup so AI can read who you are

Week vs Month

THIS WEEK · ABOUT 2 HOURS

1 Run the self-test.

Ask ChatGPT, Gemini, and Google the buyer and seller questions for your market. Screenshot the answers.

2 Write your one sentence.

Who you serve, what you sell, where, and what only you have.

3 Match your top four profiles.

Same name, address, phone, and bio on GBP, Zillow, Realtor.com, and your site.

THIS MONTH · ABOUT 10 HOURS

1 Ask 10 past clients for a Google review.

Send the direct link. Include sellers.

2 Claim the next five directories.

FastExpert, Bing Places, Apple Maps, LinkedIn, and your ILHM profile.

3 Add one neighborhood page and an FAQ.

Then rerun the self-test on day 30 and compare.

The AI & Search Intelligence Blueprint.

See exactly where you stand, and what to fix first.

WHAT'S INCLUDED

- What ChatGPT, Gemini, Claude, Perplexity, and Google say about you, with exact quotes
- Your share of answer vs. your top 3 competitors
- 13+ directory audit with the exact corrections needed
- Local search and website content gap analysis
- 6-month prioritized roadmap and publishing calendar

\$999

One-time. Not a subscription.

60+ page custom report, delivered in 5 business days and walked through on a call.



Scan to get yours

Credited in full toward any implementation program started within 14 days.

Real Estate Brand Messaging.

The one sentence AI repeats, written for you and put everywhere it needs to live.

WHAT YOU GET

- Positioning workshop: your client, specialty, market, and differentiator
- Brand story and specialty statement
- Master bio in three lengths
- Platform-ready copy for GBP, Zillow, Realtor.com, and LinkedIn
- Consistency check across your footprint

HOW IT WORKS

- Discovery call to capture your voice and story
- We draft everything
- One round of revisions with you
- Delivered ready to publish

\$699

One-time

Pairs with the Blueprint: the audit shows what's broken, this writes the fix.

Go deeper: Session 02, Oct 27

Implementation Programs: We Do the Whole Roadmap.

One decision: is your website ready to build on?

KEEP YOUR SITE

The Essentials

\$1,295

/mo for 3 months

For the agent on a strong brokerage site who needs AI to get them right.

- Brand messaging
- GBP optimization
- Schema and 40+ citations
- Day 60 AI re-measure

KEEP YOUR SITE

Essentials + Authority

\$1,895

/mo for 3 months

For the established agent ready to be the name AI recommends.

- Everything in Essentials
- Press release, national wire
- Quarterly market report
- Review pipeline

NEW WEBSITE

Brand + New Website

\$2,500

/mo for 3 months

For the agent moving off the brokerage platform onto a site they own.

- Brand messaging
- 20-page site you own
- 5 neighborhood hub pages
- Schema on every page

BEST VALUE

The Full Blueprint

\$2,750

/mo for 6 months

For the agent or team who wants the entire roadmap handled.

- Everything in every program
- Two press releases
- Review pipeline
- Day 180 outcomes report

Every program starts from your brand message and ends with assets you own. The \$999 Blueprint is credited in full within 14 days.

YOUR NEXT STEP

Become the Agent AI Recommends.

DO IT YOURSELF

The AI Visibility Checklist

Free · 25 points · about 10 minutes. Score yourself on the five signals.



SEE WHERE YOU STAND

The Blueprint

\$999 · your full audit, competitors, and 6-month roadmap in 5 business days.



NEXT SESSION

The Brand AI Can Repeat

Tuesday, October 27
3 PM MT / 5 PM ET

Your story, your message, your market, in one sentence buyers and AI can repeat. Register on the Tobe Agency Luma calendar.

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Park City: What AI Said in the Dry Run.

Buyer question · ChatGPT

Paste screenshot here

Seller question · Gemini

Paste screenshot here

Seller question · Google AI Mode

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