

FIELD GUIDE

AI Discovery Best *Practices*

Five things a real estate agent can do today to become the name AI recommends. Plus what happens when you do.

5

RULES

10

MINUTES TO ACT

Your next client already asked AI who to trust.

You just weren't *in the answer.*

AI has become the first stop for consumers starting a home search. Before they call anyone. Before they look at a single listing. They're asking questions (about neighborhoods, schools, commute times) and forming opinions about which real estate agent to trust.

The agents getting recommended aren't always the most experienced. They're the ones AI can actually understand.

This guide covers five things you can do, starting today, to become one of them.



You don't need to learn AI. You need to learn what AI looks for.

AI sees *fragments*.

Fragments don't earn recommendations.

When AI tries to answer "Who's a good agent in Oakland for first-time homeowners?" it searches everything it can find about you: your brokerage bio, old Yelp reviews, a Zillow listing, a LinkedIn headline, maybe a Facebook post from two years ago.

Each source says something slightly different. No single source tells the full story. The machine tries to build a picture of who you are and can't. So it recommends someone else, someone with a clearer signal.

01

Scattered signals

Five platforms saying five slightly different things about you.

02

No stated specialty

What are you known for? If nothing says it clearly, the machine doesn't know.

03

No written proof

A decade of good work, in private conversations. None of it visible to a crawler.

6

Most agents are spread across half a dozen profiles.

Very few say the same thing.

This is fixable. Here's how.

Own your one sentence. Say it *everywhere*.

AI recommendation systems build a profile of you by reading everything published about you and looking for agreement. The more sources that agree, the more confident the recommendation.

Write one sentence that says who you help, where you work, and what you're known for. Then put it everywhere your name appears: brokerage bio, LinkedIn, Google Business Profile, Zillow.

YES "I help first-time homeowners in the East Bay navigate competitive offers without overpaying."

YES "Luxury homes in Pacific Heights and Cow Hollow. 14 years, 200+ transactions."

YES "Relocation specialist for tech professionals moving to the South Bay from out of state."

NO "Dedicated real estate professional committed to helping clients achieve their goals."

Why the last one fails. No location. No specialty. No who. Every agent in the country could write that sentence, so AI can't tell you apart from any of them.

One sentence. Consistent everywhere. That's Rule 1.

Your platforms are arguing with *each other*.

AI doesn't just read one source. It reads all of them, and when they disagree it loses confidence. A vague brokerage bio, plus a specialty-specific Zillow profile, plus a LinkedIn that hasn't changed since 2019 tells the machine one thing: this person's story is inconsistent.

You don't need to be everywhere. You need the places you are to say the same thing.

Five platforms to audit today.

☐ **Your brokerage website bio**

Does it state your specialty and your markets, or is it generic?

☐ **Zillow / Realtor.com profile**

Same one-sentence identity, or something completely different?

☐ **Google Business Profile**

Claimed? Does the description match what you say everywhere else?

☐ **LinkedIn headline**

"Real Estate Agent at [Brokerage]" is invisible. Your one sentence belongs here.

☐ **Your own website**

This matters more than you think. More on that in Rule 5.

You don't need to rewrite your life story. Just make sure each platform tells the same chapter.

The advice you give at open houses? *Publish it.*

The questions consumers ask you every day (neighborhoods, schools, offer strategy, market timing) are the exact questions they're typing into AI right now. If you've answered them in writing, AI can cite you. If you haven't, it cites someone else. This isn't a blog. It's one answer to one question you already know cold.

DOESN'T GET CITED

"The market is competitive right now"

"It's a great time to buy in the Bay Area"

"Every neighborhood has something unique to offer"

DOES GET CITED

"In Rockridge, accepted offers in Q1 ran 8 to 12% over ask with a 14-day close. Here's what that means for your offer strategy"

"Fremont vs. Milpitas for a tech commuter: what the drive actually looks like at 8am on a Tuesday"

"Three questions to ask your lender before you make an offer in a multiple-offer situation"

THE RULE

Specific beats generic. Local beats national. *Answers beat opinions.*

Market figures above are illustrative. Anything you publish should be your own verified number.

If you can say it at an open house, you can write it. One question. One answer.

Vague credentials don't get you *recommended.*

"Experienced agent with a track record of success" is noise. AI looks for specificity as a signal of credibility, the same way a consumer does. You already have this information. Most agents just haven't written it down anywhere a crawler can find it.

Years in your specific market

Not "licensed since 2009." Try: "Working the East Bay since 2009. Fifteen years of offer patterns, neighborhood shifts and school rezoning."

Transaction specifics

Volume, price range, property type. "200+ transactions, \$500K to \$2M, condos through single-family in Alameda County."

Credentials that mean something local

Awards, designations, brokerage ranking. Only if they're specific enough to be verifiable.

Client stories, in your words

Not a template testimonial. One specific situation, what you did, what happened. Two paragraphs. Real.

Specific proof makes a confident recommendation possible. Generic proof makes it impossible.

Your website might be invisible to *every AI crawler.*

This is the one most agents don't know about. A lot of agent websites load your profile information dynamically, after the page loads. That's fine for a human with a browser. But AI crawlers don't run page scripts. They read what's there on first load. If your information arrives later, they see a blank page.

Think of it this way: you built a beautiful sign for your house, then hung it inside the front door. Passers-by never see it.

CHECK IT IN THIRTY SECONDS

Open your website. Right-click anywhere, choose **View page source**, then search for your name, your specialty and your city. If you can't find them there, neither can a crawler.



Visible

Name, specialty and markets appear in the page source. You're in good shape.



Partially visible

Some information loads correctly, some doesn't. A mixed signal.



Invisible

Your profile loads dynamically. Everything you built to be found is hidden.

This is the one rule you can't fix with better writing. It's structural, and it's why the platform you publish on matters.

Built for exactly this.

Free.

Every rule in this guide points at the same problem: most platforms weren't built with AI discovery in mind. Catchhouse was. One place to state your identity, publish your expertise, and have all of it structured so crawlers, and the AI engines they feed, read it correctly. No new website. No content agency.

- 1 **Own your one sentence** A dedicated specialty and market field, the first thing crawlers read. Write it once; it anchors your whole digital identity.
- 2 **Make your platforms agree** A citable primary source: one clean, authoritative URL you link to from everywhere else, pulling scattered signals toward one story.
- 3 **Publish your answers** Articles are structured as answers, not pages. You write what you know; the structure that makes it citable is handled.
- 4 **Make your proof specific** Credentials, transaction history and client stories live in structured fields, not buried in an "About me" wall of text.
- 5 **Be visible to crawlers** Profiles are fully server-rendered. Your information is in the page source on first load, every time, with no technical work from you.

Under 10 minutes to set up. Built to be found from day one.

Free.

Eight hours. That's how fast *it changed.*

Stephanie had the same scattered fragments as most agents: a brokerage bio, old Zillow reviews, some Instagram posts. She set up her Catchhouse profile. One clear page: her specialty, her market, her proof, structured correctly.

Within eight hours AI was recommending her by name, for her specialty and her market. Not because she gamed anything. Because she finally gave it something clear enough to work with.



10 minutes

Profile published

Specialty stated. Markets listed. Credentials and one answered question, structured so every crawler can read it.

Hours later

Indexed and cited

AI engines pulling from her profile. Her name appearing in answers to questions she'd been answering at open houses for years.

Ongoing

The answer for her market

When a prospect in her area asks who to trust, her name comes up. Consistently.

She didn't run ads. She didn't hire anyone.
She got clear, and the machine got *confident.*

The five rules work. Catchhouse makes them fast.

Be findable. Be trusted. *Be chosen.*

AI doesn't replace the trust that closes a deal. But it decides who gets the call in the first place. You already have the specialty, the market knowledge and the proof. The only thing left is putting it somewhere it can be found.

Start with the five rules

Audit one platform. Write one answer. Those two moves alone put you ahead of most agents in your market.

Set up your free profile

Under ten minutes. One place where all five rules are built in.

catchhouse.com/for-agents

Or let us build it with you

A 20-minute call. We write your profile and first three articles, and handle the publishing.

catchhouse.com/done-for-you

The search changed. The trust didn't.
Now make sure they can find you.

