

# AI Discoverability for Realtors

## AI-Powered Prompt Toolkit

8 Ready-to-Run Prompts to Put AI to Work on Your Discoverability

Ron O'Neil | AI Intelligent Solutions | [aiintelligentsolutions.ca](http://aiintelligentsolutions.ca)

### How to Use This Guide

Each prompt in this guide maps directly to a concept from the 'How to Get Found on AI' presentation. Copy the prompt, fill in your details where indicated by [BRACKETS], and paste it into ChatGPT, Claude, Perplexity, or any AI tool with web search enabled. The goal is to let AI do the audit work so you can spend your time on the fixes.

*Tip: For best results with Prompts 1, 3, and 7, use a tool with live web search enabled (Perplexity, ChatGPT with search, or Claude with web search on).*

### Prompt 1 NAP Consistency Audit

*Slide reference: Entity Recognition: AI Sees You as Data*

**Why this matters:** AI builds a confidence profile of you by cross-referencing your name, brokerage, phone, and address across the web. Inconsistencies cause your confidence score to drop.

#### **COPY THIS PROMPT**

You are an online presence auditor for real estate professionals. Search the web for all public listings of the following agent:

Full Name: [YOUR FULL NAME]  
Brokerage: [YOUR BROKERAGE NAME]  
City/Province: [YOUR CITY, PROVINCE]  
Primary Phone: [YOUR PHONE NUMBER]

Check: Google Business Profile, REALTOR.ca, Facebook, Instagram, LinkedIn, RankMyAgent, Rate-My-Agent, brokerage website, and any other directories you find.

For each platform found, report:

- Exact name listed
- Phone number listed
- Brokerage listed
- Service area listed
- Any discrepancies vs. the information above

Summarize: Which platforms have mismatches? What should be fixed first?

### Prompt 2 Review Quality Analyzer

*Slide reference: Signals 1-3: Foundation - Reputation Proof*

**Why this matters:** Steady, detailed, location-specific reviews are machine-readable trust signals. This prompt analyzes your existing reviews and identifies gaps AI would flag.

#### **COPY THIS PROMPT**

You are a reputation analyst for a real estate agent. Search Google Reviews, RankMyAgent, and Rate-My-Agent for reviews of:

Agent Name: [YOUR FULL NAME]  
Brokerage: [YOUR BROKERAGE]  
City: [YOUR CITY]

Analyze the reviews found and report:

1. Total review count per platform
2. Average rating per platform
3. How many reviews mention a specific neighborhood or city?
4. How many reviews describe a specific transaction type (buyer, seller, investor, first-time buyer)?
5. What percentage are generic ('great agent!') vs. detailed?
6. Date of the most recent review

Verdict: Would an AI recommend this agent based on review quality?  
What is the single most impactful review improvement to make?

### Prompt 3 Third-Party Mention Audit

*Slide reference: Signals 4-5: Authority and Third-Party Validation*

**Why this matters:** AI trusts you when reputable external sources mention you, not just your own website. This prompt finds where you appear and where you are missing.

#### COPY THIS PROMPT

You are a digital authority researcher.  
Search the web for third-party mentions of the following person outside of their own website and social media profiles:

Name: [YOUR FULL NAME]  
Role: Real estate agent / REALTOR  
Brokerage: [YOUR BROKERAGE]  
City: [YOUR CITY]

Search for mentions in:

- Local news articles or community publications
- Podcast show notes or guest appearances
- Chamber of commerce or community organization websites
- Real estate association profiles or award listings
- Guest blog posts or contributed articles

Report each mention found: source, date, context.

Identify: Which authority categories have zero mentions?

Recommend: 3 realistic actions to earn new third-party mentions in the next 60 days.

### Prompt 4 FAQ Gap Finder

*Slide reference: Signals 4-5: Relevance to Common Questions*

**Why this matters:** Realtors who answer real consumer questions in plain language are easier for AI to surface. This prompt generates the questions your website should already be answering.

#### COPY THIS PROMPT

You are a content strategist for a local real estate agent.  
Generate 15 questions that a home buyer or seller in [YOUR CITY] would realistically ask an AI assistant when starting their real estate journey.

Focus on:

- First-time buyer questions specific to [YOUR CITY/REGION]

- Seller questions about timing, pricing, and closing costs
- Neighbourhood comparison questions
- Questions about choosing a real estate agent
- Market condition questions

For each question, provide:

- The question (written exactly as a consumer would ask it)
- The page title it should become on a website
- A 3-sentence plain-language answer draft

Prioritize questions that are hyper-local and not easily answered by a generic national real estate website.

## Prompt 5 Bio AI-Optimization Rewriter

*Slide reference: Signals 6-7: Structured Content and Freshness*

**Why this matters:** A generic bio is invisible to AI. This prompt rewrites your bio to include the entity signals AI uses to recommend you: full name, brokerage, location, niche, and metrics.

### COPY THIS PROMPT

You are an AI discoverability copywriter specializing in real estate professional bios.

Rewrite the following agent bio to be optimized for AI discovery.

The new version must include in the first two sentences:

- Full name
- Brokerage name
- Exact geographic service area (cities or neighborhoods)
- Primary niche or specialty
- At least one quantifiable metric (years, transactions, or volume)

Avoid all generic phrases like 'passionate about,' 'dream home,' 'tirelessly,' or 'dedicated professional.'

Write in third person. Keep it under 200 words.

End with a clear statement of who this agent is best suited to help.

Original bio to rewrite:

[PASTE YOUR CURRENT BIO HERE]

## Prompt 6 Monthly Market Snapshot Generator

*Slide reference: Signals 6-7: Freshness and Activity*

**Why this matters:** AI systems like Google Gemini prioritize content updated in the last 90 days. A monthly market post keeps your site fresh and gives AI verifiable, current evidence of your activity.

### COPY THIS PROMPT

You are a local real estate market writer.

Using the following data, write a 350-word market snapshot for [YOUR CITY/NEIGHBOURHOOD] for [MONTH, YEAR].

Data to include:

- Average sale price: \$[AMOUNT]
- Median days on market: [NUMBER]
- Active listings: [NUMBER]
- Sales volume (units): [NUMBER]
- Month-over-month price change: [PERCENTAGE]
- Year-over-year price change: [PERCENTAGE]
- Sale-to-list price ratio: [PERCENTAGE]

Format:

- Opening sentence: one clear market characterization
- 2 paragraphs of plain-language analysis
- 1 paragraph of what this means for buyers
- 1 paragraph of what this means for sellers
- Closing sentence with agent name and contact

Tone: professional but conversational. No jargon. No fluff.

Written by: [YOUR FULL NAME], [BROKERAGE], [CITY]

## Prompt 7 AI Discoverability Self-Test

*Slide reference: Demo: Deconstructing an AI Answer*

**Why this matters:** The best way to know if you are discoverable is to ask AI directly. This prompt runs the test a consumer would run and shows you exactly what AI finds when it looks for you.

### COPY THIS PROMPT

Search the web and answer the following question as a consumer looking for a real estate agent would ask it:

'Who is a good REALTOR in [YOUR CITY] for [YOUR NICHE - e.g., first-time buyers / luxury homes / condos]?'

After answering, provide a second section:

AUDIT MODE:

Now search specifically for [YOUR FULL NAME] + [YOUR CITY].

- Did you appear in the first answer? If not, why not?
- What sources did you find about this agent?
- How complete is the information you found?
- What is the single biggest gap in this agent's AI discoverability?
- What one action would most improve their chances of being recommended next time this question is asked?

## Prompt 8 AI Answer Page Builder

*Slide reference: SURFACE Framework: F - FAQ Content*

**Why this matters:** Pages built to answer real consumer questions directly are what AI pulls into its responses. This prompt builds one complete, AI-ready page per question.

### COPY THIS PROMPT

You are a real estate content writer building an 'AI Answer Page' for a REALTOR website.

Write a complete web page for the following question:

'[EXACT CONSUMER QUESTION - e.g., What should I know before buying a home in Barrie, Ontario?]'

Page structure:

- H1: The exact question (word for word)
- Opening paragraph: Direct 2-sentence answer
- Section 1: [Step / Factor 1] - 100 words
- Section 2: [Step / Factor 2] - 100 words
- Section 3: [Step / Factor 3] - 100 words
- FAQ block: 4 follow-up questions with 50-word answers each
- Closing: 1 paragraph with agent name, brokerage, city, and call to action

Agent details to embed:

Name: [YOUR FULL NAME]

Brokerage: [YOUR BROKERAGE]

City/Area: [YOUR SERVICE AREA]

Phone: [YOUR PHONE]

Tone: plain language, helpful, specific. No filler phrases.

---

## Your Next Step

Start with Prompt 7. Ask AI who it recommends in your market. See if you appear. That result tells you exactly how much work there is to do and where to start.

**Your job is not to hack AI. Your job is to be the most verifiable expert in your local market.**

*Ron O'Neil | AI Intelligent Solutions | AI Trainer, Speaker & REALTOR | Barrie, Ontario*