

The 10-Point *AI Visibility* Audit.

Run these 10 checks before the webinar. They take 15 minutes. You will not learn the fix here. You will learn what you do not know about your own AI visibility, so when we walk through the 5-step GEO framework on June 4, you know exactly which signals matter most for your market.

01. What does AI know about *your market*?

Run each query exactly as written. Note what comes back. Do not edit the prompt.

- Open ChatGPT. Search: "best real estate agent in [your city]."** Write down the top 3 names AI returns. Are you one of them? If yes, why do you think it picked you. If no, which of the 3 do you compete with most directly?
- Open Perplexity. Run the same query.** What is different from ChatGPT? Different agents? Same agents, different order? More or less specific reasoning?
Different AI tools weight signals differently. The gap is the start.
- Google your query with AI Overview enabled.** Does the summary include agent names? Yours? What is it citing as its source?

02. What does AI know about *you*?

If you came up empty in section 1, this is where you find out why.

- Open ChatGPT. Search: "Tell me about [Your Full Name], real estate agent in [Your City]."** Is it accurate? Is anything wrong? Is anything critical missing (years experience, specialty, brokerage, recent sales)?
- Open your Google Business Profile.** Is the "Services" section filled out with at least 5 specific services (e.g., "First-time home buyer consultation," "Luxury lakefront listings," not just "Real estate")?
One of the 5 GEO signals lives here. Most agents have this wrong.
- Check your GBP: at least 25 verified client reviews in the last 24 months?** If less, that is a fixable gap. We cover the AI-relevant review pattern in the webinar.
- Look at your Zillow profile "About me" section.** Does it read like a paragraph a real human wrote, with specific market detail and personality? Or does it read like a template?

03. How visible is your *content*?

AI does not just look at your profile. It looks at everything you have published.

- Pull your most recent 5 listing descriptions.** Are they varied, specific to each property, and written by you? Or templated, identical structure, AI-generated, or copied from MLS comments?

AI systems detect templated content and weight it accordingly.

- Visit your website (if you have one).** Does it clearly answer "Why should AI recommend me over the other 200 agents in my zip code?" If you cannot find that answer in 10 seconds, neither can AI.

- Look at your social media posts from the last 30 days.** How many would an AI parse and remember? How many are reels with no caption, photo posts with one-line captions, or generic motivational quotes that say nothing about your market?

Save this audit. *Bring it to the webinar.*

After the 60 minutes on June 4, you will know which 5 of these 10 actually move the needle, what the exact fix looks like for each, and what order to do them in for the fastest visible result.

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