Prime Real Estate SEO launches AEO and GEO service to help real estate businesses appear in AI search answers

The new service helps agents, brokerages, developers, and commercial firms get found and recommended by name in ChatGPT, Google AI Overviews, Gemini, and Perplexity, with a free AI Visibility Check, clear ROI reporting, and no long-term contracts.



New York City, New York Oct 27, 2026 (Issuewire.com) - Prime Real Estate SEO, a digital marketing agency that works exclusively with real estate professionals, today announced the launch of its AEO and GEO service. AEO stands for Answer Engine Optimization, and GEO stands for Generative Engine Optimization. The service helps real estate agents, brokerages, developers, and commercial firms get found, quoted, and recommended by name in AI search tools.

More buyers and sellers now ask AI tools before they contact an agent. BrightLocal's 2026 Local Consumer Review survey of 1,002 US adults found that 45% of consumers use ChatGPT or other generative AI tools for local business recommendations, up from 6% a year earlier. A real estate business that doesn't appear in those answers may never get the chance to win the lead.

The service has seven parts:

- AI search check-up: a review of how a business appears in ChatGPT, Google AI Overviews, Gemini, and Perplexity, compared with other agents in its market.

- Business profile: matching name, expertise, and service areas across the website, Google Business Profile, directories, and social profiles.
- Schema markup: code that helps AI tools read a business's services and reviews correctly.
- AI crawler access: an llms.txt file and a robots.txt check so AI bots can read the site.
- Content: direct, question-based answers that AI tools can quote.
- Mentions: coverage on real estate publications and local news sites.
- Monitoring: ongoing checks on how AI tools describe and recommend the business.

The work follows five steps: audit, foundation, content, authority, and monthly monitoring.

The agency says AEO and GEO depend on a strong SEO base, because AI tools are unlikely to trust a site that Google doesn't already rank. The service comes with exclusive territory guarantees and clear ROI reporting, with no long-term contracts.

"When someone asks an AI tool who to call about a home, the answer is a short list," said CEO at Prime Real Estate SEO. "This service is built to put our clients on that list, and to show them every month whether it's working."

The AEO and GEO service is available now. Real estate businesses can request a free AI Visibility Check, and full details are on the AEO and GEO service page.

Media Contact

Prime Real Estate SEO

*********@primerealestateseo.com

09872507501

4th floor, C 210 A, Phase 8B, Industrial Area, Sector 74, Sahibzada Ajit Singh Nagar, Punjab 140307

https://primerealestateseo.com/

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