John Spencer Ellis Reveals How REALTORS® Can Become the Agent AI Recommends

Reputation Return Founder Shares Strategies for Getting Named by ChatGPT, Claude, Perplexity and Google AI as Consumer Search Behavior Shifts Dramatically.



Las Vegas, Nevada Nov 11, 2026 (Issuewire.com**)** - John Spencer Ellis, founder of Reputation Return and a leading authority on Generative Engine Optimization, is urging REALTORS® to take immediate action on AI search visibility as data reveals a fundamental transformation in how home buyers and sellers discover real estate professionals.

"When someone asks ChatGPT who the best REALTOR® is in their area, AI doesn't show ten options to browse — it names two or three agents directly," said Ellis. "If you're not one of those names, that client is gone before you ever knew they were looking. This is happening right now, thousands of times a day, in every market across the country."

The scale of the shift is significant. AI-referred traffic has grown 393% year-over-year according to Adobe Analytics. ChatGPT alone processes over 2 billion queries daily, with Perplexity, Claude, Grok, and Google AI Overviews collectively adding billions more. While Google still dominates total search volume, AI adoption is accelerating at a pace that demands attention.

More compelling than volume is conversion quality. AI-referred leads convert at approximately 14-16%, compared to under 3% for traditional Google organic traffic — a five-fold improvement that transforms the economics of client acquisition.

What REALTORS® Can Do Themselves

Ellis emphasizes that building AI visibility doesn't require outsourcing everything. REALTORS® can take meaningful steps independently:

Strategic Social Media: Content on LinkedIn and Instagram feeds AI training data. But generic listing posts provide minimal value. REALTORS® should position themselves as market authorities - analyzing neighborhood trends, commenting on pricing dynamics, sharing buyer behavior insights. Content must explicitly connect them to specific markets and specialties.

YouTube with Intent: Video significantly influences AI recommendations. Market updates, neighborhood guides, and educational content should feature optimized titles and descriptions. "Henderson Nevada Luxury Real Estate Market Analysis November 2026" creates clear AI associations. "Quick Update" does not.

Authentic Reddit Presence: AI platforms weight Reddit heavily. REALTORS® can build authority through genuinely helpful participation in real estate forums and local community discussions. Promotional content backfires — authentic expertise builds credibility.

Press Release Strategy: High-domain-authority press distribution creates the third-party mentions AI prioritizes. Market insights, professional recognition, community involvement, and milestone announcements all generate authority signals.

The Precision Requirement

While these activities are accessible, Ellis warns that execution quality separates results from wasted effort.

"A press release distributed through a low-authority network does almost nothing," he explained. "A YouTube video with a generic title never gets discovered by AI. Content that doesn't specifically connect you to your target markets provides zero visibility value. The tactics are straightforward — the precision required to make them work is where most REALTORS® need guidance."

Key success factors include:

• **Platform Authority:** Where content appears matters enormously. High-domain-authority sources signal credibility to AI systems; low-authority platforms are largely ignored.

• **Entity Consistency:** Name, credentials, brokerage, and contact information must match exactly across every online presence. Inconsistencies reduce AI confidence in making recommendations.

• **Geographic Precision:** AI recommendations are hyperlocal. Content must explicitly associate the REALTOR® with specific neighborhoods, zip codes, and market segments.

• **Ongoing Activity:** Single efforts produce minimal impact. Real-time platforms like Perplexity require continuous content presence.

The Urgency of Now

Ellis points to competitive dynamics that favor immediate action.

"The REALTORS® building AI visibility today are capturing clients and generating reviews, coverage,

and referrals that reinforce their position," he said. "Every month they grow stronger. Every month the gap widens. The agents who wait will face entrenched competitors who own the AI recommendation in their market. That's not a position you want to fight from."

Reputation Return offers AI visibility audits for REALTORS® seeking to understand their current positioning and develop systematic strategies for appearing in AI recommendations.

About Reputation Return

Reputation Return, a division of Martin Management Group LLC, specializes in Generative Engine Optimization and digital PR. Founded by John Spencer Ellis, the Las Vegas-based agency helps REALTORS®, healthcare professionals, attorneys, financial advisors, and business owners achieve visibility across ChatGPT, Claude, Perplexity, Google AI Overviews, and Grok.

Media Contact

Reputation Return

*********@gmail.com

(480) 382-2464

https://reputationreturn.com/

Source : Reputation Return

See on IssueWire