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WINNING AI SEARCH

PRESENTED BY JEFF LOBB

Winning AI Search



Winning AI Search



BlackBerry → **iPhone**

Google → **AI answers**

Referrals → **AI recommendations**

Winning AI Search

Search Used To Be a Box.

Now It's a Conversation.

BUSINESS

TECH

Google Shifts to AI Search, Heralding Major Change in How People Use the Internet

ADD TIME ON GOOGLE



by Rebecca Schneid
REPORTER

MAY 20, 2026 1:53 PM ET



Sundar Pichai, chief executive officer of Alphabet Inc., during the Google I/O Developers Conference in Mountain View, California, US, on Tuesday, May 19, 2026. David Paul Morris—Bloomberg

The company announced on Tuesday that the search bar will be “completely reimagined with AI,” calling it the biggest change in more than 25 years.

Source: Time Magazine – Google Shifts to AI Search,
Heralding Major Change in How People Use the Internet

Winning AI Search

FROM SEO TO AEO: ANSWER ENGINE OPTIMIZATION

Google delivers links (and Ads), AI delivers answers to their questions

Traditional SEO could see 20–40% organic traffic decline by 2026

AI “ANSWER ENGINES”



Gemini



perplexity



Claude



ChatGPT, Gemini, Perplexity, Claude, Grok etc.

THE WAKE-UP CALL

Right now, someone is asking ChatGPT who to call for their next real estate transaction.

"If your brand doesn't show up when someone asks ChatGPT or Gemini for a recommendation, you're losing deals you'll never even know about."

82%*

of consumers said they've used
AI for Housing Market info

67%*

Reported using
ChatGPT

54%*

Reported using
Gemini

91% +**

of agents are invisible to AI
search right now

*Source: realtor.com

**Source: FlyDragon's 2026 Benchmark report

HOW CONSUMERS ARE USING AI TO FIND BUSINESSES AND DECIDE WHO TO HIRE

HOW CONSUMERS ARE USING AI



Searching for information



Comparing providers



Getting recommendations



Building a shortlist before they call

EXAMPLE AI SEARCH PROMPTS



“Who are the best real estate agents in Palm Beach for waterfront homes?”



“What mortgage company is best for a first-time buyer?”



“Who are the top-reviewed title companies near me?”



“Compare the best divorce attorneys near me based on reviews.”

WHAT THIS MEANS FOR BUSINESSES



If your business is not visible in AI results, you may never make the shortlist.



Reviews and third-party proof still matter most after discovery.



Accurate business info and strong reputation improve AI visibility.

Let's talk AI and Reviews

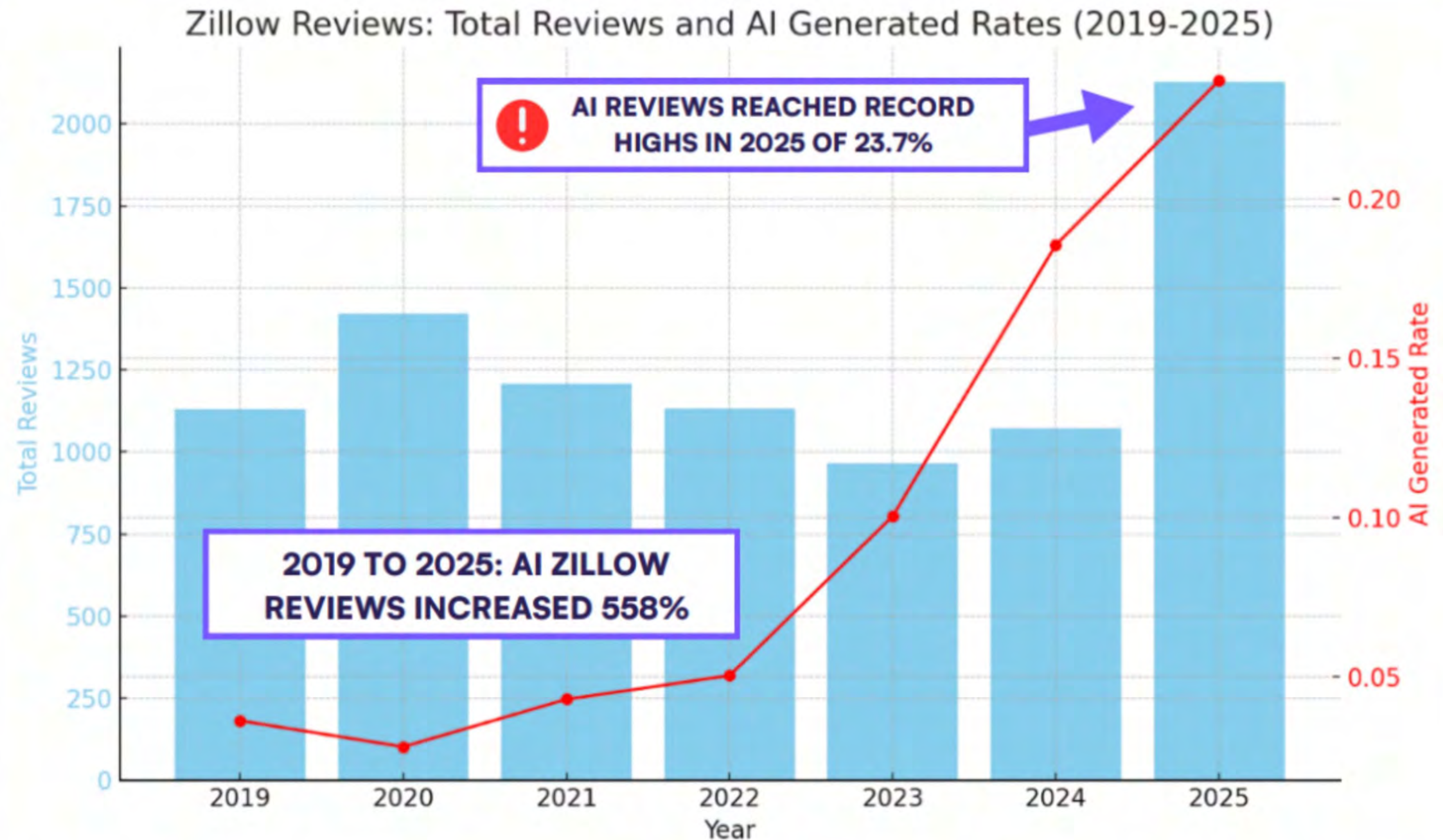
In a World of Fake Reviews, Clarity Wins

- ▶ Nearly 1 in 4 Zillow agent reviews in 2025 were likely written by AI, up over 500% from 2019

Source: New York Post

ZILLOW AI REVIEWS

INCREASED BY 558% FROM 2019 TO 2025



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CAN AI PLATFORMS READ YOUR REVIEWS?



“GUT CHECK”

1. Go **ask AI those questions yourself...** don't get mad at the result 🤨
2. Use tools to **score your AI Visibility** like searchably.ai
3. Make a list yourself, ask AI to do it for you, or use answerthepublic.com to find the **top 20 questions consumers are asking** in your local market.
4. Use those 20 questions as a **guide to create answers and content**

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THINK CONSUMER QUESTIONS, NOT AGENT QUESTIONS

Hey, Jeff. Ready to dive in?

Who is the best Luxury Real Estate Agent in Tampa to sell my waterfront condo?



Medium ▾



Create an image



Write or edit



Look something up

Winning AI Search

1. [REDACTED]

[REDACTED] would be near the top of my initial interview list, particularly for a high-value condo requiring strong luxury exposure and access to affluent buyers. She specializes in Tampa Bay luxury Real Estate and represents high-net-worth clients. Her website reports that she is Coldwell Banker's No. 1 agent in Tampa Bay and Florida and No. 8 nationally, although you should confirm the applicable year and methodology behind those rankings.

Best fit: Ultra-luxury residences, high-profile sellers, premium marketing and discretion.

2. [REDACTED]

[REDACTED] profile specifically identifies **luxury waterfront homes, waterfront condos and waterfront Real Estate** among her specialties. That direct condo and waterfront positioning makes her worth interviewing, especially when the property's water exposure, marina access or coastal features are central to its value.



3. [REDACTED]

[REDACTED] is positioned as a South Tampa luxury advisor helping clients sell homes, condominiums and townhomes. His background could be especially relevant for a residence along [REDACTED] in a nearby luxury district.

Best fit: South Tampa and Bayshore-area sellers who value local connections and the [REDACTED] network.

4. **A building-level specialist** [REDACTED]

Rather than selecting a specific Smith agent without knowing y [REDACTED] identify the agent within [REDACTED] who has the most [REDACTED] condominium tower and its closest competitors. [REDACTED] is a local [REDACTED] brokerage with a stated focus on luxury Real Estate, and its ag [REDACTED] among current luxury condo listings in Tampa.

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AI is the new Google. Are you showing up when clients ask:

"Who's The Best Real Estate Agent Near Me?"

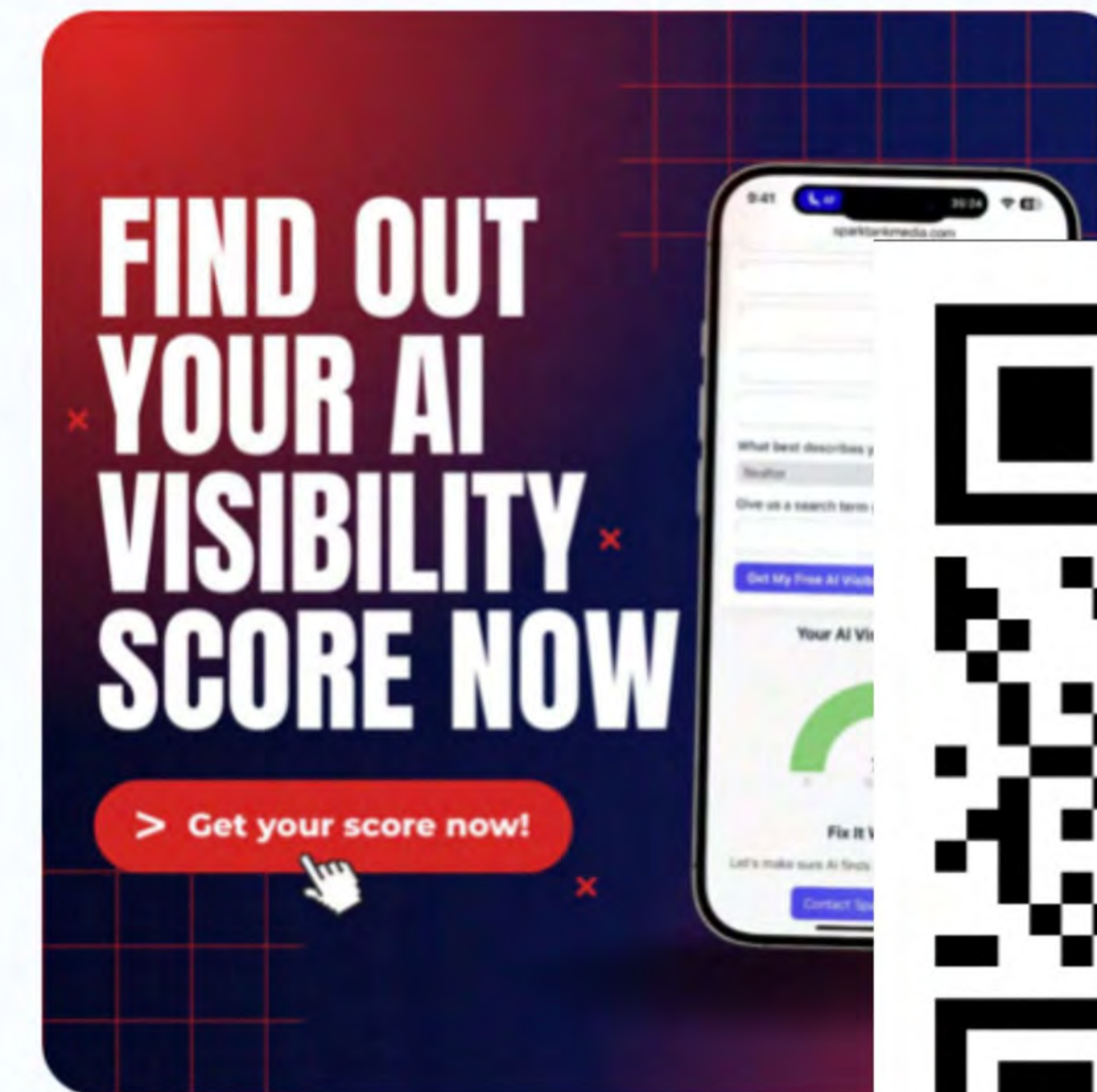
GET FOUND ON AI!

**Consumers are searching in AI –
If You're not showing up, your Competition is!**

We make you the professional that AI recommends first — with AI-optimized social, geo-smart content, and weekly visibility tuning across ChatGPT, Gemini, Perplexity, and more.

[Contact us!](#)

[Get your score now! ➔](#)



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Winning AI Search

ANSWERTHEPUBLIC.COM

AnswerThePublic

All

AI Models

Search Engines

Social Media

Back to top ↑

🔍

Luxury Real Estate Agent in Tampa

✕

English ▾

United States

Filters

🔍

AI Prompts

for Luxury Real Estate Agent in Tampa





BETA

Prompt ?	Content Studio ?	Intent ?
 + Top-rated luxury real estate agents in Tampa	⚙️ Generate Content	N C
 + How to identify a highly-rated luxury real estate professional in Tampa?	⚙️ Generate Content	C I
 + Best websites to find luxury homes in Tampa	⚙️ Generate Content	I N
 + What are the key services offered by premier luxury real estate agencies in Tampa?	⚙️ Generate Content	I C

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Winning AI Search

YOUR AI SEARCH ECOSYSTEM



**YOUR BUYERS ARE MOVING TO AI.
YOUR SELLERS ARE MOVING TO AI.**

**YOUR ONLINE MARKETING
STILL HASN'T CHANGED.**

Don't end up like the...





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GET A COPY OF MY SLIDES!

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Or go to

<https://talk.ac/jefflobb>

and enter this code when prompted

ROCK26



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