

Where should we begin?

+ Ask anything



||| Voice

THE UNCOMFORTABLE TRUTH

“

Your next client already  
interviewed you. You just  
weren't in the *room*.

EVERY BUYER. EVERY SELLER. BEFORE THEY EVER CALL YOU.

FOR AGENTS WHO WANT TO STAY THE ANSWER

# THE Supercharged REAL ESTATE AGENT

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Your Unfair AI Advantage: 6 POWER Moves to Become the Most Recommended Agent

PRESENTED BY AMIR SYED

# In the next **20 minutes**:

01

## THE CONSUMER

How your consumer is already using AI, before they ever call you.

02

## THE PLAYBOOK

The 6-move system to become the answer AI gives.

03

## THE SKILL

The one thing AI can't take from you.

*\*These are not predictions. They're headlines from the last 9 months.*

REAL ESTATE



**I sold my home in 5 days and made a \$90K profit**

**"I didn't use a broker, I used an AI chatbot."**

*— First-person seller account*

PLATFORM SHIFT

Oct 2025 – Mar 2026

**Zillow, Redfin, and Realtor.com all launch inside ChatGPT**

ADOPTION

NAR · 2025 Member Profile

**85% of real estate agents now use AI regularly in their business**

FIRST PERSON

**I Tried to Sell My House With a Chatbot**

*"I gambled my family's savings on a hunch that AI could outperform a real estate agent."*

CONSUMER SHIFT

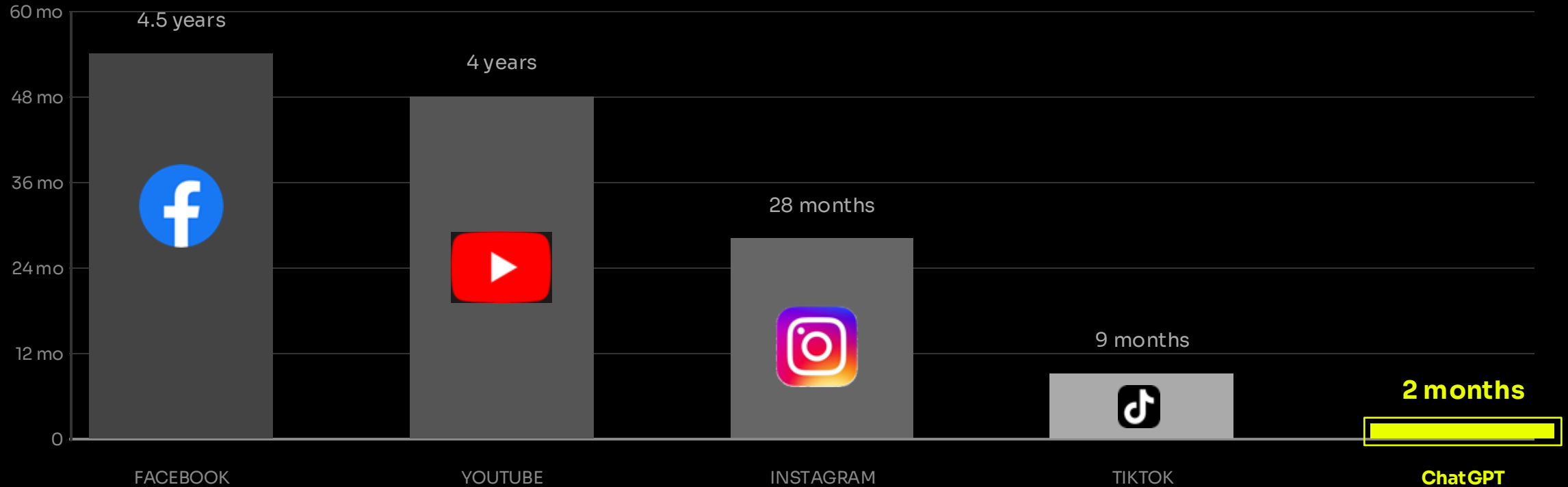
Realtor.com · Oct 2025

**82% of Americans now use AI for housing market information**

THE SPEED OF ADOPTION: 100M USERS

# AI hit 100M users in 2 months

*Facebook took 4.5 years to do the same.*



Source: UBS & Similarweb



**SEQUOIA** 

What is Sequoia Capital famous for?

#### AI Overview

Sequoia Capital is a premier venture capital firm famous for identifying and funding the world's most successful technology companies from their earliest stages. Founded in 1972, its legendary track record includes early investments in giants like **Apple, Google, Airbnb, WhatsApp, Stripe, and Zoom**.  Sequoia Capital +3

The firm that saw everything coming.

SEQUOIA 

25%+

of the Nasdaq's total value sits in  
companies Sequoia backed early.

APPLE

BACKED 1978

GOOGLE

BACKED 1999

YOUTUBE

BACKED 2005

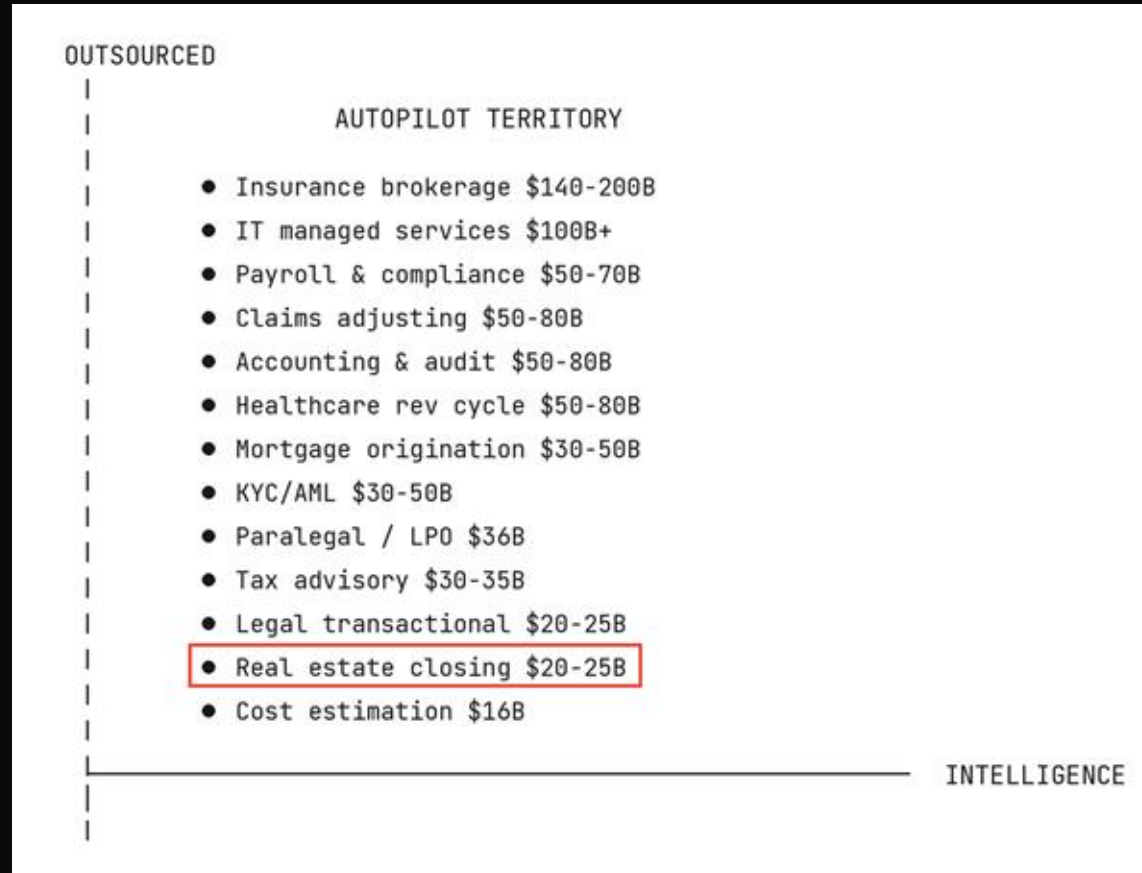
AIRBNB

BACKED 2009

STRIPE

BACKED 2011

Now they've published a map of which industries AI transforms next. **Real estate is on it.**



## THE REAL ESTATE TIMELINE

# This industry has **always evolved.**

NAR Founded

Realtor.com Launches

iBuyer Model Emerges

Generative AI Arrives

1908

1995

2016

2023

1970s

2006

2022

2026

MLS Goes Digital

Zillow & Zestimate

Buyer-Agency  
Lawsuits

AI Search Integration

“

AI is going to remove or democratize a lot of tasks, but it will not remove the skill set of building **trust** and your ability to actually sell.

---

**Ryan Serhant**  
*Founder of Serhant.*



# WHY I'M BULLISH ON THE NEXT DECADE

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2 of 3

new mortgages went to buyers under 45 in 2025.

THE BUYER IS YOUNGER

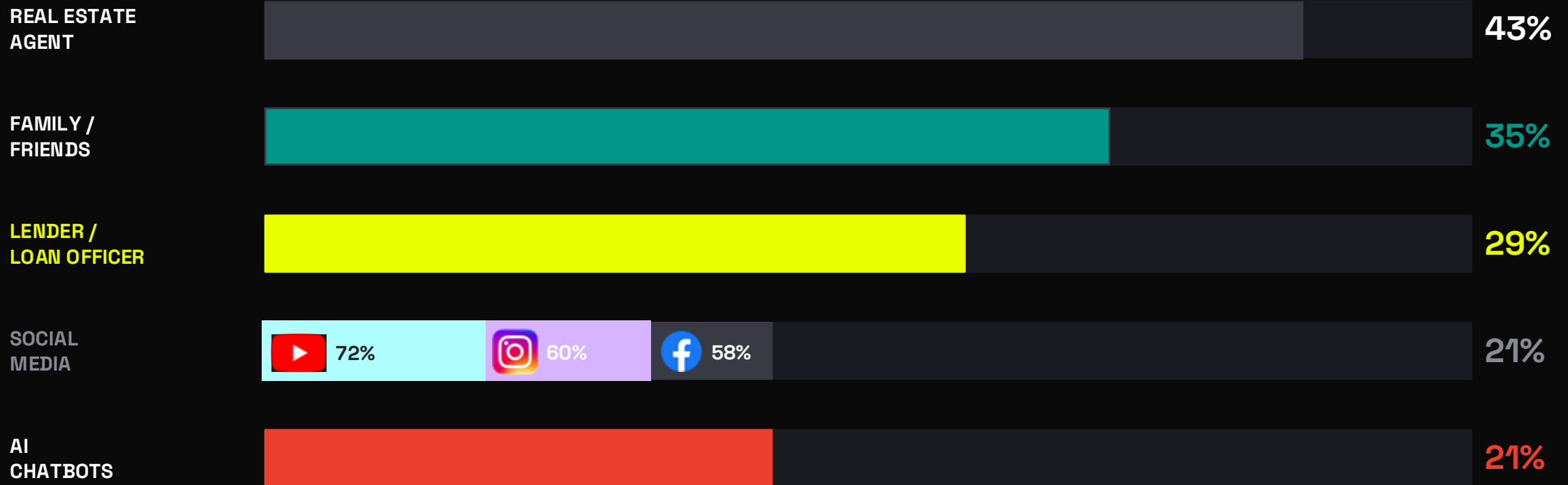
+8.6M

new U.S. households projected over the next 10 years.

THE DEMAND IS GROWING

# WHO BUYERS TRUST FOR REAL ESTATE ADVICE?

Human sources still rank above, but social media and AI chatbots combine for 40%+ and growing...

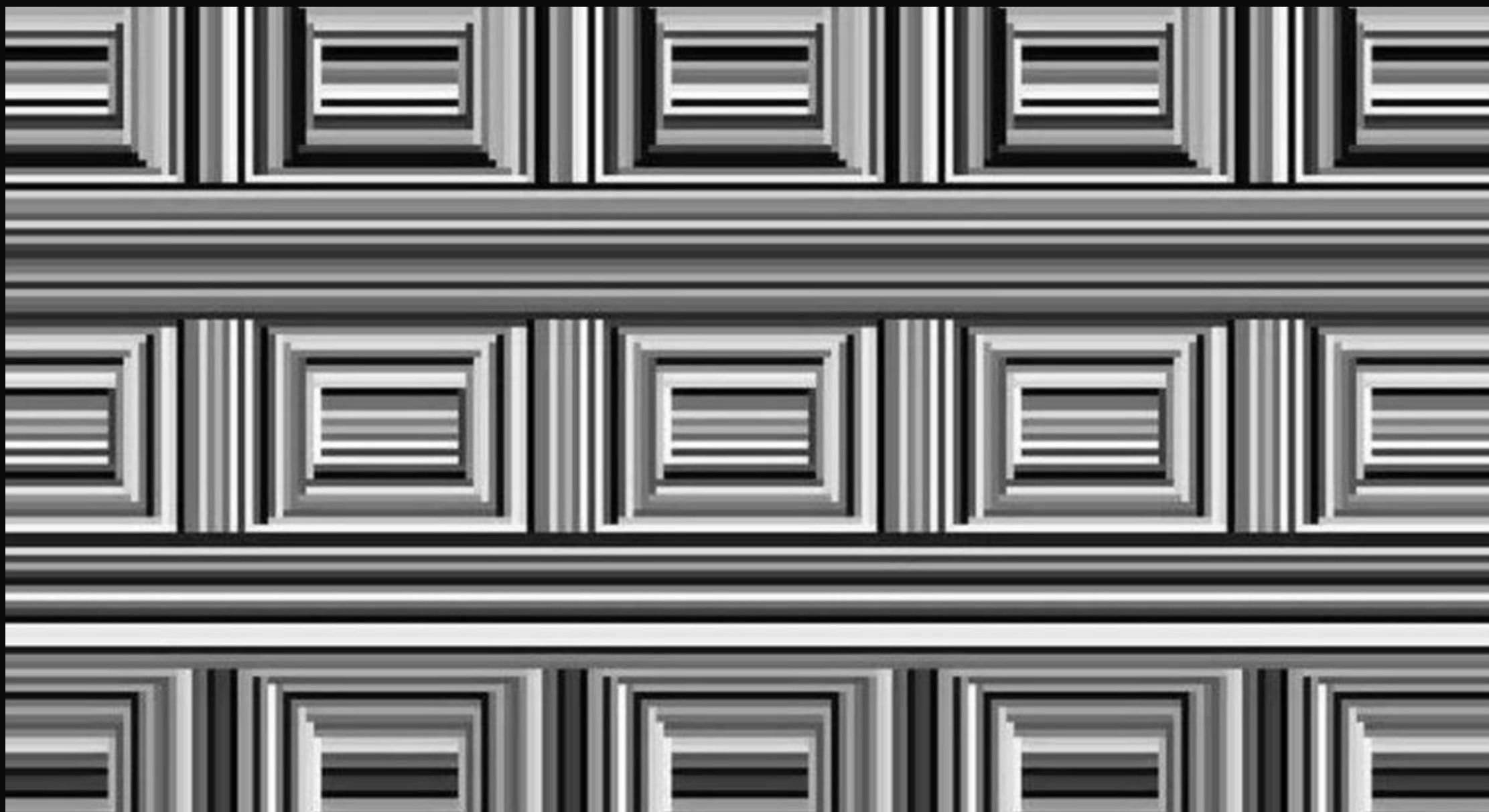


“

When you **change** the way  
you look at things,

the things you look at  
**change.**

— DR. WAYNE DYER





“

So many are industry focused.

So few are  
**consumer** focused.

---

START WITH THE CONSUMER

FIRST,

Think about how the  
*consumer* is using AI.

---

*"If you are considering buying a home,  
don't fail to read this excellent new book."* Robert J. Briss, Syndicated Real Estate Columnist

# Home Buying FOR DUMMIES®

**A Reference  
for the  
Rest of Us!**

**Eric Tyson, MBA**

*Financial counselor  
and bestselling author*

**Ray Brown**

*Residential real estate consultant  
and bestselling author*

*America's  
bestselling  
real estate book!*



*The inside secrets to selling in any market —  
with tips on using the Web and understanding revised tax laws*

# House Selling FOR DUMMIES®

**3rd Edition**



**Eric Tyson  
Ray Brown**

*Authors of Home Buying For Dummies  
America's #1 bestselling real estate book*

**A Reference for the Rest of Us!**

**FREE eTips at  
dummies.com**

THE NEW CONSUMER

# Your buyer is 40.

They've spent 20 years one tap away from everything.



AMAZON

1994



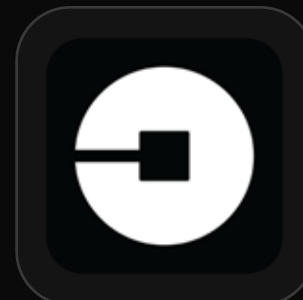
NETFLIX

2007



AIRBNB

2008



UBER

2009



DOORDASH

2013

They've never had to wait, guess, or cold-call for anything.

**Why would the biggest purchase of their life be different?**

SOURCE: NAR 2025 PROFILE OF HOME BUYERS & SELLERS — MEDIAN FIRST-TIME BUYER AGE: 40

THE NEW BEHAVIOR

YESTERDAY

**Google:** Search and Decide.

---

TODAY (and *TOMORROW*)

**AI:** Ask and Trust.

---

# HOW ARE BUYERS ARE USING AI TODAY?

Three behaviors. Every buyer/seller. **Before they ever talk to you.**

01

**PLAN**

02

**VET**

03

**VERIFY**

# PLAN

## BEFORE THEY EVER CALL YOU.

---

*Here's what they're typing into AI right now:*

> “What can I afford in [neighborhood]?”

> “Is now a good time to buy in [city]?”

> “What should I budget for closing costs as a seller?”

# VET

## BEFORE THEY EVER CHOOSE YOU.

---

*Here's what they're asking AI about you and your competitors:*

> “Find a top-rated Realtor for luxury condos in [city]?”

> “Should I use a buyer’s agent or go direct to the listing agent?”

> “Are there complaints about [Brokerage X]?”

> “Should I work with the Agent I met at the open house?”

> “Compare [Agent A] vs. [Agent B].”

> “I’m self-employed — what should I look for in a loan officer?”

# VERIFY

## AFTER THEY MEET WITH YOU.

---

*They're pasting your answers into AI and asking:*

> “Is this listing priced fairly for the neighborhood?”

> “Does this offer make sense given recent comps?”

> “Is a 2% buyer-agent commission normal here?”

> “Should I waive the inspection contingency?”

“

**48%** of Americans who plan to buy a home in the next **12 months** say they have used or will use **AI tools** during the process — including for estimating housing costs and guidance.

TIMING IS EVERYTHING

ASK YOURSELF:

How many of you wish  
you started building on

YouTube, Instagram, Facebook *sooner?*

---

THE MOMENT

*And right now,*

AI is that

**NOW.**

“

Even the **right** decision  
is **wrong** when taken  
**too late.**

---

# THE RULES JUST CHANGED.

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## 01 THE BEHAVIOR

Consumers are asking AI assistants for **advice and recommendations**, not just mortgage rates or general questions

---

## 02 THE REQUIREMENT

Your content has to be **AI-readable** and **reputation-rich**, so that when AI assistants are asked, **they recommend YOU.**

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~~Goodbye, SEO.~~

Hello, **GEO.**

---

# S.E.O.

## SEARCH ENGINE OPTIMIZATION

---

The 20-year game: **rank on Google's results page** so consumers click through to your site. *Keywords, backlinks, on-page optimization.*

---

# G.E.O.

## GENERATIVE ENGINE OPTIMIZATION

---

The 2030 game: **be the answer AI gives directly** when a consumer asks for a recommendation. *Authority, citations, community validation.*

# Will AI recommend you?

---

# THE 2 PILLARS OF THE SUPERCHARGED AGENT

START USING THESE TODAY

■ PILLAR 1

01

**THE MARKETING  
ATHLETE**

■ PILLAR 2

02

**THE SALES  
ATHLETE**

Market wider. | Sell better.

# THE MARKETING ATHLETE

---

- The Agent of 2030 is a known brand, not just a known name.
- “Five mile famous” through powerful, consistent content creation.
- GEO is the new SEO — most Agents have zero presence on either.
- When someone asks Chat GPT *“who is the best Agent in [city] for [first-time homebuyers]”* will your name come up?

## THE QUESTION

**Will AI  
recommend  
you?**

Start building your  
presence today.

THE  
**BEST KNOWN**

---

BEATS  
**THE BEST**

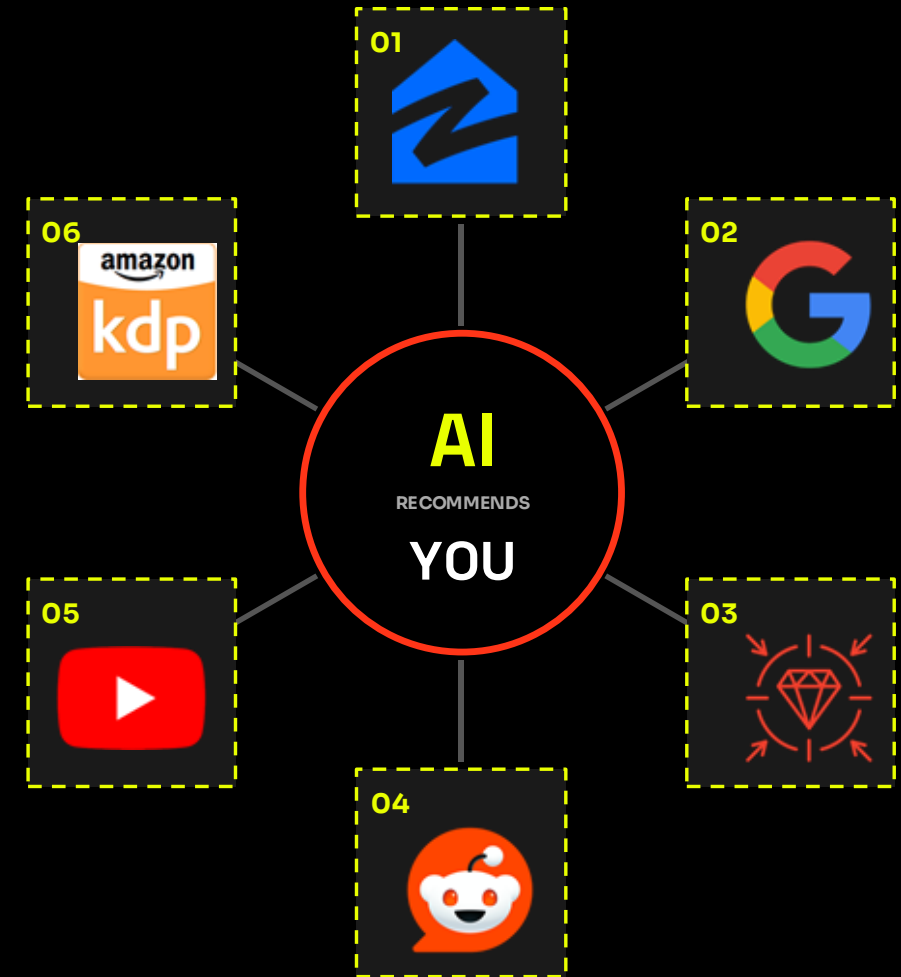
*Visibility is the new competitive advantage.*

The Agent of 2030 is a known brand, not just a known name.

THE GEO PLAYBOOK

# 6 moves. One **system**.

Each avenue feeds the next. Reviews drive video. Video drives community. Community drives book sales. Together, they form the ecosystem that makes AI recommend you.



G6

---



*Google, Zillow, LinkedIn*

# Consistent N.A.P.

Name, Address, Phone that is identical across every directory: Google Business, Zillow, LinkedIn, etc.

Inconsistency is “invisible” to humans but a deal-breaker for AI ranking algorithms.



# Online Reviews.

Volume, recency, and keyword density signal authority to AI.

The more you have, the more recent they are, and the more they describe what you actually do, the more AI treats you as the expert in your market.



# Niche Content.

Own a single persona. First-time buyers in [your city]. Self-employed professionals. Luxury home sellers.

The Agent who becomes the definitive voice on ONE thing wins the GEO war in that lane, every time.

---

“

**Riches** are in  
the **Niches**.

---

## NICHE DOWN



# Community Forums.

AI loves community-validated answers.

Showing up in r/FirstTimeHomeBuyer or Quora threads with real, helpful responses builds your AI footprint in the exact places consumers ask their hardest questions.



[ REDDIT + QUORA ]



r/RealEstate: 2,520,000 members

r/realestateinvesting: 1,970,000 members

r/firsttimehomebuyer: 1,000,000 members

r/firsttimehomebuyer: 1,000,000 members



# YouTube Presence.

AI cites video creators as subject-matter experts.

Instagram is interruption media, but YouTube is invitation media.

\*YouTube presence is now a direct signal to Gemini (Google owns YouTube AND Gemini)

# Write the Book.

A published book (yes, even a short one) is an instant authority signal. You can't spell authority without "author".

AI treats authors as subject-matter experts by default. It's the highest-leverage credibility move you can make this year.

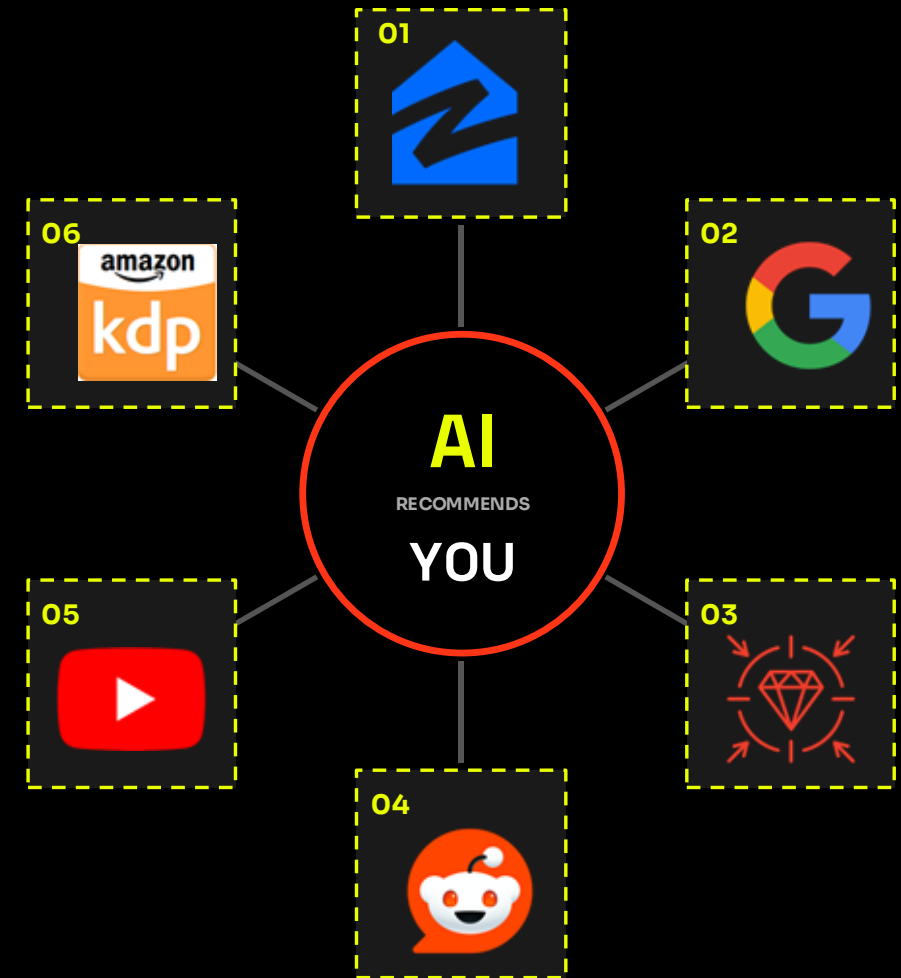


[AMAZON / KDP]

THE GEO PLAYBOOK

# 6 moves. One **system**.

Each avenue feeds the next. Reviews drive video. Video drives community. Community drives book sales. Together, they form the ecosystem that makes AI recommend you.



THE  
**BEST KNOWN**

---

BEATS  
**THE BEST**

*Visibility > Ability*

The Agent of 2030 is a known brand, not just a known name.

# THE SALES ATHLETE

---

- The technical stuff gets automated so marketing and sales mastery becomes the last real moat.
- Rapport building, discovery questions, objection handling, and emotional intelligence are *premium* skills.
- As AI levels the operational playing field, the Agent who can generate demand will win.

## THE LAST REAL MOAT

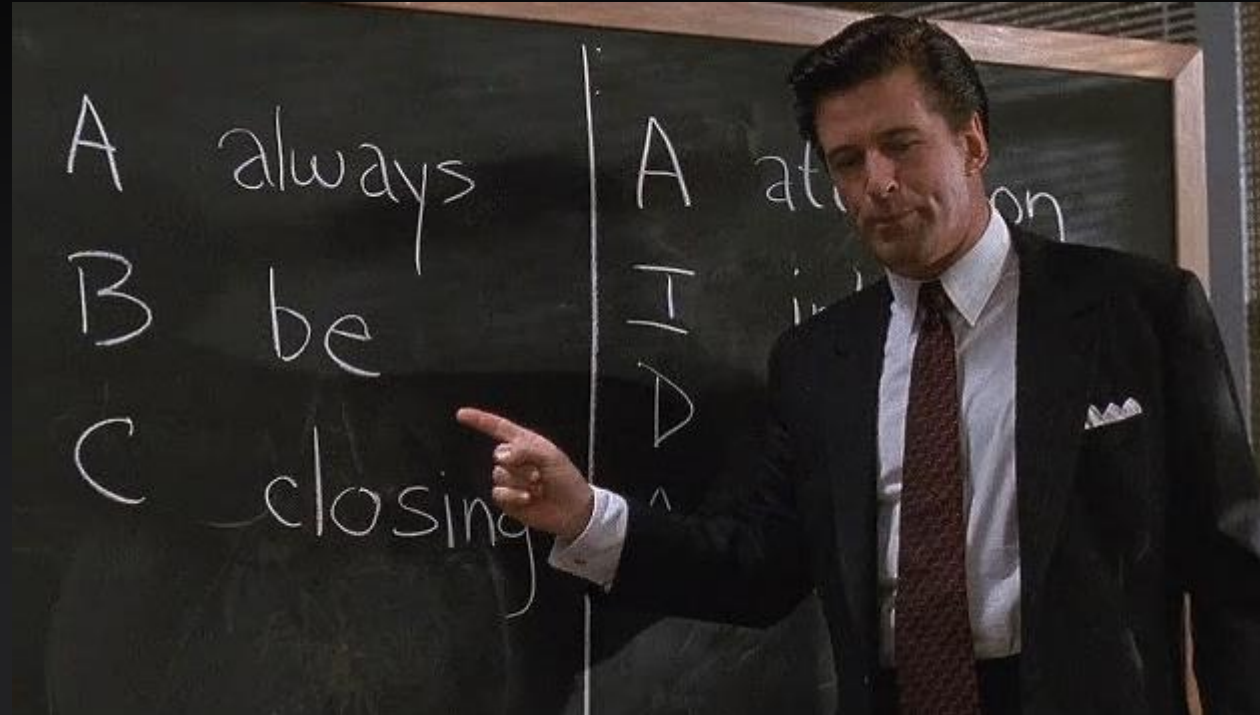
**People refer  
people,  
not platforms.**

Marketing and sales becomes the Agent's moat.









~~Always Be Closing.~~

# THE NEW **ABCs** OF SALES.

*Closing is one move. **Sequenced selling** is the whole game.*

01

ALWAYS BE

**CONTACTING**

*Massive & multi-  
channeled*

02

ALWAYS BE

**CONNECTING**

*Rapport*

03

ALWAYS BE

**CURIOUS**

*Discovery*

04

ALWAYS BE

**CLOSING**

*Clear and Concisely*

05

ALWAYS BE

**COOL**

*Forever Flow*

“

88% of buyers say they'd  
use their agent again. Only  
**18%** actually do.

LOVED AT CLOSING. FORGOTTEN BY LISTING.

SOURCE / NAR PROFILE OF HOME BUYERS & SELLERS, 2025

**BE SEEN.**

*before and after being*

**KNOWN. LIKED. TRUSTED. LOVED.**

---

We promised you the one skill AI can't take from you.

It's the ability to make a human

**TRUST YOU.**

That's selling.

3 THINGS TO TAKE WITH YOU

# IF YOU REMEMBER NOTHING ELSE...

01

THE CONSUMER

**How they use AI**  
**Plan. Vet. Verify.**

---

Before they ever call you.  
During every conversation.  
After every decision.

*AI is in the room. Build for that.*

02

THE MARKETER

**How Agents (you) use AI**  
**The G6 GEO Playbook.**

---

Reviews. YouTube. Forums.  
Book. NAP. Niche.  
Be the answer AI gives.

*SEO is dead. GEO is the game.*

03

THE SELLER

**How you sell**  
**Being BUY-Lingual**

---

Contacting. Connecting.  
Curious. Closing. Cool.  
Sales is the last real moat.

*AI levels the field. You don't.*

THE MANTRA

# AI + AI

Actual Intelligence & Artificial Intelligence.

It's like falling in love.

ACTUAL INTELLIGENCE

ARTIFICIAL INTELLIGENCE



FIG. 62 - TWO LITTLE LOVEBIRDS, SITTIN' IN A TREE

2030 / THANK YOU

THE  
**SUPERCARGED**  
REAL ESTATE AGENT.

Will AI recommend you? Start today.

SEE YOU IN THE ROOM.

THE MODERN REAL ESTATE AGENT'S PLAYBOOK

GO! COACHING™

FROM SEO TO GEO · A GO! COACHING PLAYBOOK

# THE MODERN REAL ESTATE AGENT'S **GEO** PLAYBOOK

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How to become the agent AI recommends.

THE RESOURCE FOR MODERN REAL ESTATE AGENTS NAVIGATING THE SHIFT  
FROM SEO TO GEO. BUILT FOR AGENTS. BY THE TEAM BEHIND GO!  
COACHING.



FOLLOW ALONG / WHERE THE REPS LIVE

# @amirsyed

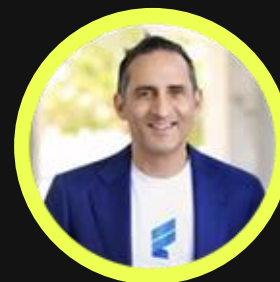
Everything behind the G6 GEO Playbook lives here.  
The reps, the scripts, what actually worked. Posted  
daily. Free.



SCAN TO FOLLOW

[instagram.com/amirsyed](https://www.instagram.com/amirsyed)

amirsyed ✓



2,280  
posts

92.9K  
followers

1,541  
following

**Amir Syed**

Entrepreneur

I help you become impossible to ignore

Built an 8-figure company in 4 years

College dropout · 4.0 Street GPA

Born in Iran · Built in USA

[gocoaching.io](https://gocoaching.io)

01 FOLLOW · 02 DM THE WORD · 03 CHECK YOUR INBOX

# DM ME THE WORD

# G6

and the full G6 GEO Playbook lands in your inbox. All six moves, the scripts, the checklist. No form, no funnel.



SCAN · THEN DM THE WORD G6

**@amirsyed**



**amirsyed** ✓

Active now

Message...

Send

