




How Buyers Find Agents *Now* — and Where You're Missing

THE CORE SHIFT
Old way: Buyers searched.
New way: Buyers situate themselves in AI — and it surfaces who to call.

Buyers don't Google "Detroit realtor" and scroll a list anymore. They open ChatGPT and describe their situation. AI reads their context and recommends the agent whose profile answers that situation. If your bio doesn't speak to a specific situation, you don't get recommended.

STAGE	🔍 OLD WAY — GOOGLE SEARCH WHAT THEY TYPED	🗣️ NEW WAY — AI CONVERSATION WHAT THEY ACTUALLY SAID	📍 WHERE YOU NEED TO SHOW UP
<p>STAGE 01</p> <p>Just Starting to Think About It</p> <p><i>No urgency yet. Just curiosity.</i></p>	<p>THEY SEARCHED</p> <p>"how much is my house worth"</p> <p>"Detroit real estate market 2025"</p> <p>"best neighborhoods to buy Detroit"</p> <p><i>Vague. No agent needed yet. Just browsing.</i></p>	<p>THEY TOLD AI</p> <p>"We've been renting in Detroit for 3 years. We love our neighborhood but our landlord just raised rent again. We're wondering if it makes more sense to buy. We don't really know where to start."</p> <p>No search. Just a situation. AI is already building a profile of this buyer.</p>	<p>Be present before they know they need you</p> <p>Your positioning around "helping renters decide if Detroit homeownership makes sense" means AI flags you at this stage — before any other agent even enters the picture.</p> <p>→ Show up in the situation, not just the search.</p>
<p>STAGE 02</p> <p>Something Isn't Working</p> <p><i>Friction is real. Still no agent yet.</i></p>	<p>THEY SEARCHED</p> <p>"why can't I find a house in Detroit"</p> <p>"Detroit housing market too competitive"</p> <p>"how to win a bidding war"</p> <p><i>Symptom searches. Frustration, not action.</i></p>	<p>THEY TOLD AI</p> <p>"We've lost three offers in Bagley and University District. We keep getting outbid. We don't know if our agent is advising us right or if we're just in the wrong price range. We're getting really discouraged."</p> <p>They just named your neighborhoods. AI is listening.</p>	<p>Be the agent who knows those specific blocks</p> <p>If your profile names Bagley and University District specifically — their home types, price patterns, what makes offers win — AI surfaces you as the answer to their exact frustration.</p> <p>→ Neighborhood specificity is your competitive moat.</p>
<p>STAGE 03</p> <p>Ready to Find an Agent</p> <p><i>Actively looking. Criteria forming.</i></p>	<p>THEY SEARCHED</p> <p>"best Detroit realtor"</p> <p>"real estate agent Grandmont Rosedale"</p> <p>"Detroit agent first time buyers"</p> <p><i>Named searches. You compete on reviews and rankings.</i></p>	<p>THEY TOLD AI</p> <p>"We're first-time buyers. We want someone who really knows the northwest side — Grandmont-Rosedale, Bagley, maybe University District. We're not in a rush but we want someone patient who won't pressure us. Budget is around \$180K."</p> <p>AI matches this profile to an agent. Is that you?</p>	<p>Your bio has to answer this question directly</p> <p>AI reads your Zillow and Realtor.com bio to match buyers to agents. "I help buyers and sellers in Metro Detroit" matches no one. "I specialize in first-time buyers in Grandmont-Rosedale and Bagley" matches this buyer exactly.</p> <p>→ Specificity is the new referral.</p>

STAGE	 OLD WAY — GOOGLE SEARCH WHAT THEY TYPED	 NEW WAY — AI CONVERSATION WHAT THEY ACTUALLY SAID	 WHERE YOU NEED TO SHOW UP
<p>STAGE 04</p> <p>Comparing Options</p> <p><i>Two or three agents on the list. Trust is the filter.</i></p>	<p>THEY SEARCHED</p> <p>"[agent name] reviews"</p> <p>"is [agent name] a good realtor"</p> <p>"[brokerage] Detroit reviews"</p> <p><i>Named searches. Near-decision. Checking you out.</i></p>	<p>THEY TOLD AI</p> <p><i>"I have two agents I'm considering. One has more reviews but feels generic. The other has fewer reviews but seems to really know the Bagley area and works with buyers at my price point. Which type of agent is usually better for a situation like mine?"</i></p> <p>AI is helping them decide. Your specificity wins this comparison.</p>	<p>A specific story beats a longer review list</p> <p>At this stage, buyers aren't just counting stars — they're looking for fit. The agent with 12 reviews who clearly serves people like them beats the agent with 80 generic reviews. Your story is your differentiator.</p> <p>→ Identity beats volume at the decision stage.</p>
<p>STAGE 05</p> <p>Ready to Call</p> <p><i>Decision made. Just needs the number.</i></p>	<p>THEY SEARCHED</p> <p>"[agent name] contact"</p> <p>"[agent name] phone number"</p> <p>"book showing Detroit"</p> <p><i>Transactional. High intent. You either show up or you don't.</i></p>	<p>THEY TOLD AI</p> <p><i>"Okay I think I want to reach out to [agent name]. Can you find their contact info? Also, what should I ask them in the first call to make sure they're the right fit?"</i></p> <p>AI is now your referral partner. This buyer arrives warm, pre-qualified, and ready.</p>	<p>The AI-referred buyer is your best lead</p> <p>They've already decided. They're not shopping. They chose you before they called. This is what a warm intro from ChatGPT looks like — and it starts with having the right profile in the right place.</p> <p>→ Get positioned. Get found. Get the call.</p>

The gap every middle-tier agent is sitting in right now

You're doing the work. You're converting when you get leads. But **AI doesn't know your story** — so it can't recommend you. Your Zillow bio says "I help buyers and sellers in Metro Detroit." Your Realtor.com profile is empty. Your brokerage subdomain page is invisible to AI crawlers.

The buyers who would be **perfect clients for you** are being recommended to agents with better-positioned profiles. Not better agents. Better-described agents.

I'll build your AI Visibility Profile in one week.

Your Zillow bio. Your Realtor.com profile. Your LinkedIn About section. Three talking points you can use anywhere. All written around your actual story — your neighborhoods, your buyers, your specific expertise — so AI can read it, understand it, and recommend you by name.

ONE-TIME · DELIVERED IN 7 DAYS · BOOK NOW →
Agent Visibility Profile — \$297

Questions? Call or text **(313) 716-3136**