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AI Marketing for Real Estate: The Done-for-You System

How agents, brokerages, builders, property managers and manufactured home dealers can answer every buyer, follow up on every lead, and get named in AI search answers, without becoming software administrators.

BrokerLEAD · Real Internet Sales · HERE! City Network
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Executive summary

> *AI marketing for real estate is the use of artificial intelligence to create marketing, answer buyers at any hour, follow up on leads, and get your business recommended by search engines and AI assistants.*

Buyers used to start on Google. Now many start with a question, typed into Google, ChatGPT or Perplexity: "Who should I call to sell my house in this neighborhood?" Those AI answers name a few sources they trust, not ten blue links. At the same time, buyers expect an answer when they ask about a listing at 10 PM, not the next morning.

This paper covers what AI marketing for real estate typically involves, where it pays off and where it wastes money, and how the BrokerLEAD system puts the pieces together as one managed service:

- **Done for you, not DIY software.** BrokerLEAD builds your custom IDX website, puts an AI sales agent on it, and manages it for you.
- **Built for AI search (AEO).** Coverage on the hyper-local HERE! news network gives AI assistants local sources to cite when someone asks for the best agent in their neighborhood. Most CRMs don't do this.
- **Specialized niches.** Tailored setups for home builders, property managers, and manufactured and mobile home dealers, as well as agents and brokerages.
- **Boutique, not mass-market.** A focused team that builds and runs your system with you, instead of a one-size-fits-all national product.

What changed in real estate marketing

1. **Speed of response matters more.** A buyer who gets an instant answer on someone else's listing at night has often moved on by morning.
2. **Being cited matters as much as being ranked.** AI assistants lean on third-party sources they trust. If they don't recognize your name from those sources, you aren't part of the answer.

The four jobs AI does in real estate marketing

Job	What it means	Typical tools
Create	Draft listing descriptions, emails, posts and neighborhood guides	Writing assistants such as ChatGPT
Converse	Answer buyer and seller questions on listings and profiles at any hour	AI sales agents on your website
Follow up	Screen, route and log leads so the right person responds with context	CRM and follow-up automation
Be found	Make your business easy for search engines and AI assistants to understand, trust and recommend	Structured websites, local coverage, Generative Engine Optimization (GEO)

Most agents start with the first job because it's easy. The bigger gains come from the second and third, because that is where leads are won or lost, and from the fourth, because it decides whether buyers find you at all.

What usually works

- An AI agent on each listing that answers from real listing data and hands the conversation to a person.
- Follow-up that is automatic and accountable, with spam screened out before it reaches an agent.
- Consistent, local, well-sourced information about you across the web.
- Human review of anything AI writes, especially listing copy and anything touching fair housing.

What usually doesn't

- Generic chatbots that don't know your inventory.
- Mass-produced AI content with no local substance.
- Buying a platform nobody on the team has time to configure, maintain and monitor.
- Anyone promising a guaranteed placement in AI answers. The AI system decides what to cite.

The BrokerLEAD system: three layers, one lead

BrokerLEAD runs AI real estate marketing as one connected system. Each layer feeds the next: the buyer sees you in their neighborhood news, the AI confirms you when they ask, and your site closes the loop.

1. Be seen: HERE! local news

Sponsor the neighborhoods you farm on the HERE! site for that city. Listings, school zones and event stories in the neighborhood tie back to your profile, and HERE! Showing announcements publish open houses and new listings the day they are ready. HERE! spans 100+ city sites in 31 states with 2.4M monthly local readers, as stated on brokerlead.com. Hyperlocal reporting breaks out clicks, form fills and inquiries by neighborhood and ZIP.

2. Be cited: AI search (AEO / GEO)

Google AI, ChatGPT and Perplexity pull from third-party sources they trust. Generative Engine Optimization, semantic SEO, schema and consistent citations make it more likely the answer to "who should I call" includes your name. No one can guarantee placement; these are the signals we build.

3. Be chosen: your custom IDX website with AI sales agents

A generic template site leaks the lead you just paid for. BrokerLEAD builds a custom IDX site (KV Core, IDX Broker or WordPress IDX) around the buyer you want, with search by subdivision, amenity and school zone. Every listing, community and agent page can carry an AI sales agent that answers questions day and night, learns what each buyer wants, and hands the lead, with the full conversation, to a person.

> **Done for you.** We build the whole system, host it, run it, and customize it for the way your firm does business: the public site, the BrokerLEAD Command Center, the AI sales agents, lead screening and routing, and CRM handoff.

Proof: Four Star Homes

Four Star Homes has sold Florida mobile and manufactured homes since 1982 and is described on brokerlead.com as the largest mobile and manufactured home brokerage in Florida and the U.S. BrokerLEAD and Real Internet Sales built and run its complete marketing and sales management system: the public site, the Command Center, the AI sales agents, lead screening and routing, Follow Up Boss integration, view tracking and weekly owner reporting.

1,538
pages with their own AI sales agent

656
homes for sale, each with an AI agent

728
community pages, each with an AI agent

154
agent pages with an AI concierge

1,752
search-ready pages in the sitemap

21,000+
leads generated

Page counts are live figures from fourstarhomes.com, checked October 16, 2026, as published on brokerlead.com. Lead count as published on brokerlead.com/results/.

Built for specialized niches

Business	Tailored setup
Agents and teams	An AI sales agent on every listing and your profile; neighborhood farming on HERE!; leads with the full conversation delivered to your CRM.
Brokerages	AI sales agents across every office, listing and agent page, with each lead screened and routed by office.
Home builders	Community pages with the homes available inside them, an AI agent on each community and home, and buyer profiles routed to the right sales office.
Property managers	A page for every property, an AI agent that answers prospects after hours from your data, and inquiries routed to the right manager. Works alongside your existing PM software.
Manufactured and mobile home dealers	Pages for every home and every park or community, with lot-rent details and amenity search, the structure proven on fourstarhomes.com.

A 90-day starting plan

1. **Days 1–30: Fix the foundation.** List the 20 questions buyers ask you most. Make your business details consistent everywhere. Make sure every listing, community and agent has a clean, search-ready page.
2. **Days 31–60: Turn on conversation.** Put an AI agent on listings and profiles, set routing and spam screening, and connect the CRM handoff. Test it like a buyer would.
3. **Days 61–90: Build visibility and measure.** Start neighborhood coverage on HERE!, publish useful local content, and track inquiries by source, response time and conversations handed to agents.

What to measure

- Inquiries by page and by neighborhood
- After-hours conversations answered
- Time from inquiry to human follow-up
- Leads that became appointments, separate from closed transactions
- Whether AI assistants mention you when asked about your market

Responsible use

AI must avoid steering, and a human should review what it writes. Brokers should keep a written AI policy. The AI agent answers questions and captures the lead; a licensed agent handles the relationship.

Let's put your name in the answer.

Book a short call and we'll look at your markets, your site and what AI currently says when someone asks for a realtor in your neighborhood.

brokerlead.com/ai-marketing-for-real-estate · (803) 753-1262 · Book a call

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