



Get Recommended By AI

The 4-Step Plan To BEE The Agent ChatGPT Talks Up To Vegas Buyers And Sellers

Your next client is not Googling anymore — they are ASKING. ChatGPT, Perplexity, Gemini, and Google's AI Overview are all getting the same question every single day: **"Who's the best real estate agent in Las Vegas?"** Somebody's name comes back in that answer. This handout is your plan to make sure it's YOURS. No ad budget. No fancy new software. Just smart, doable work — and right now almost nobody in our market is doing it. The agents who start early build a lead that gets harder and harder to catch.

How AI Decides Who To Recommend

Here's the secret that makes all four steps make sense: AI doesn't answer from memory. When someone asks it for an agent, it runs a live web search, reads the sites it trusts most, and builds its answer from what it finds — then it lists those sites as citations. Search didn't die; the AI just does the searching FOR your client now.

And here's the kicker: AI mostly can't read review sites the way you'd think. Reviews sit behind logins and platform walls, and AI isn't going to dig through 800 of them anyway. What it CAN read — and loves to quote — is public content where somebody already did the talking for you: a Reddit thread that names you, a public Facebook comment that recommends you, a "best agents" article that lists you. In other words:

Comments Are The New Reviews. Every step below is a different way of planting public, readable, quotable proof that YOU are the answer in Las Vegas.

Step 1: BEE Everywhere AI Looks

AI pulls its agent recommendations from a short, predictable list of websites. If you're not on them, you're invisible — no matter how good you are. Work the list in this order:

- **Yours:** your own website (your own domain!) and your brokerage agent page.
- **The Directories:** Zillow, Realtor.com, Homes.com, Redfin, FastExpert, RealTrends, HomeLight, Rate-My-Agent, RankMyAgent, and Yelp's "best of" lists.
- **The Social Sites:** YouTube, LinkedIn, Instagram, Reddit (think r/vegaslocals and the Las Vegas subreddits), and PUBLIC Facebook groups for our neighborhoods.
- **The Local Sites:** community blogs, neighborhood guides, local news — your Vegas footprint.

Do This Now

Audit every site above. No profile? Claim it today. Half-finished profile? Finish it. Spell your name EXACTLY the same way everywhere — AI cross-references, and "Ruth" on one site and "Ruthie" on another splits your signal. Then run the test: ask ChatGPT who the best agent in Las Vegas is and look at which sites it cites. That's your homework list.

Step 2: Make Every Profile Say LAS VEGAS



Being on the sites gets you in the game. Winning the pick is about what your profiles SAY. AI is doing pattern-matching across hundreds of agent bios, and it surfaces the clearest, most specific ones. Vague loses. Specific wins. Every bio, headline, and about section should include:

- **Your turf, by name.** Summerlin. Henderson. Green Valley. North Las Vegas. "Serving the greater area" is dead weight — name the neighborhoods.
- **Your lane.** Luxury, relocation, first-time buyers, investors, 55+, new construction — pick the niche you WANT more of and say it out loud.
- **Your receipts.** Years, designations, transaction counts, awards. Numbers beat adjectives every time.
- **Your difference.** One concrete, repeatable thing — negotiation record, marketing system, video program, second language.
- **Reviews with meat on them.** Coach your happy clients: not "she's great!" but the city, the situation, and the outcome, in one sentence.

Do This Now

Rewrite your bio on every site from Step 1 with the five ingredients above. Then text your last five happy clients and ask for a review that names Las Vegas and the result — give them a sample sentence so they know what good looks like. Re-run the ChatGPT test in a week and watch it move.

Step 3: Publish Proof Pages — Best, Top, And Vs

Profiles get you on the radar; proof pages get you QUOTED. A proof page is an article on your own website built to be the thing AI cites when it answers a "best agent" question. AI loves answer-shaped content: lists, comparisons, guides with a city and a year in the title. Vegas-style examples you could write:

Why Summerlin Sellers Keep Referring Their Neighbors To Us (300+ Closed Homes)
Top 10 Things Henderson Sellers Should Demand From A Listing Agent
How To Choose The Right Realtor To Sell Your Las Vegas Home (2026 Guide)

Write them so AI can grab them: put the clear answer in the FIRST paragraph, use subheadings that sound like the actual question, use numbered lists, and mention your city and niche naturally throughout. No website yet? Publish them as LinkedIn articles — those get cited too.

Do This Now

Pick three topics — one general "best agent in Las Vegas" page plus two niche pages in the lane you want more of. Publish the first one THIS WEEK and the other two within the month.

Step 4: Work The Underdog Channels

You do NOT have to be the market's top producer to be the agent AI recommends. Reddit, YouTube, public Facebook groups, Instagram, and LinkedIn are where smaller agents get cited right alongside the mega teams — sometimes ahead of them.

Reddit And Facebook Groups

Start with Reddit — it's public, no membership hoops, and AI quotes it constantly. Old threads still count; substance beats freshness. Find every local thread where people ask for agent recommendations with one Google search:



**realtor recommendation, Las Vegas, NV site:reddit.com OR
site:facebook.com**

Try variants too: "recommend," "who would you recommend," "any good realtors."

Then ask a handful of your true FANS — past clients who love you — to drop a comment in those threads. Coach the substance: your name, the neighborhood, and why. "Ruthie helped us buy in Green Valley — knew the comps cold and got us under contract on our first offer." THAT is the sentence AI quotes back.

YouTube — The Highest-Leverage Channel Of All

YouTube is the single most-cited site in AI answers — but AI never WATCHES your video. It reads the text around it: title, description, chapter labels, transcript. That's why listing tours rarely get cited and talking-head explainers do. Make every video answer one niche question: question-shaped title with the city and a number, a description written like a mini blog post (the takeaways, not "in this video I talk about..."), chapter timestamps phrased the way a person would ask, and a CLEAN uploaded transcript — auto-captions butcher names.

Instagram And LinkedIn

AI is starting to read Instagram COMMENTS, not just captions — so spark real conversation under your posts and let clients name the neighborhood and the win. And LinkedIn articles work as proof-page substitutes if your website isn't ready.

Do This Now

Run the Google search above for Las Vegas and save every thread you find. Pick ONE underdog channel to start — Reddit is fastest, YouTube is biggest. Set a 30-day goal: three coached comments, or one talking-head video per week. Then re-run your AI test and watch your name show up.

Keep Score Like A CEO

Every couple of weeks, ask ChatGPT, Perplexity, Gemini, AND Google AI Overview: "Who's the best real estate agent in Las Vegas?" The citations tell you exactly where AI is looking and what's left on your list. Two insider notes: Perplexity's audience skews heavily toward six-figure earners — if luxury is your lane, weight your effort there. And Google's AI Overview now shows up on roughly two of every three searches, so this isn't optional anymore. The window is open. Most Vegas agents haven't started. BEE first.

Adapted and rewritten for Las Vegas agents by Ruthie Ahlbrand & Jimmy Dague. Core framework credit: "AI Recommendation Playbook," AI Marketing Academy (aimarketingacademy.com) — check out their full playbook and tools with an AiM membership.

