



**BRANDON
BRITTINGHAM**

HOW REAL ESTATE AGENTS CAN DOMINATE CHATGPT, GOOGLE GEMINI, & CLAUDE



| Gemini



| Claude

HOW LMM'S REALLY WORK (WHAT MOST AGENTS GET WRONG)

Large Language Models (LLMs) like ChatGPT don't browse the internet live. They were trained on massive datasets from websites, Wikipedia, YouTube transcripts, blogs, and structured sources like LinkedIn, Zillow, and Google Business. That means your **past content**, how often you're mentioned, how **structured** your data is, and whether you're included in **trusted directories** all matter.

What doesn't help: generic content, inconsistent bios, or posting only on private Facebook profiles.

What does help:

- Google-indexed blogs and videos
- Public podcast appearances
- Mentions on domains with high trust (news sites, government, Google My Business)
- Structured schema data on your site
- Consistent NAP (Name, Address, Phone) across platforms

OPTIMIZE THE CORE 5 PROFILES FOR AI VISIBILITY

Here are the 5 digital assets you need to optimize first:

1. **Google Business Profile**: Complete with reviews, photos, service areas, specialties, and your name spelled exactly as used elsewhere.
2. **LinkedIn**: Headline should be specific: 'Investor-Focused Realtor in Maryland | Rental Portfolio Builder | 398+ Homes Sold'. Use Creator Mode and turn on featured links.
3. **Zillow/Realtor.com**: Keep past sales updated. Add a structured, keyword-rich bio that mentions your city and investment expertise.
4. **Facebook Page (not personal)**: This gets indexed by Google. Use location tags, hashtags, and post deal content regularly.
5. **Personal Website**: Embed schema markup, include a full agent bio, and structure content for search (FAQs, listicles, blog posts, etc.).

CONTENT STRATEGY THAT FEEDS AI ENGINES (POST TEMPLATES & FORMATS)

AI favors clear, helpful, structured content. Use these templates:

Weekly FAQ:

'Is now a good time to buy in [City]?' — 3-paragraph answer with personal insight.

Just Listed/Just Sold Posts:

Format: n [Address] | n 3 n 2 | n \$325,000 | n Off-market opportunity near [Landmark]

Explainer Reels or Shorts:

What's a DSCR loan?' or 'How do investors find off-market deals?'

Local Market Update:

Keep it simple: "Inventory is down 17% since last month in [City] — here's how it impacts buyers."

Buyer/Seller Journey Posts:

Break down the real story of a transaction, but in simple terms that answer unspoken questions.

EXTERNAL MENTIONS AND STRUCTURED AUTHORITY (GET PICKED UP BY AI)

Every external platform you appear on gives AI **more reason to trust and recommend you**. Here's how to systematize it:

- Write guest posts for **local news**, **small business blogs**, or **investment communities**
- **Transcribe your podcast or interviews** and post them to Medium or your site
- **Build citations** on Yellow Pages, Apple Maps, Bing Places, NextDoor, and BBB
- Submit quotes to **HelpAReporter.com** to get cited in finance or real estate articles
- Set up your personal brand as a structured entity using **schema.org** markup

HOW TO **WRITE A BIO THAT RANKS** IN AI RESULTS

Your bio matters more than your about page. Here's a format that works:

Opening Line: 'Brandon Brittingham is a real estate investor, broker, and coach based in Maryland who's sold over 398 homes in a single year.'

What You Do: 'He helps investors acquire off-market properties, teaches agents how to become financially free through real estate, and runs multiple companies including Strategic Funding and BrandonsBrain.org.'

Why It Matters: 'Known for simplifying complex strategies like BRRRR and DSCR lending, Brandon is frequently featured on real estate podcasts and trains top 1% producers nationally.'

How to Contact: Use your name consistently — never shorten, abbreviate, or alternate.

CONSISTENCY IS EVERYTHING (AI CONFUSION KILLS REACH)

If one profile says 'investment expert' and another says 'luxury specialist', AI splits your identity. Use the same:

- Headshot across platforms
- Full name spelling
- City and zip code
- Specialty keywords

Pro Tip: Use a spreadsheet to track every place your name appears online. Standardize it. Update old bios. Replace weak links with strong assets.

Even your **YouTube channel description** and **podcast intro** should mirror your main site's bio structure.

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