

# Local Expertise Signal Audit

Companion worksheet to "How AI Identifies Local Real Estate Experts"

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AI systems do not guess who the local experts are. They aggregate signals, and no single one is definitive. What matters is the pattern that forms when several signals point at the same named professional, in the same area, over time. Use this worksheet to audit the five signals you send today and decide where to strengthen them.

## 1. Which signals are you sending?

Check each statement that is true of your presence right now.

- Geographic focus**  
Your content returns repeatedly to the same specific area, building a clear association between your name and that geography?
- Named authorship with verifiable credentials**  
Every piece is published under your real name, with a license and profile that check out against other sources?
- First-hand market knowledge**  
The writing carries specific, on-the-ground observations only someone working the market daily could make?
- Cross-platform consistency**  
Your website, Google Business Profile, and LinkedIn tell the same story: same name, same market, same background?
- Publishing history over time**  
A steady body of locally specific work published over an extended period, not a recent burst?

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Signals you can check: \_\_\_\_\_ / 5. No single signal carries the full weight. Anything unchecked is a gap in the picture AI builds of you.

## 2. Depth or breadth?

For local queries, generalists lose to specialists almost every time. Name your focus so you can defend it.

What is the one specific area you most want AI to associate with your name?

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Where is your content currently too broad, covering areas that dilute that association?

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## 3. Run the search

Ask an AI tool (Perplexity or ChatGPT) who the local real estate experts are in your market. Record what comes back.

Did your name appear? (yes / no): \_\_\_\_\_

Named experts the system did cite: \_\_\_\_\_

Platforms where your info is inconsistent: \_\_\_\_\_

Months of steady local publishing so far: \_\_\_\_\_

## 4. Your commitments

Turn this into three concrete moves.

### This week.

Search your own name in an AI tool and ask who the local experts are in your market. If your name does not appear, note which sources it cites instead. Those are the people building the signals you need.

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### This month.

Audit cross-platform consistency. Confirm your name, market area, and professional background read the same on your website, Google Business Profile, and LinkedIn. Correct every gap or inconsistency.

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### Ongoing.

Treat geographic focus as a discipline, not a limitation. Tie every piece you publish to your specific market area. Depth builds the local authority signal; breadth dilutes it.

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