

REAL ESTATE AGENTS NETWORK



AI ZERO CLICK SEARCHES



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WorkBook Listing for AI Zero Click Searches

The search engines that have delivered the websites to search through real estate listings, are now moving to deliver individual homes for sale, by-passing the websites.

SEO (Search Engine Optimization) is how every search engine worked before AI. Using keywords and phrases to deliver a list of portals or websites.

AIO (Artificial Intelligence Optimization) also uses words and phrases, but delivers **individual homes for sale** that match the search request. You can type in the search bar or use your microphone - for voice commands, NLS (Natural Language Search)

Which search engines and why is another conversation, just know that they are all racing to use this new technology, with the goal being **"Zero Click Searches"**

Being a REALTOR, in this new world of AI Search is GREAT NEWS!!

- AI systems are programmed to prioritize **First-Party Data** over "scraped" or second-hand information.
- **The NAR MLS Systems** are considered the **"Source of Truth"** because they are a direct, verified feed provided by the primary participants in the transaction
- Sites like Zillow, Homes.com, Realtor.com or Redfin are considered "Downstream" or "Secondary Sources."
- The AI "knows" that these portals are just repurposing MLS data, often with a lag.

AI search technology has leveled the playing field, and now, any agent, brand new, or experienced that learns how to post their listings using this AIO will outperform Zillow, Homes.com, Realtor.com, Redfin, and all of them in getting their listing shown in the search results.

In listings Gemini Pro AI Report: Inventory numbers for **March 3, 2026**:

- **Total Homes For Sale (U.S.): ~1,460,000**

Listing for AI Zero Click Searches is not hard, in fact when we are done you will say a child could do this, and I would say, yes, it is as easy as learning to tie your shoelaces.

- Your listing will be seen by the AI Search Engines, and ready to be delivered to search results that match the buyers criteria.
- Your listing will be seen by NLS on Homes.com and show everything inside the home and on the property.
- It will be AI ready for any website or app using this technology in the future.

- When you can tell a Seller that you know how to use this technology to get their property listing in front of every potential Buyer using AI & Zero Click Voice Searches, you will be the only agent to hire.

You will learn how to make changes to each of these components.

- **Pictures**
- **Video**
- **Documents**
- **The Property Story**
- **MLS Input Form**

Marketing Media

Pictures

AI can't see what is in the picture, but when you upload it to your MLS you have a space to title or label the picture, and they give you extra space to put a description of the picture. AI can read both, so it is your gold mine to have AI see you as the author of the source information and as the expert of this home. If your MLS strips away the file name when you upload your pictures, just use copy and paste those file names back in the title or label space, without the .jpg extension.

When we go over Videos, you will have a transcript to pull snippets of information you can use in your picture descriptions. AI will see that the pictures match the story, and rank you as the expert on this property.

Pictures are critical, But first, what screens are people searching on?

Smart phones, laptops, and their **Televisions**. Right now, how would your pictures look on a 65" Crystal Screen?

Televisions will be the full display screen for every listing, so we are going to work the photos to be seen on that screen, knowing they will look amazing on every screen. What you learn here will essentially future-proof your listings for 8K displays and AI visual scanners.

Four steps:

- Resize and Reformat
- Resolution
- Rename

One Critical Step Before you start

- Go into your MLS and find out the maximum individual photo file size accepted.
- And the maximum width of a picture can be to upload.

- If you need to make your pictures a bit smaller to be accepted by your MLS, no worries, they will still look amazing on a tv screen.
The tv will just add blank margins to either side of your picture so it fills the screen.

Step 1: Resizes your photos so they can be seen on any size screen, and reformats them to a compressed jpg file so they will load fast. If you for some reason have a png formatted picture that has a transparent background, leave it out of this process.

Step 2 Brings them up to a high resolution so they will look amazing on any size screen.

Step 3 Renames the photos so they can be "seen" by both SEO and AIO Search Engines.

Step 1: Resize & Reformat

- **Go to your Master Photo file, highlight all of the pictures and** Upload them to <https://birme.net>
- **Settings:**
- **Width:** 3840 pixels or what is acceptable to your MLS.
- **Height:** Auto (to maintain the aspect ratio)
- **Format:** JPEG or JPG (they are the same)
- **JPEG Quality:** 80
 - If 80 creates a file size too large for your MLS, you can tweak this number to create a smaller total file size.
 - Down to 70 will not affect the quality to a noticeable difference. Beyond that you need to consider a separate set of pictures for your MLS.
- **Click and save as Zip File to file folder: 1 Resized and Formatted**
- Double click the zip file, click extract all, highlight all the photos, right click and copy, open the file folder named **2 Resolution** and paste them there. Or use the copy to and drag them to the folder.

Step 2: Resolution

- Go to: <https://convert.town/image-dpi>
- From your file folder named **2 Resolution**, highlight all the pictures and upload them to the website.
- **Choose 300 dpi**
- This tool works locally in your browser, it will instantly process the batch and download them back to you in the same file folder.

Step 3: Rename

- Highlight all the photos in file folder **2 Resolution**, and right click, and copy.
- Open your file folder **3 Renamed** and paste them all there. This is where the magic happens.

You are going to put a bit of work in, but when you are done, every search engine SEO or AIO will be able to "see" what is in each picture.

- Rename your photos using words in lower case separated by hyphens. **room-feature**
Example: kitchen-stainless-steel-gas-range

Easy! Like learning anything, once you know how, its easy.

Next go through each one and decide what is the most important thing in that picture? If it is of the Chef's Gas Range, then use -gas-range-city-state and save it. You can use the more descriptive words like Chef's Gas Range in your Marketing Remarks, but you don't want to use those descriptive words or brand names here because more people are going to ask for a gas range, than will ask for a Chef's gas range, or a Wolf Gas Range.

Once you have all of your pictures renamed, it is on to the Video....

Video

Narrated Walk Through Video

- I'm talking about creating a narrated walk through video that you can post on your MLS unbranded for every member agent to be able to send to their buyers.
I ask the Seller to help me, because buyers love hearing from the homeowner, but if not and you do the walk through:
- Talk about the features and benefits of the property.
- Keep Fair Housing Laws in mind, don't talk about people or status, (ie kids, family, elders, retired)
- Mention places like parks, restaurants, schools, community pool, by name and distance from the house.

The AI looks through the video transcript, and uses everything it can find to satisfy that search request.

AIO will also look at the listing, the pictures, the video, when it all matches what you are saying about this home, you are seen as the expert on this home.

You upload the video to your YouTube Channel and link it back to your MLS, your custom property webpage, and any real estate specialty websites you post your listing, like Lake Front Homes, Log Homes, Luxury Homes...

3D Tours Video

Use the format you learned for photos. lower case letters, and hyphens for separation. Video file name **3d-tour-234-main-st-springfield-mo**, the way it looks in your website address, called url (uniform resource locator),

<https://your3dhostwebsite.com/3d-tour-234-main-st-springfield-mo>

Documents

Sellers Disclosures, Lead Based Paint Disclosures, Hot Tub Disclosures, geez the list of disclosures gets longer every year. All you have to do to get AI to see them is use the same lower case words with hyphens to name the file before you upload it to the MLS.

Document-Address-Location.pdf sellers-disclosure-234-main-st-springfield-mo.pdf Humans and AIO can both read it.

There are the normal documents like all the disclosures, but if you really want to stand out as the expert on this home, go to RPR (Realtors Property Resource) narrpr.com and put in the address of your listing and run a Neighborhood Report, you can easily customize the report so it is just the information you want them to have. Name the file neighborhood-report-234-main-st-springfield-mo.pdf. How many agents do that? Its rare, which makes you the expert.

The Property Story

The property story is what you will put into your MLS Marketing Remarks, it will be the opening paragraph on your custom webpage. This is where you do the exercise where you describe the house in detail or use the transcript from your walk through video, and have AI help you write those remarks that will entice humans and make the AI see the whole property. Each MLS has a different character count for this block, you need to know what that is. I've seen some increased to 1,500, which is really long in my opinion, but the AI Assistants love to create, so you make it as long as you want.

The Listing Property Story Prompt

"I am a Listing CEO. I have a raw transcript from a seller-narrated walk-through of a property. Please transform this into a **Property Story** that invites the potential buyer to become the next chapter of this home's history.

Requirements:

- **The Narrative:** Focus on 'emotional anchors' (e.g., the quietest spot for coffee, how the light hits the breakfast nook). Move beyond a list of features to the *feeling* of living there.
- **Fair Housing Compliance (Critical):** Describe the **property's features and its physical environment** only. Do not use any language that describes a 'preferred' inhabitant or refers to race, color, religion, sex, handicap, familial status, or national origin. Focus on the *lifestyle the house provides*, not the *type of person* who should live there.
- **The First 200 Characters:** Craft a high-impact opening that includes the most vital Natural Language Search (NLS) terms (Location + Key Feature + Vibe).

- **MLS Text Block Optimization:** Since MLS remarks are often displayed as a solid block of text, use 'Visual Punctuation'—such as CAPITALIZED HEADINGS or symbol separators (e.g., ---)—to create structure and readability for a human.
- **AI Search Inclusion:** Ensure key rooms and features are woven naturally into the story so AIO and SEO search engines index them.
- **The Tone:** Deeply human and authentic. Avoid generic real estate clichés.

Here is the transcript: [INSERT TRANSCRIPT HERE]"

Posting to the MLS

MLS Input Form

Short and sweet, open up the entire form, go through every single line and fill in everything that pertains to your listing. It is important to know that it is a 50 gallon electric water heater, over a check mark that the home has one.

Level Guidelines

The **RESO (Real Estate Standards Organization)** Data Dictionary is where the level information for our MLS System come from. The following is a guideline for how AI image-recognition models use them to categorize square footage and value. There are some ways that you can use them to have AI categorize your listings in higher value categories.

Standardized for RESO Compliance & AI Indexing

- **Main-Level**
 - The primary floor containing the main entrance (front door) and "public" living areas like the kitchen and living room.
 - Even if a house is a "split-foyer," the level with the kitchen is almost always labeled as the Main-Level.
- **Entry-Level**
 - Used specifically for "Split-Level" or "Split-Foyer" homes to describe the landing or foyer area that sits between the Upper and Lower levels.

- Do not label a small landing as "Main-Level"; wait until you reach the floor with the primary living functions.
- **Upper-Level**
 - Any level situated entirely above the ground (Grade).
 - If a home has a third story, agents should use **Upper-1** and **Upper-2** to help AI distinguish between the primary bedroom floor and a top-floor loft.
- **Lower-Level**
 - A level where at least one wall is entirely above the ground, typically featuring full-sized windows or a "walk-out" door.
 - This would be the preferred term for Walk Out Basements because it signals "living value" to AI appraisal algorithms. Also assumes that the outdoor space that it opens to is unimproved.
- **Terrace-Level**
 - A finished Walk Out Lower-Level that opens on to an improved outdoor space.
 - Use this for listings with Walk Out Basements that open to an improved outdoor space. Like a back yard, or any outdoor lifestyle area like a patio, or a pool, or an outdoor kitchen. Terrace-Level triggers a higher value in AI search filters.
- **Basement**
 - A level where all four walls are predominantly below the soil line (Grade).
 - This term should be reserved for unfinished spaces, utility rooms, or simple storage to avoid devaluing finished square footage.
- **Attic**
 - Any space contained within the roof frame, situated above the highest Upper-Level.
 - Only label this as a "Level" if it is finished and accessible by a permanent staircase (not a pull-down ladder).
- **The "Below-Grade" Rule:** If any part of the floor is below the dirt line, it is technically
- **Below-Grade.** Agents must use **Lower**, **Terrace**, or **Basement** labels—never "Main"—to ensure the data matches the appraiser's report.

- **The Hyphen Rule:** Always use a hyphen (e.g.,) so AI treats it as a searchable string. Avoid spaces or underscores.
- **The Hierarchy Rule:** Always list the **Level** first in the filename. (Example:).
 - This allows the MLS database to "sort" the photos logically for the buyer.
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Uploading Photos Adding Names & Descriptions

The MLS may strip the file name from your photos when they are uploaded. This is how they will appear on every website that the MLS syndication feed goes out to unless you take the time to put the name you created with the words and hypens back in. You also want to add a description.

When the MLS syndication feed sends your listing out the new name label you created and the description are embedded in the html code, and the AI can read it, and the NLS on Homes.com can read it. If the label survives to other websites it can be read by humans and AI.

Property Web Page

PRO TIP: Advanced planning, you can get an unfair advantage to be seen as the source authority for your listing, and have AI deliver all of your created media in the search results. This is all about timing.

Strongly suggest that you map the timing out on a calendar, so you get this right.

Because so many homes go through repairs, partial remodels, many agents now have access to the real estate forms that will hire you as the listing agent, while postponing the listing activation date.

Because the AI will always go with the first posted information as the source, you can create your property web page, submit it to the search engines to index it immediately, so it is seen as the source, and still make your MLS listing deadline that will not break any rules and trigger a fine.

You do the work upfront, without publishing anything, and when it is all ready, Publish the web page, send to the search engines to index, and then before your MLS deadline, publish your listing within time allowed by the MLS and your signed listing contract.

It's not cheating, it is a business strategy that gives you an unfair advantage.

AI search engines prioritize the **Originator** of a file.

- **The Strategy:** Create and publish your property page 24 hours *before* you publish your MLS listing.
- **EPIQUE Agents** you have **Lofty** where you can create property pages that can added to your website at no additional cost.
- **The AIO Logic:** When the AI sees the same photo on the MLS (unbranded) and on your website (branded), it sees that your website had it first. The AI then "tags" your website as the **primary source**. When a buyer asks, "*Who is selling this house?*", the AI points to the original source it indexed.

Adding Location to your photo names.

On your stand alone custom web page for this property you will want to add the location to each photo.

So **main-level-kitchen-stainless-steel-gas-range** becomes:
main-level-kitchen-stainless-steel-gas-range-city-state

Google Business Page

You want to post your new listing under products. This helps establish you as the source and the authority on this property.

To ensure you remain the face of the transaction in your area, you can optimize your Google Business Profile (GBP) in a few simple ways.

- First, ensure you are verified under the "Real Estate Agent" category and have precisely defined your service areas down to the neighborhood level.
- Encourage clients to mention their specific neighborhood in reviews, as these keywords help Google's algorithm link your profile to the property cards in that region.
- Finally, prioritize the quality of your primary MLS photo and use the "Update" feature on your Google Business Page to highlight new listings.
- This consistent activity signals to Google that you are an active, trustworthy local source in the new era of search.

Google Search Console (GSC) - The "Direct Dial":

- This is the #1 way. Your agents go into their GSC dashboard and paste the URL of their new Lofty landing page into the **"URL Inspection"** tool.

They hit **"Request Indexing."** This moves the page from the "we'll get to it" pile to the "do it now" pile. Google's AI (Gemini) usually sees it within minutes.

The YouTube Anchor - The "Bot Magnet":

- Since Google owns YouTube, their bots live there.
- The second the Narrated Walk Through video goes live, the agent must paste the landing page URL in the **first line** of the video description. When the YouTube bot crawls the video transcript for AIO, it follows that link back to the website instantly.

The LinkedIn Signal - The "Authority Ping":

- LinkedIn has massive "Domain Authority." If an agent posts a "Coming Soon" or "Just Listed" update with a direct link to the Lofty page, the crawlers that live on LinkedIn will follow that link back to the agent's site almost immediately.

The "Office Exclusive" (The CCP Loophole)

Under the NAR Clear Cooperation Policy, you can sign a Listing Agreement **today** and keep it off the MLS indefinitely as an **"Office Exclusive."**

- **The Rule:** You can do all the work, but you **cannot** put a sign in the yard or post on Facebook.
- **The Switch:** Once the 4K photos are back and the Lofty page is built, you simply file an "Amendment" to the listing moving it from "Office Exclusive" to "Active."
- **The Result:** You were legally the agent from the moment they signed, but the "Public Clock" only starts when you are ready.

PRO TIPS:

The New Language of Search

- **Write for the Ear:** People speak in full sentences. Use "The kitchen features granite countertops" instead of "Granite kit."
- **The "Breath Test":** Read your description out loud. If you run out of air, the AI voice assistant will sound robotic. Use commas as "breathing room" for the technology.
- **Avoid "Yelling":** ALL CAPS IS YELLING. AI interprets all caps as "low-quality data" and may rank your listing lower. Use standard, professional casing.

Mastering the "Google Property Card"

- **Hyper-Local Anchoring:** Google wants to prove your listing is where you say it is. Name at least two specific landmarks (e.g., "Three blocks from Ted Drewes" or "Just south of the Missouri Botanical Garden").
- **Distance Facts:** Use fractional miles. "Located 0.2 miles from the Metrolink" gives Google a data point it can verify on a map, which builds "trust" in your listing.
- **The First 100 Characters:** This is your "Digital Headline." It must include the most important "vibe" word (e.g., "Stunning Urban Oasis" or "Classic South City Charm").

The "Vibe" vs. The "Fact" (Topography & Features)

- **Level vs. Flat:** Use "Level" for the MLS search filters, but use **"Flat"** in your public remarks. Buyers ask for "flat yards," not "level topography."
- **Sloped vs. Views:** Don't just say "sloped lot." Use **"Elevated position"** or **"Terraced garden space."** This turns a potential negative into a searchable lifestyle feature.

- **Wooded vs. Private:** "Wooded" is a fact; **"Private Sanctuary"** is a vibe. The AI will show your "Private Sanctuary" to the buyer who tells their phone, "I'm tired of seeing my neighbors."

Staying Safe (Fair Housing in an AI World)

- **The Rule:** Describe the **Property**, not the **People**.
- **The "Family" Trap:** Instead of "Great family home," use **"Spacious layout with room for everyone"** or **"Versatile floor plan."**
- **The "Kids" Trap:** Instead of "Perfect for kids," use **"Flat, fenced-in backyard"** or **"Proximity to public parks."**
- **The "Vibe" Swap:**
 - Instead of "Quiet for retirees," use **"Low-maintenance lifestyle."**
 - Instead of "Perfect for young professionals," use **"Minutes from the business district."**

The "AEO" (Answer Engine Optimization) Checklist

- **The Question:** What question does this house answer? (e.g., "Where can I host big dinners?" or "Where can I work from home in peace?")
- **The Answer:** Ensure your first paragraph answers that question directly.
- **The Result:** When the buyer asks the AI that specific question, your listing becomes the "Recommended Answer."

The "No": Don't use "True" Run-on Sentences

A true run-on sentence (where multiple ideas are crammed together without proper punctuation) is a disaster for **Natural Language Processing (NLP)**.

- **Why?** When Homes.com's voice search reads your listing, it uses periods and commas to know when to pause. If you have a run-on like: *"Kitchen has granite and the yard is flat and the basement is finished and it's near the park..."* the AI voice sounds like a panicked robot running out of air.
- **The Result:** The AI might get "confused" about which adjective belongs to which noun, and it might not index the features correctly.

The "Yes": Use "Descriptive Chains" (The "Vibe" Loophole)

What you *can* and *should* use are long, flowing, **properly punctuated** sentences that link ideas together. This is where the "Vibe" lives!

- **The 2023 "Fact" Style:** "Kitchen has granite. Yard is level. Basement is walk-out." (Too choppy for AI).
- **The 2026 "Vibe" Style:** "You'll love the gourmet kitchen with its sleek granite countertops, which opens directly onto a flat, sun-drenched backyard perfect for morning coffee."

Why the "Vibe" Style wins:

1. **Contextual Linking:** By using words like "which opens directly onto," you are telling the AI that the *kitchen* and the *yard* are connected. This helps the AI answer complex questions like, "Find me a house where I can watch the backyard from the kitchen."
 2. **Flow:** It sounds like a human talking to a friend.
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The "Punctuation is a Traffic Light" Rule

Simple trick to keep "long" sentences safe:

- **The Period (.)** is a Red Light: It tells the AI, "End of this thought. Log these facts."
- **The Comma (,)** is a Yellow Light: It tells the AI, "Slow down, there's more detail coming about this same thought."
- **The Semicolon (;)** is a Yield Sign: Use this to join two big "Vibe" ideas without stopping the momentum.

Example of a "Good" Long Sentence: "The primary suite serves as a private sanctuary, featuring floor-to-ceiling windows that overlook the wooded lot; meanwhile, the spa-like bathroom offers a soaking tub that promises relaxation after a long day."

The "Breath Test" for Listings

1. Read your description out loud.
 2. If you have to take a breath in the middle of a sentence because there's no comma or period, **the AI will struggle too.**
 3. Add a comma to give the "Voice Search" a place to breathe.
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