



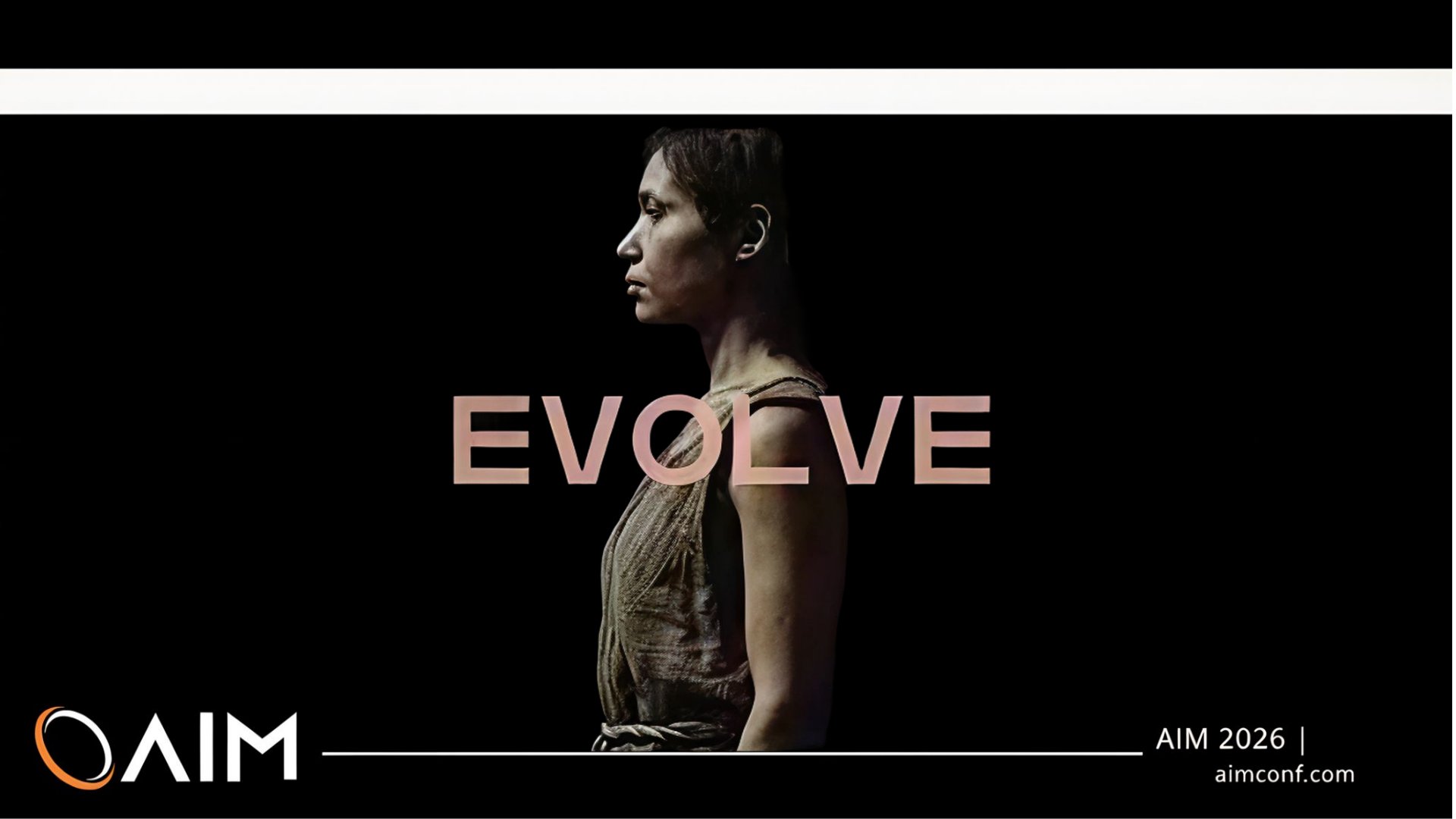
PRESENTED BY



The Multimedia AEO Visibility Index

Where Do You Stand?

Apartment  List | 



EVOLVE



AIM 2026 |
aimconf.com

Stand now if your
community websites have
been explicitly restructured
for AI in the past 6 months



SEO

Being Found



AEO

Being Understood





Kyra Lambo

VP, Marketing

Equity Residential



Harrison MacLean

Head of Customer Strategy

Profound

The most innovative companies in the world rely on Profound

ramp



MERCURY

Uber



docusign

Etsy



Expedia

Walmart



GAP

CVS pharmacy



PLAID

CharlotteTilbury



zapier

LinkedIn

usbank

dentsu



Edelman

dyson



Cash App

indeed



MongoDB

KAPLAN



adidas

Gartner



PELOTON



SoftBank

stripe

greenhouse



DigitalOcean

chime

For the last 26 years
traditional search has
been a **two-sided
marketplace**



Consumers crawl through to **discover**, **interpret** and **consume** information

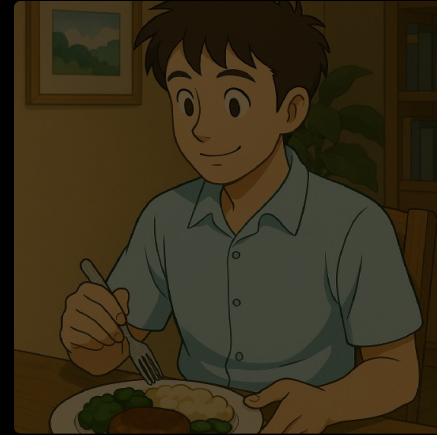
DISCOVER



INTERPRET



CONSUME



Consumers crawl through to **discover**, **interpret** and **consume** information

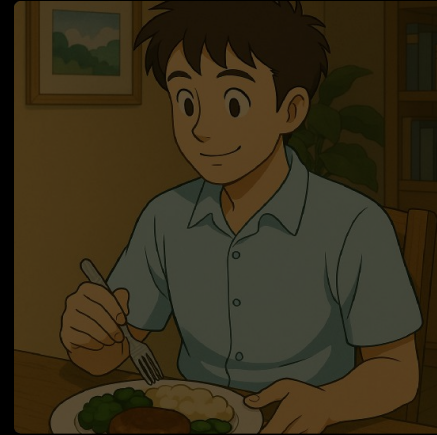
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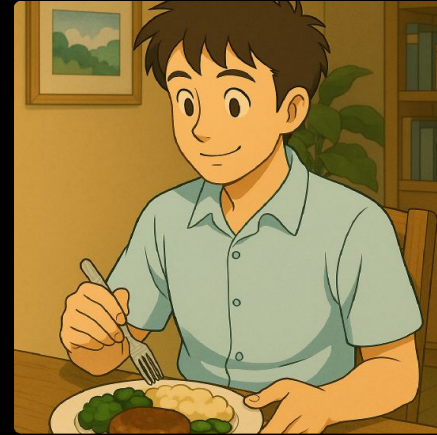
DISCOVER



INTERPRET



CONSUME



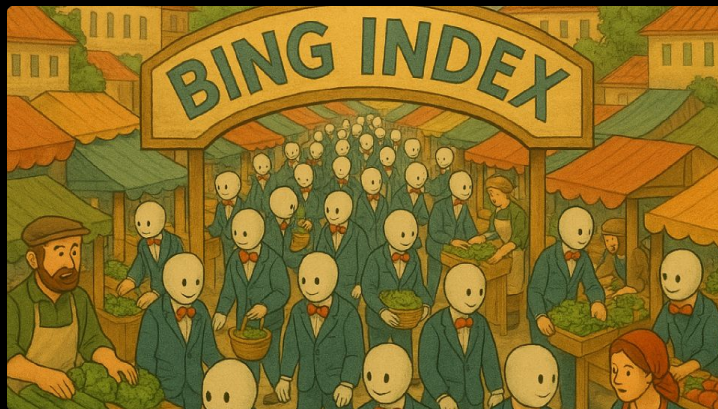
Instead of browsing
an index of blue links,
users kick back and
ask ChatGPT



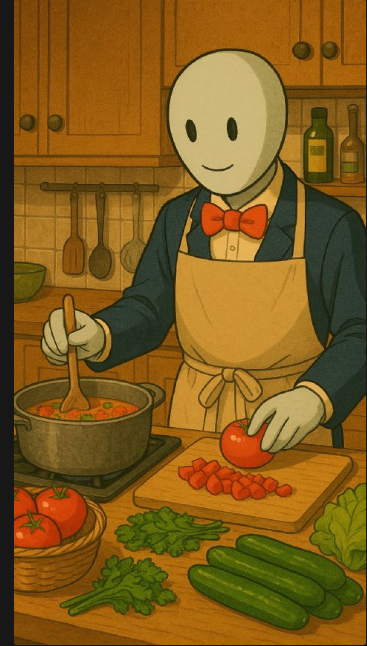
Triggering a user agent to **search on their behalf**

What is the best recipe for tacos?

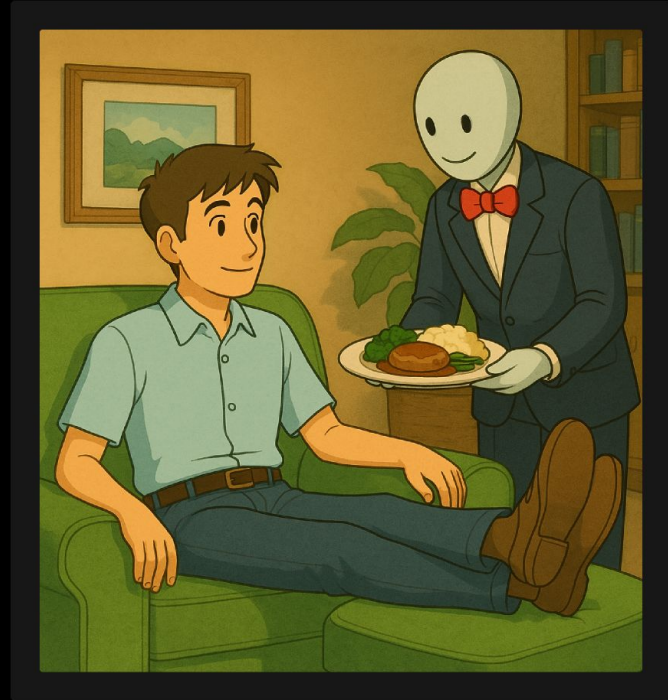
Searching the web



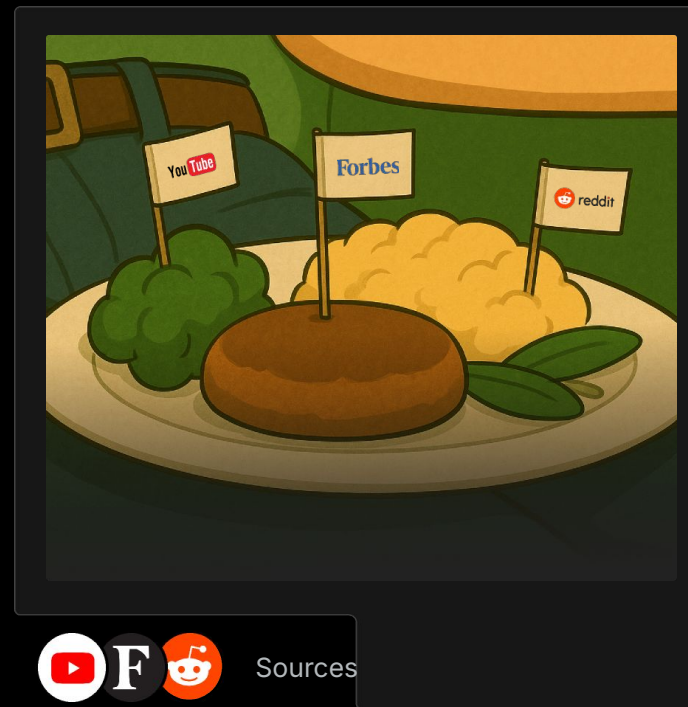
User agents browse
and **decide which**
ingredients will build
an answer



A new answer is
generated for every
query, and served up
as a **completely new**
piece of content



And sure, we can see
which **sources** were used
to build the answer...



Sources

But who cares where it
came from it tastes
good?!



Search was a two-sided marketplace, where consumers visited brands directly



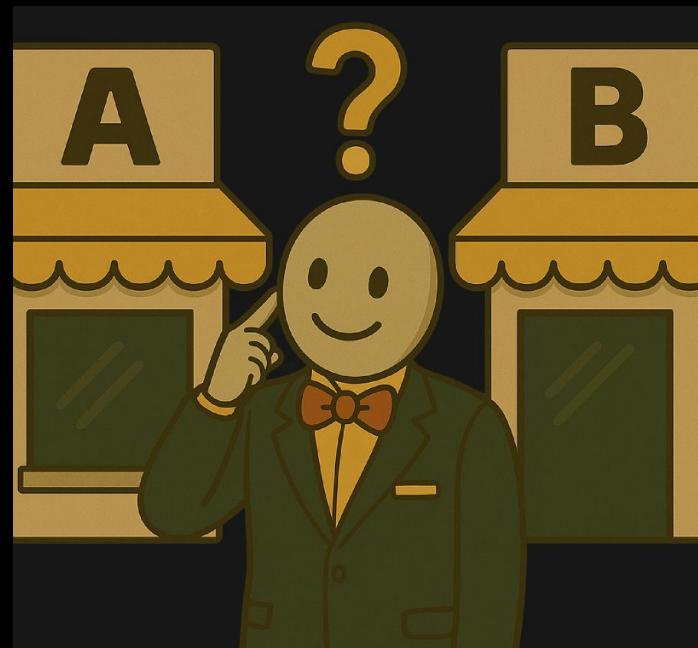
Answer engines
mask the end-user
from the brand



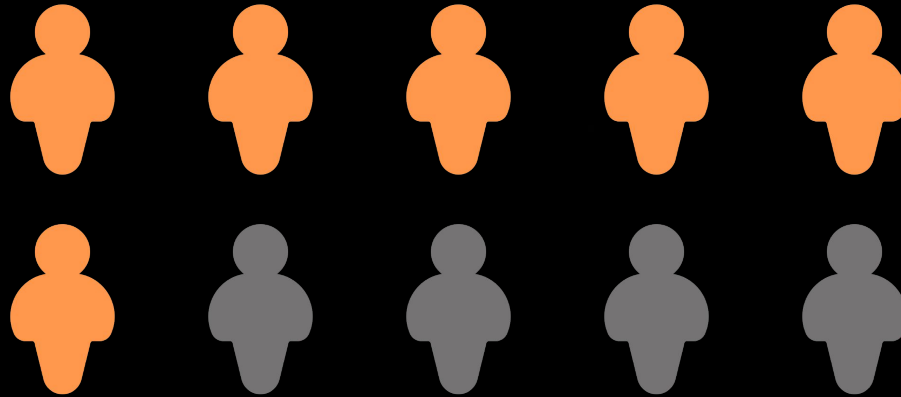
Eventually, the **user agents** will become
the **primary visitor** of websites



User agents won't just
provide answers, **they'll**
decide who gets seen



6 in 10 people rely on AI when
making purchasing decisions



6 in 10 people rely on AI when
making purchasing decisions

So what is AI saying (or not saying)
about your communities making
purchasing decisions?

Every answer engine is a different species



Wikipedia.org	9.30%
Reddit.com	6.06%
Techradar.com	1.52%



Reddit.com	6.47%
Youtube.com	2.87%
Tripadvisor.com	1.09%

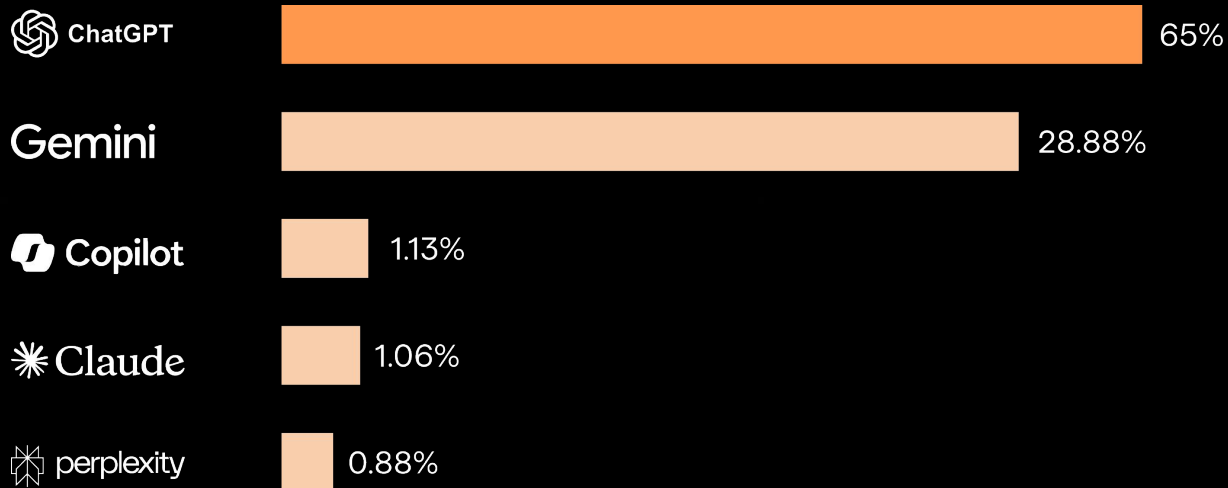


Amazon.com	0.95%
Reddit.com	0.68%
Techradar.com	0.46%



Youtube.com	0.76%
Wikipedia.org	0.64%
Nerdwallet.com	0.60%

AI usage by shoppers







Research Partner

4

LLMs Tested

22K

Rental Prompts

50

Top Operators

6

Month Study

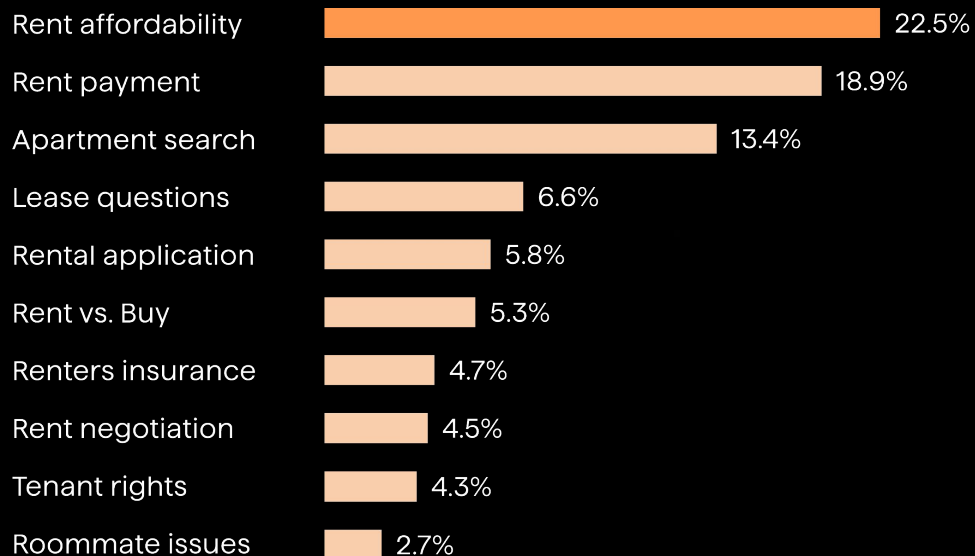


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How renters start their searches

Journey	Trend	Mentions	Example
living_in_rental		4.5k	"do I still have to pay rent tomorrow?"
pre_search		3.3k	"can I afford to move to another city?"
active_search		1.4k	"find me apartments in [neighborhood]"
lease_signing		823	"what should I look for before signing?"
applying		674	"what credit score do I need to rent?"
moving_out		412	"how do I get my security deposit back?"

What renters care about



Where to focus

FAQS

MULTIMEDIA

**APARTMENT FEED
COMPLETENESS**

DESCRIPTIVENESS

**NATURAL
LANGUAGE FIELDS**

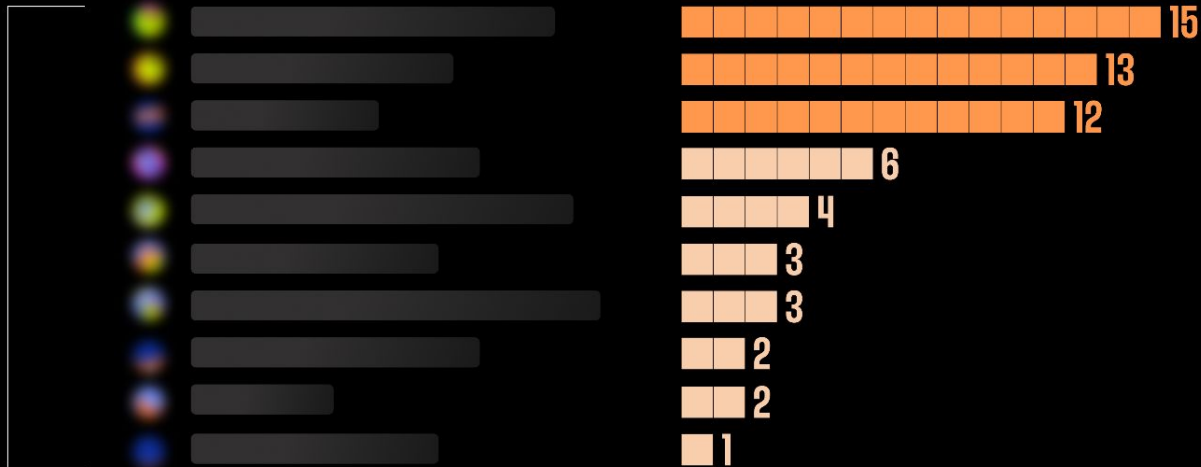
Multifamily AEO Visibility Index

Apartment  List |  Profound

 Operator

Response-Only Mentions

Top 10



CURIOSITY

2024

STUDENT

Prompt pilots.
Industry research.
Hallucination laughs.

MEASUREMENT

2025

SCOREBOARD

Vendor partnership.
Asset-level visibility.
Correlation analysis.

ACTION

2026

SCALE

Strategic action.
“What does this mean
right now?”



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aimconf.com

-20%

FEWER LEADS PER UNIT

TOP 50 VS. BOTTOM 50 · APRIL 2026

*AEO isn't about replacing current lead gen efforts.
It's about future-proofing our strategy as the funnel expands.*



AIM 2026 |
aimconf.com

Old discipline. **New audience.**

These have been SEO table stakes for years. They aren't just SEO tasks anymore - they're the *structured data feeds* that let an AI agent recommend us with confidence.

GBP OPTIMIZATION

High-res photos, attribute tags, product details, posts

CITATION HYGIENE

NAP consistency — name, address, phone — across every source.

REVIEW VELOCITY

Recency and rating. Agents prioritize what people are saying.

CORRELATION

What each model rewards

ChatGPT →

ENHANCED GBP

Visibility correlates highest with photos, attributes, and profile completeness.

Gemini →

REVIEW VELOCITY

Visibility correlates highest with the cadence and recency of reviews.



High
Occupancy

ACTIVATE

MAINTAIN

INTERVENE

MAINTAIN

Low
Occupancy

Low Visibility

High Visibility

FAQ IMPLEMENTATION

Irrefutable answers to specific, long-tail renter questions.

ON-PAGE CONTENT

Restructure and rewrite pages so agents can scrape amenities, neighborhood, nuggets.

LLMS AS CONSULTANTS

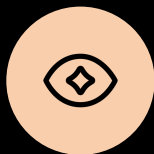
Prompt models for real-time gap analysis.





MOVE

Apply AEO best practices
within your portfolio



PARTNER

Benefit from AEO visibility from
partners who moved early



MEASURE

Shift strategy based on yields and
comparing ROI



Thank You!

Apartment  List |  AIM



AIM 2026 |
aimconf.com

WE INVEST SO THE AGENT SEES YOU.

YOU INVEST SO IT KNOWS YOU.

When we both show up, your communities win.

THE MULTIFAMILY AEO VISIBILITY INDEX - WHERE DO YOU STAND?

TYPICAL RENTER SEARCH PATTERNS

Prompt Pattern	Mentions	Trend
"can I afford to rent in X"	2.6k	
"find me apartments in X"	1.5k	
"how do I break my lease for X"	754	
"should I rent or buy in X"	606	
"how do I negotiate rent for X"	514	
"what are my rights as a tenant in X"	491	

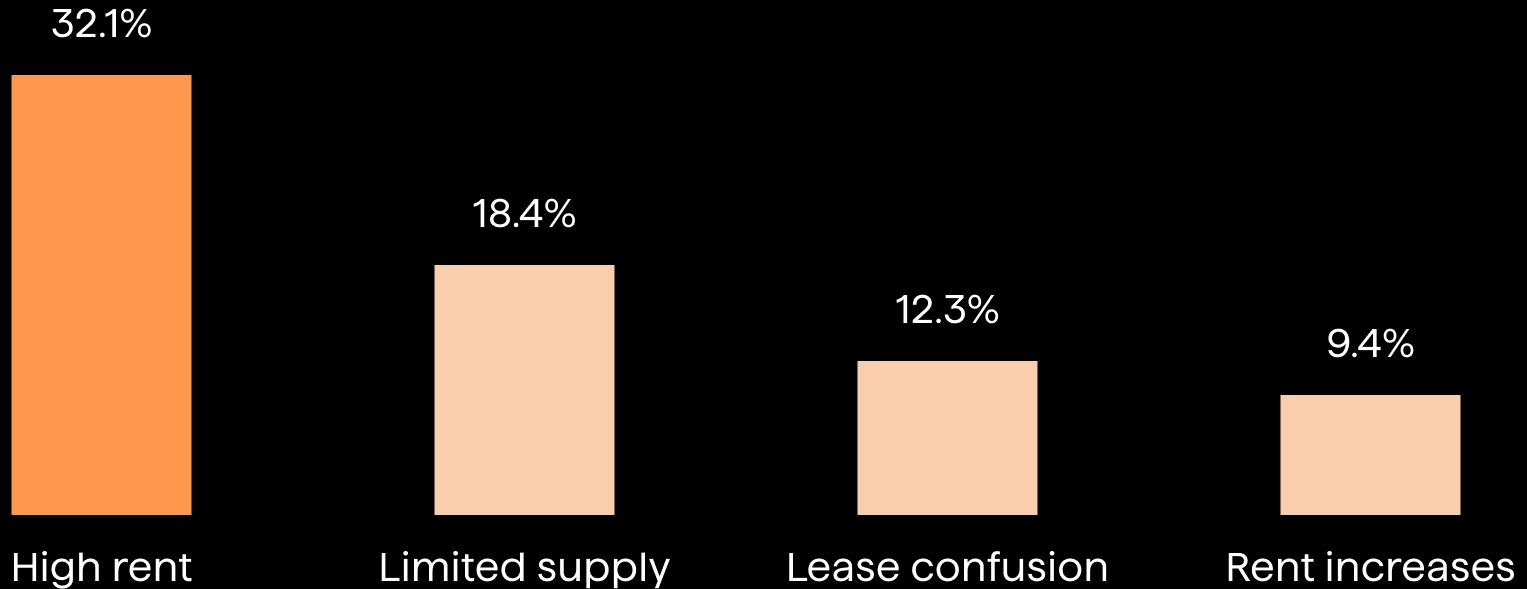
TOP MOST FREQUENTLY SHOWN PRODUCTS

- FAQs: +848% more
- Videos: +103% more
- Product Rating: +36% higher ratings
- Specification Entries: +23% more
- Product Title Length: +18% longer
- Price: +11% higher
- Natural Language URLs: +7.7% more pages
- Discounts Shown: +5.3% more pages



Based on 16k PDPs queried over October 2, 2025 to November 2, 2025.

WHAT ARE TOP RENTER BARRIERS



AFFORDABILITY

IS THE #1 CONCERN

22.5% of all renter prompts involve affordability, outpacing apartment search at 13.4% and making it the single dominant topic by a wide margin.

RENTER STAGE



12.4%

Active Searchers



39.3%

Current Renters



28.7%

Pre-Search
Budgeters



5.9%

Applicants

Slide 1: The Operator's Evolution (2024–2026)

- **Purpose:** Set the stage for EQR's disciplined approach.
- **On-Slide Content:**
 - **2024:** Cautious Student Mode (*Philosophy: We are students.*) - prompt pilots & heavy industry research
 - **2025:** Investment Phase (*Philosophy: We need a scoreboard.*) - Partnered with Birdeye for Visibility Measurement at the asset level.
 - **2026:** Applied Strategy (*Philosophy: We're ready to act, intentionally.*) - Shifting from "What is AEO/GEO?" to "Which content factors actually move the needle?" and "What does this actually mean right now?"
- **Narrative (not written in stone):**
 - Quick KL intro: born & raised in SEO, blah blah blah
 - We jumped into AEO/GEO because we realized the 'discovery' phase of the renter journey was changing.
 - While the LLMs are constantly evolving and customers are also evolving how they use AI, we strategically chose to not chase every trend. We moved from curiosity to disciplined measurement before scaling, and this will be our process moving forward as things continue to evolve.
 - We're in an industry where some residents still physically bring down a check to the office to pay rent and some residents will create AI agents to run every aspect of their lives.
 - 2024: unstructured prompting, hallucination laughs, industry research
 - 2025: needed a way to measure, a scorecard. Once we had our way to measure, we opted to run our own correlation analysis to determine which variables correlated highest with high AI visibility
 - 2026: now we're ready to strategically scale our initiatives and answer the question 'what does this mean right now?'
 -

Slide 2: The AI Paradox: AI Search Visibility vs Lead Performance

- **Purpose:** Our reality as prop mgmt companies
- **On-slide Content:**
 - Top 50 EQR props based on AI search visibility scores had 25% lower leads/unit than the bottom 50 EQR props for the month of Apr
 - AEO isn't about replacing current lead gen, it's about building upon those strategies & future proofing as the funnel expands
- **Narrative:** If we only managed to the AI visibility score, we'd think the bottom 50 properties were failures. This analysis confirmed that AEO isn't about replacing current demand and lead gen strategy (s/o to ILSs and OG SEO/SEM); it's about future-proofing our strategy capturing the next generation of discovery.
 - Extending the funnel

Slide 3: The Low-Hanging Fruit / Tablestakes

- **Purpose:** Help define where to start
- **On-slide content:**
 - GBP Optimization: High-res photos, attribute tags, and hours.
 - Citation Hygiene: Ensuring NAP (Name, Address, Phone) consistency
 - Review Velocity: Not just the rating, but the recency of reviews. AI agents prioritize what people are saying this week.
 - Chatgpt vs Gemini correlation
 - Chatgpt visibility correlated higher with enhance GBP
 - Gemini visibility correlated higher with reviews
- **Narrative:**
 - This list shouldn't look all that new to anyone in the room. These have been SEO table stakes for years; however, these aren't just 'SEO tasks' anymore. They are the structured data feeds that allow an AI Agent to recommend us with confidence.

Slide 4: EQR 2026 Roadmap: Selective Scaling

- **Purpose:** Define how EQR is prioritizing 2026 initiatives
- **On-slide content:**
 - **How - Decision Matrix**
 - *High Occupancy + Low Visibility:* Monitor
 - *Low Occupancy + Low Visibility:* Intervene
 - **What**
 - **Strategic FAQ Implementation:** Building irrefutable answers for specific, long-tail questions renters ask
 - **On-page Content Architecture:** Restructuring property pages so the agents can easily scrape amenities, neighborhood proximity, and unique nuggets.
 - **LLMs as Digital Consultants:** Prompting the models to perform real-time gap analyses, allowing the agent to help steer initiatives
- **Narrative:**
 - With 315 communities (and a lean team), we can't boil the ocean. We use our visibility tracking as a diagnostic tool to help us determine where we should prioritize AEO/ GEO efforts.

The Multifamily AEO Visibility Index

Operator	Response-Only Mentions	Share of Total (65)
Greystar	12	18.5%
GID / Windsor	15	23.1%
MAA	13	20.0%
AvalonBay	6	9.2%
Equity Residential	4	6.2%
UDR	2	3.1%
AMC	2	3.1%
Cortland	1	1.5%
Related Companies	3	4.6%
Cushman & Wakefield	3	4.6%

**WE INVEST
SO THE AGENT SEES YOU.**

**YOU INVEST
SO IT KNOWS YOU.**

When we both show up, your communities win.

● CURIOSITY

2024 STUDENT

Prompt pilots. Industry research.
Hallucination laughs.

● MEASUREMENT

2025 SCOREBOARD

Birdeye partnership. Asset-level visibility.
Correlation analysis.

● ACTION

2026 SCALE

Strategic action. "What does this mean
right now?"

-250%

Fewer leads per unit.

TOP 50 VS. BOTTOM 50 · APRIL 2026

AI visibility is a leading indicator. Not a replacement for demand.

Old discipline. New audience.

These have been SEO tablestakes for years. They aren't SEO tasks anymore — they're the *structured data feeds* that let an AI agent recommend us with confidence.

01

GBP Optimization

High-res photos, attribute tags, hours.

02

Citation Hygiene

NAP consistency — name, address, phone — across every source.

03

Review Velocity

Recency over rating. Agents prioritize what people are saying this week.

Correlation

WHAT EACH
MODEL REWARDS

ChatGPT →

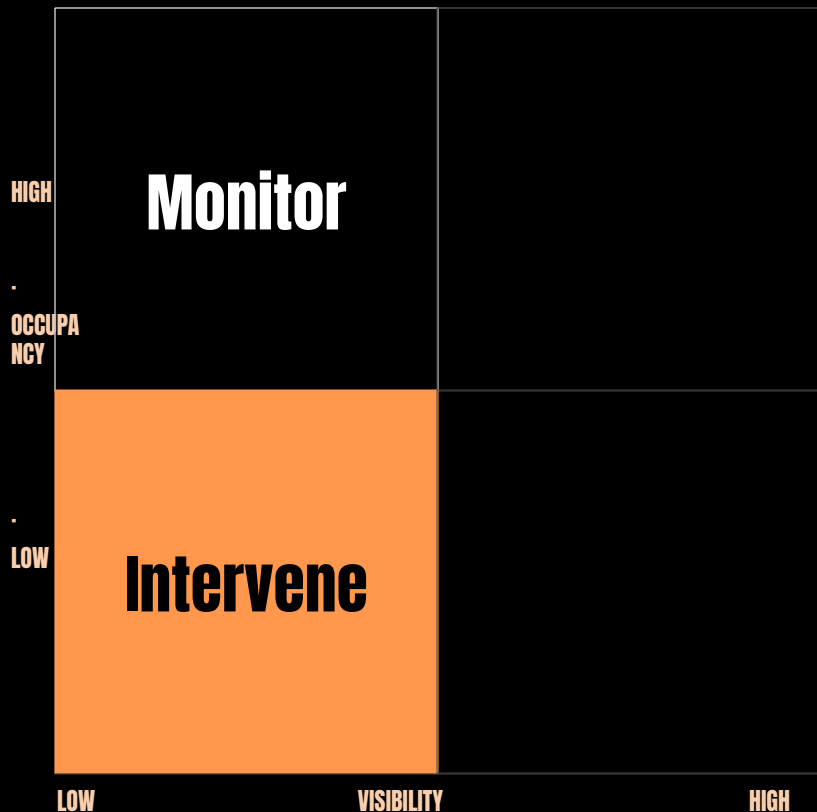
Enhanced GBP

Visibility correlates highest with photos, attributes, and profile completeness.

Gemini →

Review Velocity

Visibility correlates highest with the cadence and recency of reviews.



01

FAQ Implementation

Irrefutable answers to specific, long-tail renter questions.

02

On-Page Content Architecture

Restructure pages so agents can scrape amenities, neighborhood, nuggets.

03

LLMs as Consultants

Prompt models for real-time gap analysis.

MULTIFAMILY AEO VISIBILITY INDEX

Apartment  List |  Profound

RANK	OPERATOR	RESPONSE-ONLY MENTIONS
1	GID / Windsor	15
2	MAA	13
3	Greystar	12
4	AvalonBay	6
5	Equity Residential	4
6	Related Companies	3
7	Cushman & Wakefield	3
8	UDR	2
9	AMC	2
10	Cortland	1