schutle

AI RECOMMENDATIONS IN REAL ESTATE

What over 10,000 responses reveal about AI recommendations

RESEARCH PERIOD:	1st June 2026 to 31st July 2026
MARKETS STUDIED:	Marbella, Dubai and London
PREPARED BY:	Schutle.com

A note from the founder

JAIMIE BEERS
FOUNDER

Since the arrival of AI into the mainstream, it has became increasingly clear to me that it would fundamentally change how people discover and choose estate agencies.

After more than 23 years in the real estate industry, I realised that buyers, sellers, landlords and tenants would no longer simply search websites and click through pages to research their options. Increasingly, they would ask their everyday AI assistants for recommendations, comparisons and advice.

That changes the role of digital marketing for estate agencies completely.

At Schutle, we help estate agencies understand, build, measure and improve their AI visibility.
We do this by creating structured, machine-readable digital infrastructure, benchmarking how AI platforms recommend businesses, and identifying the information, content and service gaps that influence those recommendations.

This report forms part of that mission. We believe the industry deserves independent research that helps agencies understand how this new recommendation layer is evolving, where they are already performing well, where opportunities exist, and what practical steps can improve future AI recommendations.

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Executive summary

Artificial intelligence is becoming a new recommendation layer between property customers and the estate agencies competing for their business.

Buyers, sellers, landlords and investors no longer need to begin their search with a list of links. They can ask an AI platform a commercially **specific question:**

Which agency is best for German buyers in Marbella?

Which Dubai broker should I use to sell my portfolio of investment property?

Who has the strongest record for selling family houses like mine?

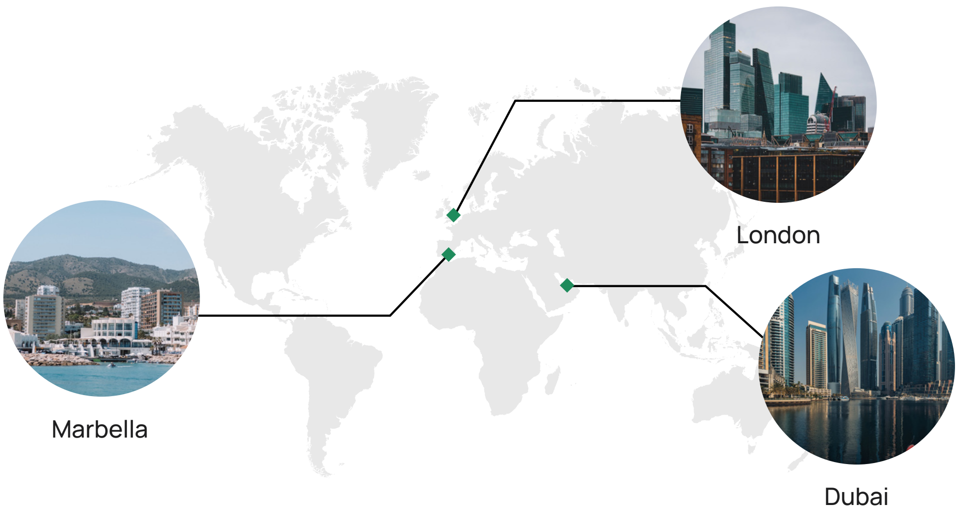
The AI system does not simply return websites. It selects a small number of companies, recommends them and explains why they may be suitable.

This creates an extremely competitive new environment for estate agencies.

Schutle analysed

10,560 AI-generated responses — to — **116** commercially relevant real estate prompts

Across



The research covered

- general brokerage selection
- foreign buyers
- investment
- luxury property
- reputation
- sellers
- lettings
- property management
- local-market expertise

The study found that there is no universal AI visibility leader.

Leadership changes according to the customer's location, nationality, service requirement and wording of the question.

In Marbella, Panorama leads investment and reputation, while Engel & Völkers leads the combined luxury analysis and German-buyer searches.

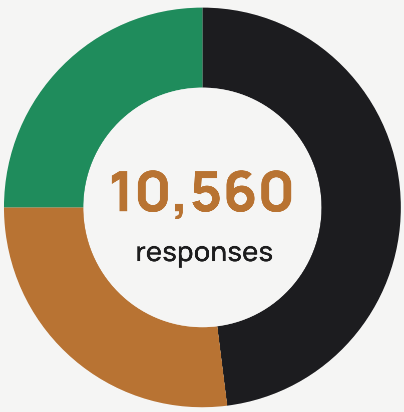
In Dubai, Betterhomes leads general brokerage, reputation and rentals; Allsopp & Allsopp leads buyer-support and seller searches; fäm Properties leads investment and market-coverage prompts; Christie's International Real Estate leads luxury.

In London, Knight Frank leads Central London, Foxtons leads general East London, Dexters leads Hackney, lettings and reputation, Hurford Salvi Carr leads Docklands, and Savills leads seller outcomes.

The commercial implication is clear:

AI visibility is not one ranking. It is a portfolio of positions across customer needs, locations and platforms.

The agencies most likely to benefit are those that clearly demonstrate why they are relevant to a particular customer, in a particular market, for a particular need.



Dubai 48% 5,070 responses

Marbella 27% 2,895 responses

London 25% 2,595 responses

Each agency appearance was classified before it contributed to a ranking.

Only companies presented as genuine recommendations or shortlist options were counted. Repeated mentions within one response counted once.

Citations, comparisons, incidental references and negative mentions were excluded.

Where prompts had different monitoring periods, the results were balanced so that one heavily repeated question could not dominate a category.

The research measures **AI recommendation visibility.** It does not claim to measure conventional market share, verified transaction volume or independently proven service quality.

01 AI is creating a new commercial layer

For most of the internet era, estate-agency marketing has concentrated on being found online.

The objective was to rank in search, appear on portals, generate reviews, build a recognisable brand and convert website traffic into enquiries and instructions.

AI changes the customer journey.

A prospective client can now ask for a recommendation based on their specific situation and needs before ever visiting an agency website.

The platform will compare companies, identify a preferred shortlist and attach reasons to each recommendation. Those reasons influence the way the customer interprets the brand before the agency has had any direct contact.

This is not simply another search ranking.

Search engines traditionally present options. AI systems increasingly present conclusions founded on reason.

An agency that does not appear in the answer may not reach the customer's consideration set at all, even if it performs strongly in conventional digital channels.

An agency that does appear may be associated with one specific capability but not another.

For example, an AI system may recognise a company as a luxury specialist but not as an investment adviser. It may associate another agency with landlords but not sellers. It may identify a local independent as the best answer for one neighbourhood while preferring a global brand for the wider city.

This is the emerging **AI recommendation economy.**

02 There is no universal winner

The strongest pattern across all three markets is fragmentation. Different companies lead different questions.

MARBELLA

MOST RECOMMENDED AGENCY		SEARCH INTENT	
Engel & Völkers overall	ENGEL&VÖLKERS	Foreign buyers · Luxury property · German buyers	3
Panorama	PANORAMA	Investment · Reputation and trust · Dutch buyers (tied)	3
Drumelia	DRUMELIA REAL ESTATE	Dutch buyers (tied)	1
Bromley Estates Marbella	BROMLEY ESTATES MARBELLA	British buyers	1
Bjurfors	BJURFORS	Swedish buyers	1
Nordica Marbella	Nordica REAL ESTATE	Norwegian buyers	1

LONDON

MOST RECOMMENDED AGENCY		SEARCH INTENT	
Dexters	Dexters	Lettings and management · Hackney · Reputation and customer service	3
Savills	savills	Islington and North London · Sales and seller outcomes	2
Knight Frank	Knight Frank	Central London	1
Foxtons	Foxtons	General East London	1
Hurford Salvi Carr	HURFORD SALVI CARR	Canary Wharf, Docklands and E14	1

DUBAI

MOST RECOMMENDED AGENCY		SEARCH INTENT	
Betterhomes	betterhomes	General brokerage · Reputation and service · Rentals and lettings	3
Allsopp & Allsopp	ALLSOPP & ALLSOPP	Buyer support · Sellers	2
fäm Properties	fäm Properties	Investment brokerage · Scale and market coverage	2
Christie's International Real Estate	CHRISTIE'S INTERNATIONAL REAL ESTATE	Luxury	1

These findings challenge the idea that an agency can measure AI visibility through one generic question such as:

? *Who is the best estate agent?*

That question is commercially less useful than understanding which agency is recommended for sellers, landlords, investors, luxury customers or a defined local market.

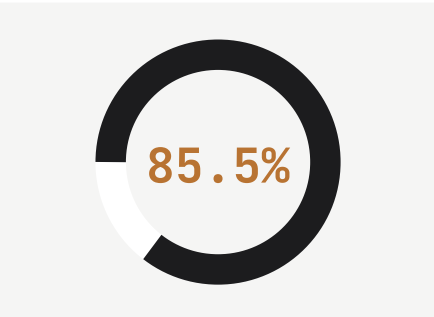
The appropriate unit of measurement is not one overall rank. It is category ownership.

03 Prompt wording materially changes the answer

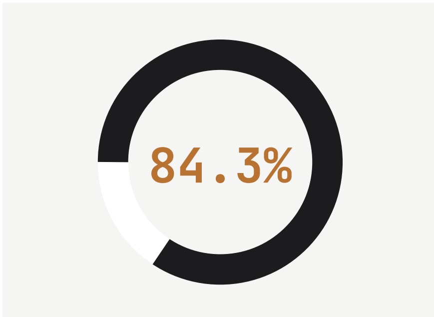
One of the most important findings is that small changes in wording can change the leading agency.

MARBELLA LUXURY

Engel & Völkers ranked first across the combined five-prompt luxury analysis, appearing in **85.5%** of responses.



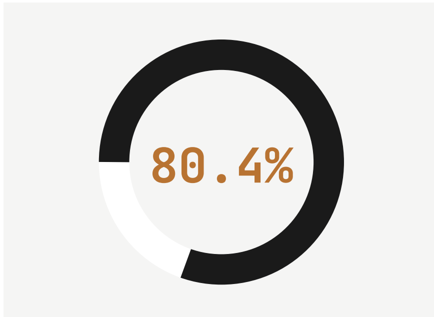
Drumelia was extremely close at **84.3%** and ranked first for three individual prompt variants, including:



Who is the best luxury property company in Marbella?

MARBELLA FOREIGN BUYERS

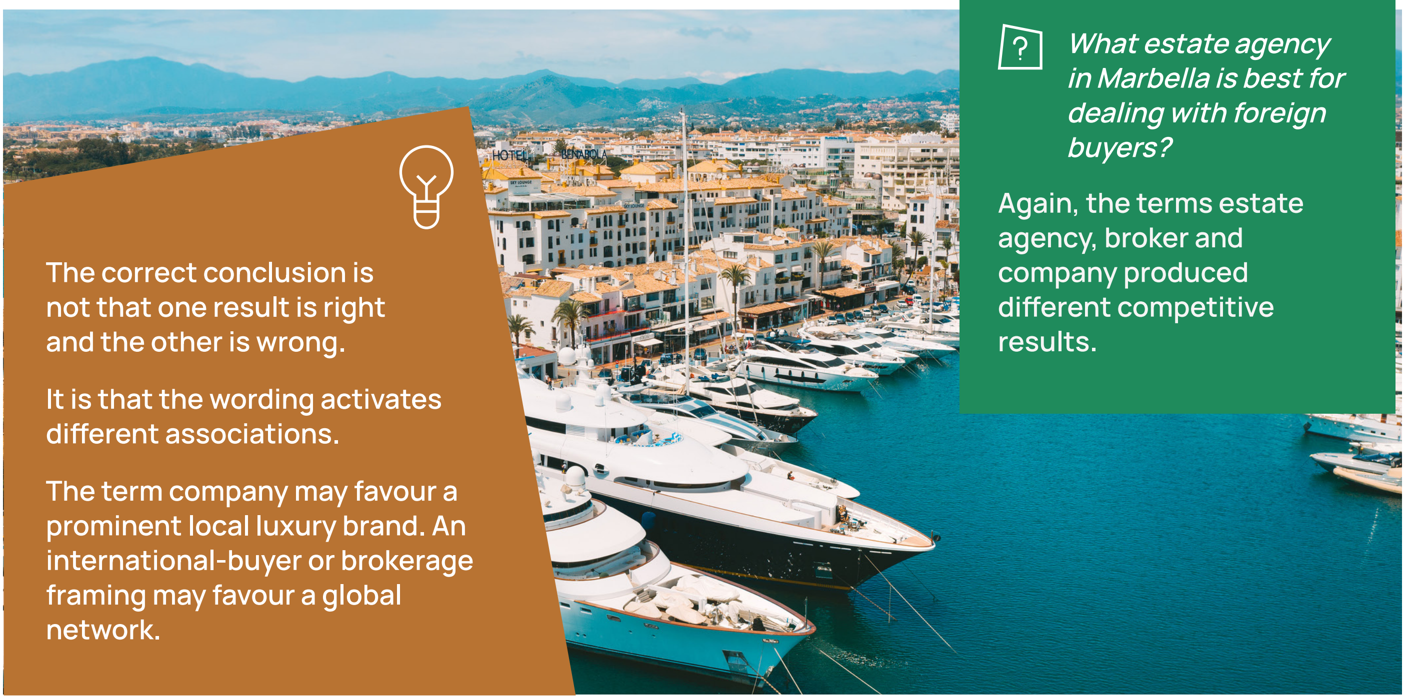
Engel & Völkers led the combined Marbella-specific foreign-buyer prompts, appearing in **80.4%** of responses.



Panorama led the exact wording:

What estate agency in Marbella is best for dealing with foreign buyers?

Again, the terms estate agency, broker and company produced different competitive results.



The correct conclusion is not that one result is right and the other is wrong.

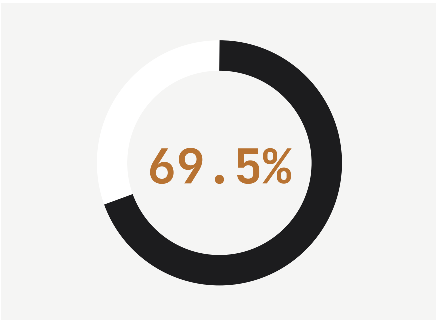
It is that the wording activates different associations.

The term company may favour a prominent local luxury brand. An international-buyer or brokerage framing may favour a global network.

DUBAI GENERAL BROKERAGE

In the original best broker prompt study, Allsopp & Allsopp ranked narrowly ahead of Betterhomes.

After the research was expanded to include additional high-value prompts, Betterhomes led the broader general-brokerage category with **69.5%** prompt-balanced visibility.



Increasing prompt breadth changed the conclusion.

EAST LONDON

The first East London analysis combined

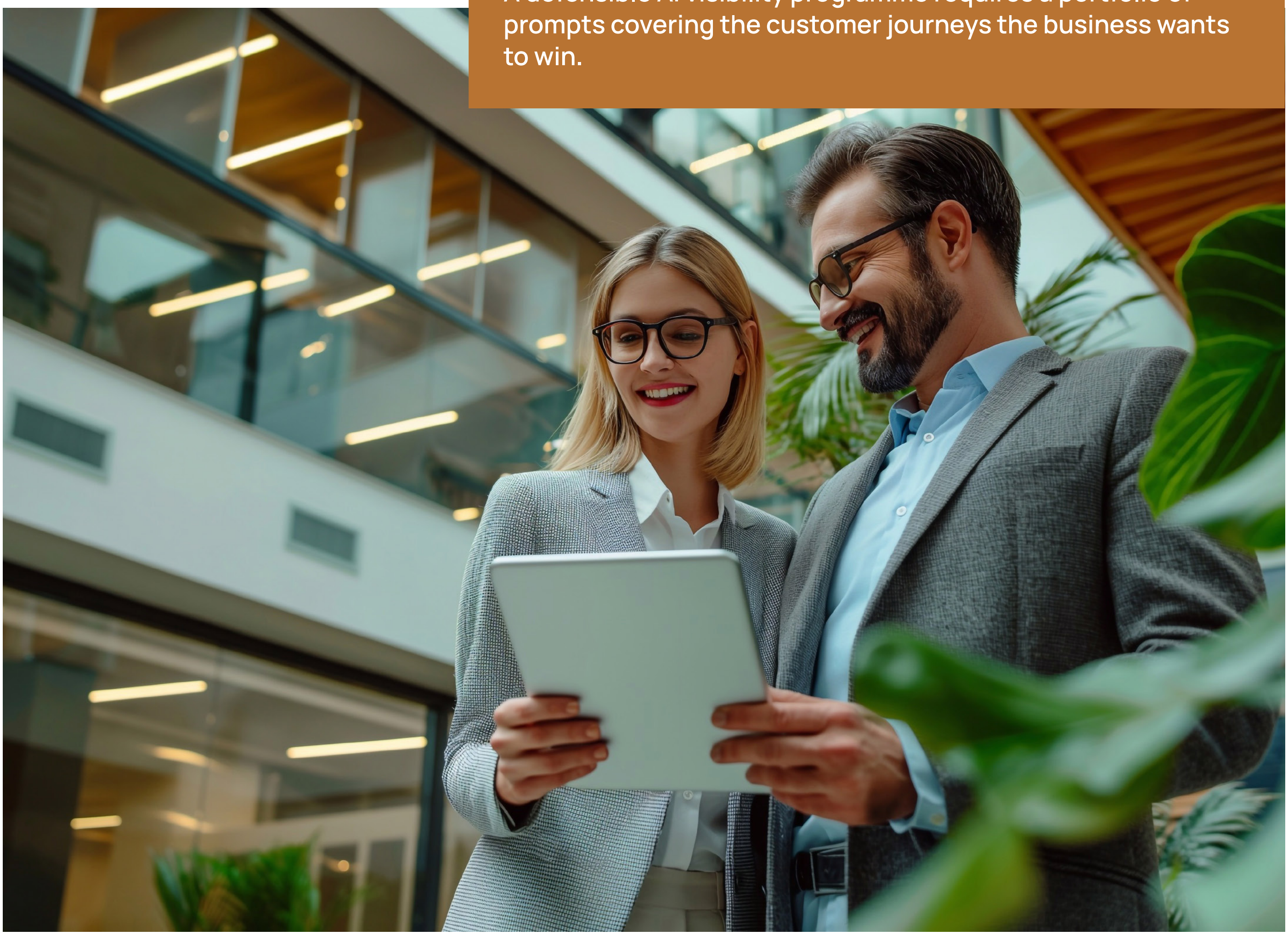
1. general East London
2. Canary Wharf & Docklands
3. Hackney prompts

Once area-specific prompts were separated, Foxtons led general East London, Hurford Salvi Carr led Canary Wharf & Docklands and Dexters led Hackney.

COMMERCIAL LESSON

Measuring one prompt is similar to measuring search visibility through one keyword.

A defensible AI visibility programme requires a portfolio of prompts covering the customer journeys the business wants to win.



04 Local specialists can outperform global brands

The research provides clear evidence that relevance can outperform scale.

BRITISH BUYERS IN MARBELLA

81.2%

Bromley Estates Marbella appeared in **81.2%** of responses to the British-buyer prompt.

It ranked ahead of Panorama, Winkworth Spain and Engel & Völkers.

NORWEGIAN BUYERS IN MARBELLA

68.4%

Nordica Marbella led with **68.4%,** followed by M2Nordic and Scandinavian Property.

SWEDISH BUYERS IN MARBELLA

72.6%

Bjurfors led with **72.6%,** followed by Nordica Marbella.

DOCKLANDS

30.3%

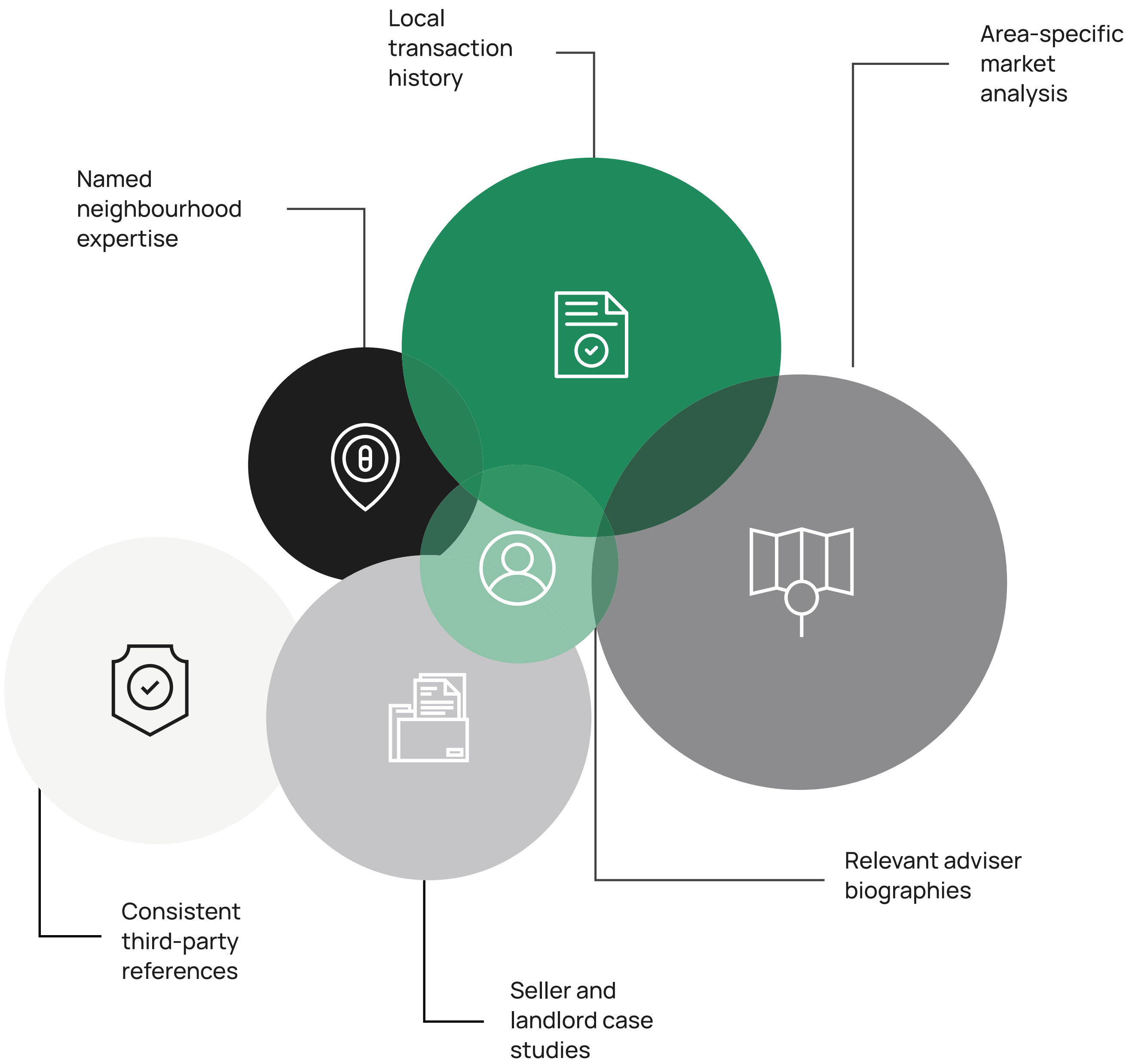
Hurford Salvi Carr led Canary Wharf, Docklands and E14 with **30.3%** prompt-balanced visibility.

The percentage is lower because the Docklands market is fragmented, but the result still demonstrates that a specialist local identity can compete with major international firms.

COMMERCIAL LESSON

Independent agencies do not need to become generic national authorities. They need to become the clearest and most credible answer to a commercially valuable local question.

The evidence that supports local authority includes:



Repeating a location name is not enough. AI systems need accessible evidence explaining why the company is relevant to that location.

05 Established brands benefit from broad authority

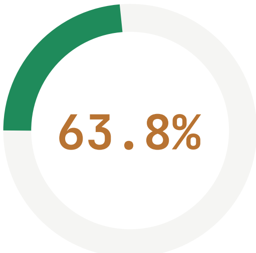
Local specialists can win narrow categories, but established brands retain significant advantages.

CENTRAL LONDON

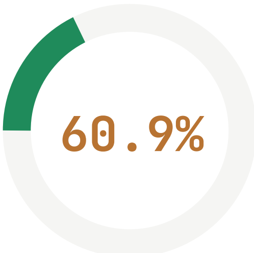
Knight Frank leads with **63.8%**, followed by Savills at **60.9%** and Dexters at **60.2%.**

Knight Frank and Savills are repeatedly associated with prime property, established market authority, high-value transactions and portfolio capability.

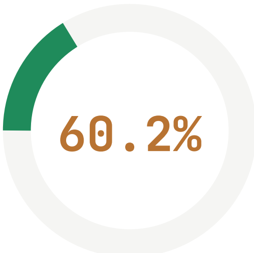
Knight Frank



Savills



Dexters



COMMERCIAL LESSON

Large brands benefit when their authority is clearly connected to the customer's needs.

Brand awareness alone is not the same as category ownership.

The strongest companies combine general authority with specific evidence around sellers, landlords, investors, luxury clients or geographic markets.

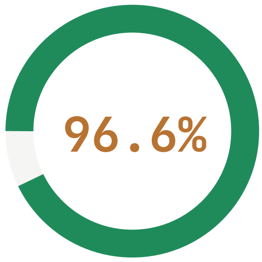
GERMAN BUYERS IN MARBELLA

Engel & Völkers produced the strongest nationality result in the Marbella research, appearing in **96.6%** of responses.

It was recommended in **38** ChatGPT, **38** Gemini and **37** Google AI Overview responses.

This is a rare example of near-total cross-model agreement.

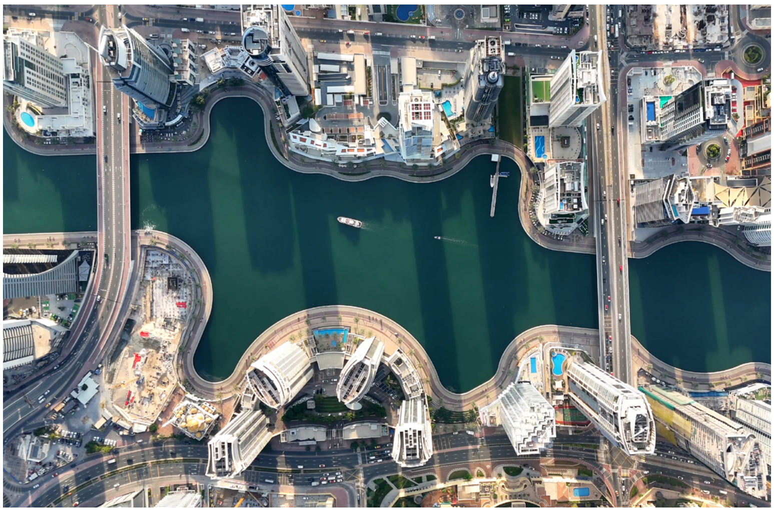
Engel & Völkers



DUBAI

Betterhomes, Allsopp & Allsopp, fäm Properties and haus & haus repeatedly appear across several categories.

Their visibility is supported by broad market coverage, reputation, reviews, sales infrastructure, developer relationships and recognisable market presence.



06

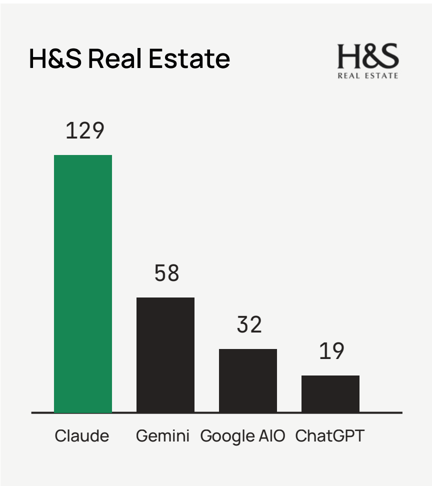
Model dependency is a hidden risk

An agency can appear strong in an aggregate ranking because one AI model recommends it much more frequently than the others.

DUBAI GENERAL BROKERS

H&S Real Estate appeared in **129 Claude responses,** compared with **58 Gemini, 32 Google AI Overview** and **19 ChatGPT responses.**

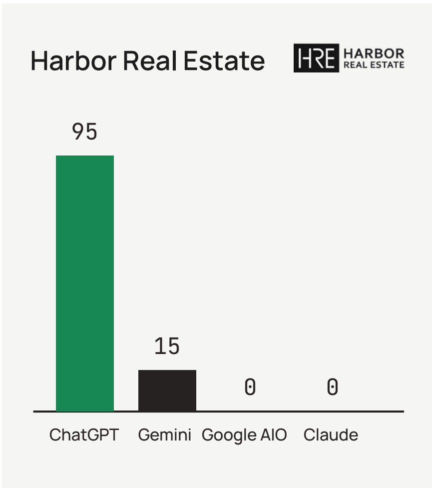
Its overall visibility was therefore heavily influenced by Claude.



DUBAI INVESTMENT

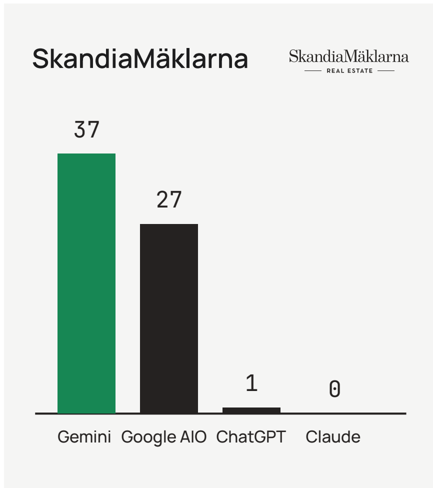
Harbor Real Estate appeared in **95 ChatGPT responses, 15 Gemini responses** and **no Google AI Overview responses.**

Its apparently strong investment position was almost entirely driven by one platform.



SWEDISH BUYERS IN MARBELLA

SkandiaMäklarna appeared in **37 Gemini responses** and **27 Google responses** but only **one ChatGPT response.**



DUBAI LUXURY

Knight Frank performed strongly in **ChatGPT, Claude and Gemini** but appeared only once in **Google AI** Overview.

VISIBILITY RESILIENCE

An agency consistently recommended across several models has a more resilient position than one dependent on a single platform.

This creates a second dimension of AI visibility:

How visible is the company?

— and —

How stable is that visibility across platforms?

Sophisticated monitoring should measure both.

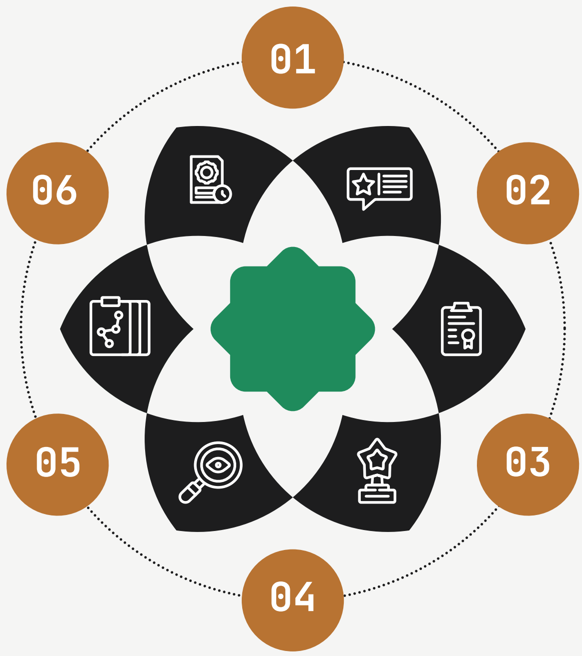
07 AI repeatedly explains why it recommends companies

The models do not simply produce names. They attach reasons. Across the research, those reasons formed a consistent set of themes.

REPUTATION AND TRUST

AI systems frequently refer to:

- 01 Operating history
- 04 Awards and recognition
- 02 Independent reviews
- 05 Transparency
- 03 Professional standards
- 06 Track record



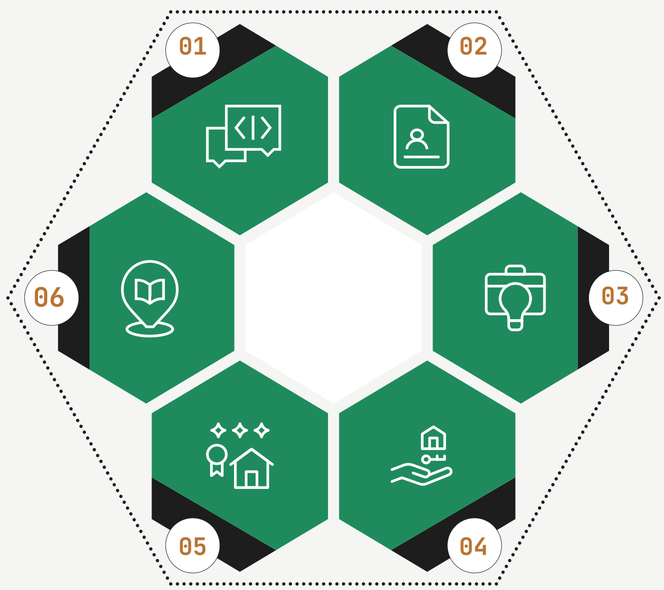
This was particularly visible in Marbella's reputation study, Dubai's reputation prompts and London's customer-service analysis.

RELEVANCE TO THE CUSTOMER

The models respond strongly to evidence that a company serves a specific customer group.

Examples include:

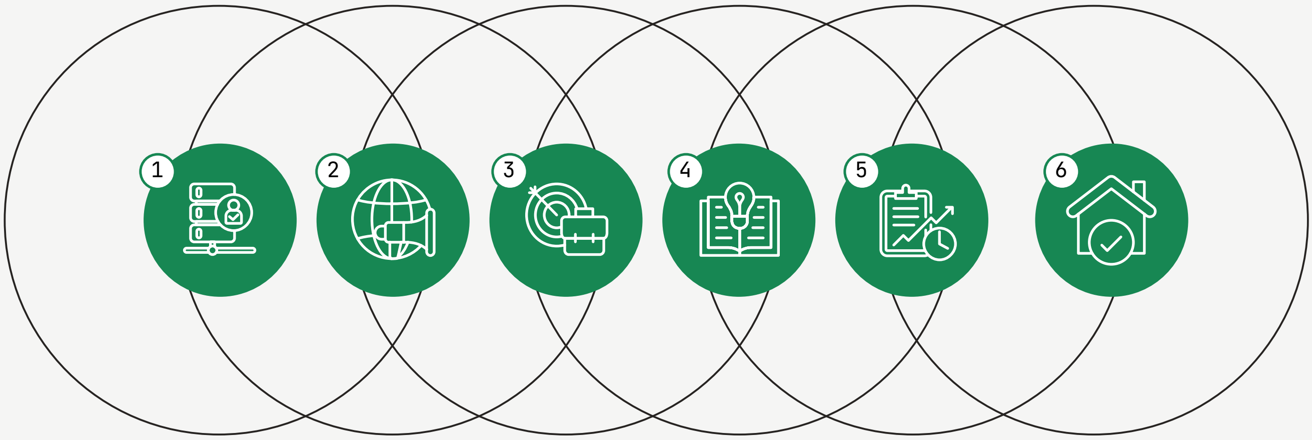
- 01 Language capability
- 02 Experience with a nationality
- 03 Investor expertise
- 04 Landlord services
- 05 Luxury-property experience
- 06 Local neighbourhood knowledge



SALES AND MARKETING CAPABILITY

For seller prompts, AI systems repeatedly referred to:

- 01 Buyer databases
- 02 International reach
- 03 Professional marketing



- 04 Valuation knowledge
- 05 Sales track record
- 06 Price achievement

In London, reputation appeared in **77.2% of seller responses, marketing and buyer reach in 75.0%,** and v**aluation expertise in 61.4%.**

OPERATIONAL SERVICE CAPABILITY

For landlords and foreign buyers, recommendations frequently referred to:

- Property management
- Tenant screening
- Maintenance
- Transaction guidance
- After-sales support
- Relocation
- Communication

In London lettings, operational management capability appeared in **95.0% of responses, reputation in 83.1%,** and **customer service in 69.1%.**

MARKET INTELLIGENCE

Investment recommendations frequently relied on:

01 ROI analysis

02 Rental-yield knowledge

03 Capital-growth potential

04 Developer access

05 Off-plan expertise

06 Exit strategy

In Dubai, off-plan and developer access appeared in **89.5% of investment responses.** Sales and exit **capability appeared in 82.3%.**

REGULATION AND PROCESS

Dubai responses frequently referenced RERA, the Dubai Land Department, broker registration and escrow protection.

Marbella foreign-buyer responses referred to legal guidance, non-resident processes and transaction support.

The broader lesson is that operational clarity can become a visibility signal.

From research to action

08 | Capability gaps and evidence gaps are different

09 | What sophisticated agency leaders should measure

10 | The Schutle AI Visibility Framework

11 | A practical 90-day plan

The client version of this report provides greater depth and more practical ways to apply these findings to your agency, market, competitors and commercial priorities.

It identifies:

- the customer-intent categories you currently own
- where competitors displace you
- which strengths lack sufficient public evidence
- priority actions for the next 90 days

Request a confidential AI Visibility Benchmark

12 What the findings mean for different agency types

The implications vary according to an agency's business model, market and commercial priorities.

INDEPENDENT LOCAL AGENCIES

The strongest opportunity is specific geographic or market ownership.

Hackney, Docklands and nationality-specific Marbella searches show that relevant specialists can outperform much larger brands.

MULTI-OFFICE REGIONAL AGENCIES

The challenge is proving that local authority extends across several markets.

Office presence alone may not create regional AI visibility. Evidence needs to connect the network to specific local expertise and services.

NATIONAL AND GLOBAL BRANDS

Large brands benefit from authority, recognition and broad third-party coverage.

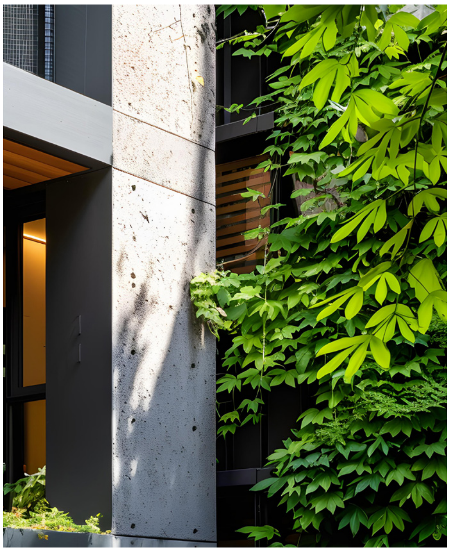
The risk is generic visibility without clear category ownership.

LUXURY SPECIALISTS

Luxury claims are common. Differentiation requires evidence of prime-market expertise, transaction experience, exclusive inventory, international reach and discretion.

INVESTMENT-FOCUSED COMPANIES

Visibility depends on credible data, market analysis, developer relationships, regulatory knowledge and exit capability.



LETTINGS AND MANAGEMENT FIRMS

Operational evidence matters. Management systems, compliance, communication, maintenance and landlord reporting should be clearly described.

Conclusion

AI systems are becoming part of the process through which property customers discover, compare and shortlist estate agencies.

The winners will not necessarily be the companies with the largest advertising budgets or the most listings.

They will be the companies that make their relevance clear.

The research across Marbella, Dubai and London shows that:

1. Leadership changes by customer intent.
2. Prompt wording changes the competitive result.
3. Local specialists can beat global brands.
4. Global brands benefit from broad authority.
5. Model dependency creates hidden risk.
6. AI recommendations repeatedly rely on evidence of reputation, track record, relevance, service and expertise.

The strategic objective is not to appear in every AI answer. It is to become a credible and consistent answer to the questions most closely connected to the agency's commercial priorities.

About Schutle AI Visibility Research

Schutle helps forward-thinking real estate companies and estate agencies maximise the value of their data and marketing. We create a structured digital footprint that clearly showcases each business's strengths, expertise and specialist areas.

Through this carefully curated digital presence, our clients can monitor, measure and improve their visibility across major AI platforms, from information retrieval through to recommendation.

We help leadership teams answer:

- *Which customer questions do we currently own and where are we not visible?*
- *Which competitors are being recommended instead and why?*
- *What does AI currently associate with our brand?*
- *Which genuine strengths are missing from AI answers?*
- *How resilient is our visibility across platforms?*

METHODOLOGY SUMMARY

The research analysed 10,560 AI-generated responses to 116 prompts across Marbella, Dubai and London. Every agency appearance was assigned a classification before ranking.

Only RECOMMENDED and SHORTLISTED appearances contributed to recommendation totals.An agency could receive a maximum of one counted appearance per response.

Where monitoring periods differed, prompt-balanced results were used. The research measures AI recommendation visibility rather than verified market leadership, transaction performance or service quality.

The methodology, prompt coverage and model availability vary by market and are documented in the individual market reports.

Request a confidential AI Visibility Benchmark

A Schutle benchmark evaluates an agency's visibility across commercially relevant prompts, customer-intent categories and leading AI platforms.

The output identifies current strengths, competitor displacement, model dependency, evidence gaps and priority actions.

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