



THE CENTRAL & EAST LONDON ESTATE AGENCY AI VISIBILITY REPORT 2026

How AI platforms recommend estate agencies
across Central London, East London and selected
inner-East London property markets

RESEARCH PERIOD:	1 June to 31 July 2026
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Executive summary

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

AI-generated responses analysed	Commercially specific prompts	AI platforms: ChatGPT, Gemini, Google AI Overview
2,595	51	3

Sellers and landlords can now ask direct questions about which agency is most likely to achieve a strong price, provide effective property management, offer trusted advice or demonstrate expertise within a specific London neighbourhood.

This research examined how **ChatGPT, Gemini and Google AI Overview** answered those questions and which agencies they presented as recommended or suitable options.

The study analysed **2,595 AI-generated responses** across **51 commercially specific prompts** focused on Central London, general East London, Walthamstow, Hackney, Canary Wharf, Docklands and E14. Islington was included as a supplementary local-market case study.

Broad London-wide questions and general agency-selection prompts were deliberately

excluded because they did not provide sufficient geographic or commercial specificity. The analysis concentrated on sales and seller outcomes, lettings, property management, reputation and customer service within the markets studied.

Every agency appearance was detected and classified before contributing to a ranking. Only appearances classified as a genuine recommendation or shortlist inclusion were counted. An agency could receive a maximum of one counted appearance per AI response, regardless of how many times its name was repeated.

Where prompts were monitored for different periods, results were first balanced within each market so that every prompt contributed equally. The cross-market seller and lettings rankings then gave each of the six studied geographic markets equal weight.

To qualify for the cross-market rankings, an agency had to receive recommendation visibility in at least three markets. This prevents heavily monitored local areas, or agencies with visibility concentrated in one neighbourhood, from disproportionately influencing the broader cross-market results.



The findings measure AI recommendation visibility within the Central and East London markets studied. They should not be interpreted as an objective assessment of service quality, transaction performance or the entire Greater London estate-agency market.



The emerging AI recommendation market in London

London is not one homogeneous property market. Customer expectations, agency networks, property types and competitive sets vary substantially between Central London, East London and submarkets such as Islington and the Docklands.

AI systems reflect that fragmentation.

When a user asks which agency is best, the answer depends on the location and the commercial need expressed in the question. An agency associated with Central London portfolio sales may not be the leading recommendation for Islington or Docklands lettings.

Traditional search visibility measures whether an agency appears in a list of links. AI visibility measures whether the agency is selected,

recommended and described as a credible answer to a customer's problem.

The London evidence indicates that AI recommendation visibility is:



Geographically specific.

Different agencies lead each submarket.



Intent-specific. Sales, lettings and reputation questions produce different leaders.



Prompt-sensitive. Wording and geographic specificity materially affect rankings.



Model-dependent.

ChatGPT, Gemini and Google AI Overview do not always select the same firms.



Evidence-led. The models repeatedly cite reputation, track record, marketing reach, local expertise, valuation knowledge, management capability and customer service.



For agency owners and marketing leaders, this means AI visibility should be measured at the level of the markets and services the company is trying to win.

Research scope

GEOGRAPHIC EVIDENCE

Models

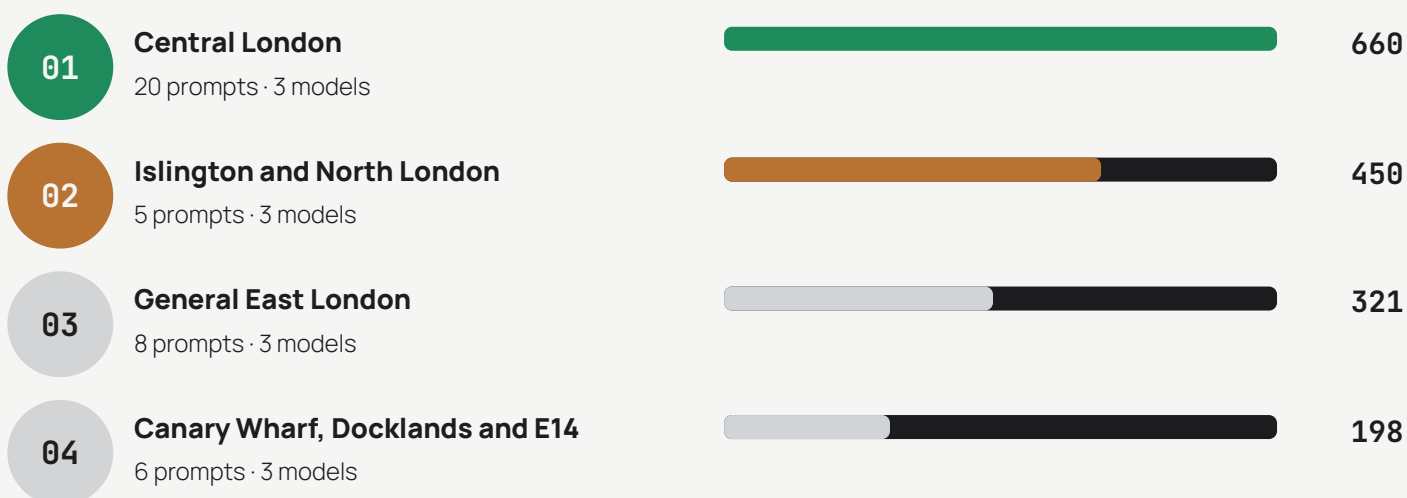
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Prompts

39

Responses

1,629



COMMERCIAL-INTENT EVIDENCE

Markets

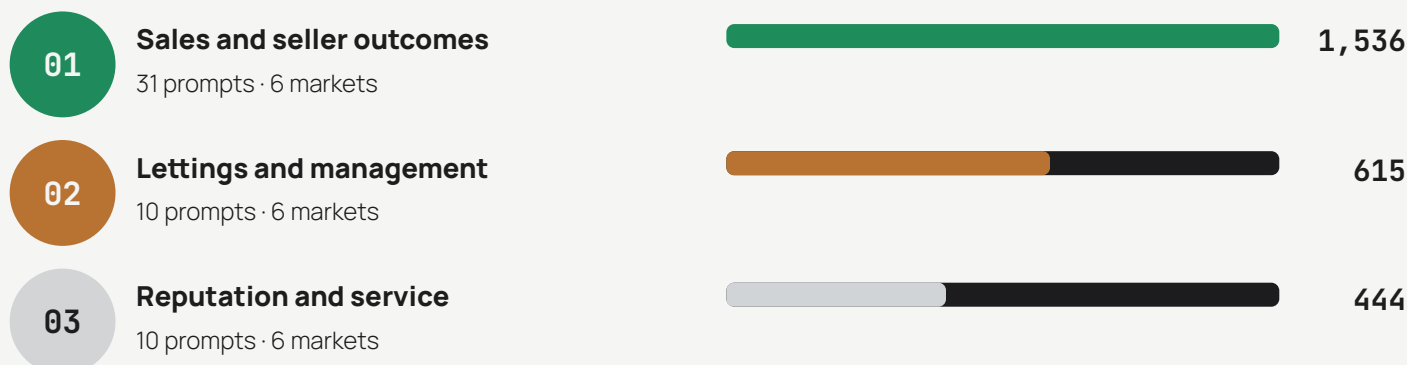
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Prompts

51

Responses

2,595



The same response can support one geographic ranking and one commercial-intent ranking. It is counted no more than once within either result. The current London exports contain ChatGPT, Gemini and Google AI Overview.

Headline London results

Leading agency, prompt-balanced recommendation share

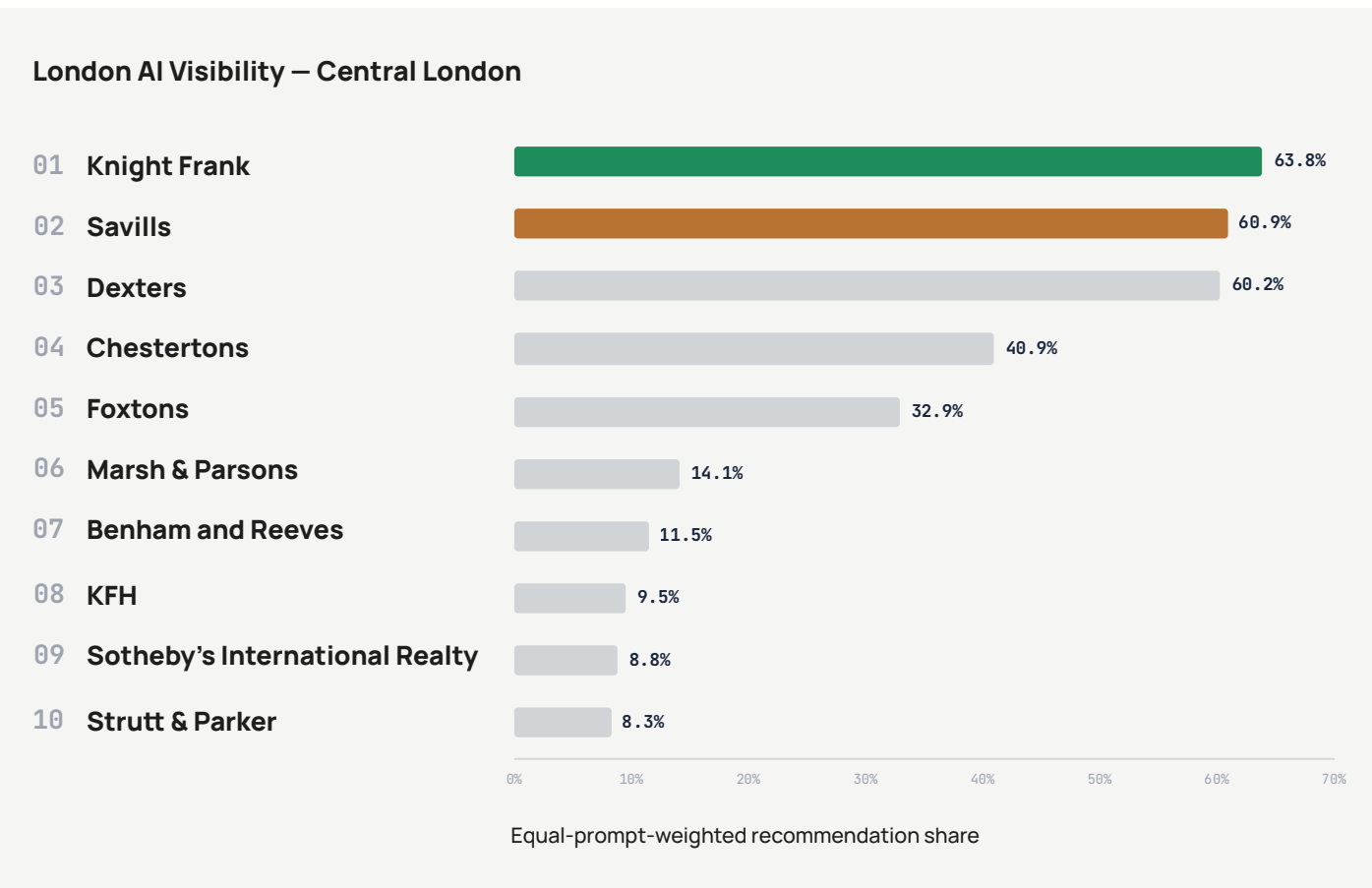


The market is best understood as a set of local and service-category leadership positions, not as one definitive ranking of all London estate agencies.



Central London

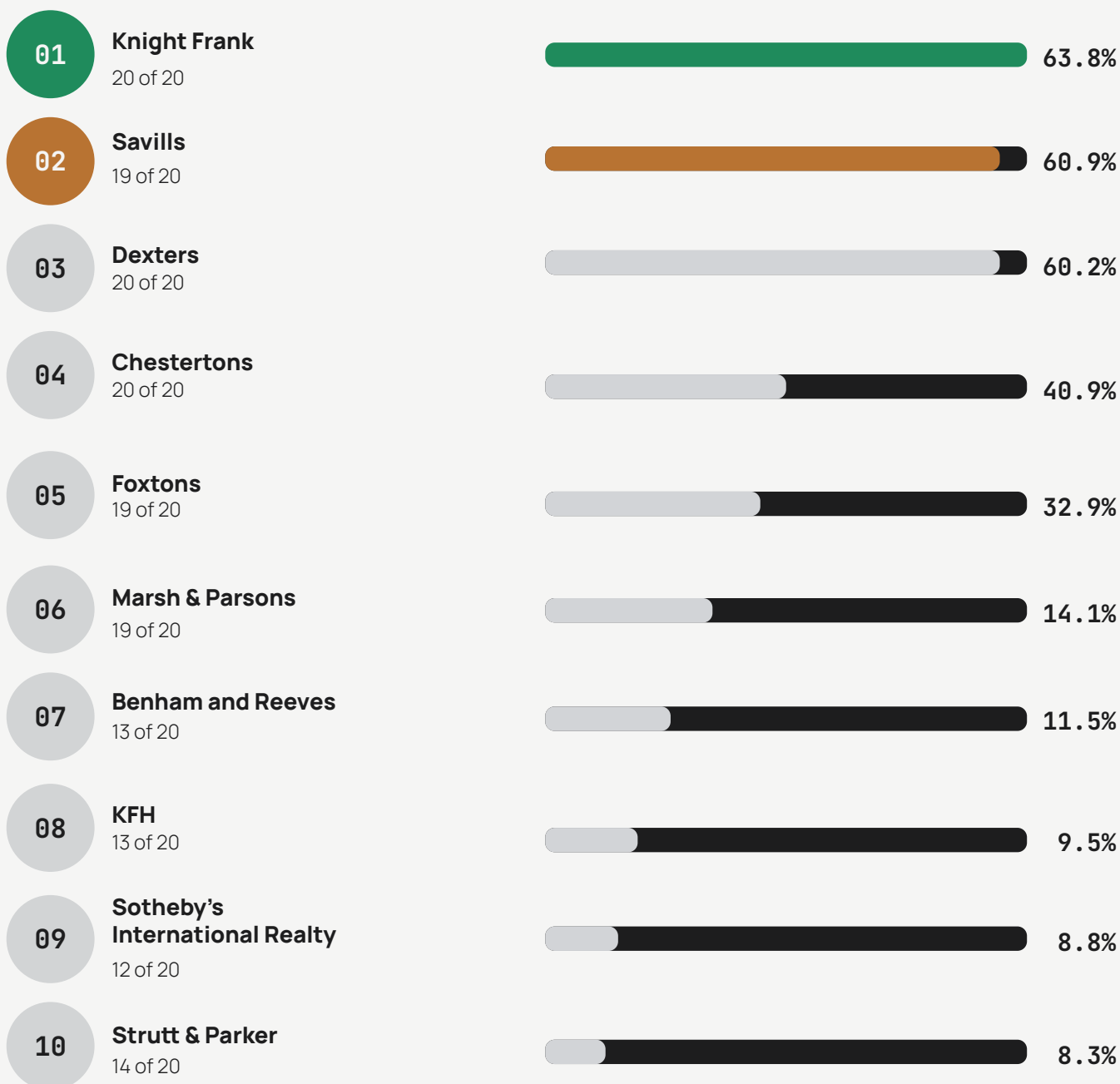
Central London contains 20 prompts and 660 responses.



Knight Frank ranks first, with a prompt-balanced recommendation share of 63.8%.

Savills follows closely at 60.9%, with Dexters at 60.2%.

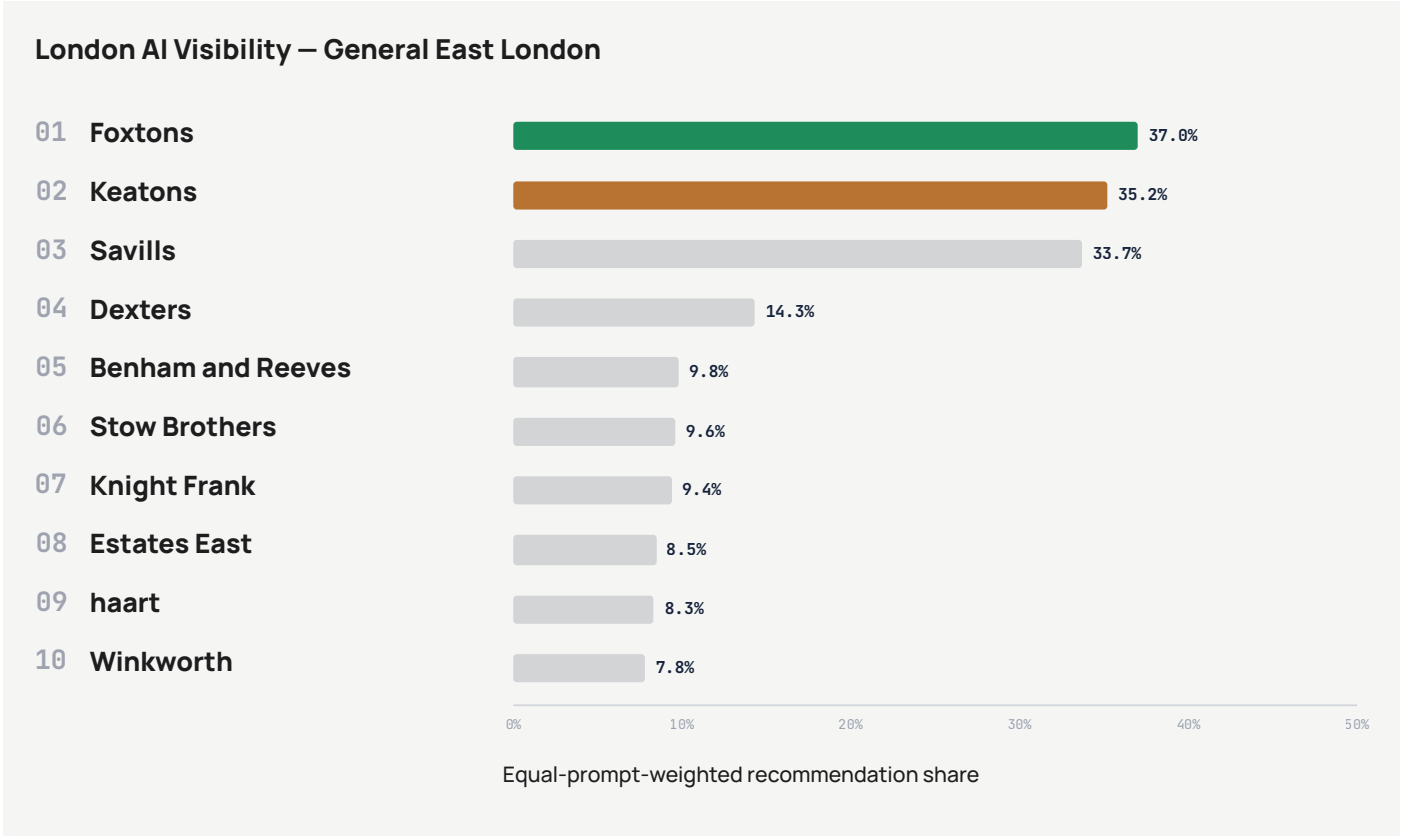
Chestertons ranks fourth at 40.9%, followed by Foxtons at 32.9%.



The top three occupy a clear leading tier. Knight Frank and Savills benefit from their association with prime property, portfolio clients, established market authority and high-value transactions. Dexters combines strong Central London visibility with broader associations around service, lettings and operational coverage.

General East London

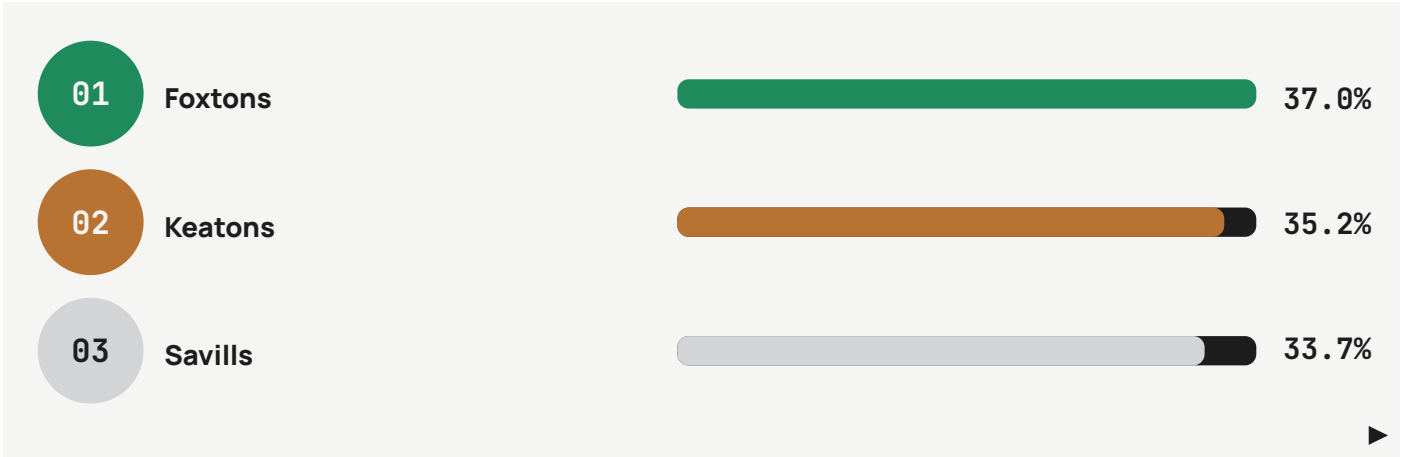
The East London analysis contains eight prompts and **321** responses.



Foxtons ranks first, with a prompt-balanced recommendation share of **37.0%**.

Keatons ranks second at **35.2%**, followed by Savills at **33.7%**.

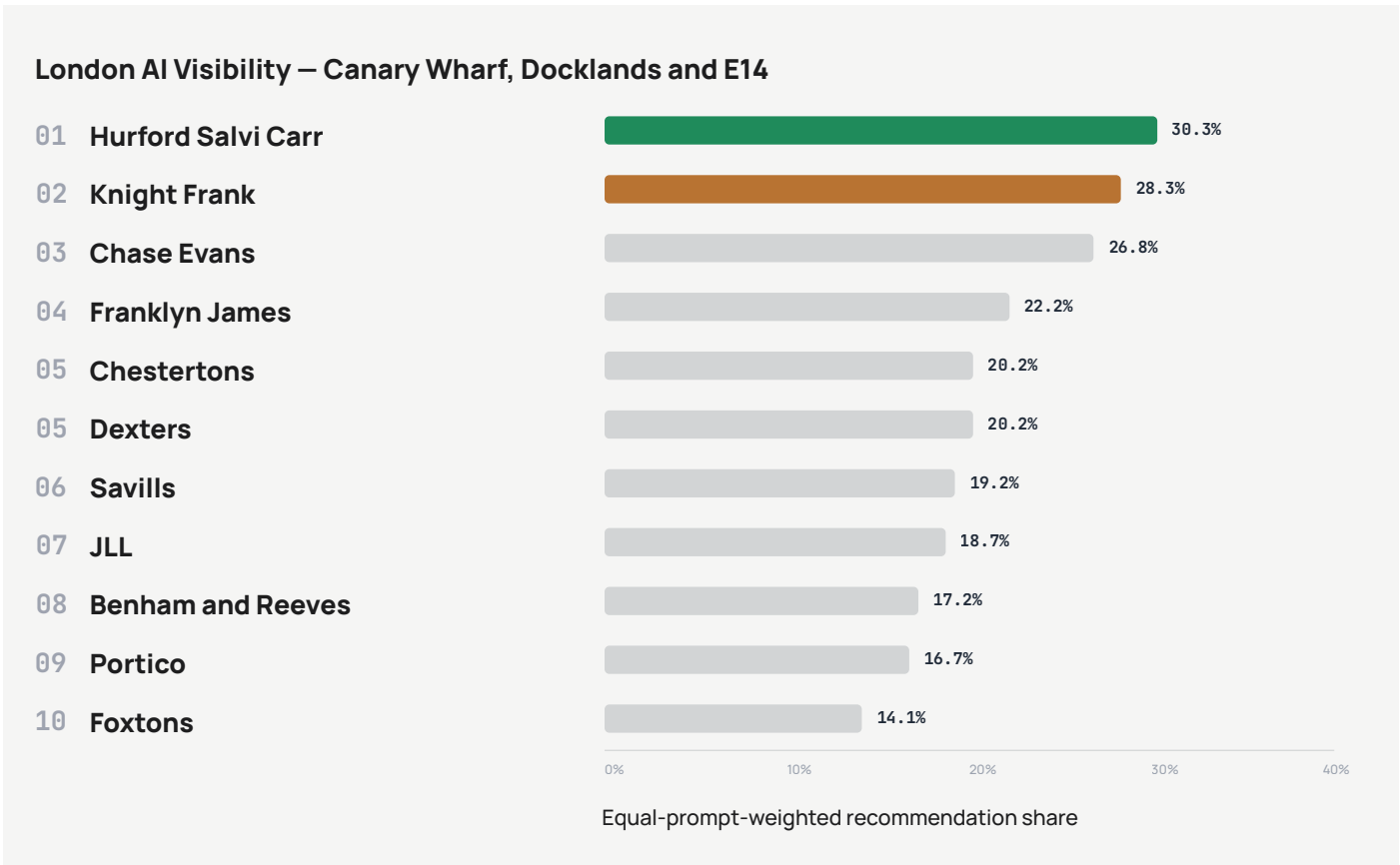
Dexters ranks fourth at **14.3%**, while Benham and Reeves ranks fifth at **9.8%**.





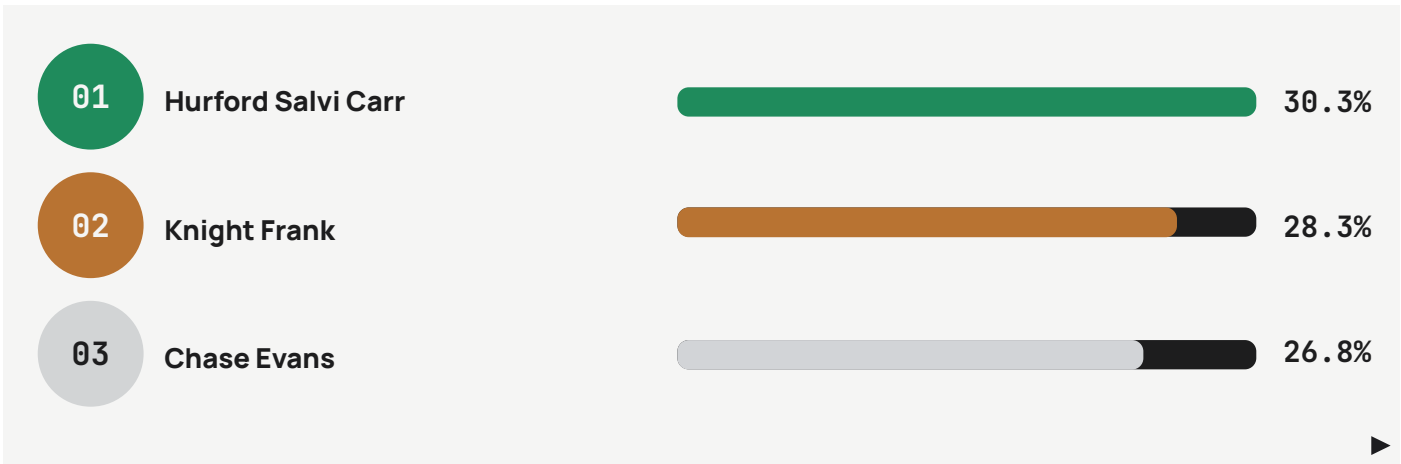
Canary Wharf, Docklands and E14

This category contains six focused prompts and 198 responses.



Hurford Salvi Carr ranks first, with a prompt-balanced recommendation share of 30.3%.

Knight Frank ranks second at 28.3%, followed by Chase Evans at 26.8% and Franklyn James at 22.2%.



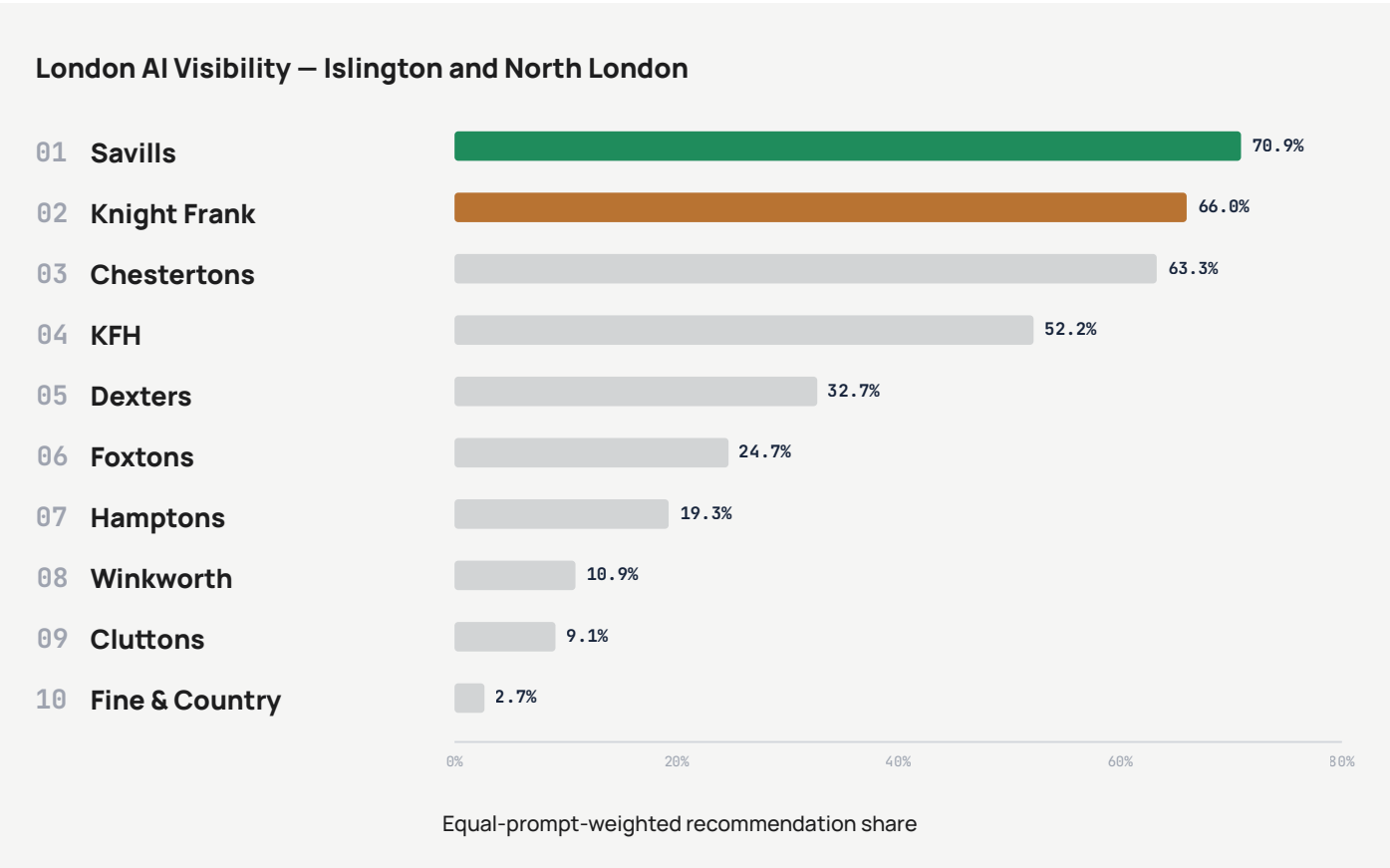


No company exceeds one-third of responses. This is the most fragmented geographic result and should be presented as a competitive local-market analysis rather than a dominant-leader story.

Islington

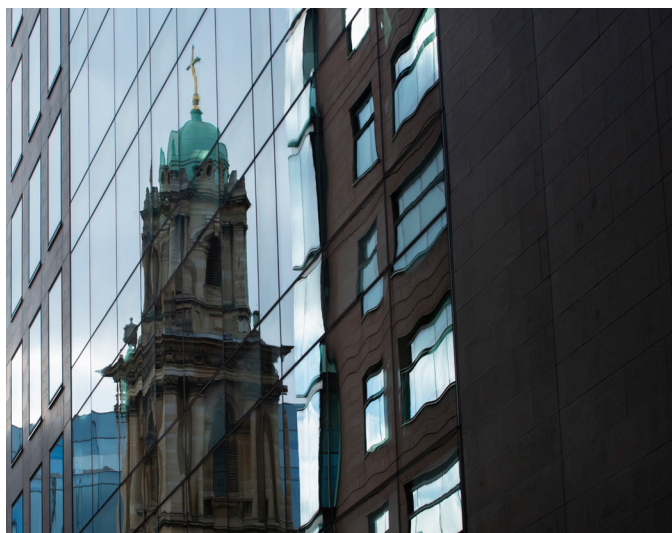


This supplementary case study contains **five prompts** and **450 responses**.



Savills ranks first, with a prompt-balanced recommendation share of **70.9%**.

Knight Frank follows at **66.0%**, **Chestertons** at **63.3%** and **KFH** at **52.2%**.

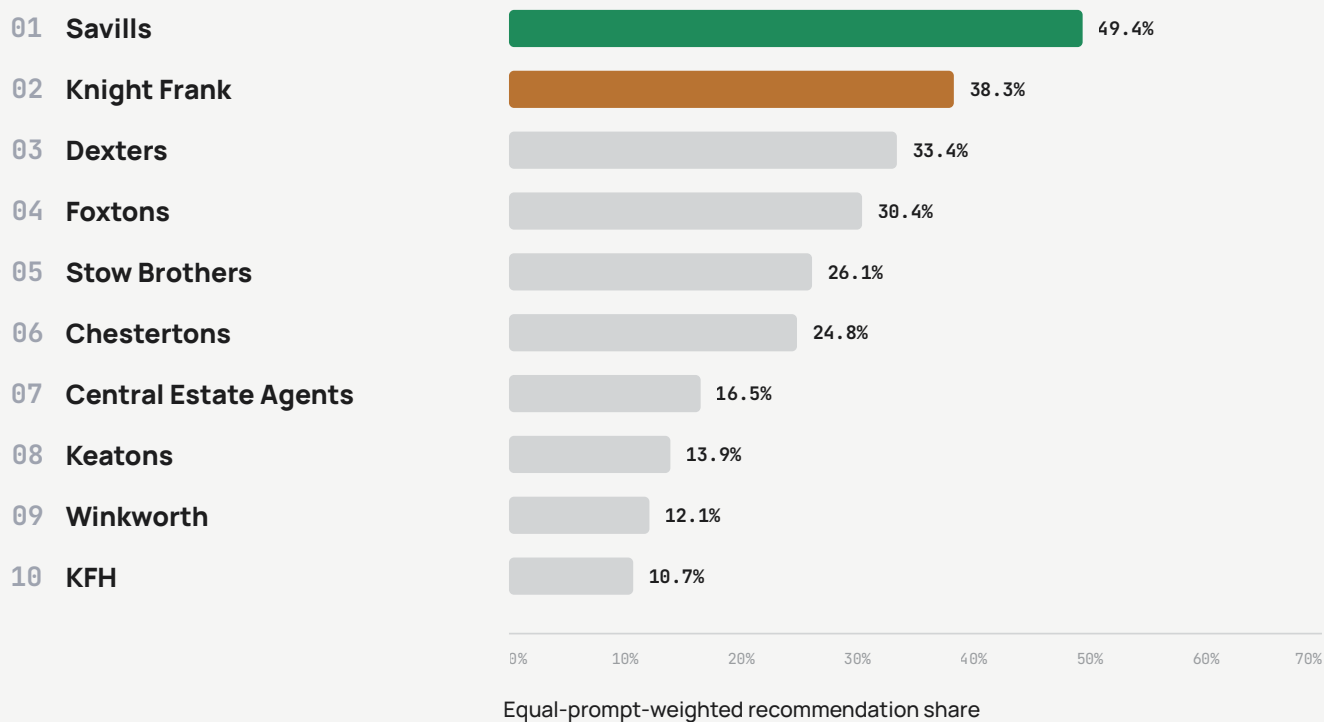


The evidence is sufficient for a defensible case study, although Islington should remain supplementary to the principal Central, East and Docklands chapters.

Sales and seller outcomes

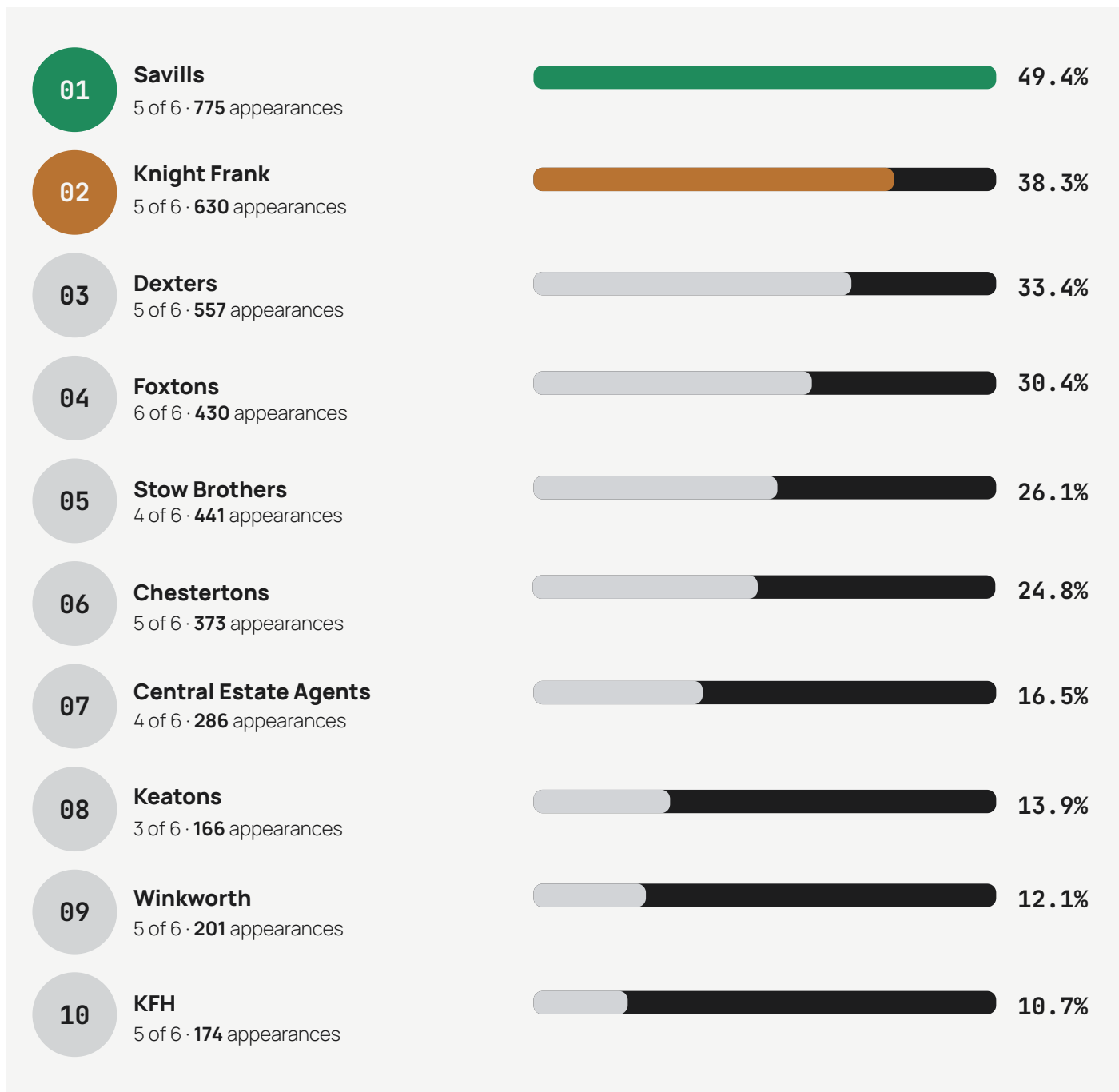
Sales and seller outcomes is the deepest commercial category, containing **31 prompts** and **1,536 responses**.

London AI Visibility – Sales and seller outcomes

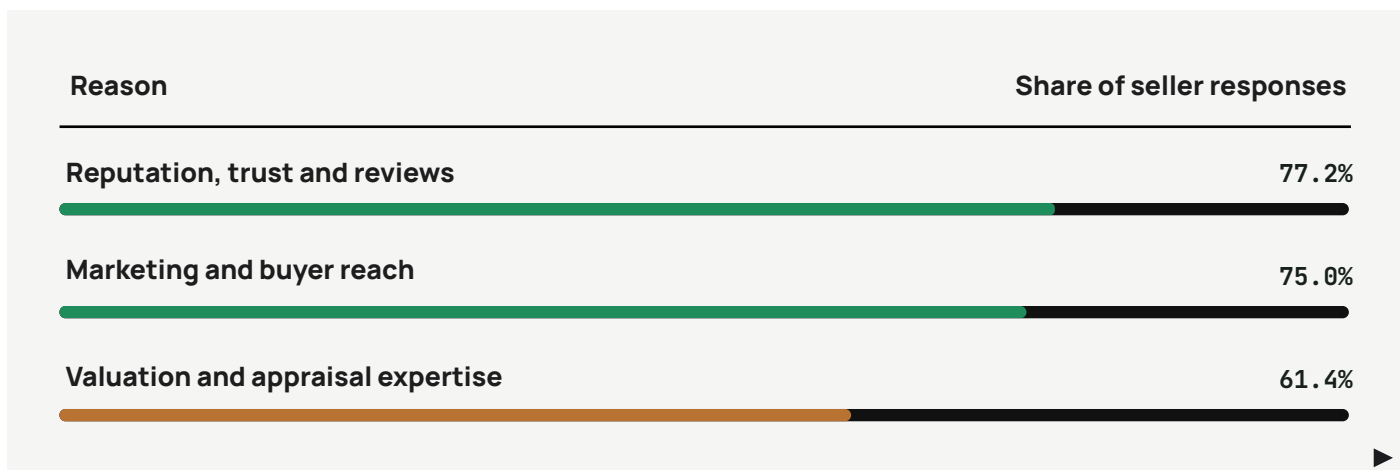


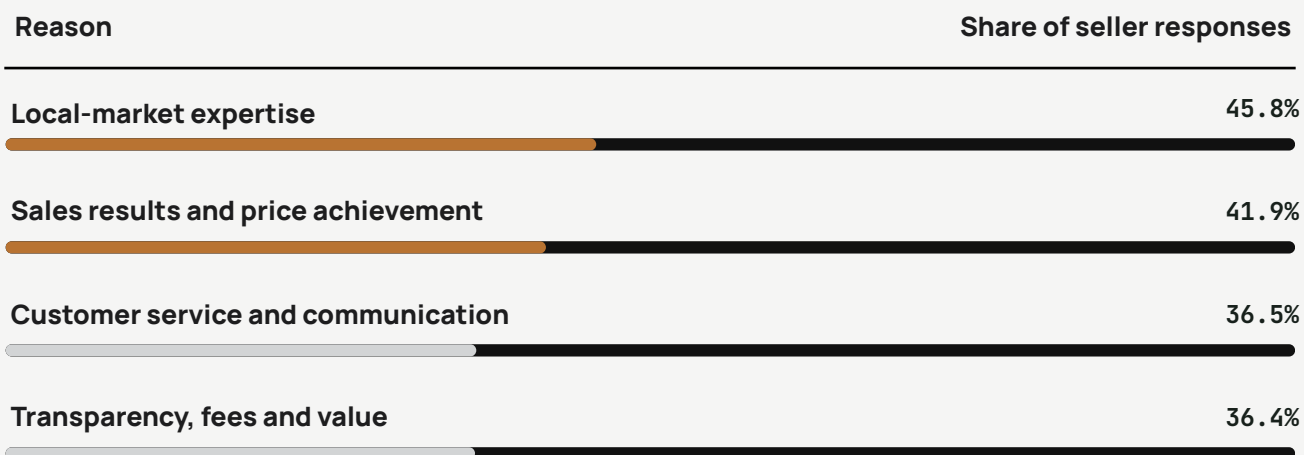
Savills ranks first, with an equal-prompt-weighted recommendation share of **49.4%**.

Knight Frank ranks second at **38.3%**, followed by **Dexters** at **33.4%**, **Foxtons** at **30.4%** and **Stow Brothers** at **26.1%**.



The leading recommendation reasons were:

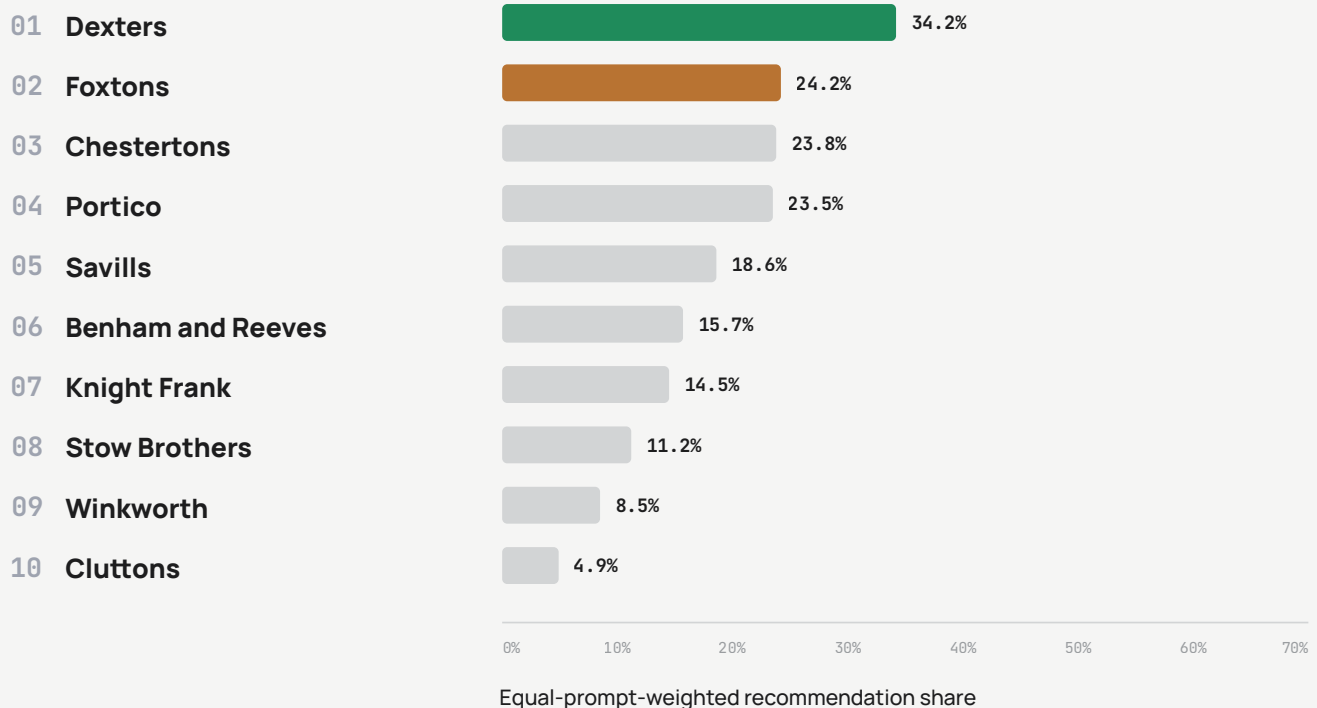




Lettings and property management

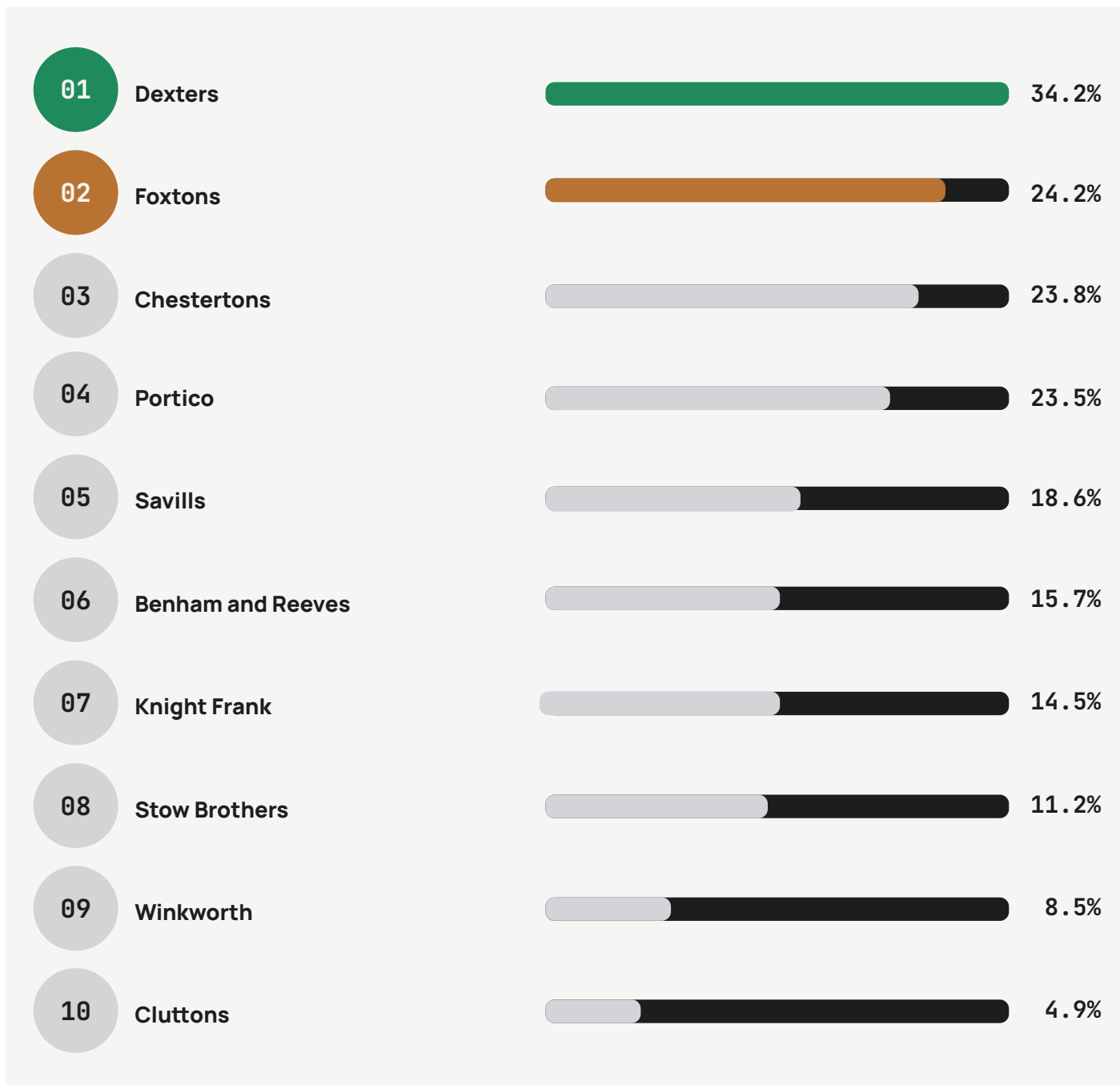
This category contains **ten prompts** and **615 responses**.

London AI Visibility – Lettings and management

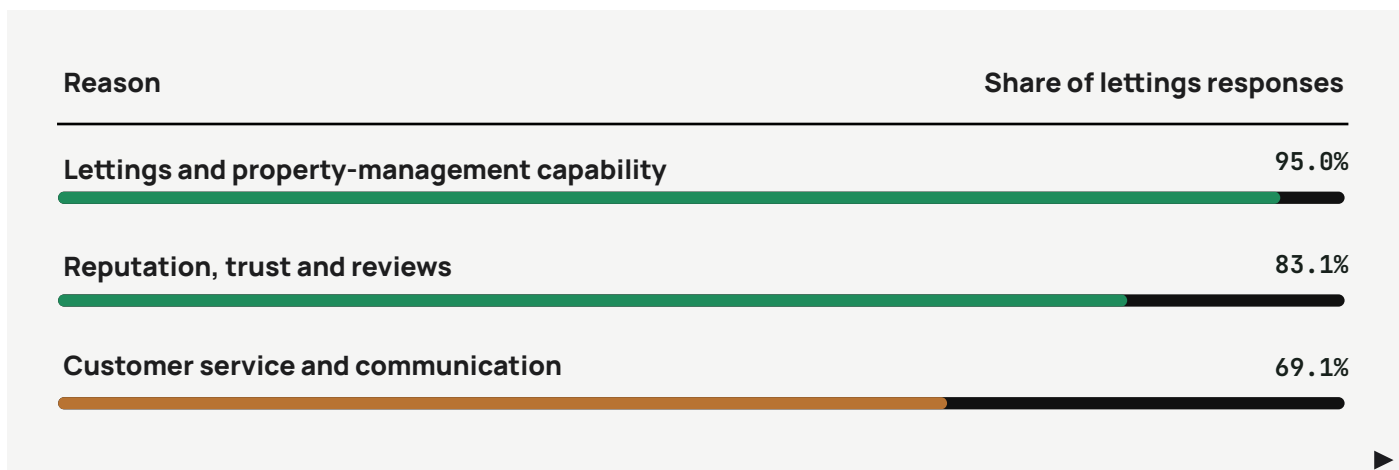


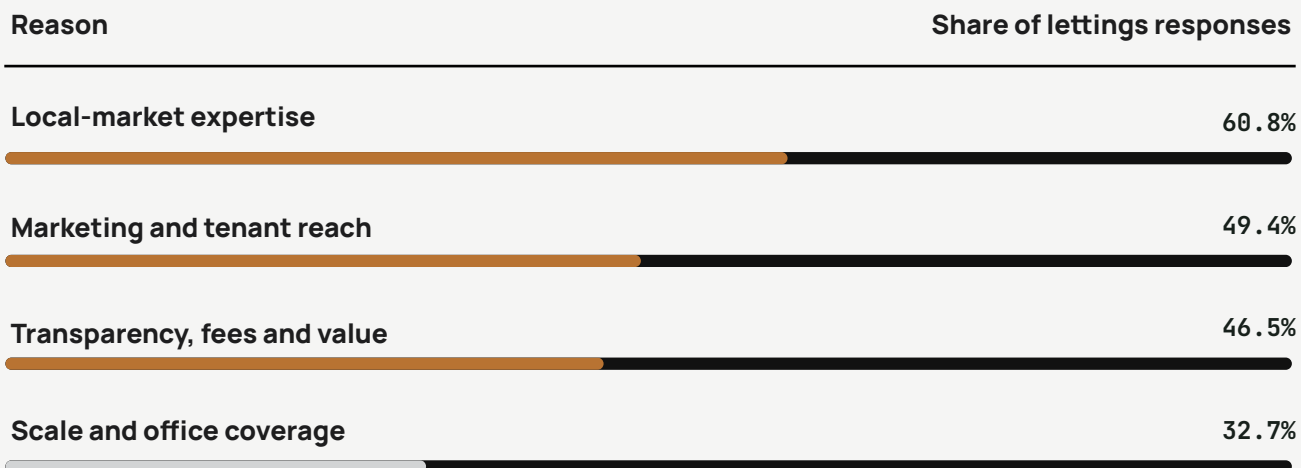
Dexters ranks first, with a prompt-balanced recommendation share of **34.2%**.

Foxtons ranks second at 24.2%, followed by **Chestertons at 23.8%**, **Portico at 23.5%** and **Savills at 18.6%**.



The leading reasons were:



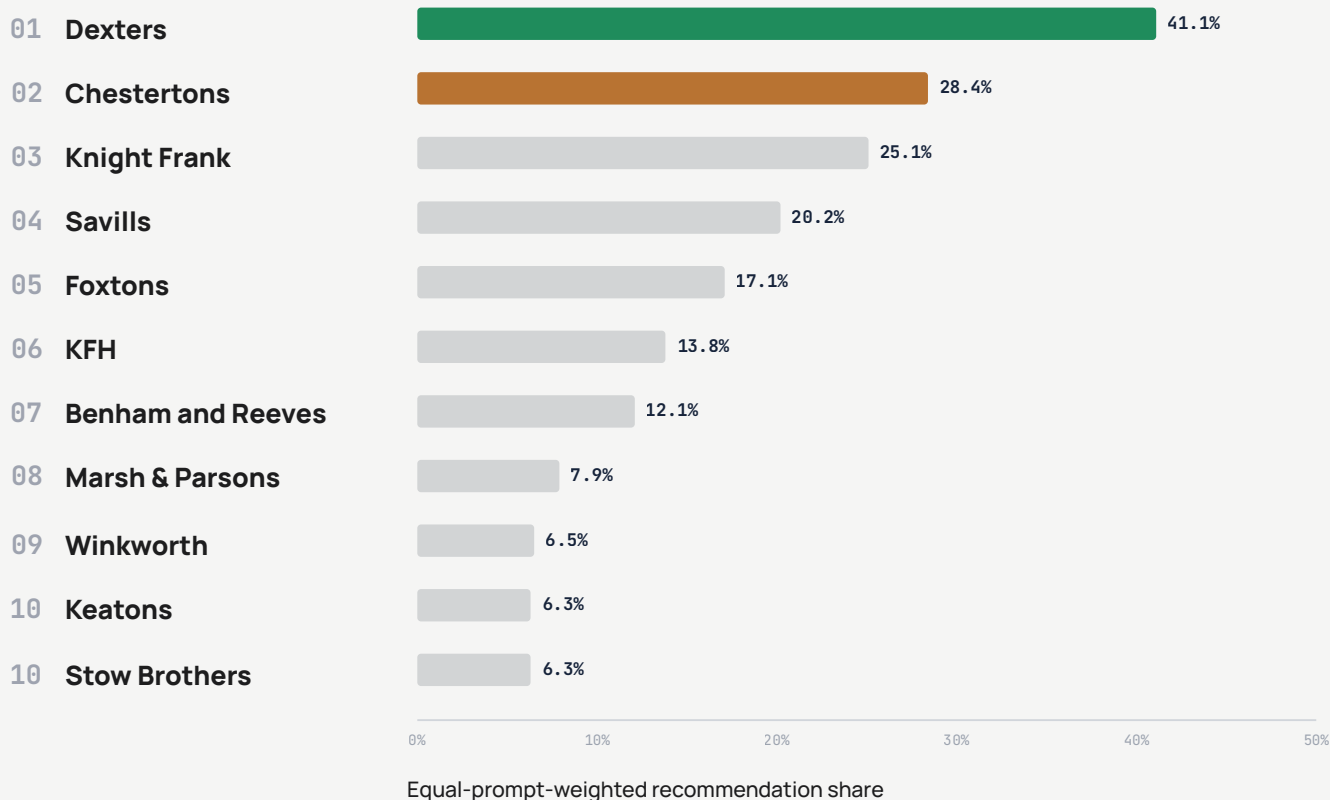


Reputation and customer service

This category contains ten prompts and 444 responses.

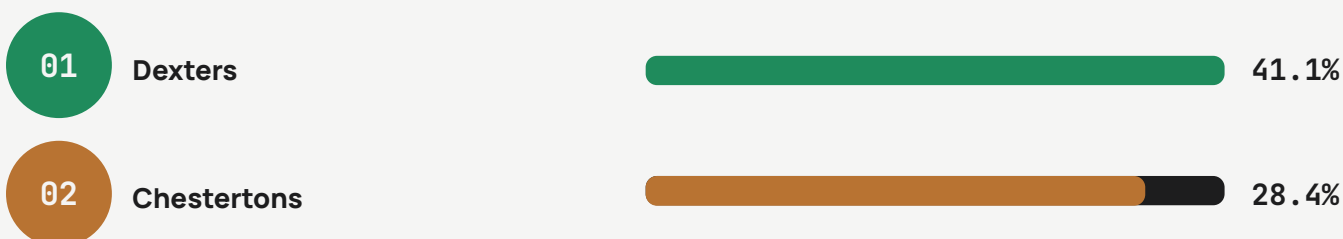


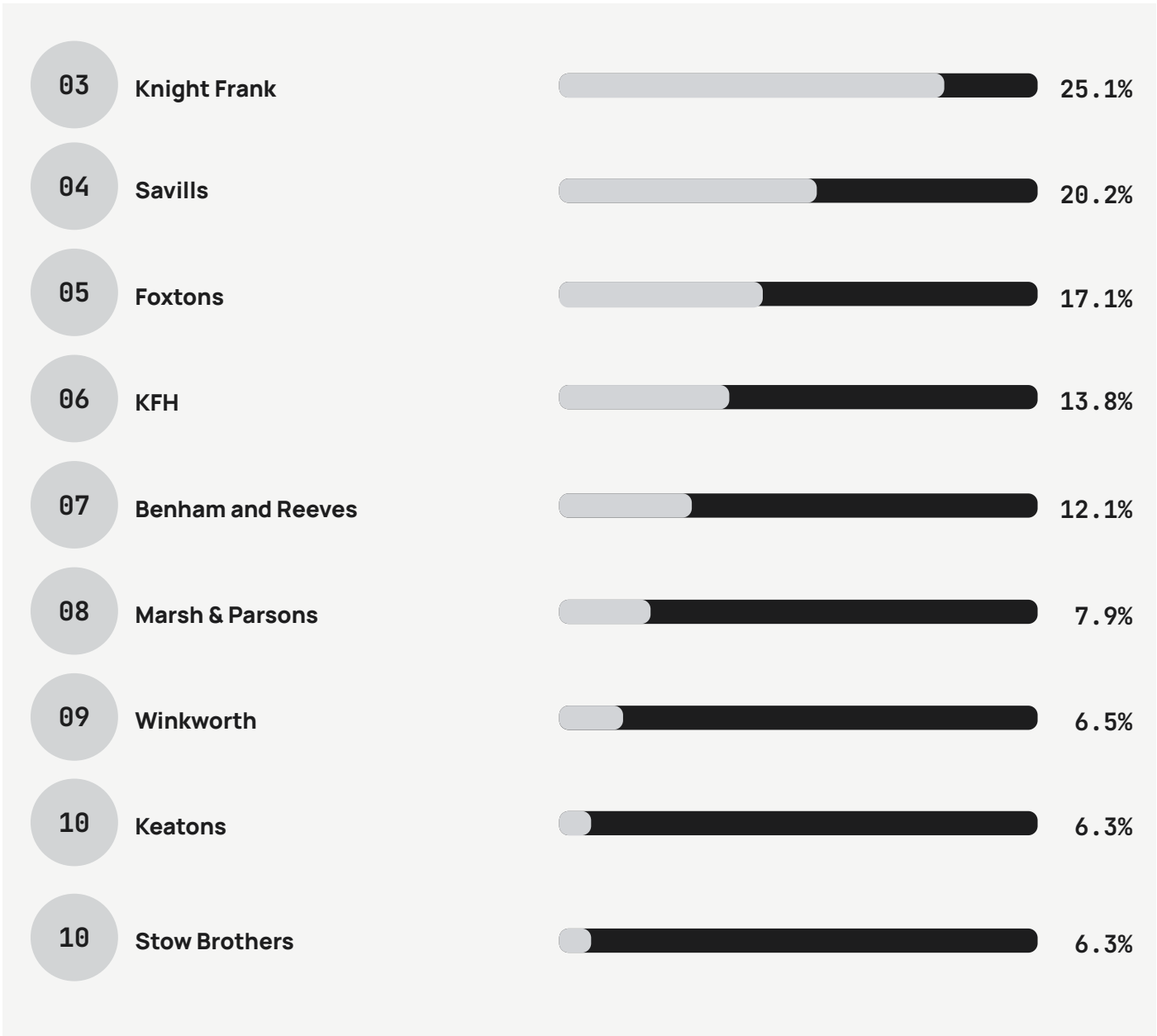
London AI Visibility – Reputation and service



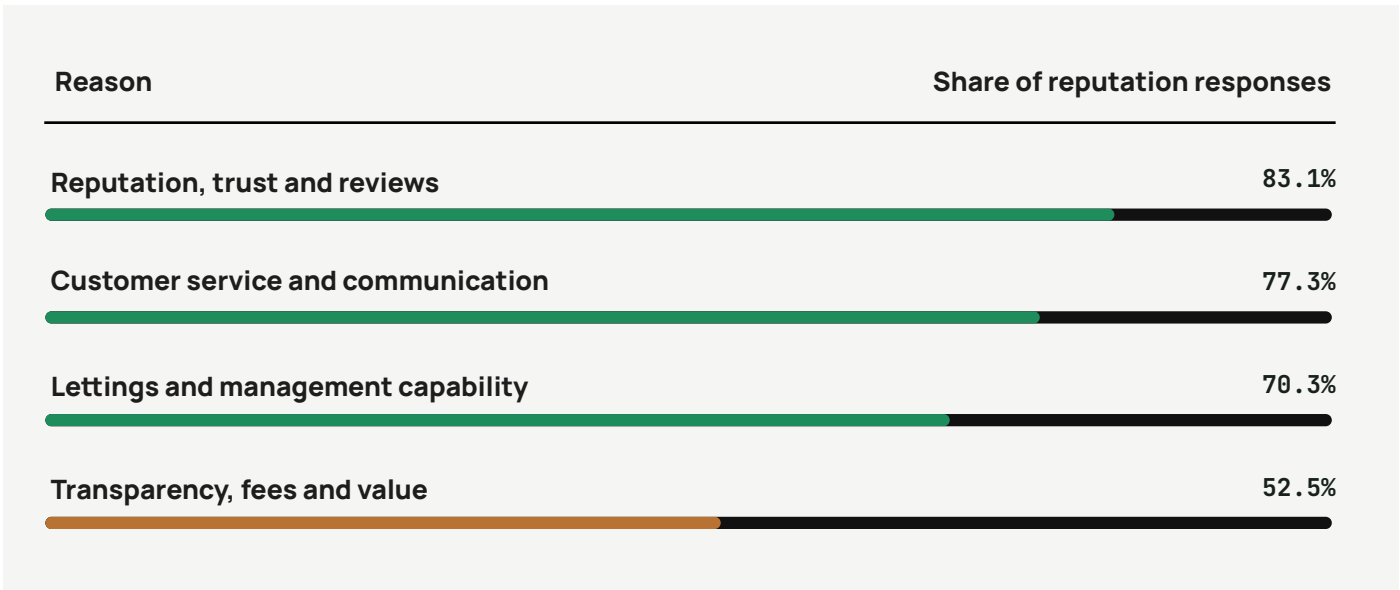
Dexters ranks first, with a prompt-balanced recommendation share of **41.1%**.

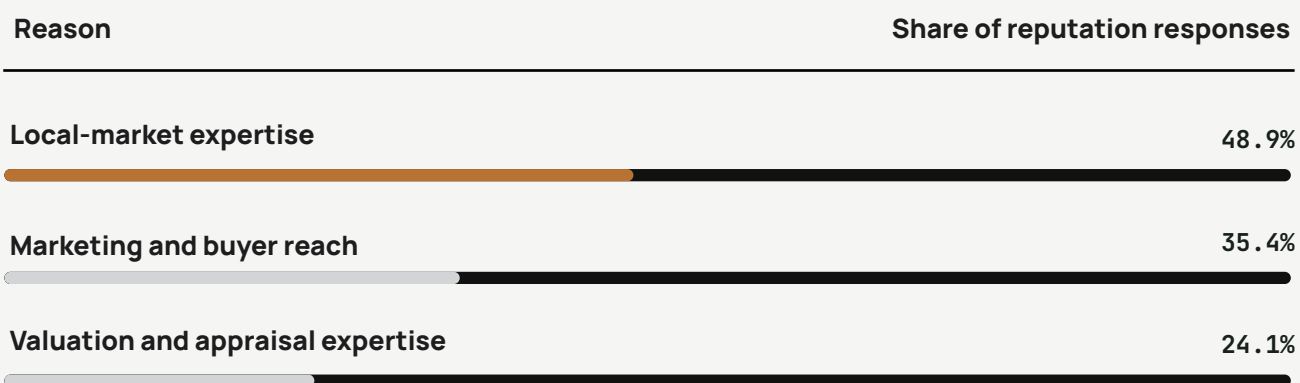
Chestertons ranks second at **28.4%**, followed by **Knight Frank** at **25.1%**, **Savills** at **20.2%** and **Foxtons** at **17.1%**.





The leading reasons were:





From research to action

Central London

 **CENTRAL LONDON COMMERCIAL INTERPRETATION**

General East London

 **EAST LONDON POSITIONING OPPORTUNITY**

Canary Wharf, Docklands and E14

 **DOCKLANDS OPPORTUNITY**

Sales and seller outcomes

 **SELLER VISIBILITY TACTICS**

Lettings and property management

 **LANDLORD VISIBILITY TACTICS**

Reputation and customer service

 **REPUTATION VISIBILITY TACTICS**

Differences between AI models

 **MODEL-DEPENDENCY DIAGNOSTIC**

 **Client AI visibility improvement framework**

How to use the results

 **Confidential client scorecard**

 **Enhanced methodology**

A confidential Schutle AI Visibility Benchmark provides greater depth and applies 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](#)



Strategic implications for estate agencies

The research provides five principal lessons.



LOCAL AUTHORITY DOES NOT AUTOMATICALLY TRANSFER TO A WIDER REGION

Some agencies perform strongly in individual submarkets, but that authority does not necessarily transfer to the broader East London ranking.



SERVICE LEADERSHIP CAN CROSS GEOGRAPHIC BOUNDARIES

Dexters leads both lettings and reputation and is highly visible in Central London and submarkets such as Hackney.



SELLER VISIBILITY DEPENDS ON EVIDENCE ACROSS THE FULL TRANSACTION

Savills' seller leadership is supported by reputation, marketing reach, data and research, valuation knowledge and access to global buyers.



SPECIALIST INDEPENDENTS CAN OUTPERFORM LARGER BRANDS LOCALLY

Hurford Salvi Carr and Franklyn James in Docklands demonstrate the value of a focused geographic identity.



BROAD LONDON CLAIMS ARE LESS USEFUL THAN CATEGORY OWNERSHIP

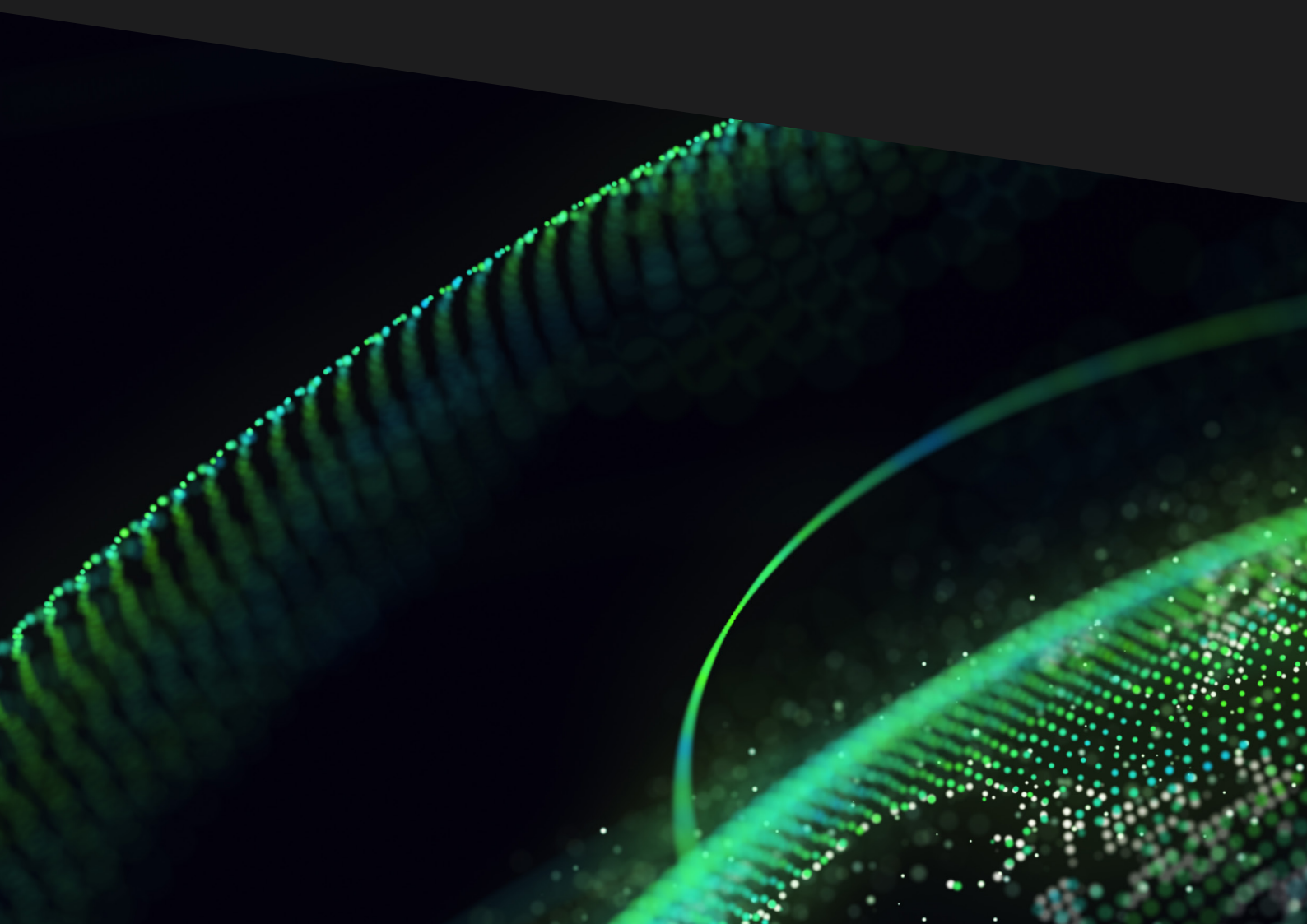
The commercial objective should be to become a credible answer to specific questions with data and proof to back up claims in defined markets, not to claim universal London leadership.

How to use the results

The rankings measure AI **recommendation visibility**, not conventional market share.

They can be used to identify geographic strengths, service-category leadership, competitor positioning, model consistency and potential gaps in publicly visible evidence.

They should not be treated as independent proof of sales volume, service quality, fees, review authenticity or achieved prices.



Methodology overview

The research used controlled prompts designed to reflect commercially relevant questions asked by London sellers and landlords.

The prompts were run repeatedly across ChatGPT, Gemini and Google AI Overview. They were presented without wording intended to favour or steer the models toward a particular agency.

The analysis followed a two-stage process.

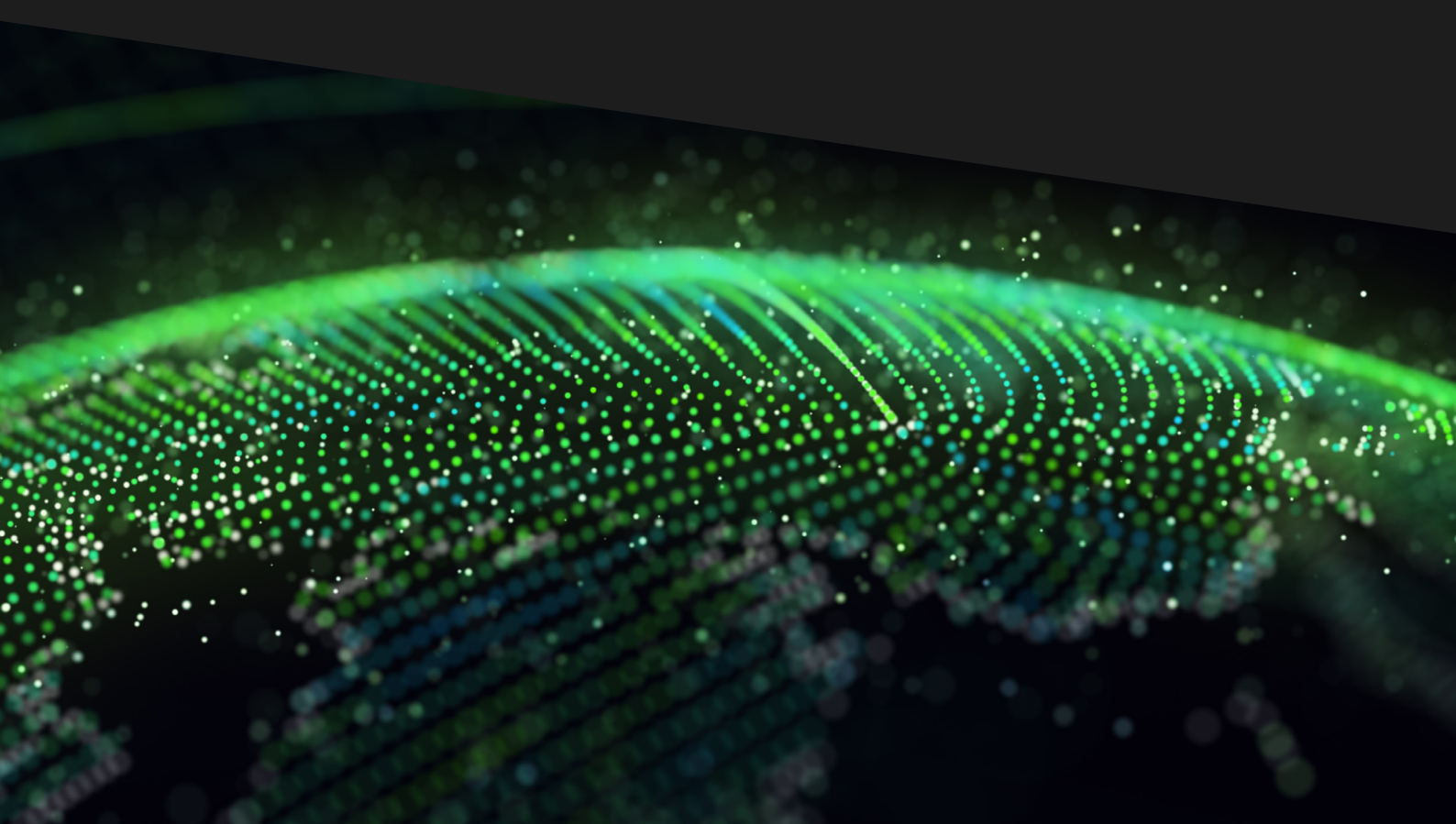
First, every agency appearance within each complete response was detected and classified. Second, rankings were calculated using only appearances classified as genuine recommendations or shortlist inclusions.

An agency could receive a maximum of one recommendation appearance per response, regardless of repetition.

Because prompts were monitored for different periods, rankings use **equal-prompt-weighted**

recommendation share. Each prompt therefore contributes equally to its category.

The methodology measures AI recommendation visibility rather than factual market leadership or independently verified business performance.



Limitations

The study measures AI responses during the June–July 2026 collection period.

The models can change their answers because of updates, retrieval changes, new source material and prompt variation.

The research does not verify actual sales volume, price achievement, fees, customer satisfaction or property-management performance.

Claude is not present in the current London exports.

The Docklands category contains fewer responses than Central London and Islington and should be interpreted accordingly.





Conclusion

The London research shows that AI visibility is local, service-specific and commercially meaningful.

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

These positions are supported by different associations.

Large established firms benefit from reputation, scale, marketing reach and valuation authority.

Local specialists benefit when they can demonstrate genuine neighbourhood knowledge and a visible record within a defined market.

Operational agencies benefit in lettings and reputation questions when their management capability, communication and service processes are clear.

The strategic objective is not to become the answer to every London property question. It is to become a consistent and credible answer to the questions that match the company's geography, track record, services and commercial priorities.





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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