

# Multifamily AEO Cheat Sheet

Grow online visibility in ChatGPT and AI Overviews in 90 days

## The Reality:

**40% increase in multifamily brands using AI-optimized strategies.**

Renters now start their apartment search with AI-powered tools like ChatGPT, Perplexity, and Google's AI Overviews. If your property isn't appearing in these AI-generated recommendations, you could be invisible to three-quarters of your potential residents before they even visit a traditional search engine. The apartment search landscape has fundamentally shifted, and properties that adapt now will dominate their markets for years to come. *(Stat from RealPage)*

## What Doesn't Work Anymore

- Keyword repetition
- Generic "luxury apartment" descriptions
- Hiding pricing and availability
- Ignoring online reviews and reputation
- Complex, navigation-heavy websites
- Focusing only on Google rankings

## What AI Rewards Now

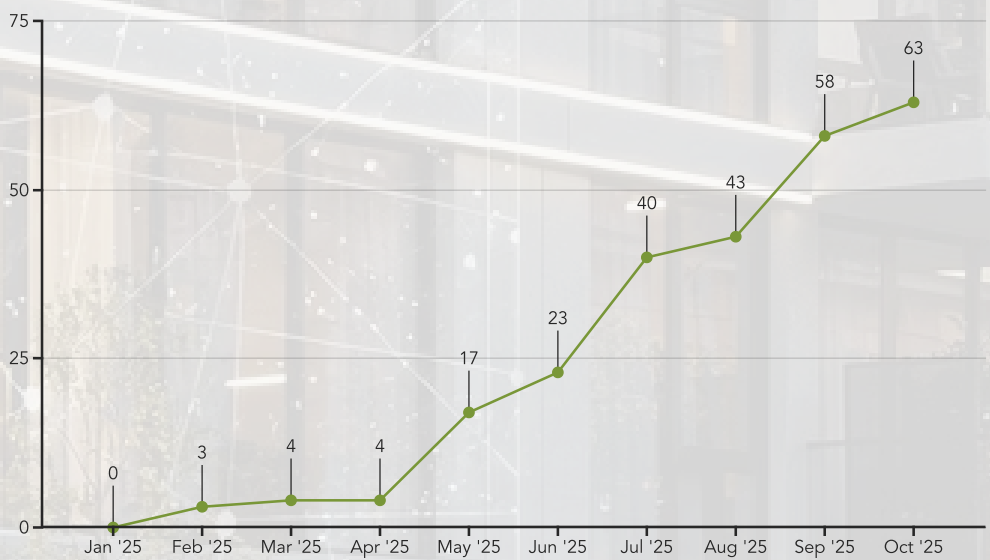
- Conversational answers to renter questions
- Specific lifestyle and community details
- Transparent pricing and real-time information
- Active reputation management
- Clear, structured, easy-to-scan content
- Multi-platform visibility and consistency

## Why AEO Optimization Works

We tracked AI answers over 10 months, showcasing a significant increase in this multifamily client's property visibility across AI search platforms.

### Key Tactics:

- Testimonials visible on the website
- Fully optimized schema-structured FAQs
- Targeted conversational content
- Technical SEO and metadata implementation



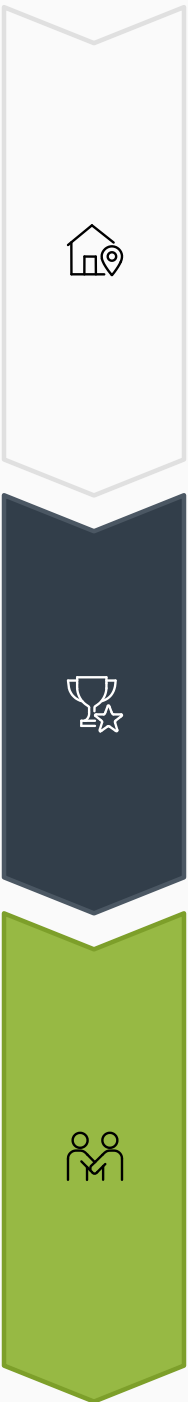
AI Answers Month over Month

Powered by BrightEdge Organic Analytics

"We went from being completely invisible in ChatGPT searches to being the first property recommended for our neighborhood. The quality of leads improved dramatically because renters arrive already informed and genuinely interested in what makes us different." - Property Manager

# Your Action Plan: Questions AI Platforms Need Answered

Organize your property's website content around the following three categories to maximize AI visibility. When AI tools evaluate your property, they're essentially asking these questions on behalf of prospective renters. Properties that provide clear, comprehensive answers win advanced placement in AI recommendations.



## The Basics (Technical Foundation)

1. **Where exactly are you located?** (Address, neighborhood, proximity to landmarks)
2. **What floor plans do you offer?** (Layouts, square footage, bed/bath configurations)
3. **How much does it cost to rent?** (Base rent, fees, deposits, specials)
4. **What's available right now?** (Current availability, move-in dates)
5. **What amenities do you have?** (In-unit and community features)

## The Lifestyle (What Makes You Special)

1. **What's the neighborhood like?** (Walkability, dining, entertainment, character)
2. **Who lives here?** (Community demographics, lifestyle fit)
3. **What makes you different?** (Unique features, competitive advantages)
4. **What's the day-to-day experience?** (Resident testimonials, lifestyle details)

## The Trust Builders (Proof & Credibility)

1. **What do current residents say?** (Reviews, ratings, testimonials)
2. **How responsive is management?** (Response times, resident services, concierge)
3. **What's your pet policy?** (Restrictions, fees, amenities for pets)
4. **What's the application process?** (Requirements, timeline, approval criteria)
5. **Are you worth the price?** (Value proposition, what's included)

 **Implement AEO Quick Wins First**

### The Basics

1. Add a dedicated FAQ page answering the 5 basic questions
2. Create a transparent pricing page (even ranges help)
3. Ensure your Google Business Profile is 100% optimized

### The Trust Builders

1. Optimize your Google Business Profile and respond to every review from the past 3 months
2. Add your pet policy clearly to your website
3. Create a simple "How to Apply" page with timeline information

### The Lifestyle

1. Write a "Day in the Life" blog post from a resident perspective
2. Create a neighborhood guide page with walking distances
3. Add resident testimonials to your homepage

## Run the AI Audit Checklist

#### Basic Setup Check

- ☐ Google Business Profile claimed and optimized
- ☐ NAP (Name, Address, Phone) consistent everywhere
- ☐ Schema markup implemented for apartments
- ☐ Mobile site loads in under 3 seconds
- ☐ All 14 questions answered somewhere on site

#### Content Check

- ☐ FAQ page exists and is comprehensive
- ☐ Pricing information is visible
- ☐ Neighborhood content goes beyond basics
- ☐ Content uses natural, conversational language
- ☐ Pages are organized by renter questions, not marketing departments

#### Reputation Check

- ☐ Average rating above 4.0 stars
- ☐ Recent reviews responded to within 48 hours
- ☐ Multiple review platforms monitored
- ☐ Negative community reviews removed
- ☐ Reviews displayed on the property website

# The AI Visibility Method

Think of AI like a trusted apartment expert who gets asked thousands of questions daily. Your job is to become the expert's go-to source when renters ask about properties like yours.

### Without This Strategy

Prospective renter asks AI



AI can't find clear answers about your property



AI recommends competing properties instead



Renter never discovers your property



You rely 100% on paid advertising

### With This Strategy

Prospective renter asks AI



AI finds comprehensive answers on your site



AI recommends YOUR property with specific details



Renter arrives pre-qualified and informed



Higher conversion rates, lower acquisition costs

### The Check-Up (Days 1-30)

What does AI currently know about your property?

- Audit how AI tools currently represent your property
- Identify gaps in the 14 property management questions
- Analyze competitor AI visibility
- Benchmark your starting point

This diagnostic phase reveals exactly where you're losing prospective renters to AI invisibility and which quick wins will deliver immediate impact to your community.

### Implementation (Days 31-60)

How to restructure your content for AI discovery?

Transform your existing content from marketing-speak into conversational, question-based formats that AI tools understand and recommend.

- Creating community-based FAQ pages
- Restructuring navigation around renter questions
- Adding transparent pricing information
- Optimizing for the natural language queries renters actually use with AI assistants.

### Grow + Optimize (Days 61-75)

How to build trust signals AI recognizes?

- Implement reputation management systems
- Optimize review generation and response workflows
- Ensure NAP consistency across all platforms and property locations
- Create the trust signals that AI tools prioritize when making recommendations

AI weighs credibility heavily and this phase ensures your multifamily property passes the test.

### The Tracking (Days 76-90+)

How do we measure and optimize AI visibility?

- Establish custom tracking for AI-sourced traffic
- Monitor which questions drive the most qualified leads
- Test and refine content based on AI recommendation patterns
- Create a sustainable system for ongoing optimization

This phase transforms multifamily AI visibility from a project into a competitive advantage you maintain long-term with your team.

Google Premier Partner 2026 | US Search Awards Winner 2025 | Best Use of SEO for Multifamily

For a free AI visibility audit, contact our strategy team:

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Forthea.com

## Why Multifamily Marketers Choose Forthea

✓ **Multifamily specialists** with proven AI visibility results across hundreds of properties

✓ **Data-driven approach** using proprietary advanced analytics and multifamily tailored measurement tools

✓ **Full-service support** from strategy through implementation and optimization

✓ **Transparent reporting** showing exactly how AI visibility performs for each property and neighborhood

✓ **Industry recognition** and awards, including clients that have been with Forthea for over a decade

✓ **ROI-focused** methodology that reduces acquisition costs while improving lead quality



### From Forthea's Multifamily Strategy Team

Success in SEO has always been about anticipating the next move. While AI search is still maturing in the multifamily and property management space, we expect its influence on occupancy to grow significantly. By refining the digital footprint of over 100 campaigns today, we are ensuring our clients have the 'first-move advantage' when AI-driven discovery becomes the industry standard.