

BUYERS AREN'T SEARCHING ANYMORE.

THEY'RE ASKING THE CHATS.

ChatGPT. Claude. Gemini. Perplexity. Grok.

Which houses should I look at?



WHY YOUR HOUSE NEEDS A CHAT'S PICK REALTOR

What it means for your home.



A GUIDE FOR HOME SELLERS

Buyers are now asking the chats.

Forty houses are for sale in your town. When a buyer asks ChatGPT or one of the other AI chats which ones to look at, it does not read out forty. It names a few.

What does it have to go on? Every listing comes off the same MLS feed — beds, baths, price, square feet, and a line of adjectives. There is nothing in any of them that tells a machine why one house is worth seeing over another.

Your house is in that feed with everyone else's.

Your house gets reviewed.

A Chat's Pick realtor has something no other agent has. Our AI writes a full review of your home and its location — written in the language the chats read — and publishes it where they read it.

It is not a listing description. It is a review, dated, with reasons in it.

Your house becomes the one on that street with something to say for itself.

No cost to you. A Chat's Pick realtor pays for it. Nothing comes out of your pocket, and nothing comes off your sale.

We do not control what any AI chat says. Nobody does. What we can tell you is that today there is nothing written about your house, and after, there is.

Thank you.

Thank you for reading this. Selling a home is one of the biggest decisions a family makes, and the way buyers find homes has changed more in the last two years than in the previous twenty.

The Chat's Pick® mark is licensed. An agent either holds it or does not. If you see it on a sign, a card, or a listing presentation, that agent can have your home reviewed and published.

Don't have a Chat's Pick realtor? Call 855-CHATS-PICK and we'll tell you who it is in your area.

Thinking about selling? Call before you list. The review goes up with the listing, not after.

I wish you a fast sale and a good price.

Richard LaRocca

Founder, Chat's Pick®

chatspick.com · 855-CHATS-PICK

