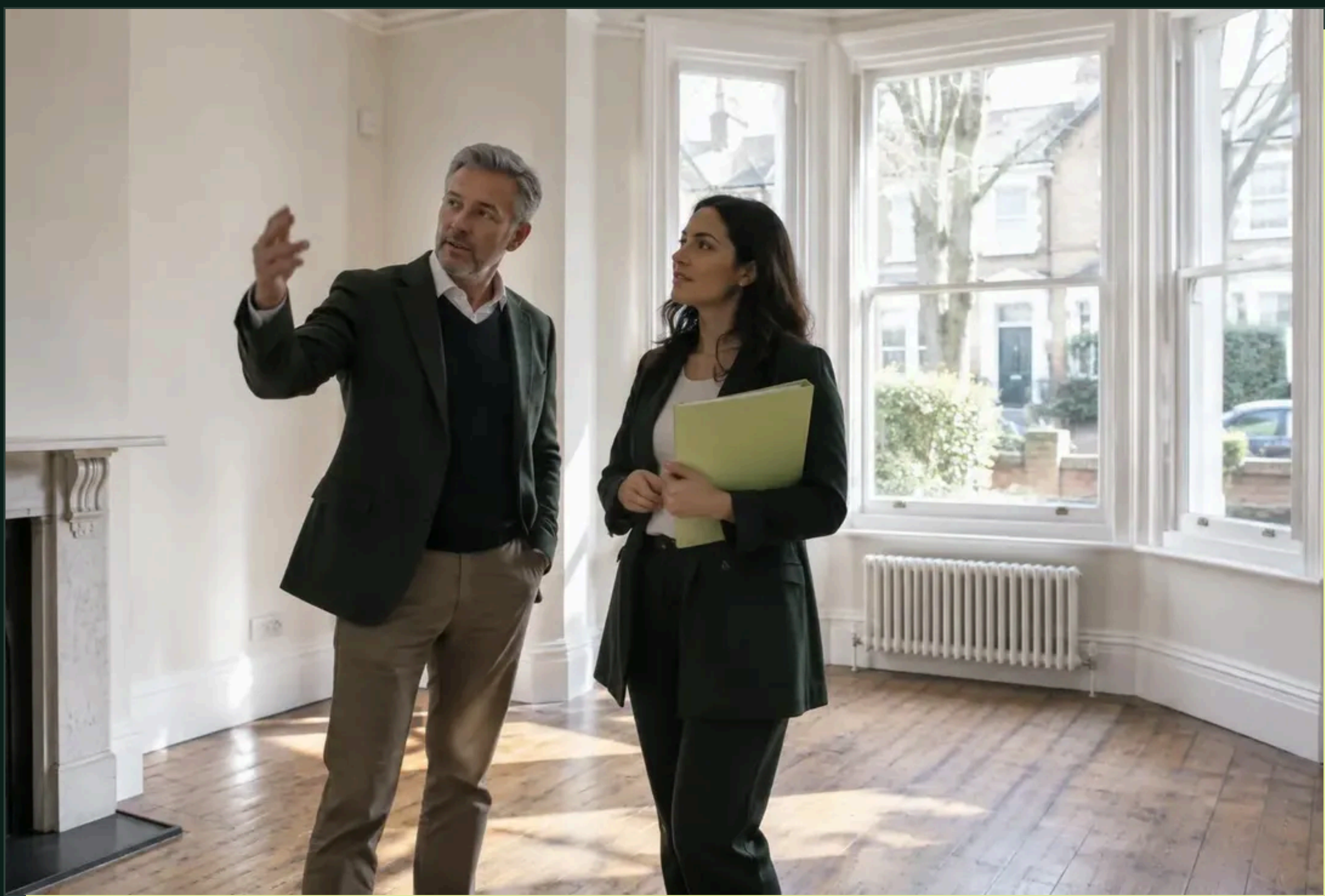
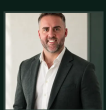
The commercial property *playbook*

How to become a firm ChatGPT names when occupiers, landlords and investors ask who to use





David Adams
Co-founder and CEO, Fortitude Media

SEPTEMBER 2026 EDITION
FORTITUDEMEDIA.AI

01 · THE SHORT ANSWER

ChatGPT names commercial property firms it can match to a place, a property type and a service, and then verify. State your patch, sectors and size bands plainly, publish a deal record and dated market reports, and explain how you charge for lease work. Keep your website, Google, Companies House and RICS Find a Surveyor listing consistent.

For owners and partners at UK commercial agencies, lease advisers, property consultancies and proptech firms.

An operations director who needs warehouse space near the M6, or a retailer facing a lease renewal in Manchester, used to ring a contact or ask their solicitor. Now many start with ChatGPT, Copilot or Google, and the answer comes back with two or three names. Forrester found in January 2026 that 94% of business buyers use AI somewhere in their buying process.

If your firm is not among those names, the instruction or the lease advisory brief goes elsewhere before your phone rings. The good news is that these questions are specific: a use class, a size, a place, a type of lease. A regional firm that knows its patch and publishes its record can be named ahead of a bigger brand whose local pages are thin.

94%

of business buyers use AI somewhere in their buying process

FORRESTER, JANUARY 2026

38%

of AI Overview citations came from pages ranking in Google's top ten, down from 76% in July 2025

AHREFS, MARCH 2026

51%

of software buyers say they now start research in an AI chatbot, which matters if you sell proptech

G2, APRIL 2026

The questions that decide *who gets the call.*

Occupiers, landlords and investors describe a requirement, a problem or a worry, and they name a place.

BUYER ASKS

Which commercial property agents in Birmingham are best for industrial units?

BUYER ASKS

Who can advise on a lease renewal for a shop in Manchester?

BUYER ASKS

How much do commercial agents charge for a lease renewal or rent review?

BUYER ASKS

Should we use a lease adviser for our rent review or negotiate it ourselves?

BUYER ASKS

Do we need to improve our office's EPC before we re-let it?

BUYER ASKS

Which lease management software do UK commercial landlords use?

BUYER ASKS

Is this firm any good?

TRY THIS

Ask five of these in ChatGPT, Gemini, Claude, Copilot and Perplexity, each in a fresh chat. Note who is named, and who is named instead of you. Answers vary from run to run, so only count a result that repeats.

How the assistants choose

01 **Patch and specialism**

'Commercial property services across the Midlands' is hard to match. 'Industrial and logistics agency in Birmingham, the Black Country and along the M6 and M42' is easy. Say it for each service line.

02 **Regulation and people**

A current RICS Find a Surveyor listing, plus named chartered surveyors and RICS Registered Valuers who lead each service line and the deals they have led.

03 **A deal record it can cross-check**

Deals published with permission, and credited to you under one firm name in EG, regional business press and your clients' own announcements.

04 **Market knowledge**

Dated market reports for a named sector and region, with a view on what the numbers mean, are what assistants quote when occupiers ask what rents are doing.

05 **Client view**

Google reviews, named testimonials and case studies that mention the job and the outcome.

06 **Everything agreeing**

Agencies merge, rebrand and close offices, and directories keep the old details for years. Where sources conflict, the assistant often names someone else.

The sources assistants *trust in your field.*

An assistant rarely names a firm on its own website's word. It looks for the same facts in places that have checked you independently. These are the ones that matter most for commercial property.

SOURCE	WHY IT COUNTS	WHAT TO DO
RICS Find a Surveyor	It lets users search regulated firms by location and by commercial service, including industrial, offices and retail.	Check your listing shows the services you want to be known for and matches your website exactly.
Google Business Profile	It is where assistants and buyers check each office's patch and details.	Remove closed offices and make every address and name match your website.
Companies House and LinkedIn	They are among the records assistants compare with your website, and where they disagree it hedges and names a competitor.	Correct anything that does not match your website, including former names after a merger.
EG, CoStar and regional business press	They are where the market records deals and who acted on them.	Make sure every deal mention credits you under the same firm name.
Your clients' own announcements	They are the public side of a deal record that is otherwise behind a subscription.	Ask clients to name you when they announce a letting or acquisition you acted on.
Software review sites	For proptech, independent reviews and comparison articles carry the most weight.	Ask customers for reviews on the sites your buyers read, and name customers with permission.

Common mistakes

A listings feed and a contact form

Listings disappear when a unit lets, office pages differ only by address and reports sit in PDFs. Add pages that stay: service lines, deal lists, dated reports, fee pages and team pages.

'Contact us for a bespoke quote'

Occupiers ask assistants what lease advisers charge, and an assistant can only quote what it can find. If you hide your fee basis, it quotes someone else.

Old details left in directories

If Google shows an office you closed and your RICS listing uses a former name, the assistant has several versions of the truth and often names a competitor.

Tables without a view

A market report that repeats data providers' numbers gives an assistant nothing to repeat. Say what is happening to a named size band in a named place, and what occupiers should expect.

Ten questions. *Be honest.*

01	Does each service page name the towns, sectors and size bands you cover, in plain words?	☐ Yes	☐ No
02	Does each office have its own page with its address, team, areas covered and recent deals?	☐ Yes	☐ No
03	Does your RICS Find a Surveyor listing show the services you want to be known for and match your website exactly?	☐ Yes	☐ No
04	Do your Google Business Profile, Companies House record and LinkedIn page all match your website, with no closed offices or former names?	☐ Yes	☐ No
05	Have you published a deal list with property type, size band, location and your role, cleared with clients?	☐ Yes	☐ No
06	Is every deal mention in the trade and regional press credited to you under the same firm name?	☐ Yes	☐ No
07	Do you publish a dated quarterly market report for a named sector and region, and keep past reports online?	☐ Yes	☐ No
08	Does your site explain how you charge for lease renewals and rent reviews, and when a tenant might not need you?	☐ Yes	☐ No
09	Do your team pages name the surveyors who lead each service line, with their RICS status?	☐ Yes	☐ No
10	Is the key text on your site in the page itself, not loaded by a search widget, and have you confirmed AI crawlers are not blocked?	☐ Yes	☐ No

> Fewer than seven yeses means occupiers and landlords asking an assistant about your patch are probably being given other firms' names.

What to do this month, *and next.*

This month

01 Rewrite your service and office pages so each names its places, sectors and size bands in plain words, with the surveyors who lead it.

02 Check your RICS Find a Surveyor listing, Google Business Profile, Companies House record and LinkedIn page, and correct anything that does not match your website.

03 Publish a deal list for your strongest service line, with property type, size band, location and your role, cleared with clients.

04 Publish your first quarterly market report for one sector and region: combine figures you are licensed to quote with what only you see, say what it means and end with advice for occupiers, landlords and investors.

05 Write one page explaining how you charge for lease renewals and rent reviews, the process and timetable, and when a tenant might not need you.

06 Ask your web provider to confirm AI crawlers are not blocked and that key text does not depend on JavaScript to load.

The next ninety days

01 Give every office and service line its own page, written by the people who work there, with local deals and commentary.

02 Publish a dated explainer for landlords on energy standards: the current EPC E minimum and the government's June 2026 proposals, described as proposals.

03 Answer the predictable follow-up searches on your own site, such as availability in your patch, who let a particular scheme and rents for a given size band.

04 Ask recent clients for Google reviews that mention the job and the outcome, and never buy or write reviews.

05 If you sell proptech, publish fair comparison pages for the alternatives buyers weigh you against and list your integrations plainly.

How to tell it is working

- Keep a fixed list of 20 to 50 client questions, by sector, service and town.
- Add 'AI assistant' to the options when you log how a new instruction found you.
- Run each several times a month in ChatGPT, Copilot, Gemini and Google in a clean session, and count a win only when it repeats.
- Expect fixed listings and new pages to show within weeks in assistants that search the web live, and months in answers drawn from memory.

Straight answers.

Should each office and service line have its own page?

Yes. Assistants answer place by place and service by service, so each office needs a page with its address, team, areas covered and recent deals, and each service line needs its own page. Copies with only the town name changed do little. A page with local deals and commentary, written by the people who work there, gives an assistant a reason to name that team.

Is it risky to publish our fee basis when competitors can see it?

Competitors already learn your fees by pitching against you. The people who cannot are occupiers comparing advisers, who increasingly ask assistants to do it for them. Publishing how you charge puts you in that comparison on your own terms, and you still quote each instruction individually.

Can a regional independent beat the national firms?

Often, for local and sector questions. Assistants look for the best-evidenced answer for a particular place and property type. A regional firm with a clear specialism, a readable deal record, current market reports and consistent listings can be named ahead of a national firm whose local page is thin.

Can we pay to appear in ChatGPT's answer?

Not in the answer itself. ChatGPT has shown labelled ads to UK users on its Free and Go plans since 11 August 2026, and OpenAI says ads do not change the answer. Being named in the answer is still earned through the evidence in this playbook: a clear patch, a deal record, market reports and listings that agree.

arum®

arum works in collections and recoveries, not property, but its problem will be familiar: a 28-year track record and a website that undersold it, until every word was rewritten.

310

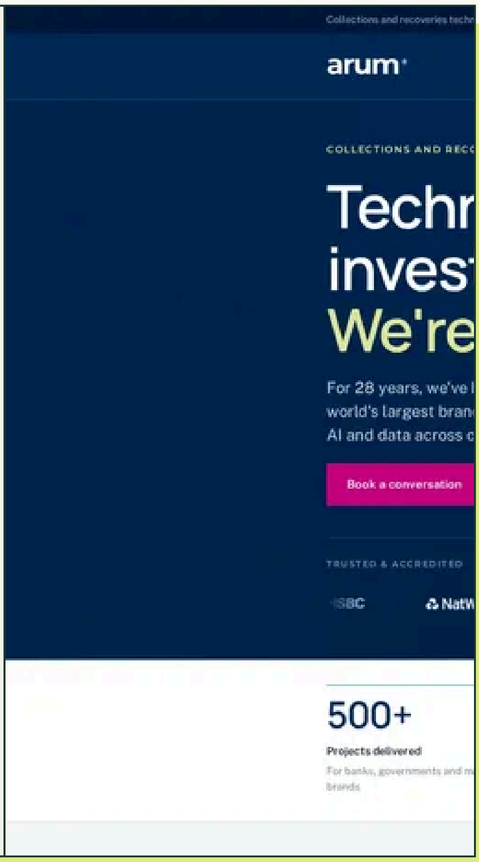
pages rebuilt across three regions, in weeks

PROBLEM	A 28-year track record, more than 500 projects in 23 countries, and a website that undersold it.
WHAT WE DID	Rewrote every word, sharpened the brand and rebuilt 310 pages across three regions.
RESULT	A website that finally does the firm justice, delivered in weeks rather than months.

"It was obvious from day one that they are founders themselves."

Jamie Waller, CEO and Executive Chair, arum

READ THE CASE STUDY ↗



07 · READ MORE

The full guides, *free and dated.*

- How does a commercial property firm get named when businesses ask ChatGPT? ↗
- Why does ChatGPT describe my firm wrongly, and how do I fix it? ↗
- Does ChatGPT prefer newer content, and how old is too old? ↗
- How do AI crawlers read my website, and are we letting them in? ↗
- How do we find out whether ChatGPT is recommending our firm? ↗
- How does a B2B tech company get recommended when buyers ask ChatGPT? ↗

SOURCES

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G2 via PR Newswire, Half of B2B software buyers now start their research with AI chatbots (April 2026)
Ahrefs, AI Overview citations from top-ten pages (March 2026)
GOV.UK, Non-domestic private rented sector MEES: interim response (June 2026)
GOV.UK, Non-domestic private rented property: minimum energy efficiency standard, landlord guidance (May 2026)
CMA, Fake and misleading reviews: 5 businesses under CMA investigation (March 2026)
OpenAI, Testing ads in ChatGPT (August 2026)

WRITTEN BY

David Adams

Co-founder and CEO, Fortitude Media

David spent thirteen years in SaaS, from retention calls to COO and then CRO of a £30 million partner-led business. He runs Fortitude, builds the tools behind it and runs Pipeline That Fills.

Want to know where you stand?

A free Growth Review is thirty minutes with a founder. We check what Google and the AI assistants say about your firm and two competitors, and send three fixes in writing.

Book a Growth Review ↗

Fortitude Media, the growth team for founder-led B2B firms. Founded by operators with 30 years building and selling internet businesses.
hello@fortitudemedia.ai · fortitudemedia.ai · Fortitude Media Limited, company no. 17191927, 5 Missenden Road, Chesham, HP5 1JL.
September 2026 edition. General information, not advice on your firm's circumstances. The latest version is at fortitudemedia.ai/insights/playbooks/commercial-property.