


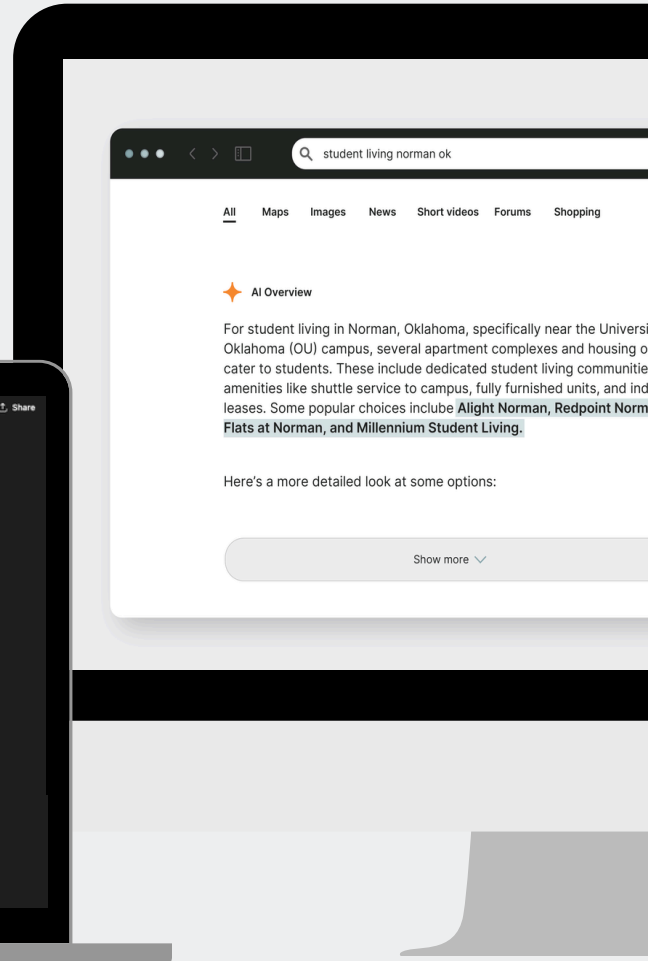
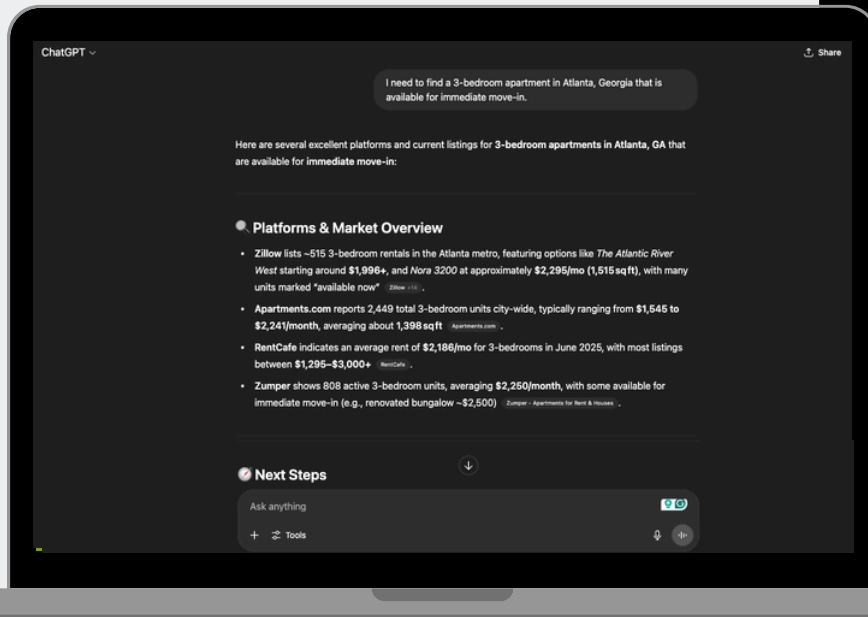
AGENCY FIFTY3

GEO IS REAL. THE UPCHARGE ISN'T.

A black and white photograph of a person's hand holding a smartphone over a laptop on a desk. The desk also has a coffee cup, a notebook, and a pen. The background is slightly blurred, showing a window and some office equipment.

- 01 The multifamily industry has discovered a new buzzword: *GEO (or Generative Engine Optimization)*.
- 02 Some agencies are already selling it as a brand new service, but *at Agency FIFTY3 we see it differently.*
- 03 GEO isn't a new marketing discipline.
It's simply what great SEO looks like in an AI-driven world.

WHAT IS GEO & HOW DOES IT WORK?



Prospective renters are changing how they search for apartments. Instead of just using Google, many now use AI-driven search experiences that deliver instant answers and recommendations rather than traditional result lists.

GEO ensures AI tools like ChatGPT, Perplexity, or Google's AI Overviews, recognize your community as a credible option. It works by structuring your website and content, online listings, and digital presence so AI search engines understand and trust your information, making them more likely to surface your property in answers.

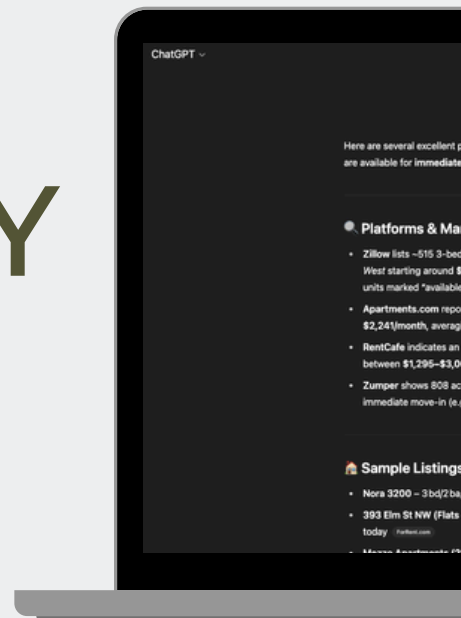
Despite the buzz, **GEO isn't a new discipline.** It simply means ensuring your website, listings, and content are clear, trustworthy, and structured for search engines - in other words, it's just great SEO.

“ The industry is selling GEO as something new. In reality, it's just great SEO.

Brandon McKinney
Head of Digital Marketing
Agency FIFTY3

GEO MATTERS FOR MULTIFAMILY COMMUNITIES

For multifamily marketers, the shift towards AI-driven search experiences means that if your community isn't optimized for this new environment, it becomes harder for these platforms to recommend you.



WHEN DONE WELL, GEO HELPS YOUR COMMUNITIES:

Get Discovered Earlier

Your property appears when prospective renters ask AI tools for recommendations.

Strengthen Your Online Presence

Clear, consistent information helps search engines and AI tools confidently recommend your community.

Increase Qualified Website Traffic

Similar to users who go to the website via organic search results, prospects arriving through AI-powered searches often have clear intent and are closer to making a decision.

Stay Visible as Search Evolves

As AI-driven search grows, GEO (focusing on ensuring your content is relevant and available for AI tools to reference) helps future-proof your digital marketing.

“ If someone is selling GEO as a separate service, you should ask why.

Brandon McKinney
Head of Digital Marketing
Agency FIFTY3

HOW IS GEO DIFFERENT FROM SEO?

The honest answer: it's the natural evolution of SEO.

GEO builds on the same fundamentals that power great SEO, with an evolved focus on ensuring your content is structured and written in ways AI tools can interpret and recommend.

The good news is that because our SEO standards have already evolved, you're already well positioned for GEO.

GEO IS REAL. THE UPCHARGE ISN'T.

At Agency FIFTY3,
we believe the
multifamily industry is
overcomplicating GEO.

You don't need another
marketing buzzword.

*You need great
SEO fundamentals
executed properly.*



That's why our industry-leading
digital strategies *already* prioritize:

- Clear, structured website content
- Strong community storytelling
- Accurate & consistent property information
- Content that answers real prospect questions
- Solid technical SEO foundations

Because these principles are built into
our work, *GEO comes as standard.*

NO EXTRA PACKAGES. NO ADD-ON FEES.

The Bottom Line

AI-powered search is changing how renters
discover communities, but the fundamentals
haven't changed:

- **CLEAR INFORMATION**
- **HELPFUL CONTENT**
- **STRONG SEO**

At Agency FIFTY3, that's exactly what we build.

**BETTER VISIBILITY.
SMARTER DISCOVERY.
MARKETING DESIGNED FOR THE
FUTURE OF MULTIFAMILY SEARCH.**

**DON'T BUY BUZZWORDS.
BUY RESULTS.**

Talk to Agency FIFTY3 about how great SEO can
drive revenue opportunities for your community.