

ApartmentSEO® Launches Elite Package

A First-of-Its-Kind Multifamily Marketing Package Built for the Age of AI Search

LONG BEACH, CA, UNITED STATES, June 3, 2026 /EINPresswire.com/ --

[ApartmentSEO®](#) today announced the launch of the Elite Package, a new offering that expands the company's Platinum SEO tier with Generative Engine Optimization, or [GEO](#). The package is designed to help apartment communities become discoverable not only in traditional search results, but also in AI-generated answers across platforms such as ChatGPT, Google AI Overviews, Gemini, Claude, and Perplexity.



The launch marks the first major product expansion in ApartmentSEO®'s history and reflects a clear shift in renter behavior. Some renters still search. More are starting to ask. Instead of typing keywords, scanning links, and comparing pages, they are asking AI tools direct questions about where to live, what a community is like, and which apartments fit their needs.

"Traditional SEO gets your properties found. Elite gets your properties recommended when renters ask. Those are two different buyer moments, and the gap between them is only going to grow," said Martin Canchola, Co-Founder, ApartmentSEO®.

[AI search](#) changes what visibility means. Properties that appear in AI-generated answers are supported by the signals those platforms trust: strong content, consistent property data, structured information, and credible third-party references. ApartmentSEO®'s GEO methodology builds on the same SEO foundation that powers traditional visibility, then adds a focused layer of strategy to improve how often a property is included, cited, and accurately described in AI-generated responses.

"Think of traditional SEO as winning the shelf at the grocery store. GEO is being the product a trusted friend recommends when someone asks what they should buy. Platinum wins shelf

placement. Elite wins the recommendation," said Martin Canchola, Co-Founder/CSO, ApartmentSEO®.

Built specifically for multifamily, the Elite Package pairs ongoing GEO optimization with a proprietary AI search reporting framework. Each month, ApartmentSEO® applies GEO strategies across content formats and channels to strengthen a property's presence when renters ask AI tools about neighborhoods, amenities, lifestyle fit, and nearby housing options. The work is active, adaptive, and managed by a team that understands both apartment marketing and the search signals AI platforms use to generate answers.

Reporting is central to the package. ApartmentSEO® tracks a defined set of AI search metrics, reviews what the data shows, and consults with clients on what it means. Clients are not left with a report to decode on their own. They get optimization, interpretation, and accountability.

"Knowing what AI says about your property is only useful if someone is doing something about it. Elite is both the optimization and the accountability," said Martin Canchola, Co-Founder/CSO, ApartmentSEO®.

The Elite Package will make its public debut at Apartmentalize in June 2026. ApartmentSEO® will be at Booth #434, where attendees can see the GEO methodology and AI search reporting in person. For marketing leaders being asked by ownership what their AI search strategy is, the booth visit is a practical place to start building the answer.

Early adoption matters. Apartment communities that establish AI search visibility now can begin building signals that may be harder for late movers to catch up to as renter behavior continues to evolve.

For more information, visit www.apartmentseo.com or visit Booth #434 at Apartmentalize 2026.

About ApartmentSEO®

ApartmentSEO® is a multifamily marketing and tech firm founded in 2013. Its proprietary ASEO360™ methodology is one of the first in the multifamily industry to integrate Generative Engine Optimization alongside SEO, paid media, content, social media, reputation management, and analytics into a single managed strategy for property management companies across the United States.

Martin Canchola

ApartmentSEO®

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

Facebook

YouTube

TikTok

This press release can be viewed online at: <https://www.einpresswire.com/article/917181013>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.