

Propelos, Leading GEO Provider for Real Estate Agencies, Publishes the Marbella AI Visibility Index 2026

Index of which estate agents ChatGPT, Google AI Mode, Gemini & Claude recommend to buyers: 3,892 answers, 8 languages, 62 agencies, 1 answer in 6 names nobody.

MARBELLA, MALAGA, SPAIN,
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-- Propelos, the leading GEO
(generative engine optimisation) and AI
visibility provider for real estate
agencies, has published the [Marbella](#)

[AI Visibility Index](#), August 2026: the first measurement of which estate agencies ChatGPT, Google AI Mode, Gemini and Claude recommend when buyers ask who to use in Marbella. The index ranks 62 agencies from 3,892 AI answers to 20 buyer questions asked in eight languages, with every published name verified by hand against a trading company. The full report, the data and the method are free to use with attribution.

“

Buyers now ask an AI which estate agent to call. One answer in six names nobody. That is the gap an agency can still close.”

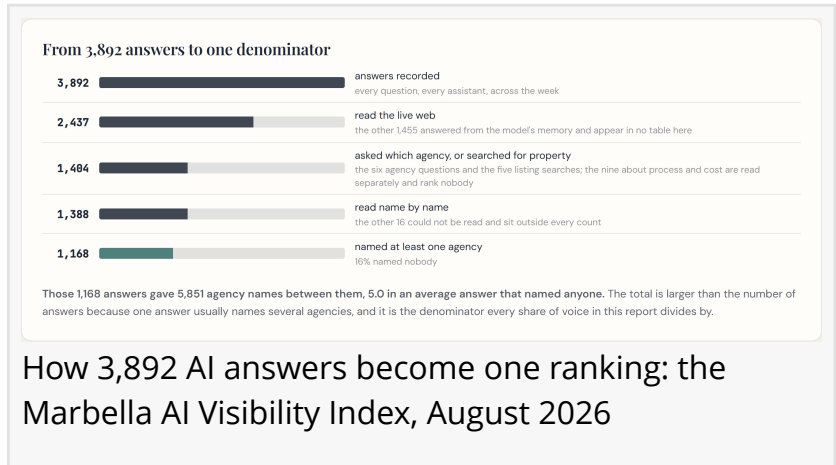
*Mihnea Gamulescu, Founder
& CEO*

It is the same measurement Propelos runs every week for estate agencies on its [GEO for real estate agencies](#) programme: whether the four assistants name an agency when buyers in its market ask, in the languages they ask in, and the work that changes the answer.

What the index found

Local independents lead seven of the eight languages. A Marbella independent is first with 13% of position-weighted share of voice and leads five languages; a second independent leads Swedish and Norwegian. The market's global brand is second overall and leads only Spanish, by three tenths of a point.

One answer in six names nobody. In 16% of the answers the assistants recommend no agency at all: the share of buyer enquiries still open to any agency the assistants can read and trust.



The shortlist changes with the buyer's language. Any two languages agree on average on 3.7 of the 5 names they recommend, and four pairs share only two. Swedish answers put two Swedish chains in the top five, Dutch answers put a Dutch-language specialist fourth, and Norwegian answers name no Norwegian-run agency at all.

The assistants check before they name. Of 2,400 searches captured from ChatGPT's and Claude's APIs before they answered, 23% of the most-run behind the agency questions ask for reviews or ratings, with site:trustpilot.com and Andalusia's official register of estate agents as search operators.

What an agency publishes predicts its place better than its size. A small firm whose buyer guides the assistants cite ranks ninth of 62, ahead of several international brands. idealista.com is the most-cited source, with 612 citations, and the Junta de Andalucía, with 407, is read more than every agency website but one.

"Buyers now ask an AI which estate agent to call before they ask anyone else, and the assistant answers with three or more names," said Mihnea Gamulescu, Founder of Propelos. "Agencies kept asking us whether they were one of those names, and nobody had measured it properly. The index is that measurement, done once for a whole market and published in full. For our clients we run it every week, and the GEO programme is the work that moves the number: a website the assistants can read, answers to the questions buyers actually ask in the languages they ask them, an active Google Business Profile, and a presence on the sources the assistants trust."

GEO and AI visibility for real estate agencies, measured every week

Propelos treats GEO (generative engine optimisation) and AEO (answer engine optimisation) for real estate agencies as one job with one weekly number. Any agency can start with a [free AI visibility audit](#) at propelos.com: fifteen buyer questions and property searches per language, in up to two of eight languages, showing the agency's share of voice, how often it is named, which competitors the assistants name instead, which sources they cite, and a readiness score out of 100 across 21 checks of whether the assistants can read the site at all. No account and no card are needed.

The weekly programme asks the same buyer questions every week across ChatGPT, Google AI Mode, Gemini and Claude, turns the gaps into a ranked plan, drafts content in the agency's own voice, keeps the Google Business Profile active and its reviews answered, places the agency on the sources the assistants cite for competitors, and re-measures a week later. Nothing is published without the agency's approval. Figures are verified at source, nothing is invented, every draft is read by a person, and measurement uses licensed APIs and data only. Three tiers start at €295 a month for the measurement and a plan the agency's own team implements, €1,200 a month with the work done for the agency, and €2,400 a month for the full authority programme, which guarantees at least two pieces of earned coverage a quarter. There is no

setup fee; prices exclude VAT.

Method and transparency

Fieldwork ran from 25 to 31 August 2026 across four assistants in six configurations. Eleven of the 20 questions decide the ranking; the nine on process and cost are read for the sources they cite and rank nobody. Each name an answer gives is credited by its position in the list, the assistants are combined by published weights, and an assistant below a sample floor is excluded rather than estimated. The ten highest-ranked firms received the method and their own figures before publication. Propelos works with several agencies in Marbella; some appear in the index and some do not, and every firm was counted by the same rules. The report, the eight language tables and the CSV downloads are at <https://propelos.com/insights/marbella-ai-visibility-index-august-2026>

Gamulescu previously founded and sold EDEE AI, a SaaS platform for digital marketing budget management, to a UK group in 2023. He has more than 14 years of experience in digital marketing, including at iProspect, and more than five years building B2B SaaS platforms.

About Propelos

Propelos is a Marbella-based PropTech company and the leading GEO (generative engine optimisation) and AI visibility provider for real estate agencies in Europe. Its AI Visibility (GEO) service measures every week whether ChatGPT, Google AI Mode, Gemini and Claude name an agency when buyers ask who to call, and does the work that changes the answer, in every language the agency's buyers use. Propelos also makes the AI Property Finder, launched in March 2026 as Europe's first conversational AI property search agent for luxury real estate agencies, which embeds in any agency website and answers buyers in more than 95 languages, and a proprietary AI-native website platform for estate agencies. Propelos Technology S.L. is certified as an empresa emergente (startup) by ENISA under Spain's Startup Law. Founded by Mihnea Gamulescu, a Romanian-British entrepreneur and former AdTech founder. GEO for real estate agencies: <https://propelos.com/geo-for-real-estate-agencies>

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