Mr. Claremont to Lead October 9 Google AI SEO and Local Authority Mastermind

Anthony Grynchal (“Mr. Claremont”), DLE Network CEO, leads an October 9 mastermind on Google visibility, AI search and local authority.



Anthony Grynchal, known as Mr. Claremont, is a full-time eXp Realty real estate professional and CEO of the Designated Local Expert Network.

CLAREMONT, CA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Anthony Grynchal, known locally as “Mr. Claremont,” a full-time real estate professional with eXp Realty and CEO of the Designated Local Expert (DLE) Network, will host the 2026 DLE Google AI SEO and Local Authority Mastermind on October 9, 2026, at DLE Network headquarters in downtown Claremont, California. The brand-agnostic DLE mastermind is open to real estate professionals from all brokerages, with an accompanying live webinar available to registered agents nationwide.

Interest in the event accelerated after its promotional video surpassed 60,000 views during its first week on Instagram, generating engagement from real estate professionals throughout California and beyond. The response highlights an increasing industry focus on how search engines, artificial intelligence, and digital discovery platforms evaluate and recommend local market specialists.

“The future of real estate will belong to professionals recognized by consumers, Google, and AI platforms as credible local authorities,” said Grynchal. “That authority cannot be created by a slogan alone. It must be earned through verified experience, consistent local involvement, trustworthy information, and a documented body of work that genuinely helps the people and communities we serve.”

The October 9 mastermind is an interactive educational and implementation session designed to help real estate professionals understand how Google, AI platforms, and other digital discovery

systems evaluate, surface, and recommend credible local experts.

Key topics include:
-Google Business Profile optimization, verification, reinstatement, and local search visibility
-How Google and AI platforms identify and recommend credible local authorities
-Building verifiable city- and neighborhood-level expertise online
-Creating authoritative educational content for homeowners, buyers, and sellers
-Strengthening online reputation through ethical review and credibility strategies
-Converting increased search visibility into qualified client opportunities
Implementing practical digital systems that agents can begin using immediately



Mr. Claremont Real Estate logo.

The program will also include live technology demonstrations, implementation workshops, partner presentations, reputation-building strategies, and structured professional networking.

Connecting Local Roots with Digital Discovery
Grynchal has lived in Claremont for more than 33 years and has worked full-time in real estate since 2009, giving him more than 16 years of full-time real estate experience. Through MrClaremont.com, he publishes localized resources covering Claremont neighborhoods, housing-market conditions, homeownership, and community life. As CEO of the DLE Network, Grynchal helps real estate professionals apply this community-first authority framework within their own local markets.

“Claremont is the community that shaped my real estate career and inspired the Designated Local Expert vision,” Grynchal said. “Our work demonstrates that meaningful authority comes from knowing a community deeply, consistently publishing accurate and helpful information, and remaining accountable to the residents we serve.”

Event Details and Registration
-Date: Friday, October 9, 2026
-Program: 11:00 a.m. - 4:00 p.m.
-Reception: 4:15 p.m.
-Location: DLE Network Headquarters, 1 N. Indian Hill Blvd., Suite 200, Claremont, CA 91711

Participation formats:

-Live attendance: Open to real estate professionals from all brokerages (advance registration required)
-Online participation: Available through the accompanying live webinar
-Advance registration: Required

Full event information, updates, photographs, video, and supporting resources are available at: https://mrclaremont.com/news/2026-dle-mastermind-claremont

Event information and registration: https://events.designatedlocalexpert.com/mastermind

The original campaign video and announcement are available on Instagram at https://www.instagram.com/reels/Dct2j-KhCoL/

About Anthony Grynchal and Mr. Claremont
Anthony Grynchal is a California real estate professional with eXp Realty and the CEO of the Designated Local Expert Network. Known locally as Mr. Claremont, Grynchal has lived in Claremont for more than 33 years and has been licensed by the California Department of Real Estate since November 2009.

Through Mr. Claremont Real Estate, he provides local real estate guidance to homeowners, buyers, sellers, investors, and families throughout Claremont and the surrounding region. His work emphasizes neighborhood-level knowledge, consumer education, modern real estate marketing, and the development of publicly accessible Claremont real estate resources.

California DRE #01873626

Learn more: https://mrclaremont.com

About the Designated Local Expert Network
The Designated Local Expert Network is a real estate education, technology, and professional-development network built around the principle of establishing one recognizable local expert for each participating community. The network helps real estate professionals strengthen their local knowledge, digital visibility, professional credibility, and ability to serve consumers in the markets they represent.

The DLE Network's programs address Google Business Profile optimization, local search visibility, AI discovery, original content development, reputation management, community positioning, and the creation of verifiable digital authority.

Learn more at https://designatedlocalexpert.com.

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