Designated Local Expert Network Announces October 9 Google AI SEO and Local Authority Mastermind

Anthony Grynchal to lead cross-brokerage mastermind featuring 10 Designated Local Expert member brands focused on AI search, local visibility and authority.

CLAREMONT, CA, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- The Designated Local Expert Network announced that its founder and CEO, Anthony Grynchal, widely known as “Mr. Claremont,” will lead the 2026 DLE Google AI SEO and Local Authority Mastermind on Friday, October 9, 2026, at DLE Network headquarters in downtown Claremont, California.

The brokerage-agnostic event will welcome real estate professionals from all brokerages, independent companies, teams, and markets. An accompanying live webinar will make the educational program accessible to registered professionals who cannot attend in person.

Grynchal will lead the mastermind alongside 10 featured Designated Local Expert member brands representing distinct markets across California and Washington. Participants will exchange market-level knowledge, examine emerging technologies, strengthen Google Business Profile and local-search practices, and develop practical strategies for making trustworthy local expertise easier for consumers to find and evaluate.

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 reflects the industry’s growing interest in how Google,

online reviews, video platforms, local search, and AI-powered discovery systems influence which professionals consumers encounter and consider.

“The future of real estate will belong to the professionals whom consumers, Google, and AI recognize as credible local authorities,” Grynchal said. “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.”

A Working Mastermind for the Next Era of Real Estate

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.

- Google Business Profile optimization, verification, reinstatement, and local-search visibility
- How search engines and AI-powered discovery systems surface local professionals and information
- Building verifiable city- and neighborhood-level expertise online
- Creating authoritative educational content for homeowners, buyers, and sellers
- Strengthening online reputations through ethical review and credibility strategies
- Converting increased search visibility into qualified client opportunities
- Implementing practical digital systems that agents can begin using immediately

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

Anthony “Mr. Claremont” Grynchal to Lead the Mastermind

Grynchal has lived in Claremont for more than 33 years and has worked full time in real estate since 2009. Through MrClaremont.com, he publishes localized resources covering Claremont neighborhoods, housing-market conditions, homeownership, and community life.

As founder and CEO of the DLE Network, Grynchal leads the organization’s work to help qualified real estate professionals establish recognizable, community-centered authority in their respective markets. The DLE model combines local knowledge, consumer education, professional accountability, city-based branding, technology, and modern digital-visibility practices.

“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.”

Ten Featured Designated Local Expert Member Brands

- Jason and Briana Lorge - Mr. & Mrs. La Verne Real Estate | La Verne, California
- Monique Zacarias - Mrs. Fontana Real Estate | Fontana, California
- McKenzie Robles - Mrs. Rancho Cucamonga | Rancho Cucamonga, California
- George Ozburn - Mr. Fresno Real Estate | Fresno, California
- Melissa Huk - Ms. Oceanside Real Estate | Oceanside, California
- Josh and Liz Delgado - Mr. & Mrs. Yakima Real Estate | Yakima, Washington
- Aris Anagnos - Mr. Carlsbad Real Estate | Carlsbad, California
- Joseph Trujillo - Mr. Los Angeles Real Estate | Los Angeles, California
- Christine Castillo - Ms. Upland Real Estate | Upland, California
- Amy Sandoval - Ms. Redlands Real Estate | Redlands, California

Together, the featured professionals serve communities ranging from coastal Southern California and the Inland Empire to Los Angeles, the Central Valley, and Central Washington. Their participation is intended to encourage an exchange of market-specific knowledge rather than promote a one-size-fits-all approach to local real estate.

The mastermind's brokerage-agnostic structure is designed to encourage professional development and cooperation across company lines. Participation does not require membership in a particular brokerage, franchise, association, team, or real estate brand.

Building Authority That Serves Consumers
Real estate decisions are local, personal, and financially significant. Consumers benefit when they can easily identify professionals who consistently explain neighborhood conditions, pricing dynamics, transaction options, and community considerations in clear and useful language.

The DLE Network's approach emphasizes that online visibility should be supported by identifiable authorship, verified professional experience, accurate local information, consistent consumer education, community involvement, and professional accountability.

"Technology can help organize and distribute knowledge, but it cannot replace genuine local experience or the responsibility a real estate professional has to the consumer," Grynchal said. "Our objective is to use better systems to make real expertise easier to find and evaluate; not to manufacture authority where it has not been earned."

Event Details and Registration
Date: Friday, October 9, 2026
Program: 11:00 a.m.–4:00 p.m. Pacific Time
Reception: 4:15 p.m.
Location: DLE Network Headquarters, 1 N. Indian Hill Blvd., Suite 200, Claremont, CA 91711
Eligibility: Real estate professionals from all brokerages and independent companies are welcome
Online participation: Available through the accompanying live webinar
Registration: Advance registration is required

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

Official DLE Network 2026 Mastermind page:
https://designatedlocalexpert.com/dle-global-mastermind-2026/
https://mrclaremont.com/news/2026-dle-mastermind-claremont

Original promotional video and event announcement: https://www.instagram.com/reel/Dct2j-KhCoL/

About the Designated Local Expert Network
The Designated Local Expert Network is a brokerage-agnostic real estate professional development and technology network designed to help qualified agents establish recognizable, community-centered authority within the markets they serve. DLE welcomes qualified professionals from different brokerages and business models and provides training, technology, and implementation support focused on Google Business Profile optimization, local-search visibility, AI-powered discovery, reputation management, authoritative content, recognizable local branding, and community expertise.

The organization's guiding principle is: "Ability Means Nothing Without Visibility™."

Learn more:
https://designatedlocalexpert.com/about-us/
https://dlenetwork.com/

About Anthony "Mr. Claremont" Grynchal
Anthony Grynchal, known as "Mr. Claremont," is the founder and CEO of the Designated Local Expert Network, a full-time California real estate professional with eXp Realty (DRE #01873626), and a Claremont resident of more than 33 years. Since beginning his full-time real estate career in 2009, Grynchal has built his practice around hyperlocal market knowledge, community involvement, consumer education, and digital visibility. Through MrClaremont.com, he provides Claremont homeowners, buyers, sellers, and investors with neighborhood-level real estate information and locally focused market resources.

Independent-event disclosure: The mastermind is independently organized by the Designated Local Expert Network. References to individual brokerages identify the professional affiliations of participating agents and do not imply sponsorship or endorsement. The event is not presented as sponsored, endorsed, or operated by Google, OpenAI, eXp Realty, or any other brokerage or technology company.

Learn more: https://mrclaremont.com

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