10xSearch public research

# Homiere Website Visibility Snapshot

AI web-search results measured November 5, 2026. Includes November 4 audit history.

| 31 / 600 | 7 / 25 | 18 / 25 |
| --- | --- | --- |
| name mentions | sites with a business-name match | no name mention |

## What this snapshot found

31 of 600 answers named the business being tested. 18 of the 25 websites had no business-name match in their 24 answers in this snapshot.

## Competition disclosure

**10xSearch competes with Homiere. Public website credits identify this sample; they do not verify paid client status, service scope, tenure or responsibility for the measured results.**

This is a dated descriptive sample, not a ranking, client-outcome study, or causal comparison.

# Two provider APIs, one question set

We asked 12 local-service questions for each website. Results are grouped by provider API with web search enabled.

| Model | API web-search mode | Answers naming audited business | Answers citing audited domain | Answers checked |
|---|---|---|---|---|
| GPT-6.1 Sol | Responses API web search | 17 | 8 | 300 |
| Claude Sonnet 5.5 | Messages API web search | 14 | 9 | 300 |

| 12 | 2 | 600 | 5.17% |
|---|---|---|---|
| questions per site | models | completed answers | mention rate |

## How to read the counts

A name mention is a verified business or approved principal-name match in an answer. An audited-site citation is a separate measure based on the recorded citation URLs. A citation does not require a name mention, and a name mention does not require a citation.

Exact models: GPT-6.1 Sol (gpt-6.1-sol) through the Responses API web search tool, and Claude Sonnet 5.5 (claude-sonnet-5-5) through the Messages API web search tool. Consumer ChatGPT and Claude apps can use different routing, personalization, and tools.

# Results by website

Each website had 12 questions per model, for 24 completed web-search answers per website. The columns show name mentions and audited-site citations separately.

| Website | Market | GPT name / cite | Claude name / cite | All name mentions |
|---|---|---|---|---|
| Adam Triplett adamtriplett.com | Yorktown, VA | 2 / 2 | 1 / 0 | 3 |
| Barry Team barryteamcentralcoast.com | San Luis Obispo, CA | 0 / 0 | 3 / 0 | 3 |
| The California Collective californiacollectiverealestate.com | California | 0 / 0 | 0 / 0 | 0 |
| Galina Tucker galinatucker.com | Palm Desert, CA | 0 / 0 | 1 / 0 | 1 |
| Grace Yang graceyanghomes.com | San Francisco Peninsula, CA | 0 / 0 | 0 / 0 | 0 |
| Gregory Shenon gregshenon.com | Encino, CA | 0 / 0 | 0 / 0 | 0 |
| Heather Wells heatherwellshomes.com | Bend, OR | 0 / 0 | 0 / 0 | 0 |
| Lee Liu Vu Real Estate Group homesbylv.com | Irvine, CA | 3 / 2 | 0 / 0 | 3 |
| Jacqueline Daniels jacquelinedaniels.com | Tahoe City, CA | 3 / 3 | 0 / 0 | 3 |
| Jeff Wiggins jeffwrealestate.com | Southern California | 0 / 0 | 0 / 0 | 0 |
| Jennifer Easterly jennifereasterly.com | Kauai, HI | 0 / 0 | 0 / 0 | 0 |
| Kelvin Huang kelvinhuang.com | Alhambra, CA | 0 / 0 | 0 / 0 | 0 |
| Lissa Lebel lissalebelhomes.com | Los Angeles, CA | 0 / 0 | 0 / 0 | 0 |
| McCoy Obermueller & Associates mccoyobermueller.com | Carlsbad, CA | 0 / 0 | 0 / 0 | 0 |
| Naz Mehdi nazmehdihomes.com | Laguna Niguel, CA | 0 / 0 | 0 / 0 | 0 |
| Racquel Wilder Realty racquelwilderrealty.com | Santa Clarita, CA | 0 / 0 | 0 / 0 | 0 |
| Set Solution Homebuyers setsolutionhomes.com | Jacksonville, FL | 0 / 0 | 0 / 0 | 0 |
| Skall + Glassman skallglassman.com | Marin County, CA | 1 / 1 | 9 / 9 | 10 |
| Sophia Waldman sophiawaldman.com | San Francisco Peninsula, CA | 0 / 0 | 0 / 0 | 0 |
| Steve James stevejameshomes.com | Palm Desert, CA | 0 / 0 | 0 / 0 | 0 |
| Team Plunkett teamplunkett.com | Manhattan Beach, CA | 0 / 0 | 0 / 0 | 0 |
| Tim McGuire Team timmcguirehomes.com | Pleasanton, CA | 8 / 0 | 0 / 0 | 8 |
| VonKeith Properties vonkeithca.com | Dana Point, CA | 0 / 0 | 0 / 0 | 0 |
| VonKeith Properties vonkeithtn.com | Knoxville, TN | 0 / 0 | 0 / 0 | 0 |
| The Blue Waters Group thebluewatersgroup.com | Folsom, CA | 0 / 0 | 0 / 0 | 0 |

Name matching allowed verified principal aliases recorded with the audited business. It did not treat a shared surname, a domain-only reference, or an unverified reordered team name as a match.

# November 4 clarification

The original November 4 report used automated matching. Two saved web-search answers named Tim McGuire but were missed because the intake name was Tim McGuire Team.

| 13 | 15 | 18 |
|---|---|---|
| original automated mentions | verified minimum mentions | maximum zero-mention sites |

## What changed

Two original answers named Tim McGuire but were marked absent because the intake name was Tim McGuire Team. The original sample therefore contains at least 15 business-name mentions in 568 completed web-search answers, with at most 18 zero-mention websites. Saved original answer excerpts are truncated, so this is a minimum correction.

## Cross-date context

**Across the November 4 and November 5 collections, at least 11 sites were named and at least 46 name matches appeared in 1168 completed web-search answers.**

This is a descriptive union across different models and dates. It is not a single contemporaneous comparison.

# Method, limits, and archival appendix

The same 12 non-branded local-service questions were asked once per site and model. Questions naming the business were not tested.

## Essential limits

- The same 12 non-branded questions were asked once per website and model. By-name questions were not tested.

- All 600 answers in this snapshot completed with confirmed web-search evidence.

- These are provider API tests. Search in the consumer ChatGPT and Claude apps can use different routing, personalization and tools.

- The November 5 models, date, search mode and generic search instruction differ from the November 4 tests. Differences do not isolate a causal effect of web search.

- A business-name match can refer to a verified team principal. Names, audited-domain citations and recommendations are separate measures.

- A zero means no verified name match in the recorded answers for that website. It does not mean the business cannot be found elsewhere.

## Archival appendix

**The next seven pages are the November 4 report preserved as an archival appendix. Its original automated web-answer figures were understated by the two Tim McGuire Team misses described above. The archived report is retained for provenance and is not a restatement of the corrected November 5 snapshot.**

No new SEO Growth Audit grades are calculated in this snapshot. The November 4 grade framework belongs to that earlier collection only.

10xSearch Growth Audit | Homiere Real Estate Website Visibility

# 25 websites. 25 F grades.

SEO and AI visibility results, measured November 4, 2026.

| 25 | 25 | 22.44 | 13/568 |
|---|---|---|---|
| audited sites | F grades | average index | Web-search answers naming a business |

## The result

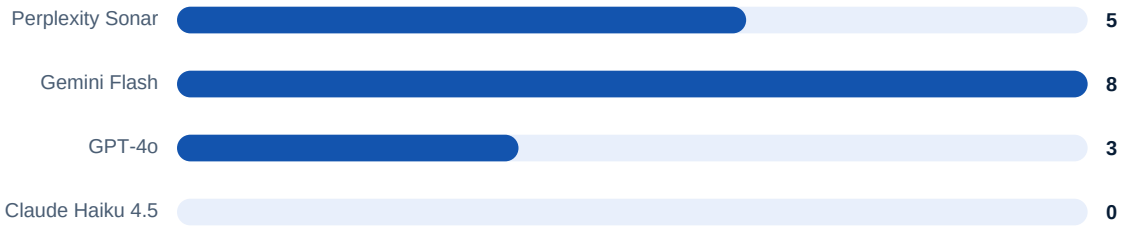
All 25 audited websites scored F on the 10xSearch Growth Audit index. 19 of 25 businesses were not mentioned in any of the web-search AI answers tested. This index is not a search-engine ranking, vendor grade, or business outcome.



# Answer-engine visibility

We asked 12 local-service questions for each website. Results are grouped by whether web search was enabled.

| Model | Web search | Answers naming the business | Answers checked |
|---|---|---|---|
| Perplexity Sonar | Web enabled | 5 | 268 |
| Gemini Flash | Web enabled | 8 | 300 |
| GPT-4o | Browsing off | 3 | 300 |
| Claude Haiku 4.5 | Browsing off | 0 | 300 |



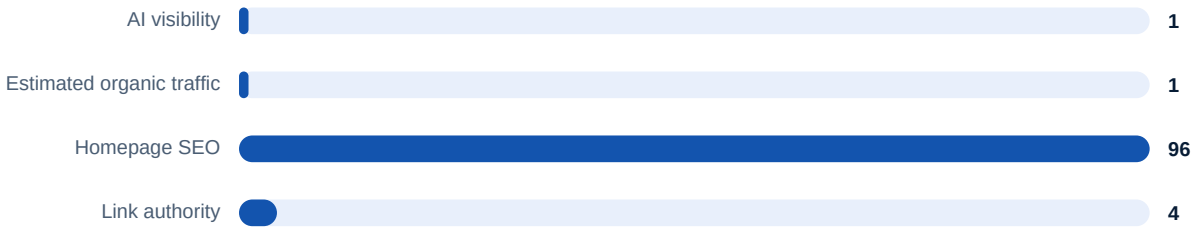

**Collection design: 12 questions x 4 models x 25 sites = 1200 attempts. 1168 answers were returned; 32 Perplexity requests failed. Questions naming the business were not tested.**

# Growth Audit index

This is a 10xSearch Growth Audit index, not a Google score or a grade of any vendor service. It combines recorded AI-answer presence, homepage condition, estimated organic visibility, and backlink-rank inputs. Missing components have their weights removed and the remaining inputs are renormalized.

| 22.44 | 22 | 19 to 29 | Below 40 |
|---|---|---|---|
| average | median | range | F threshold |

## Average component scores




| Component | Weight | Definition |
|---|---|---|
| AI visibility | 45% | Rounded percentage of completed answers mentioning the business across all four models, including the two without browsing. |
| Homepage SEO | 20% | DataForSEO on-page score for the homepage, or the recorded crawl score when the homepage score is unavailable. |
| Estimated organic traffic | 20% | Estimated monthly organic visits divided by 50, capped at 100. This is a scoring scale, not actual analytics. |
| Link authority | 15% | DataForSEO backlink rank divided by 10 and rounded, capped at 100. This is not Google's assessment or Moz Domain Authority. |

# Site scorecards (1)

AI mentions show completed answers naming the business from Perplexity and Gemini, both with web search enabled.

| Website | Market | Index | Grade | AI mentions |
|---|---|---|---|---|
| adamtriplett.com | Yorktown, VA | 25 | F | 1 of 24 |
| barryteamcentralcoast.com | San Luis Obispo, CA | 24 | F | 0 of 24 |
| californiacollectiverealestate.com | California | 22 | F | 0 of 24 |
| galinatucker.com | Palm Desert, CA | 19 | F | 0 of 24 |
| graceyanghomes.com | San Francisco Peninsula, CA | 20 | F | 0 of 24 |
| gregshenon.com | Encino, CA | 24 | F | 1 of 24 |
| heatherwellshomes.com | Bend, OR | 21 | F | 1 of 24 |
| homesbylv.com | Irvine, CA | 20 | F | 0 of 24 |
| jacquelinedaniels.com | Tahoe City, CA | 22 | F | 4 of 22 |
| jeffwrealestate.com | Southern California | 20 | F | 0 of 24 |
| jennifereasterly.com | Kauai, HI | 29 | F | 5 of 22 |
| kelvinhuang.com | Alhambra, CA | 25 | F | 0 of 24 |
| lissalebelhomes.com | Los Angeles, CA | 21 | F | 0 of 18 |

# Site scorecards (2)

AI mentions show completed answers naming the business from Perplexity and Gemini, both with web search enabled.

| Website | Market | Index | Grade | AI mentions |
|---|---|---|---|---|
| mccoyobermueller.com | Carlsbad, CA | 19 | F | 0 of 24 |
| nazmehdihomes.com | Laguna Niguel, CA | 26 | F | 1 of 24 |
| racquelwilderrealty.com | Santa Clarita, CA | 22 | F | 0 of 17 |
| setsolutionhomes.com | Jacksonville, FL | 25 | F | 0 of 24 |
| skallglassman.com | Marin County, CA | 21 | F | 0 of 24 |
| sophiawaldman.com | San Francisco Peninsula, CA | 19 | F | 0 of 24 |
| stevejameshomes.com | Palm Desert, CA | 24 | F | 0 of 21 |
| teamplunkett.com | Manhattan Beach, CA | 20 | F | 0 of 13 |
| timmcguirehomes.com | Pleasanton, CA | 22 | F | 0 of 24 |
| vonkeithca.com | Dana Point, CA | 25 | F | 0 of 24 |
| vonkeithtn.com | Knoxville, TN | 23 | F | 0 of 24 |
| thebluewatersgroup.com | Folsom, CA | 23 | F | 0 of 23 |

# Website access and discovery

| 25/25 | 3790/3792 | 15/25 | 2.3% |
|---|---|---|---|
| homepages HTTP 200 | crawl HTTP 200 | organic data available | web mention rate |

The websites were broadly accessible to the collected crawler checks, while name discovery in the fixed answer-engine questions was limited. Those are different measurements and do not establish a causal relationship.

## Essential limits

- One run cannot establish visibility stability, ranking changes, lead volume, or conversion.

- Third-party organic and backlink values are estimates, not first-party analytics.

- Visible Homiere credits indicate a public technology or website relationship, not payment, product scope, tenure, ownership, or causality.

- The sites vary by local market and real-estate specialty. This is not a matched controlled experiment.

# Method and sources

The 10xSearch Growth Audit combines four scored signals. AI visibility uses completed answers across all four models, including the two without browsing. When a component is unavailable, its weight is removed and the remaining weights are normalized. Scores are rounded to a whole number.

**A: 85-100; B: 70-84; C: 55-69; D: 40-54; F: below 40.**

- 25 real estate websites with Homiere credits; two VonKeith websites belong to the same business. Inspection, title, vendor-owned and unverified-attribution sites are outside the results. Sites crediting Agent Image are excluded.

- 12 non-branded, market-specific questions per website, asked once of four models: 48 attempted answers per website and 1,200 overall. Residential, commercial and home-buying businesses use relevant service questions.

- Perplexity Sonar and Gemini Flash searched the web. GPT-4o and Claude Haiku 4.5 answered without browsing. Each mode has its own results and completed-answer denominator.

- Business-name mentions are counted among completed answers. Thirty-two Perplexity calls were rate-limited and excluded; 1,168 answers completed.

- DataForSEO supplied domain keyword, estimated organic traffic, backlink, homepage SEO and sampled crawl data. Traffic estimates are not website analytics.

| |
|---|
| https://docs.dataforseo.com/v3/dataforseo_labs/google/domain_rank_overview/live/ |
| https://docs.dataforseo.com/v3/backlinks/summary/live/ |
| https://homiere.com/blog/what-chatgpt-does-when-asked-for-the-best-realtor |
| https://www.adamtriplett.com/ |
| https://www.barryteamcentralcoast.com/ |
| https://www.californiacollectiverealestate.com/ |
| https://www.galinatucker.com/ |
| https://www.graceyanghomes.com/ |
| https://www.gregshenon.com/ |
| https://www.heatherwellshomes.com/ |
| https://www.homesbylv.com/ |
| https://www.jacquelinedaniels.com/ |
| https://www.jeffwrealestate.com/ |
| https://www.jennifereasterly.com/ |
| https://www.kelvinhuang.com/ |
| https://www.lissalebelhomes.com/ |
| https://www.mccoyobermueller.com/ |
| https://www.nazmehdihomes.com/ |
| https://www.racquelwilderrealty.com/ |
| https://www.setsolutionhomes.com/ |
| https://www.skallglassman.com/ |
| https://www.sophiawaldman.com/ |
| https://www.stevejameshomes.com/ |
| https://www.teamplunkett.com/ |
| https://www.timmcguirehomes.com/ |
| https://www.vonkeithca.com/ |
| https://www.vonkeithtn.com/ |
| https://thebluewatersgroup.com/ |