

Where your next 50 doors are coming from

AI LEAD GENERATION WORKSHEET

AI-referred traffic converts to leads at roughly **35 times the rate of standard organic traffic** — because prospects arrive pre-qualified, pre-informed, and pre-compared. This worksheet turns today's session into a checklist: the four-strategy playbook, a sentiment-reading guide, a content gap list, and a ChatGPT ads starter brief.

Work through each section at your own pace. Set aside **30–45 minutes** to get the most out of it. Every unchecked box is your next move — not a failure.



Strategy playbook

Four proven tactics for getting found — and recommended — by AI.



Review audit

Read your reviews the way AI reads them, not the way you do.



Content gaps

Find the owner questions you're not yet answering anywhere online.



Prompt cheatsheet

A monthly habit that tracks whether your work is actually moving the needle.



ChatGPT ads

A starter brief to test paid placement — one campaign, \$25/day.

1. The four-strategy playbook

Work through each strategy and check off what you've already got. An unchecked box is your next move, not a failure. AI doesn't reward the loudest voice — it rewards the most consistently documented, cross-referenced, and credible one.

1

Write the "Best Of" content

You have a genuinely useful **"best property managers in [your city]"** piece published, with your company included authentically — with real criteria and comparisons, not just a plug for your own company.

Google has historically made it hard to rank for self-promotional "best of" posts. AI doesn't have that restriction yet, and it actively looks for this kind of content. **If you don't recommend yourself, someone else will** — and it may not be flattering.

2

Generate reviews with intent

You have a process for **asking** happy clients for a review — not just hoping they leave one. You coach reviewers toward specific language: communication, leasing speed, ROI and financial performance.

A 4-star review with specific, useful language contributes more to how AI describes you than a 5-star review with no real text behind it. Ask clients: *"Would you mention what stood out, specifically?"*

3

Be present everywhere AI looks

A single-channel strategy doesn't work. AI deliberately cross-references independent sources before it trusts a recommendation. Check each channel below and ask honestly: are you active, or just registered?

4

Make it easy for AI to understand

Your company name, services, and areas served are worded **identically** across your website, Google Business Profile, directories, and social profiles. Your positioning is stated the same way everywhere — not just on your about page. Your site uses clear page titles, FAQ sections, and schema markup where possible.

Channel presence checklist

Channel	What to Check
YouTube	Posting 1–2 educational videos a month, minimum?
Reddit	Active in r/realestateinvesting, r/landlord, or your local subreddit?
Directories	Claimed and fully filled out on NARPM, BBB, local chambers?
Local mentions	Any recent local press, sponsorships, or guest content?

2. Read your reviews like AI does

AI doesn't read your star average — it reads the sentence and extracts what's actually behind the claim. Two reviews can use the exact same metric and tell completely opposite stories. The difference isn't the number. **It's what's standing behind it.**

✓ A win

"They decreased my vacancy rate — found a qualified tenant in 12 days."

Specific. Actionable. AI reads this as evidence of a real, repeatable process. This is the kind of language that gets surfaced in a recommendation.

⚠ A horror story

"They decreased my vacancy rate too — placed the first applicant who showed up without running a background check. I'm paying for an eviction three months later."

Same metric. Opposite outcome. AI weighs the narrative, not just the star. A vague 5-star review won't override a specific negative one.

Your turn: the review audit

Pull your **5 most recent reviews**, regardless of star rating, and work through the table below for each one. The goal is to identify which reviews are doing real work for your reputation — and which ones are inert.

Review Summary	Star Rating	Specific Claim Near Your Name	Real Story Behind It, or Just a Number?
Review 1			
Review 2			
Review 3			
Review 4			
Review 5			

- 📝 For every review that's just a star rating or a vague compliment, go back to that client and ask for one more — with the ask: **"Would you mention what specifically stood out?"**

3. Find your content gaps

Every unchecked box below represents a real question your next owner is asking AI — with no answer from you anywhere online. These aren't hypothetical searches. They are the exact queries property owners type into ChatGPT, Perplexity, and Google before they pick up the phone or fill out a contact form.

Check off which of these questions you can point to a **real, public, specific answer** for — in your market, today. "I know the answer" doesn't count. It has to be published somewhere AI can find and cite it.

☐ Should I hire a property manager or manage it myself?

This is the top-of-funnel question that separates interested owners from committed ones. If you're not answering it, a competitor or a generic article is.

☐ How do I know if my property manager isn't doing their job?

Frustrated owners actively search this before they switch. Being the company that answers it honestly builds enormous trust — and captures late-funnel switchers.

☐ Is a property manager worth the fee?

This is the ROI objection in question form. A direct, numbers-backed answer here can close deals before you even speak to the prospect.

☐ I inherited a rental property. What do I do first?

Accidental landlords are one of the highest-converting segments in property management. They're overwhelmed and looking for someone to trust immediately.

☐ What should a good property manager be doing that mine isn't?

This is the switch-intent question. Owners searching this are already unhappy — they just need a credible alternative to believe in.



Your action: For every unchecked box, pick the top 2–3 for your market and write one direct, specific, published answer for each. That's your content calendar for the next 60 days.

4. The prompt cheatsheet

This is the habit — not the one-time check. Pick a night each month, run these prompts for your city and your company name, and track what comes back. This is how you'll know whether the work in sections 1–3 is actually moving the number. Copy these into a shared doc and add a "Last Run" date column.

A. Everything AI Knows About You

- "What do you know about [company name], a property management company in [your city]? Include anything about their reputation, services, and reviews."
- "Give me a complete profile of [company name] in [your city], and tell me what sources you're drawing from."
- "What are people saying about [company name] on Reddit, Google reviews, and other platforms?"

Track: Did it get the facts right — services, areas served, years in business — and did it name real sources or just generalize?

B. Brand Sentiment Check

- "What's the overall sentiment toward [company name] based on reviews and online discussion? Positive, negative, or mixed — and why?"
- "Summarize the most common compliments and complaints about [company name]."
- "If you had to describe [company name]'s reputation in three words, what would they be, and what are you basing that on?"

Track: Does the "why" match what you'd want it to say? If it's pulling a complaint you've already resolved, your newer reviews haven't outweighed the old ones yet.

C. What Owners in Your Area Are Actually Asking

- "What questions do property owners in [your city] commonly ask before hiring a property manager?"
- "What do first-time landlords in [your city] usually want to know before choosing a property management company?"
- "What are the most common concerns real estate investors in [your city] have about property management?"

Track: Cross-check this list against your content gap list in section 3. Anything new here is a content idea.

D. Pain Points — Yours and the Market's

- "What are the most common complaints about property management companies in [your city]?"
- "Why do property owners switch property management companies?"
- "What frustrates landlords most about self-managing versus hiring a property manager?"
- "What do people say is wrong with property managers in [your city] in general?"

Track: These are the objections your sales conversations are already having. If a pain point shows up here that you solve well, that's your next listicle inclusion or review-request talking point.

Also Worth Running Monthly

"Who are the best property management companies in [your city]?"

"What's [your company name] like as a property manager?"

"Should I hire a property manager or manage my rental myself in [your city]?"

Track: Did you show up? Were you named with a reason or just listed? Who else got cited instead of you?

5. ChatGPT ads starter brief

ChatGPT's advertising platform is still early — and that's an advantage. Competition is low, attention is high, and the prospects clicking through have already demonstrated that they use AI to research decisions. That's the profile of a serious buyer, not a casual browser. Here's how to get started without overcomplicating it.

Starting budget

\$25/day per campaign is the platform's own recommendation. Start with one campaign, not three. Spreading budget thin across multiple campaigns at this stage gives you noisy, inconclusive data — and makes it harder to know what's actually working.

What to track in the first two weeks

- Track **Clicks, not conversions**, while the campaign is still learning. Early data favors Clicks campaigns over Conversions campaigns at this stage.
- Give it a real runway before judging results — early Google Ads accounts behaved the same way.
- You'll only get aggregate performance data right now, no user-level detail. That's normal for this platform today, not a sign something's broken.

Context hints to test

These audience contexts are already in testing for property management clients. Adapt the language to your specific market and services. Start with the one that matches your most common inbound prospect type.



Becoming a landlord for the first time

First-time landlords are overwhelmed, motivated, and unlikely to self-manage long-term. High intent, low barrier to conversion.



Is real estate investing worth it?

Reaches investors in the research phase — before they've committed to self-managing or hiring help. Position yourself as the answer to the complexity question.



Hiring a property manager in [Your City]

High commercial intent. These users are actively comparing options. Your ad shows up when they're already in decision mode.



Self-managing vs. professional mgmt

A strong mid-funnel context — owners weighing the trade-offs. Your message here should focus on time, risk, and ROI.



Accidental landlords

Inherited a rental, relocated, can't sell. These owners didn't plan for this — and they need a trusted partner fast. One of the highest-converting segments in property management.

Your next steps

This worksheet only works if you act on it this week — not someday. Pick one thing from each section and put it on your calendar before you close this tab. Here's the sequence that will create the most momentum in the shortest time.

01

Fix one unchecked box this week

Pick one unchecked item from the four-strategy playbook and complete it. Not the easiest one — the one with the highest impact for your market right now.

02

Audit your 5 most recent reviews

Reread them using the framework in section 2. Then reach out to 2–3 clients and ask for a more specific, story-driven review using the exact language from the worksheet.

03

Write one public answer

Choose your top unchecked question from section 3 and publish a direct, specific answer — on your blog, a directory, Reddit, or anywhere AI can find and cite it.

04

Set a monthly prompt reminder

Schedule a recurring reminder to run the section 4 prompts for your city and company name. Make it the same night every month. Consistency is what turns this into a measurement system. (claude scheduled task)

05

Launch one ChatGPT ads campaign

If you're ready to test paid, start with one campaign at \$25/day using the single context hint that best matches your most common inbound prospect type. Let it run for two full weeks before drawing conclusions.

Questions on any of this, or want help building out the content or the campaign? **Reach out to your Rentvine contact** — we're happy to walk through it with you.