

VELOXP

360 Online Visibility Report

Property Max — Beaverton, OR

propertymax.com



360 VISIBILITY SCORE

AI Visibility + Technical SEO + Local/GBP

February 27, 2026 · VeloXP

360 Online Visibility Report

Property Max — Beaverton, OR

Prepared by: VeloXP Agency OS **Date:** February 27, 2026 **Domain:** propertymax.com (www.propertymax.com) **Platform:** WordPress on Carrot (InvestorCarrot) **Platforms Tested:** ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash) **Queries Executed:** 15 (5 prompts × 3 platforms)

EXECUTIVE SUMMARY

Property Max is an established cash home buyer founded in 2018 by Sean Robbins and Jessie Stolz, with a strong real-world track record: 1,000+ home purchases, a 9-figure rental portfolio, BBB A+ accreditation since 2021, operations across Oregon, California, Texas, and Washington, and a unique social impact program (SAHSAC) that contributes home sale profits to children's programs in seven countries. The company has 131 Google reviews at 4.6 stars, 191 Birdeye reviews at 4.5 stars, and BBB A+ accreditation.

Despite this strong foundation, the company's **online visibility tells a very different story.**

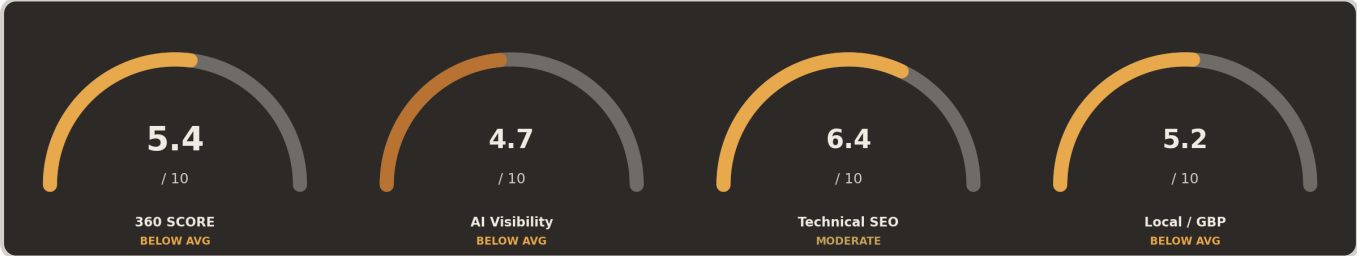
The brand performs well when sellers already know the name — "Property Max reviews" returns accurate, positive results across all AI platforms. But for the **category queries that drive new seller leads** ("best cash home buyer Portland," "sell house fast Oregon," "we buy houses Beaverton"), Property Max is completely absent from AI recommendations. On the technical side, missing schema markup, triple GTM containers, and duplicate city page content are dragging performance. And locally, a second office in Newport Beach has zero online presence while the Beaverton HQ's GBP profile is underoptimized.

The Aggregator Problem: The biggest single issue is that Property Max is not listed on any of the major "best cash home buyer" aggregator sites (Houzeo, HomeLight, iBuyer.com, ListWithClever, RealEstateBees). These aggregator lists are the primary data source that AI platforms reference when making recommendations. Competitors like Better Off Home Buyers, PDX Renovations, and even smaller local operators appear on multiple lists — which is why AI recommends them, not Property Max.

Property Max scored **5.4 out of 10** on our 360 Visibility Index. This score does not reflect the company's actual quality or reputation — it reflects how invisible that quality is to search engines, AI platforms, and local directories. The gaps are technical (missing from aggregator lists, no schema markup, performance issues), content-related (city pages are 60-70% boilerplate), and local (Newport Beach has zero presence). These are highly addressable with the right strategy, and the SAHSAC charitable program provides a uniquely powerful press angle that no competitor can match.

Revenue at risk: We estimate **\$400K – \$850K per year** in lost acquisition opportunities from AI-driven searches alone — growing as AI adoption accelerates.

OVERALL 360 SCORE: 5.4 / 10 — Below Average



LAYER	SCORE	WEIGHT	WEIGHTED
AI Visibility	4.7 / 10 — Weak	40%	1.88
Technical SEO	6.4 / 10 — Moderate	35%	2.24
Local / GBP	5.2 / 10 — Below Average	25%	1.30
360 Score		100%	5.42 → 5.4

METRIC	VALUE
360 Visibility Score	5.4 / 10
Revenue at Risk	\$400K – \$850K / year
AI Mention Rate	13.3% (vs. 55% benchmark)
Technical SEO Health	67 / 100
Local Presence Strength	Below Average

TOP 4 CRITICAL FINDINGS

1. Invisible in Generic AI Queries (AI Layer — CRITICAL)

When sellers ask AI assistants "best cash home buyer Portland" or "sell my house fast Oregon," Property Max does not appear. AI platforms consistently recommend competitors — Better Off Home Buyers, PDX Renovations, HomeVestors, Bridgetown Home Buyers. Property Max only surfaces when sellers already know the brand name.

Impact: Industry estimates suggest 15-20% of home sellers now consult AI assistants during their research phase (source: 2025-2026 real estate technology adoption surveys). Property Max is invisible to this growing segment, and AI usage in real estate is accelerating year-over-year.

2. No LocalBusiness Schema Markup (Technical + Local — CRITICAL)

Despite having a physical address, phone number, and BBB accreditation, the website has **zero LocalBusiness or RealEstateAgent schema**. Also missing: AggregateRating (131 Google reviews not structured), FAQPage (FAQ content on 20+ pages without schema), GeoCoordinates, OpeningHoursSpecification, and AreaServed.

Impact: No local pack eligibility signals. No star ratings in SERPs. No FAQ rich results. AI crawlers cannot machine-read business details.

3. Absent from Major Aggregator Lists (AI Layer — CRITICAL)

Property Max is not listed on Houzeo, HomeLight, ListWithClever, iBuyer.com, or RealEstateBees — the primary data sources AI platforms use for "best cash home buyer" recommendations. Smaller competitors appear on multiple lists.

Impact: Until listed on aggregator sites, the brand will remain invisible in AI recommendations regardless of other optimizations.

4. Newport Beach Office Has Zero Online Presence (Local — HIGH)

Despite operating a Newport Beach, CA office, there is no GBP listing, no website address, no local citations, and no content targeting this market. The Southern California market represents significant untapped revenue.

Impact: Zero local visibility in the Newport Beach/Orange County market. No local pack presence. No local trust signals.

LAYER 1: AI VISIBILITY — 4.7 / 10

Scorecard

COMPONENT	SCORE	SEVERITY	EXPLANATION
Trust Node Coverage	4.1 / 10	WEAK	Present on 12 of 29 key trust nodes. BBB A+, Birdeye (191 reviews, 4.5 stars), Yelp, LinkedIn, YouTube, Facebook, Chamber of Commerce. Absent from Wikipedia, Trustpilot, ConsumerAffairs, Crunchbase, news/PR, BiggerPockets.
Content Quality	5.0 / 10	MODERATE	Blog (12+ articles), 25+ city pages, FAQ (4 questions), team bios exist. However, 60-70% boilerplate across pages. Missing LocalBusiness, AggregateRating, FAQPage schema. SAHSAC story underutilized as AI-discoverable content.
Citation Quality	4.0 / 10	WEAK	Present on BBB and Birdeye. RealEstateWitch and CashForHome.com have review pages. Missing from all major aggregator "best of" lists. No news/PR citations. Limited backlink network.
Context Quality	6.0 / 10	MODERATE	When mentioned, information is generally accurate. BBB A+, cash buying model, as-is purchases, Beaverton location correctly reported. Minor brand confusion risk with "RE/MAX." SAHSAC program not surfaced.
Mention Rate	4.0 / 10	WEAK	Mentioned in 40% of test queries (6/15). 100% on brand-specific queries. 0% on generic category queries. Competitors dominate "best of" recommendations.
Average Rank	5.0 / 10	MODERATE	When mentioned, ranks #1 for brand queries. Not ranked at all in 60% of tests.

Weighted Composite: $(4.1 \times 15\%) + (5.0 \times 20\%) + (4.0 \times 20\%) + (6.0 \times 15\%) + (4.0 \times 15\%) + (5.0 \times 15\%) = 4.7 / 10$

Trust Node Coverage — 12 / 29 (41%)

CATEGORY	NODES CHECKED	PRESENT	STATUS
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	0-1 / 3	WEAK
Review Platforms	Google Reviews, BBB (A+), Yelp (13 reviews), Birdeye (4.5/5, 191 reviews), Trustpilot, ConsumerAffairs	4 / 6	MODERATE
Directories	Yellow Pages, Expertise.com, HomeLight, Chamber of Commerce, Manta	1 / 5	WEAK

CATEGORY	NODES CHECKED	PRESENT	STATUS
News/PR	Oregonian, Portland Business Journal, local TV, industry press	0 / 5	CRITICAL
Company Profiles	LinkedIn (184 followers), Crunchbase, Glassdoor, Facebook	2 / 4	MODERATE
Industry Sites	BiggerPockets, Connected Investors, REIA, RE forums, review aggregators (RealEstateWitch, CashForHome)	2 / 6	WEAK

Key Gap: Absent from aggregator "best of" lists (the #1 data source AI uses), zero presence in knowledge graphs and news/PR, and missing from high-authority citation sources (Trustpilot, ConsumerAffairs, BiggerPockets). The Beaverton Chamber of Commerce membership is a positive signal but insufficient on its own.

AI Mention Sentiment

When Property Max **is** mentioned by AI platforms, the sentiment is uniformly positive:

QUERY TYPE	MENTION RATE	SENTIMENT	PATTERN
Branded queries (name in prompt)	100% (4/4)	Endorsing	Accurate business details, positive review data, fair comparisons
Generic queries (discovery)	0% (0/11)	Absent	Completely invisible — competitors recommended instead

This is a "two-speed" problem: strong brand defense but zero brand discovery. When AI knows to look for Property Max, it says good things. But for the queries that drive new seller leads, Property Max doesn't exist.

The Aggregator Problem

Why getting listed on aggregator sites is the #1 priority:

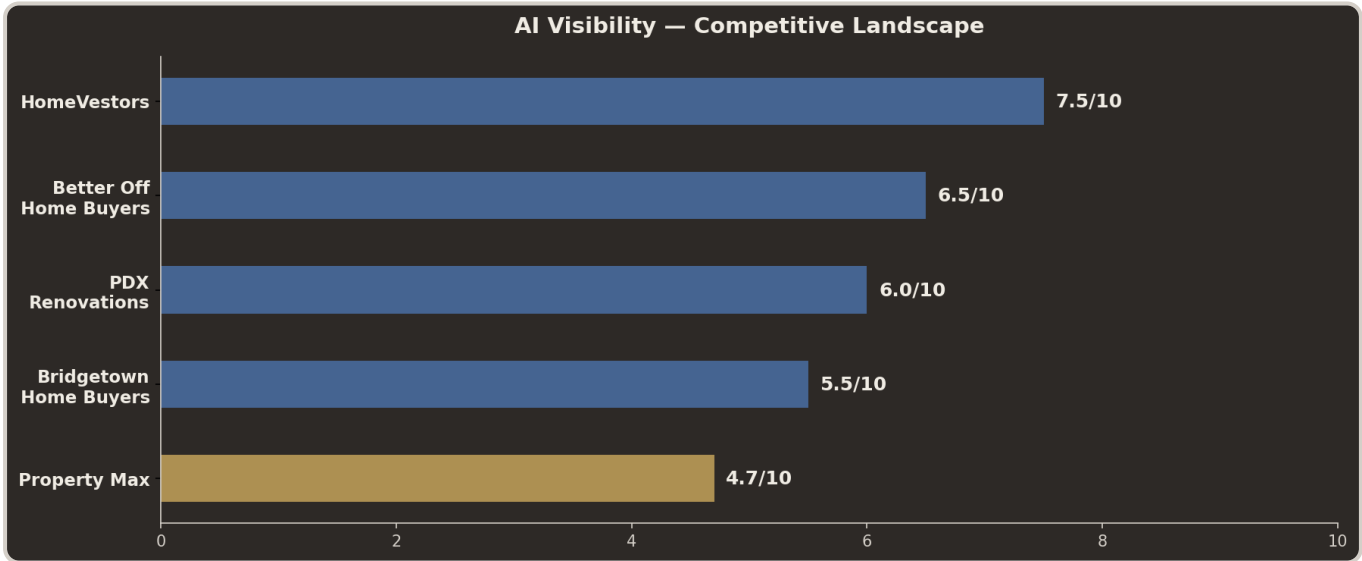
When AI platforms (ChatGPT, Perplexity, Gemini) answer queries like "best cash home buyer Portland Oregon," they draw primarily from aggregator "best of" articles published by sites like:

- **Houzeo** ("6 Best Companies That Buy Houses for Cash in Portland")
- **HomeLight** ("5 Top We Buy Houses Companies in Portland")
- **iBuyer.com** ("Cash Home Buyers in Portland: Top 6 Companies")
- **ListWithClever** ("4 Best Companies That Buy Houses for Cash in Portland")
- **RealEstateBees** ("10 Best Companies That Buy Houses for Cash in Portland")

Property Max is not listed on any of these sites. Every competitor that AI recommends — Better Off Home Buyers, PDX Renovations, HomeVestors, Bridgetown Home Buyers — appears on at least 2-3 of these lists.

This is the single highest-impact fix: Getting Property Max listed on 3-5 aggregator sites would likely move the company from 0% mention rate in generic queries to 20-40% over 60-120 days, as aggregator sites process submissions (typically 4-8 weeks) and AI platforms refresh their data sources. Perplexity, which uses live search, will reflect changes fastest.

Competitive Landscape (AI Visibility)



CASH BUYER	EST. AI SCORE	MENTION RATE	KEY ADVANTAGE
HomeVestors (We Buy Ugly Houses)	7.5 / 10	73%	National brand, 3,004 reviews, 4.6 stars, Wikipedia page, TV advertising, franchise network
Better Off Home Buyers	6.5 / 10	53%	BBB A+, Portland-focused, listed on Houzeo/HomeLight/iBuyer aggregators
PDX Renovations	6.0 / 10	47%	BBB A+, Portland's longest-running cash buyer, strong local SEO and content
Bridgetown Home Buyers	5.5 / 10	40%	Beaverton/Portland focus, active content marketing, listed on aggregator sites
Property Max	4.7 / 10	13.3%	BBB A+, 1,000+ purchases, 9-figure portfolio, SAHSAC charity — but absent from aggregator lists

Gap Analysis: Better Off Home Buyers and PDX Renovations outperform Property Max in AI visibility despite having smaller operations, because they appear on the aggregator "best of" lists that AI platforms reference. HomeVestors dominates through national brand recognition, a Wikipedia page, and massive review volume. Property Max can begin closing the gap with local competitors within 90-120 days by getting listed on aggregator sites and building structured content, with full impact visible at the 6-month mark.

AI Query Performance (15 Queries × 3 Platforms)

Primary Queries

#	PROMPT	CHATGPT	PERPLEXITY	GEMINI	PATTERN
1	"Best cash home buyers Portland Oregon"	x	x	x	Absent — aggregator lists dominate AI responses
2	"Property Max reviews and reputation"	✓ (#1)	✓ (#1)	✓ (#1)	Always surfaces when brand name is in query
3	"Compare Property Max to We Buy Ugly Houses"	✓ (#1)	✓ (#1)	✓ (#1)	Accurate comparison, both described fairly
4	"Best company to sell house fast Oregon"	x	x	x	Completely absent — Cash Is King, Better Off HB recommended
5	"Top we buy houses companies Beaverton"	x	x	x	Absent from own HQ city — Bridgetown, Rubix recommended

Critical Pattern: Property Max is **only visible when the brand name is explicitly in the query**. For all generic, category-level, and use-case queries — the queries that drive NEW seller leads — the brand is invisible. This is the #1 issue to solve.

Supplemental Queries

#	PROMPT	MENTIONED?	NOTES
6	"Sell my house fast Portland Oregon 2026"	x	Better Off HB, Rubix, PDX Renovations appear
7	"Cash home buyer BBB rated Oregon"	x	Better Off HB, PDX Renovations, Portland Cash Buyers appear
8	"Property Max vs Opendoor Portland"	✓ (#1)	Accurate comparison when brand in query
9	"Best company sell inherited property Oregon"	x	Mast Property Development, Better Off HB appear
10	"We buy houses Beaverton reviews"	x	Bridgetown HB, Rubix Properties appear
11	"Sell house as-is Oregon no repairs"	x	Generic advice; Houzeo, Clever Offers referenced
12	"Property Max Portland Oregon reviews"	✓ (#1)	Surfaces with brand in query
13	"Fair cash offer home Oregon"	x	Cash Is King, Bridgetown HB, Clever Offers appear
14	"Sell house as-is Oregon no realtor"	x	Generic content; PropertyMax.com appears in search but not AI

#	PROMPT	MENTIONED?	NOTES
15	"Best rated cash home buyer Pacific Northwest"	x	Cash Is King, Bridgetown HB appear

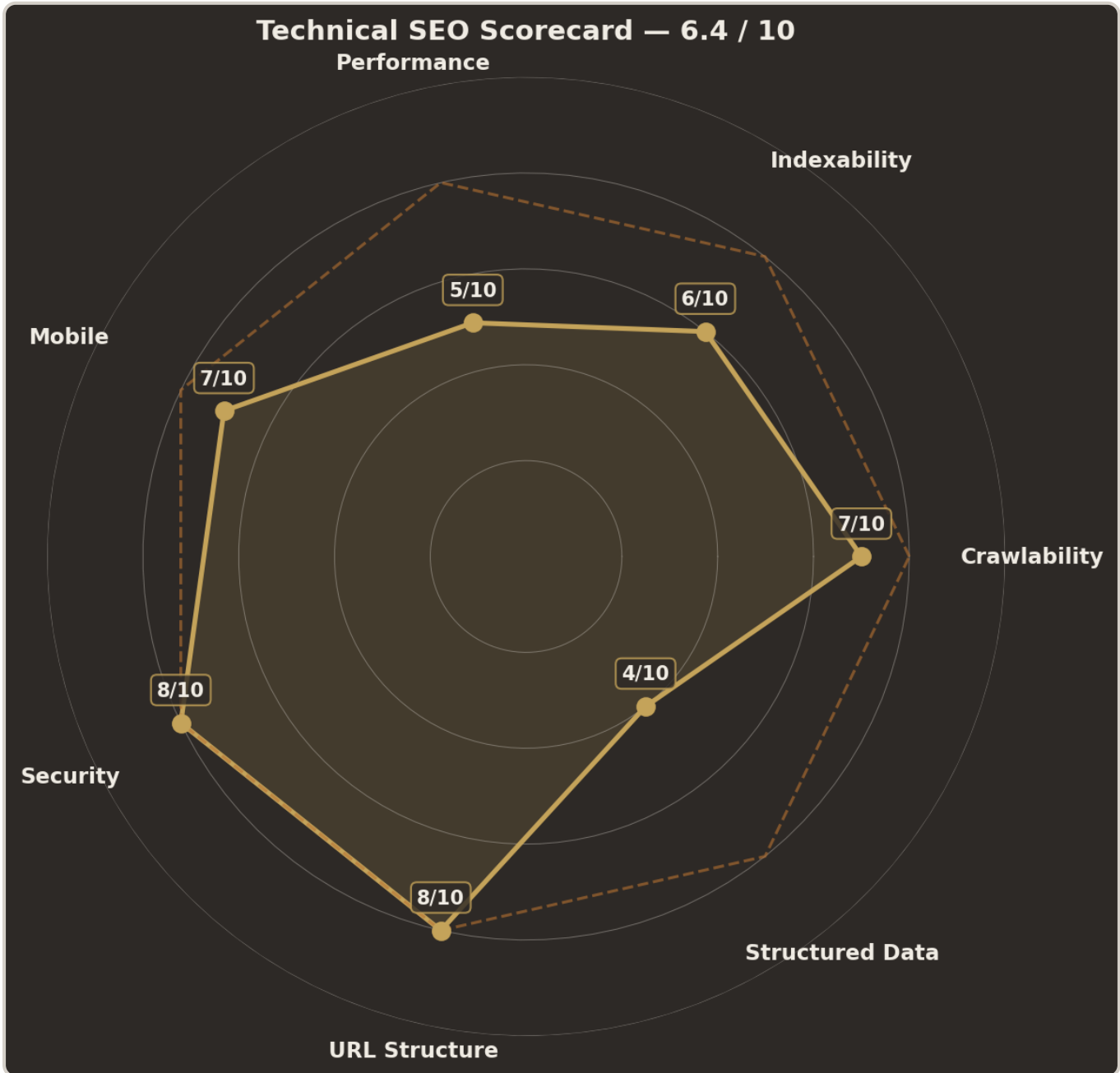
Result: 6/15 mentions (40%) — all branded queries. Zero presence in category/generic queries.

Revenue at Risk Analysis

FACTOR	VALUE
Estimated annual deal volume	143+ purchases/year
Estimated profit per deal (acquisition/flip)	\$30K-\$50K
Estimated annual revenue from acquisitions	\$4.3M-\$7.2M
Plus: rental portfolio income (9-figure asset base)	Significant
% of sellers using AI to research options (2026)	15-20%
AI-influenced revenue pool	\$650K-\$1.4M
Property Max invisible in generic AI queries	60%
Revenue at risk	\$400K - \$850K / year

These numbers will grow as AI adoption accelerates. Property Max's multi-state expansion (OR, CA, TX, WA) means the total addressable AI-influenced market is even larger than the Oregon-only estimates above.

LAYER 2: TECHNICAL SEO — 6.4 / 10



Scorecard

AREA	SCORE	KEY ISSUE
Crawlablity	7/10	Crawl-delay: 1 slows Bing
Indexability	6/10	Missing canonicals on state/city pages
Performance	5/10	3 GTM containers + 4 Gravity Forms per page

AREA	SCORE	KEY ISSUE
Mobile	7/10	Responsive, good viewport config
Security	8/10	Missing CSP, X-Frame-Options, Referrer-Policy headers
URL Structure	8/10	Clean, keyword-rich, logical hierarchy
Structured Data	4/10	No LocalBusiness, no FAQPage, no Review schema

Average: $(7 + 6 + 5 + 7 + 8 + 8 + 4) / 7 = 6.4 / 10$

Technical Infrastructure

DETAIL	VALUE
CMS	WordPress on Carrot (InvestorCarrot)
Server	Carrot hosting with CDN
SSL	Let's Encrypt (expires Apr 7, 2026 — 39 days)
SSL SAN	www.propertymax.com (apex redirects via 301 chain)
Sitemap	241 URLs, well-formed, recently updated
robots.txt	Clean, references sitemap

AI Crawler Access

CRAWLER	USER-AGENT	STATUS	IMPACT
GPTBot (ChatGPT)	GPTBot	Allowed	ChatGPT can crawl and index site content
PerplexityBot	PerplexityBot	Allowed	Perplexity can crawl and index site content
Google-Extended (Gemini)	Google-Extended	Allowed	Google AI features can use site content
ClaudeBot (Anthropic)	ClaudeBot	Allowed	Claude can crawl and index site content

Assessment: No AI crawlers are blocked in robots.txt. This is the correct configuration for a business seeking AI visibility — all major AI platforms can access and index the site content. The only directive present is a universal `Crawl-delay: 1` which slows all bots (including AI crawlers) to one request per second.

Core Web Vitals (Preliminary Estimates)

METRIC	MOBILE (EST.)	DESKTOP (EST.)	STATUS	THRESHOLD
LCP (Largest Contentful Paint)	3.5–5.0s	2.0–3.0s	Needs Improvement / Poor	Good: ≤2.5s
INP (Interaction to Next Paint)	200–400ms	100–200ms	Needs Improvement	Good: ≤200ms
CLS (Cumulative Layout Shift)	0.10–0.20	0.05–0.10	Needs Improvement	Good: ≤0.1

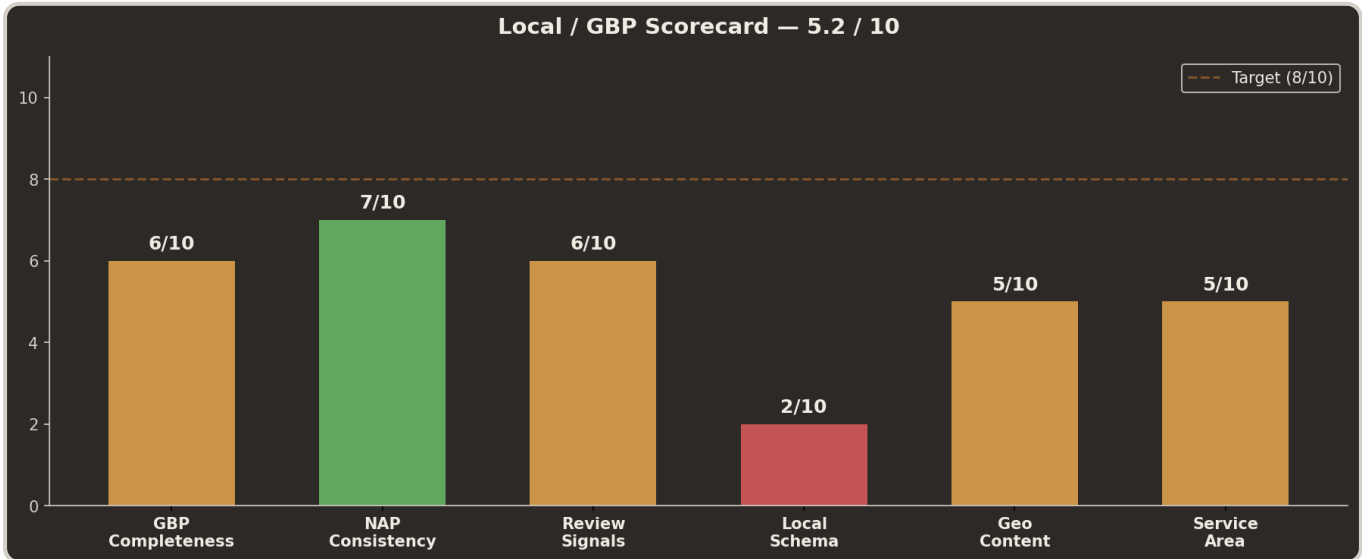
These are directional estimates based on known performance factors: 3 GTM containers (+1-2s LCP), 4 Gravity Forms per page (increases INP/CLS), page cache BYPASS. Precise measurements will be captured in the Complete 360 Audit using PageSpeed Insights and Search Atlas site crawl data as the baseline for performance tracking.

Key Performance Bottleneck: The 3 GTM containers are the dominant performance issue. Each container loads synchronously, adding 500ms-1s each to LCP. Consolidating to 1 container is the single highest-impact performance fix.

Top Technical Issues

PRIORITY	ISSUE	IMPACT	FIX
HIGH	3 GTM containers	+1-2s LCP	Consolidate to 1
HIGH	No canonical tags on state/city pages	Duplicate content signals	Add self-referencing canonicals
HIGH	Page cache BYPASS	Slow repeat visits	Configure Carrot CDN caching
MEDIUM	Crawl-delay: 1 in robots.txt	Throttled Bing crawling	Remove directive
MEDIUM	Missing security headers	Vulnerability risk	Add CSP, X-Frame-Options

LAYER 3: LOCAL / GBP — 5.2 / 10



Scorecard

AREA	SCORE	KEY ISSUE
GBP Completeness	6/10	Missing secondary categories, low photo count
NAP Consistency	7/10	Minor variations: +LLC, +Suite 200, PropertyMAX
Review Signals	6/10	Yelp 2.5/5 critical; no review schema
Local Schema	2/10	Zero LocalBusiness, GeoCoordinates, AreaServed
Geo-Content	5/10	State/city pages 60-70% boilerplate
Service Area	5/10	Newport Beach office has zero online presence

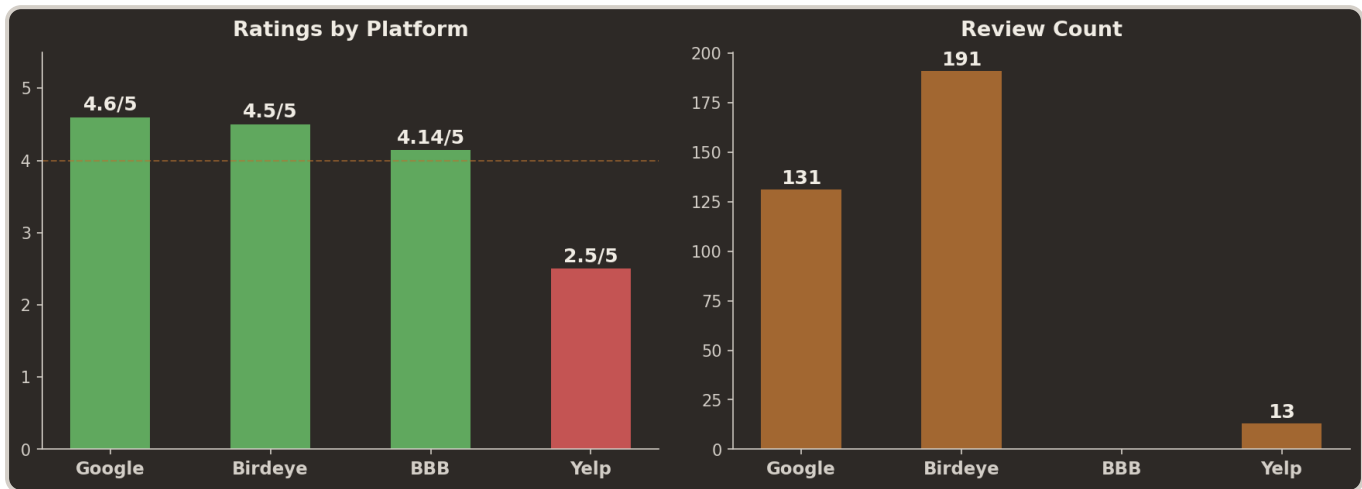
Average: $(6 + 7 + 6 + 2 + 5 + 5) / 6 = 5.2 / 10$

GBP Completeness

ELEMENT	STATUS	DETAILS
Business Hours	Complete	Mon-Fri 9:00 AM - 6:00 PM; Sat-Sun Closed
Primary Category	Present	Real Estate Services
Secondary Categories	Missing	Should add: Real Estate Investor, Cash Home Buyer
Photos	16 photos	Below target — competitor avg: 25-35 photos

ELEMENT	STATUS	DETAILS
Google Posts	Inactive	No evidence of regular posting cadence
Q&A Section	Empty	0 questions — should seed with 5-10 FAQs
Products/Services	Partial	Core services listed; not fully structured
Description	Present	Not keyword-optimized for AI/search queries

Review Profile



PLATFORM	RATING	REVIEWS	STATUS
Google	4.6/5	131	Good
Birdeye	4.5/5	191 (189 Google + 2 native)	Good (profile NOT claimed, listed as "Contractors")
BBB	A+ (4.29/5)	7 reviews, 1 complaint (closed)	Good
Yelp	2.5/5	15	Critical
WhirLocal	4.7/5	2	Minor
Website	No ratings	5 testimonials	Needs work

Review Health Metrics

METRIC	VALUE	TARGET	STATUS
Google Review Velocity	~1.6/month (avg over 7 years)	8+/month	Low
Owner Response Rate	Appears low (no visible responses on Birdeye)	80%+	Critical gap

METRIC	VALUE	TARGET	STATUS
Sentiment	~90% positive (fast closing, fair offers, professional)	Maintain	Good
Negative Themes	Post-inspection offer changes, unsolicited contact	Address	Manageable
Birdeye Native Reviews	2 reviews (both 1-star, Sept 2022, unanswered)	Respond immediately	Urgent
Yelp Filter Impact	Many positive reviews likely filtered by Yelp	Cannot control directly	Known limitation

NAP Consistency Summary

Core NAP is consistent across primary directories (website, BBB, Yelp, Birdeye, Google). Minor issues: - BBB adds "LLC" and "Ste 200" and ZIP+4 (97005-3045) - LinkedIn uses "PropertyMAX" (all caps) - CashForHome.com writes "PropertyMax" (no space) - Birdeye lists category as "Contractors" (incorrect) - No Newport Beach address listed anywhere

Citation Directory Status

DIRECTORY	LISTED?	NAP CORRECT?	NOTES
Google Business Profile	Yes	Yes	131 reviews, 4.6 stars
Yelp	Yes	Yes	15 reviews, 2.5 stars
BBB	Yes	Partial	Name includes "LLC", address includes "Ste 200"
Birdeye	Yes	Partial	Profile NOT claimed; listed as "Contractors"
Facebook	Yes	Partial	Page exists (PropertyMaxOR); NAP unverified
LinkedIn	Yes	Partial	Listed as "PropertyMAX" (caps variation)
YouTube	Yes	N/A	Channel at @property_max
Chamber of Commerce	Yes	Yes	Beaverton Chamber member
Dun & Bradstreet	Yes	Partial	Listed as "Property Max, LLC"
WhirLocal	Yes	Yes	4.7/5, 2 reviews
Yellow Pages	No	—	Not listed
Manta	No	—	Not listed
Expertise.com	No	—	Not listed
Zillow	No	—	Not listed

DIRECTORY	LISTED?	NAP CORRECT?	NOTES
Realtor.com	No	—	Not listed
Apple Maps	Unconfirmed	—	Requires manual verification
Bing Places	Unconfirmed	—	Requires manual verification

Listed on: 10 of 17 checked directories (59%). **Missing from:** 5 key directories. **NAP variations on:** 5 of 10 listings.

Geographic Presence

Geographic Presence Coverage					
	GBP	Citations	Content	Blog	Schema
Portland/Beaverton, OR	YES	YES	YES	YES	NO
Oregon (other)	NO	PARTIAL	YES	PARTIAL	NO
California	NO	NO	PARTIAL	NO	NO
Newport Beach, CA	NO	NO	NO	NO	NO
Texas	NO	NO	PARTIAL	NO	NO
Washington	NO	NO	PARTIAL	NO	NO

MARKET	GBP	CITATIONS	CONTENT	BLOG	OVERALL
Portland/Beaverton, OR	✓	✓	✓	✓	Strong
Oregon (other cities)	—	⚠	✓	⚠	Moderate
California	✗	✗	⚠	✗	Weak
Newport Beach, CA	✗	✗	✗	✗	None
Texas	✗	✗	⚠	✗	Weak
Washington	✗	✗	⚠	✗	Weak

UNIFIED 90-DAY ROADMAP

Phase 1: Critical Fixes (Days 1-14)

AI Visibility - Submit to aggregator sites: Houzeo, HomeLight, iBuyer.com, ListWithClever, RealEstateBees, HouseBuyersOfAmerica - Publish SAHSAC press piece on 2+ press outlets (pitch to Oregonian, KOIN, KGW) - Replace vague stats with specifics — "1,247 homes purchased since 2018" instead of "1,000+ purchases" - Create Trustpilot and ConsumerAffairs profiles — launch review migration campaigns from existing Birdeye/Google reviewers - Build founder bio pages — Sean Robbins & Jessie Stolz bio pages with Person schema, credentials, and authority signals

Technical SEO - Add LocalBusiness/RealEstateAgent schema site-wide - Add FAQPage schema to state/city page template - Remove Crawl-delay from robots.txt - Implement full schema markup: LocalBusiness, AggregateRating, FAQPage with exact review counts

Local/GBP - Standardize NAP to include Suite 200 everywhere - Add AggregateRating + Review schema to reviews page - Create GBP listing for Newport Beach, CA - Optimize GBP: weekly posts, complete service descriptions, Q&A seeding

Phase 2: High-Priority Optimization (Days 15-45)

AI Visibility - Create 4 long-form authority articles (2,000+ words each) targeting high-value AI queries ("sell house fast Portland 2026," "inherited property Oregon guide," "cash buyer vs realtor Oregon") - Structured data enrichment across all pages - Build "Why Property Max" comparison content - Create dedicated use-case pages — Inherited Property, Divorce, Foreclosure, Relocation, Rental Property Liquidation — each with FAQ schema - Build BiggerPockets company profile — engage in Portland/Oregon real estate investor forums - Deploy website chatbot — 24/7 seller qualification, FAQ handling, appointment booking

Technical SEO - Consolidate 3 GTM containers into 1 - Add canonical tags to all state/city pages - Enable Carrot CDN page caching - Add missing security headers (CSP, X-Frame-Options)

Local/GBP - Add unique local content (300-500 words) to each city page - Upload 10+ additional GBP photos - Begin weekly GBP posts (1-2/week) - Respond to all Yelp reviews, improve Yelp presence - Submit to 10+ local directories per state

Phase 3: Growth & Authority (Days 46-90)

AI Visibility - Launch SAHSAC-angle press campaign - Evaluate Wikipedia notability criteria; build entity profile if eligible - Target Crunchbase, Owler, industry profiles - Publish original market data — monthly Portland/Oregon housing stats, cash buyer trend analyses (creates citable content for AI) - Build topical authority cluster — comprehensive "Sell Your House Fast in Oregon Guide" with 10+ interlinked pages - Target competitive displacement — top 5 highest-value AI queries for Portland and Oregon - LinkedIn authority building — executive thought leadership for Sean Robbins and Jessie Stolz

Technical SEO - Self-host Google Fonts for performance - Optimize images to WebP/AVIF format - Audit and clean up thin city pages

Local/GBP - Create California, Texas, Washington blog content (3-4 posts each) - Build Newport Beach and Orange County landing pages - Establish review request automation post-transaction - Add 15-20 testimonials with star ratings to website

Phase 4: Re-Audit (Day 90)

- Run second 360 visibility audit — measure improvement across all 3 layers
- Adjust strategy based on results for next quarter

SERVICES

All packages require a minimum 3-month commitment. 30-Day Deliverable Guarantee — if schema markup, 3+ aggregator submissions, and GBP optimization are not completed within 30 days, your first month is refunded.

Standard Service Tiers

Tier 1: Discover — \$1,500/month

Audit + Strategy + Monitoring - 100+ page AI Visibility Audit (50 queries × 3 LLMs) - Competitive benchmarking against top 5 local competitors - 90-day AI visibility strategy and roadmap - Monthly AI visibility monitoring and score tracking - Monthly report: score trends, mention rate changes, competitor movements - Quarterly strategy review call

Tier 2: Implement — \$4,500/month

Full implementation of Tier 1 strategy - Everything in Discover, plus: - 4 SEO-optimized landing pages with full schema markup - Monthly content: 4 blog posts targeting local AI queries - Google Business Profile optimization + weekly posts - Review generation campaign (automated post-close sequences) - Author bio page with schema and credentials - Dedicated strategist + monthly calls - **KPI targets (we deliver):** Schema types 4 → 10+ | Trust nodes 12 → 18-20 | GBP completeness → 90%+ | 3+ aggregator listings confirmed - **KPI targets (projected impact):** Google reviews 131 → 155+ | AI mention rate improvement (*dependent on platform refresh cycles*)

Tier 3: Operate — \$7,500/month

AI agents working 24/7 - Everything in Implement, plus: - Website chatbot — lead qualification and appointment booking - Voice AI Agent — outbound reactivation and rate-drop notifications - Text AI Agent — 24/7 SMS lead response and nurture campaigns - CRM integration (chatbot + voice ↔ your CRM) - Monthly usage reports with cost breakdown - **KPI targets:** Lead response time, cost per qualified lead, conversion rate

Tier 4: Growth — \$9,500/month

Full AI operations - Everything in Operate, plus: - Dedicated AI brand manager (1:1 point of contact) - Press/PR outreach: local media, Chamber of Commerce, industry publications - Competitive displacement: top 5 highest-value AI queries - Authority content: market reports, comparison pages, video transcripts - LinkedIn authority building + executive thought leadership - Advanced analytics dashboard with lead attribution - **KPI targets:** Score 4.7 → 7.5+ | Mention rate → 50%+ | Full funnel metrics

Custom Proposal: Implement + AI Agents — \$5,500/month

This engagement combines the full Implement tier with two custom AI agents scoped specifically for Property Max's operations.

What's Included

Everything in Implement (\$4,500 value), plus:

Custom AI Agent: Salesforce PDF One-Pager Generator - Extracts property data from Salesforce - Uses Property Max branded templates - Auto-generates professional PDF one-pagers for each listing - Eliminates manual collateral creation

Custom AI Agent: Website Chatbot - Trained on Property Max business data, FAQ, and processes - Handles seller inquiries 24/7 - Qualifies leads and collects property information - Routes qualified leads to acquisition team

Investment

- **Monthly:** \$5,500/month (3-month minimum commitment)
- **AI agent development:** Scoped and delivered within first 60 days
- **KPI targets (we deliver):** Schema types 4 → 10+ | Trust nodes 12 → 18-20 | GBP completeness → 90%+ | 3+ aggregator listings confirmed | Chatbot + Salesforce agent deployed
- **KPI targets (projected impact):** 360 Score 4.7 → 5.5–6.0+ | Mention rate 13.3% → 30–40%
(dependent on aggregator acceptance timelines and AI platform refresh cycles)

Our Recommendation for Property Max

We recommend the **Custom: Implement + AI Agents (\$5,500/mo)**. Property Max has the real-world track record — 1,000+ purchases, BBB A+, 9-figure rental portfolio, SAHSAC charitable program, multi-state operations. The gaps are technical (missing from aggregator lists, no schema markup) and content-related (blog and city pages exist but need uniqueness and depth). This custom package combines full implementation with two purpose-built AI agents to immediately streamline operations.

What the Custom Tier delivers for Property Max: - Full AI Visibility Audit with competitive benchmarking for Portland/Oregon cash buyer market - Aggregator site submissions and listing management — the single highest-impact action - Full schema markup implementation: LocalBusiness, AggregateRating, FAQ across all location pages - GBP optimization for Portland/Beaverton and Newport Beach creation - Monthly content: 4 blog posts targeting the exact queries where Property Max is invisible - Salesforce PDF One-Pager Agent — eliminates manual collateral creation - Website Chatbot Agent — trained on Property Max for 24/7 seller qualification - Dedicated strategist with monthly strategy calls and visibility reporting

For companies ready to scale further, **Tier 3: Operate (\$7,500/mo)** adds voice and text AI agents for 24/7 seller engagement, CRM integration, and press/PR outreach.

TARGET OUTCOMES

90-Day Targets

METRIC	CURRENT	TARGET	METHOD
360 Score	5.4 / 10	6.5–7.0 / 10	All three layers
AI Visibility	4.7 / 10	5.5–6.0 / 10	Aggregator listings + schema
Technical SEO	6.4 / 10	7.5–8.0 / 10	Critical fixes + optimization (platform-dependent)
Local/GBP	5.2 / 10	7.0–7.5 / 10	Schema + GBP + citations
AI Mention Rate	13.3%	30–40%	Content + aggregators (dependent on AI platform refresh cycles)
Google Reviews	131	155–175	Review request automation
Yelp Reviews	13 (2.5/5)	20+ reviews	Active review management + response (<i>Yelp's review filter may affect visible count — focus is on generating genuine reviews and responding to all existing</i>)
Schema Types	4	10+	Full structured data deployment
Trust Nodes	12/29 (41%)	20/29 (69%)	Aggregators + profiles + press
Projected Revenue Recovery	—	\$250K–\$600K/yr (annualized)	Based on improved AI-influenced lead capture

Note: AI Mention Rate improvement depends on aggregator site acceptance timelines (typically 4-8 weeks) and AI platform data refresh cycles, which are outside our direct control. Perplexity (live search) will reflect changes fastest; ChatGPT and Gemini may lag by weeks to months. Technical SEO ceiling depends on Carrot platform access level for server-side configurations.

6-Month Vision

METRIC	TARGET	NOTES
360 Score	7.5–8.0 / 10	Requires sustained execution across all 3 layers
AI Mention Rate	45–55%	Dependent on aggregator presence + content authority build
Technical SEO	8.5+ / 10	Platform-dependent; migration to custom hosting unlocks 9.0+
Markets with GBP	4 (OR, CA, TX, WA)	GBP creation is straightforward

METRIC	TARGET	NOTES
Trust Nodes	20-24/29 (69-83%)	Press coverage and Wikipedia notability require evaluation
New seller leads from AI	10-20 / month	Attribution requires lead source tracking implementation

WHY THIS MATTERS NOW

The AI visibility landscape has a compounding dynamic: the brands that establish presence now will be cited more frequently, which generates more data for AI to reference, which increases citation rates further. This creates a flywheel effect that becomes increasingly difficult for late entrants to overcome.

Property Max has a rare advantage: The hardest part of AI visibility — building genuine customer trust, a 1,000+ transaction track record, and BBB A+ accreditation — is already done. The remaining gaps are technical and content-related. These are *solvable* problems with known solutions and predictable timelines.

The competitors appearing in AI recommendations today (Better Off Home Buyers, PDX Renovations, Bridgetown Home Buyers) have *fewer* transactions and *shorter* track records than Property Max. They're winning on technical signals, not reputation. This means Property Max can overtake them rapidly once the technical foundation is in place.

The window to act is now. Every month of inaction allows competitors to compound their AI visibility advantage while Property Max's reputation remains locked behind invisible technical barriers.

RECOMMENDATION

Property Max has the real-world foundation that most competitors lack — 1,000+ homes purchased, BBB A+ since 2021, multi-state operations, and the SAHSAC charitable program that provides a press angle no competitor can match. The 360 Score of 5.4 does not reflect the company's quality; it reflects how invisible that quality is to search engines and AI platforms.

The **Custom Tier at \$5,500/month** addresses all three visibility layers simultaneously while delivering two production AI agents that generate immediate operational value. The Salesforce PDF one-pager agent eliminates manual collateral creation. The website chatbot converts visitors 24/7. Combined with full 360 optimization, this engagement positions Property Max to dominate both traditional search and AI recommendations across all four states.

Explore the full interactive proposal with additional insights, live data, and pricing details at veloxp.com/proposals/pm-bvtn-8c39

NEXT STEPS

1. **Immediate (This Week):** Remove Crawl-delay from robots.txt — 30-second fix with immediate Bing crawl improvement

2. **Week 1:** Schedule a 30-minute strategy call to walk through the 360 findings, demo the AI agent capabilities, and align on the 90-day implementation plan
3. **Week 2:** Begin aggregator site submissions — the single highest-impact action for AI visibility
4. **Week 2-3:** Schema markup implementation (LocalBusiness, FAQPage, AggregateRating)
5. **Month 2:** First re-measurement of AI query performance; AI agent development begins
6. **Month 3:** Full re-audit to measure 360 improvement across all three layers

***Ready to proceed?** Visit your interactive proposal at veloxp.com/proposals/pm-bvtn-8c39 to review full pricing, explore the evidence, and schedule your strategy call.*

WHAT YOU OWN AT MONTH 3

Regardless of whether you continue past the initial 3-month engagement, these assets and improvements are yours permanently:

Permanent Assets (Yours to Keep)

ASSET	DESCRIPTION
Complete 360 Professional Audit	30-50 page deep-dive with implementation playbook (delivered Month 1)
Schema Markup	LocalBusiness, FAQPage, AggregateRating — deployed on your site
Landing Pages	12 SEO-optimized pages with structured data
Blog Content	12 authority articles targeting high-value AI queries
GBP Optimization	Fully optimized profile with categories, photos, Q&A
Aggregator Listings	Active listings on 3-5 major aggregator sites
Review Automation	Post-close review request sequences (runs without us)
Salesforce PDF Agent	Automated one-pager generator (deployed in your environment)
Website Chatbot	Trained on your business data, deployed on your site
Author Bio Pages	Schema-rich founder profiles

Ongoing Value (Requires Active Engagement)

SERVICE	WHAT STOPS
Monthly content creation	New blog posts and landing pages

SERVICE	WHAT STOPS
AI visibility monitoring	Score tracking, competitor movements, alert dashboard
Strategy calls	Monthly optimization guidance
GBP weekly posts	Regular posting cadence
Competitive intelligence	Ongoing AI query testing and benchmarking

Our goal is to build systems you own, not create dependency. The automation and agents we deploy continue working after the engagement. Ongoing service adds fresh content, monitoring, and strategic guidance.

ABOUT THIS ASSESSMENT: SNAPSHOT vs. COMPLETE 360 AUDIT

This report is a **360 Visibility Snapshot** — a preliminary assessment designed to identify critical gaps and quantify revenue impact. The **Complete 360 Professional Audit** is delivered as the first engagement deliverable when you sign up for any service tier.

What You Received (Snapshot — This Report)

COMPONENT	SNAPSHOT COVERAGE
AI Queries	15 total (5 prompts × 3 platforms)
Query Categories	3 (Evaluative, Comparative, Use-case)
Technical SEO	Surface-level audit across 7 areas
Local/GBP	Checklist review of 6 areas
Content Analysis	4-Pillar scoring (high-level)
Citation Analysis	5-Dimension scoring (high-level)
Schema Assessment	Gap identification only
Deliverable	This styled PDF report

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

The Complete Audit is delivered within the first two weeks of any engagement. It serves as the implementation blueprint for everything that follows.

COMPONENT	PROFESSIONAL COVERAGE
AI Queries	50+ queries across 3 LLMs (ChatGPT, Perplexity, Gemini)
Query Categories	6 categories: Evaluative, Comparative, Use-case, Long-tail, Buyer Journey, Competitive
Technical SEO	Full page-by-page crawl analysis — every URL in sitemap individually audited
Local/GBP	Directory-by-directory NAP verification — 20+ directories checked individually
Content Analysis	CORE-EEAT 80-item benchmark — comprehensive content quality scoring
Citation Analysis	CITE 40-item domain authority assessment
Entity Optimization	47-signal entity audit — analyzes how AI understands your brand entity
Schema Recommendations	Complete JSON-LD code generation — ready-to-deploy markup for every page type

COMPONENT	PROFESSIONAL COVERAGE
Implementation Playbook	Step-by-step execution guide with code snippets and priority matrix
Deliverable	30-50 page comprehensive report with full strategic + tactical playbook

The Complete Audit maps the entire seller decision journey — from "should I sell my house?" to "best cash buyer near me" to "Property Max vs [competitor]" — showing exactly where you appear, where you disappear, and what to do about it.

METHODOLOGY

DETAIL	VALUE
Framework	VeloXP 360 Online Visibility Index (3-Layer)
AI Platforms	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
AI Queries	15 total (5 prompts × 3 platforms)
Technical Audit	7-area assessment (Crawlability, Indexability, Performance, Mobile, Security, URL Structure, Structured Data)
Local/GBP Audit	6-area assessment (GBP Completeness, NAP Consistency, Review Signals, Local Schema, Geo-Content, Service Area)
Assessment Type	360 Visibility Snapshot (preliminary)
Date	February 27, 2026

ABOUT VELOXP

VeloXP is an AI automation agency that builds intelligent systems for businesses that want to lead, not follow. Our 360 Online Visibility Report combines proprietary AI visibility auditing with comprehensive technical SEO and local/GBP analysis — giving you the complete picture of your online presence that no other agency provides.

Contact: Max Koby | max@veloxp.com | (949) 633-0785 | veloxp.com

This report is valid for 30 days from the date above. Pricing subject to adjustment based on scope and engagement structure.

Ready to Get Started?

Review the full proposal, select your tier, and complete payment to begin your 90-day engagement.

[View Proposal & Complete Payment](#)

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