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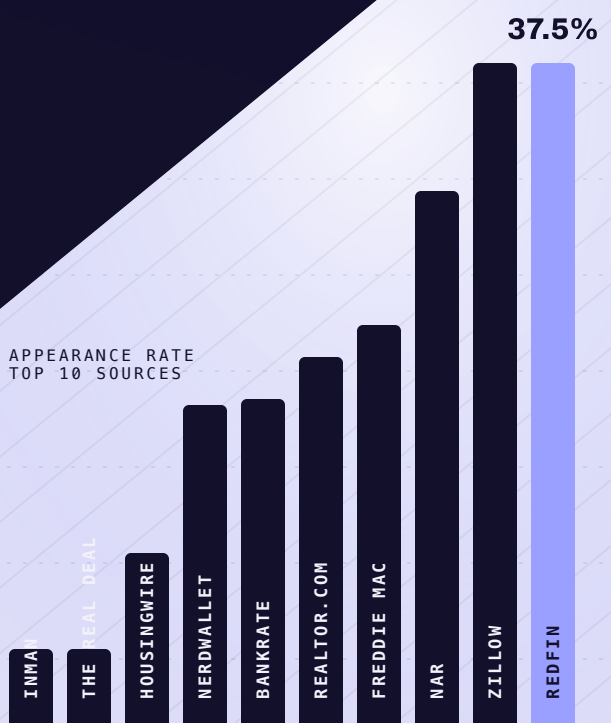
RESIDENTIAL REAL ESTATE RETRIEVAL INDEX

Which sources AI engines name
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 62 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Zillow and Redfin tie. NAR is named first most often.

Zillow and Redfin each appeared in 108 of 288 answers (37.5%) from ChatGPT, Claude, Gemini and Perplexity. NAR was named first in 48 of 288 answers. Google showed AI Overviews for 62 of 72 lookups (86.1%), and Zillow led there with 25 of 62. bankrate.com was the most-cited domain.

> Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

37.5%
of answers named Zillow, the most-named (108 of 288)

11
tracked names named at least once (of 11)

86.1%
of Google searches showed an AI Overview (62 of 72)

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KEY FINDINGS

01 What the data shows

TIE AT TOP

108/288 (37.5%)

Zillow and Redfin each appeared in 108 of 288 four-engine answers (37.5%, CI 32.1–43.2%). Their intervals are identical, so the data cannot separate them.

FIRST NAMED

48/288 (16.7%)

The National Association of Realtors was named first in 48 of 288 answers, ahead of Freddie Mac (44/288), Redfin (42/288) and Zillow (36/288).

NAR CLOSE BEHIND

30.2%

NAR appeared in 87 of 288 answers (CI 25.2–35.7%). That interval overlaps the Zillow and Redfin range, so NAR cannot be ranked clearly below them.

MORTGAGE RATE ANCHOR

9/12 (75.0%)

On the current 30-year mortgage rate question, Freddie Mac was named first in 9 of 12 answers. Bankrate was the name engines included most often, in 11 of 12 answers.

AI OVERVIEWS

86.1%

Google showed an AI Overview for 62 of 72 lookups (86.1%, CI 76.3–92.3%). Zillow appeared in 25 of those 62 overviews (40.3%), the highest of any tracked name.

TOP CITED DOMAIN

84/282 (29.8%)

bankrate.com was cited in 84 of 282 grounded answers (29.8%). It was the most-cited domain, with 107 of 2,684 citations (4%).

BRAND SITES DOMINATE

63.9%

Company and brand sites accounted for 1,715 of 2,684 four-engine citations (63.9%). Trade and specialist press accounted for 287 (10.7%).

TRADE PRESS

9.7%

HousingWire appeared in 28 of 288 answers (9.7%). Inman and The Real Deal each appeared in 12 of 288 (4.2%). Most of those mentions came from the industry-news question.

LUXURY TITLE

1/288 (0.3%)

Mansion Global appeared in 1 of 288 four-engine answers (0.3%) and in none of the 62 AI Overviews.

SOURCE MIX

34.7%

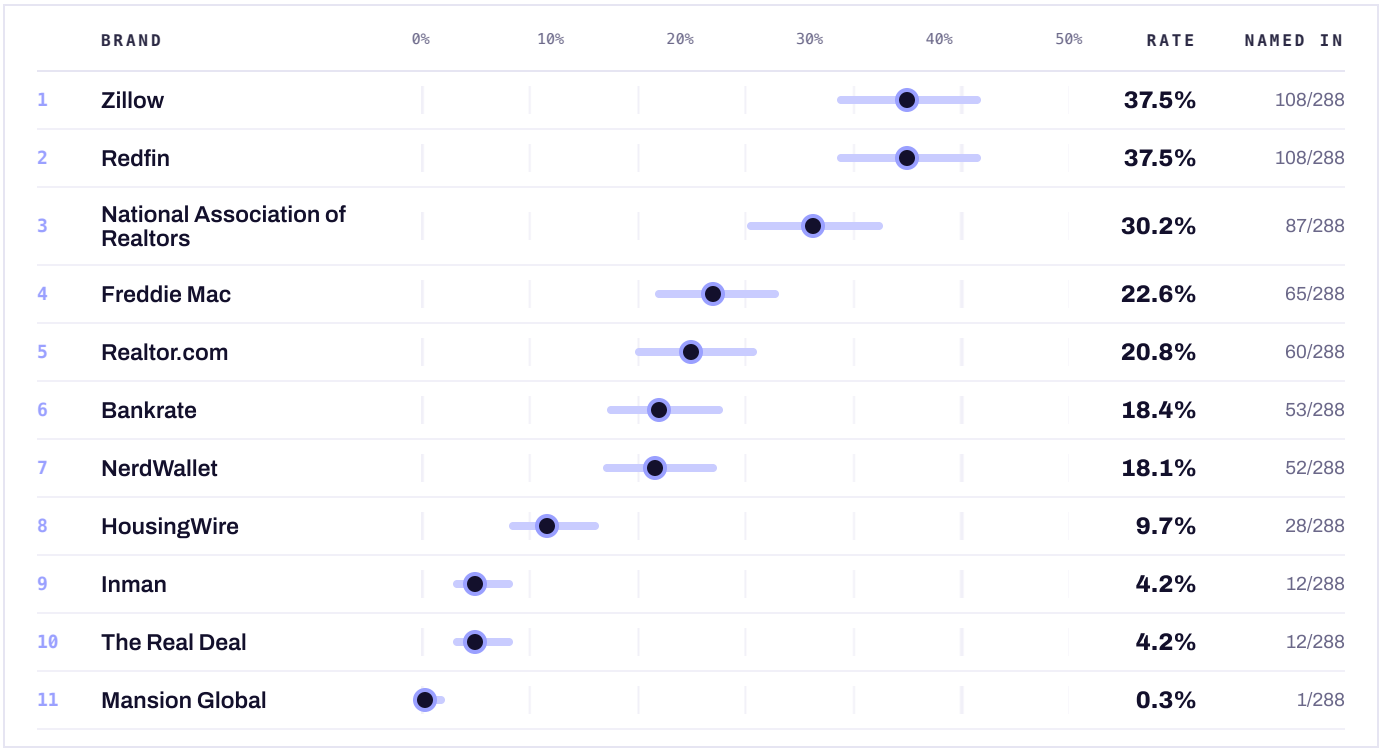
Of 2,684 four-engine citations, company and brand sites supplied 932 (34.7%), review and comparison publishers 471 (17.5%) and general news and business press 362 (13.5%).

02

THE LEADERBOARD

Which names AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Zillow	37.5%	108/288
2	Redfin	37.5%	108/288
3	National Association of Realtors	30.2%	87/288
4	Freddie Mac	22.6%	65/288
5	Realtor.com	20.8%	60/288
6	Bankrate	18.4%	53/288
7	NerdWallet	18.1%	52/288
8	HousingWire	9.7%	28/288
9	Inman	4.2%	12/288
10	The Real Deal	4.2%	12/288
11	Mansion Global	0.3%	1/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 282 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,684 citations.

#	NAME	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Zillow**	108/288	**37.5%**	32.1–43.2%	2.1	12.8% (36/282)	1.7%
2	**Redfin**	108/288	**37.5%**	32.1–43.2%	2.1	19.5% (55/282)	2.5%
3	**National Association of Realtors**	87/288	**30.2%**	25.2–35.7%	1.8	14.9% (42/282)	2.6%
4	**Freddie Mac**	65/288	**22.6%**	18.1–27.7%	1.7	7.4% (21/282)	0.8%
5	**Realtor.com**	60/288	**20.8%**	16.5–25.9%	2.8	5% (14/282)	0.5%
6	**Bankrate**	53/288	**18.4%**	14.4–23.3%	1.9	29.8% (84/282)	4%
7	**NerdWallet**	52/288	**18.1%**	14–22.9%	1.8	24.8% (70/282)	3.1%
8	**HousingWire**	28/288	**9.7%**	6.8–13.7%	2.3	18.1% (51/282)	2.6%
9	**Inman**	12/288	**4.2%**	2.4–7.1%	2.5	3.9% (11/282)	0.5%
10	**The Real Deal**	12/288	**4.2%**	2.4–7.1%	1.9	1.8% (5/282)	0.2%
11	**Mansion Global**	1/288	**0.3%**	0.1–1.9%	7	0% (0/282)	0%

PROFILES

03 The top eight, side by side



RANK 1

Zillow

108/288 answers · 95% CI 32.1–43.2%

2.1	12.8%	1.7%
first-mention position	owned-domain citation (36/282)	citation share



RANK 2

Redfin

108/288 answers · 95% CI 32.1–43.2%

2.1	19.5%	2.5%
first-mention position	owned-domain citation (55/282)	citation share

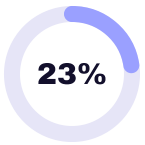


RANK 3

National Association of Realtors

87/288 answers · 95% CI 25.2–35.7%

1.8	14.9%	2.6%
first-mention position	owned-domain citation (42/282)	citation share

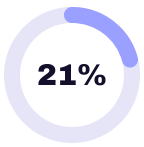


RANK 4

Freddie Mac

65/288 answers · 95% CI 18.1–27.7%

1.7	7.4%	0.8%
first-mention position	owned-domain citation (21/282)	citation share



RANK 5

Realtor.com

60/288 answers · 95% CI 16.5–25.9%

2.8	5%	0.5%
first-mention position	owned-domain citation (14/282)	citation share

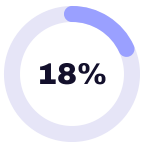


RANK 6

Bankrate

53/288 answers · 95% CI 14.4–23.3%

1.9	29.8%	4%
first-mention position	owned-domain citation (84/282)	citation share



RANK 7

NerdWallet

52/288 answers · 95% CI 14–22.9%

1.8	24.8%	3.1%
first-mention position	owned-domain citation (70/282)	citation share



RANK 8

HousingWire

28/288 answers · 95% CI 6.8–13.7%

2.3	18.1%	2.6%
first-mention position	owned-domain citation (51/282)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

All four engines returned 72 of 72 answers. ChatGPT, Gemini and Perplexity grounded all 72, and Claude grounded 66. ChatGPT named Zillow in 37 of 72 answers (51.4%) and Redfin in 36 of 72 (50%), the highest rates for either. Gemini named Zillow in only 14 of 72 (19.4%) but named NAR in 31 of 72 (43.1%), its most frequent tracked name.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Zillow	**51.4%**
Redfin	**50%**
NAR	**33.3%**
Freddie Mac	**33.3%**
Bankrate	**33.3%**
Realtor.com	**31.9%**

Claude

72 ASKED | 72 RETURNED | 66 GROUNDED

Zillow	**37.5%**
Redfin	**33.3%**
NAR	**27.8%**
Realtor.com	**19.4%**
NerdWallet	**19.4%**
Bankrate	**18.1%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

NAR	**43.1%**
Redfin	**33.3%**
Freddie Mac	**27.8%**
Zillow	**19.4%**
Bankrate	**19.4%**
NerdWallet	**15.3%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Zillow	**41.7%**
Redfin	**33.3%**
Realtor.com	**19.4%**
NAR	**16.7%**
Freddie Mac	**12.5%**
NerdWallet	**11.1%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 62 = 350 answers.



TRIGGER RATE

Google returned an AI Overview for 62 of 72 lookups (86.1%, CI 76.3–92.3%). The other 10 returned no overview, and none failed. Within the 62 overviews, Zillow appeared in 25 (40.3%), Realtor.com in 16 (25.8%), NAR in 15 (24.2%), Bankrate in 13 (21%) and Redfin in 12 (19.4%). HousingWire, Inman and The Real Deal each appeared in 1 of 62 (1.6%). The most-cited overview domain was rocketmortgage.com, present in 15 of 62 overviews (24.2%). Community and social sources made up 19 of overview citations (10.8%), against 2% in the four engines. Of 176 Google AI Overview citations, company and brand sites supplied 82 (46.6%) and community and social sites 19 (10.8%).

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Zillow	38.0%	=
2	Redfin	34.3%	=
3	NAR	29.1%	=
4	Realtor.com	21.7%	▲ 1
5	Freddie Mac	20.6%	▼ 1
6	Bankrate	18.9%	=
7	NerdWallet	18.0%	=
8	HousingWire	8.3%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Redfin 100%

NAR	75%
Zillow	58.3%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Bankrate 91.7%

Freddie Mac	75%
Zillow	58.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Bankrate 50%

Zillow	41.7%
NerdWallet	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Redfin 91.7%

Zillow	33.3%
NAR	33.3%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Freddie Mac 33.3%

Bankrate	16.7%
NerdWallet	8.3%

AI Overview shown on 1 of 3 searches

Q06 · 12 ANSWERS

Freddie Mac 50%

NerdWallet	41.7%
Zillow	33.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,684 citations. Of 2,684 four-engine citations, company and brand sites supplied 932 (34.7%), review and comparison publishers 471 (17.5%), general news and business press 362 (13.5%), trade and specialist press 215 (8%), institutions and trade bodies 149 (5.6%) and official and government sites 101 (3.8%).

FOUR AI ENGINES · SHARE OF 282 GROUNDED ANSWERS

bankrate.com	**29.8%**
nerdwallet.com	**23.4%**
cnbc.com	**20.2%**
redfin.com	**19.5%**
finance.yahoo.com	**18.4%**
housingwire.com	**18.1%**
forbes.com	**16%**
nar.realtor	**14.9%**
jdpower.com	**14.9%**
zillow.com	**12.8%**

GOOGLE AI OVERVIEWS · SHARE OF 62 OVERVIEWS

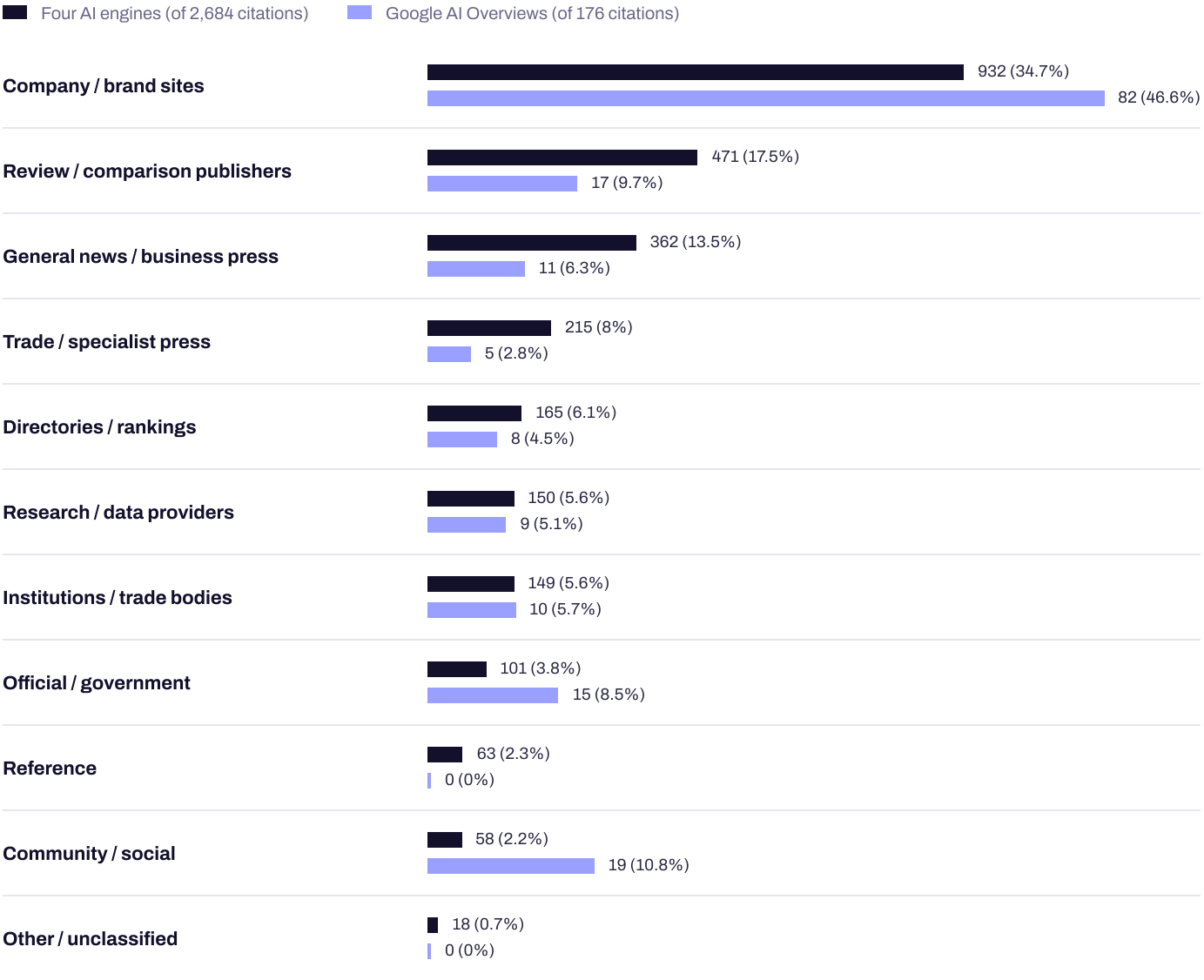
rocketmortgage.com	**24.2%**
experian.com	**12.9%**
youtube.com	**11.3%**
zillow.com	**11.3%**
bankrate.com	**11.3%**
fred.stlouisfed.org	**9.7%**
reddit.com	**9.7%**
usbank.com	**9.7%**
resiclubanalytics.com	**8.1%**
nar.realtor	**6.5%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can names improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Bankrate's own domains were cited in 29.8% of grounded answers, NerdWallet's in 24.8% and Redfin's in 19.5%. Bankrate was named in only 18.4% of answers, yet its own domains were cited in 29.8%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were cnbc.com (in 20.2% of grounded answers), finance.yahoo.com (18.4%), forbes.com (16.0%), jdpower.com (14.9%) and listwithclever.com (13.8%). Review and comparison publishers supplied 17.5% of citations and general news and business press 13.5%.
Check each engine separately.	ChatGPT named Zillow in 51.4% of answers against 19.4% on Gemini. ChatGPT named Bankrate in 33.3% of answers against 2.8% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 10.8% of Google AI Overview citations against 2.2% in the four chat engines. youtube.com was cited in 11.3% of overviews and reddit.com in 9.7%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which residential real estate name do AI engines mention most?

Zillow and Redfin tie. Each appeared in 108 of 288 four-engine answers (37.5%, CI 32.1–43.2%). NAR followed at 87 of 288 (30.2%), and its interval overlaps theirs.

Q2 Which name do engines put first most often?

The National Association of Realtors, named first in 48 of 288 answers. Freddie Mac was named first in 44, Redfin in 42 and Zillow in 36.

Q3 How often did Google show an AI Overview for these questions?

Google showed one for 62 of 72 lookups (86.1%, CI 76.3–92.3%). Zillow appeared in 25 of those 62 overviews (40.3%).

Q4 Which websites do the engines cite most?

bankrate.com was the most-cited domain, with 107 of 2,684 citations in 84 of 282 grounded answers (29.8%). nerdwallet.com, cnbc.com, nar.realtor and housingwire.com followed.

Q5 How visible is real estate trade press?

HousingWire appeared in 28 of 288 answers (9.7%), and Inman and The Real Deal each appeared in 12 of 288 (4.2%). On the industry-news question, Inman and The Real Deal each appeared in 11 of 12 answers.

Q6 Do the engines differ?

Yes. ChatGPT named Zillow in 37 of 72 answers (51.4%), while Gemini named it in 14 of 72 (19.4%). Gemini named NAR in 31 of 72 (43.1%). Perplexity named Bankrate in 2 of 72 (2.8%).

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 62 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	66
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	62 shown	62

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The question set has 24 questions with 12 answers each. Fourteen were added questions that lean toward mortgage and consumer homebuying topics. No question covered luxury property or home design.
- Only 11 names were tracked. Untracked names that appeared often include Rocket Mortgage (count of 51), J.D. Power (35) and Bank of America (30).
- Names are counted when they appear in an answer's text, so longer forms such as legal company names (for example "Meta Platforms, Inc." or "Ralph Lauren Corporation") count toward the brand.
- Claude grounded 66 of 72 answers, so citation figures use 282 grounded answers rather than 288.
- One question, "How do real estate agent commissions work after the NAR settlement?", names the National Association of Realtors, so those counts include up to 12 answers to it. Without it, Zillow and Redfin are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the median home price in the US right now?	Residential real estate	CORE QUESTION
02	What is the current 30-year mortgage rate?	Residential real estate	CORE QUESTION
03	What are the steps to buying a first home?	Residential real estate	CORE QUESTION
04	How do I choose a real estate agent?	Residential real estate	CORE QUESTION
05	What closing costs should a buyer expect?	Residential real estate	CORE QUESTION
06	Is it a good time to buy a house?	Residential real estate	CORE QUESTION
07	Should I get a fixed-rate or adjustable-rate mortgage?	Residential real estate	CORE QUESTION
08	How do real estate agent commissions work after the NAR settlement?	Residential real estate	CORE QUESTION
09	What are the best sources for real estate industry news?	Residential real estate	CORE QUESTION
10	Which websites have the most accurate home value estimates?	Residential real estate	CORE QUESTION
11	How many homes were sold in the US last year?	Residential real estate	ADDED QUESTION
12	How much down payment do I need to buy a house?	Residential real estate	ADDED QUESTION
13	What credit score do I need for a mortgage?	Residential real estate	ADDED QUESTION
14	How are home prices trending in major US cities?	Residential real estate	ADDED QUESTION
15	How do I get preapproved for a mortgage?	Residential real estate	ADDED QUESTION
16	What is the current housing inventory in the US?	Residential real estate	ADDED QUESTION
17	Should I refinance my mortgage now?	Residential real estate	ADDED QUESTION
18	How long does it take to sell a house?	Residential real estate	ADDED QUESTION
19	What is a home inspection and what does it check?	Residential real estate	ADDED QUESTION
20	What is the forecast for home prices next year?	Residential real estate	ADDED QUESTION
21	How do property taxes vary by state?	Residential real estate	ADDED QUESTION
22	What first-time homebuyer programs are available?	Residential real estate	ADDED QUESTION
23	How much does homeowners insurance cost?	Residential real estate	ADDED QUESTION
24	Which sites are best for searching homes for sale?	Residential real estate	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

Retrieval Index: Residential Real Estate 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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