Propelos

ISSUE 01

AI Visibility Index

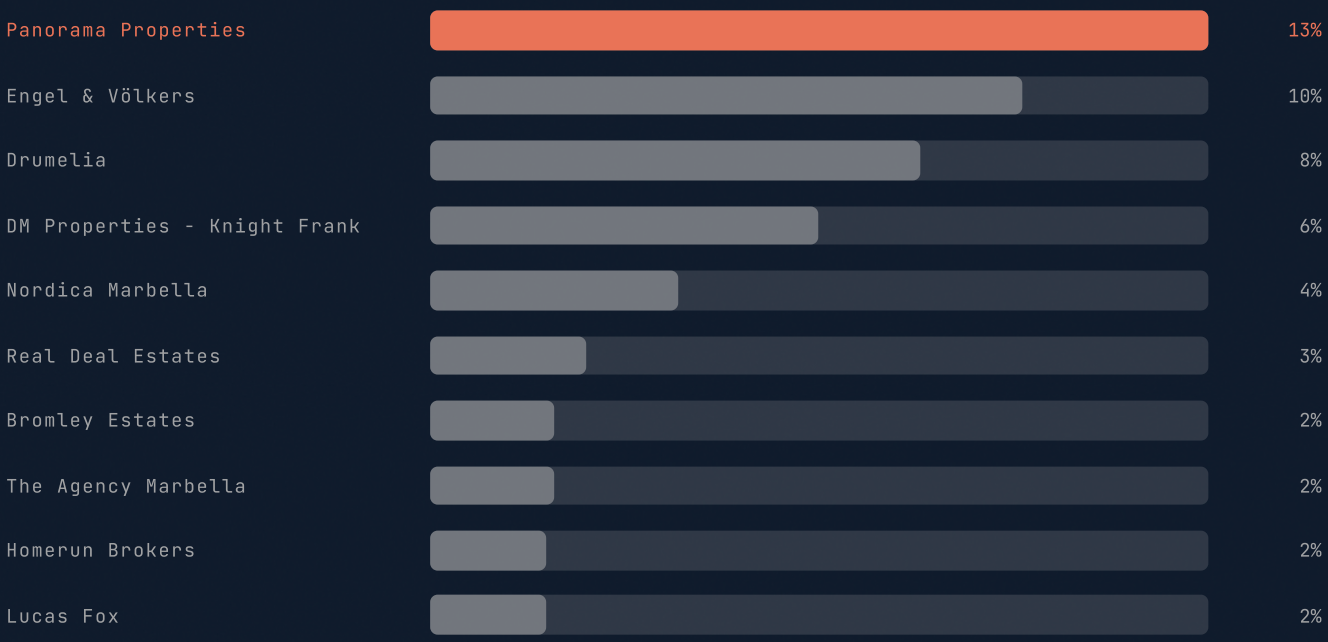
MARBELLA · AUGUST 2026 · EIGHT LANGUAGES · FOUR ASSISTANTS

THE COVER STORY

Who AI recommends when buyers ask about *Marbella*

Buyers ask ChatGPT which estate agent to use, and they type their property searches into it too. Over one week in August we put both kinds of question to four AI assistants about Marbella, in the eight languages its buyers speak, from "which agency should I use" to "villas for sale in Marbella", and recorded every agency the answers named. Each name was checked against a real trading company.

SHARE OF VOICE · POSITION-WEIGHTED · RECOMMENDATION ANSWERS



1 in 6

answers to *which agency should I use* name no agency at all. That share belongs to nobody.

7 of 8

languages are led by a Marbella independent. The global brand leads one, and it is Spanish.

2,400

searches captured, the queries the assistants ran before they named anybody.

MARKET
Marbella

FIELDWORK
25 to 31 Aug 2026

ANSWERS RECORDED
3,892

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