

AI Visibility Ranking: Dubai Real Estate Agencies

Which Dubai brokerages AI assistants name when buyers, sellers, and landlords ask who to work with.

Driven Properties	300	30	121pp
Most visible brokerage, 45.3% of answers	AI answers analyzed, 5 engines	brokerages tracked, 23 above 1% visibility	Top-3 combined visibility

Key findings

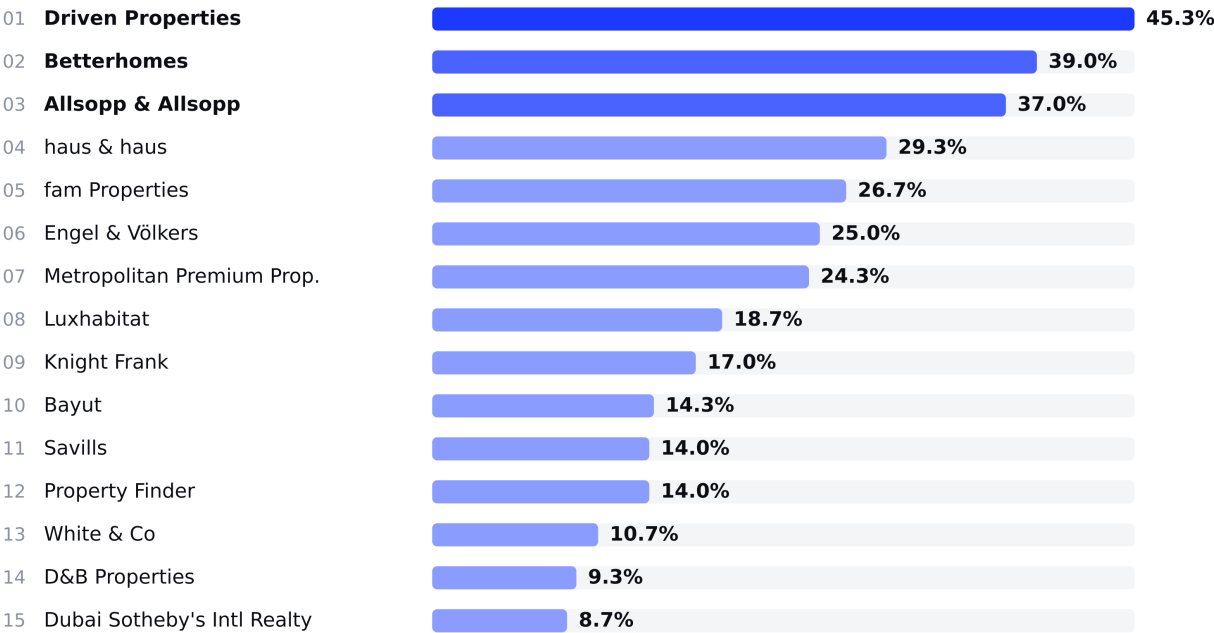
- Driven Properties is the most-recommended brokerage in AI answers: named in 45.3% of 300 answers across 5 engines.
- 7 of 30 tracked brokerages are practically invisible: named in under 1% of answers.
- AI engines disagree on the leader. 4 different brokerages top the ranking depending on the engine (ChatGPT: Betterhomes, Claude: Driven Properties, Gemini: Property Finder, Google Search: fam Properties, Perplexity: Betterhomes).
- Concentration: the top three (Driven Properties, Betterhomes, Allsopp & Allsopp) hold 121 points of combined visibility, versus 247 for the remaining 27 together.
- Even the leader has blind spots: Driven Properties is named in 48.9% of luxury questions but only 41.7% of investment questions.

Leaderboard: share of AI answers naming each brokerage

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Dubai Real Estate Agencies: who AI assistants recommend

Share of 300 AI answers naming each brokerage · ChatGPT, Claude, Gemini, Google Search, Perplexity · top 15 of 30



Source: Seeno.ai, 60 organic client prompts, August 2026. Prompts never name a brand, every mention is earned.
Full ranking and per-brokerage scorecards: seeno.ai/research/dubai-real-estate-agencies · Free to republish with credit (CC BY 4.0)

Top 15 shown. Full ranking of all 30 brokerages in the table below and online.

Engine by engine

The same brokerage can be a household name for one assistant and absent from another. Share of each engine's answers naming the brokerage, top 10 overall.

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Dubai Real Estate Agencies: engine by engine

Share of each engine's answers naming the brokerage · top 10 overall

	ChatGPT	Perplexity	Gemini	Claude	Google Search
01 Driven Properties	81.7%	31.7%	15.0%	61.7%	36.7%
02 Betterhomes	96.7%	36.7%	11.7%	25.0%	25.0%
03 Allsopp & Allsopp	88.3%	15.0%	10.0%	58.3%	13.3%
04 haus & haus	80.0%	16.7%	15.0%	21.7%	13.3%
05 fam Properties	58.3%	18.3%	15.0%	0.0%	41.7%
06 Engel & Völkers	28.3%	18.3%	18.3%	36.7%	23.3%
07 Metropolitan Premium Prop.	41.7%	20.0%	3.3%	48.3%	8.3%
08 Luxhabitat	35.0%	15.0%	6.7%	30.0%	6.7%
09 Knight Frank	31.7%	8.3%	6.7%	30.0%	8.3%
10 Bayut	6.7%	26.7%	18.3%	15.0%	5.0%

Source: Seeno.ai, 300 answers to 60 organic client prompts, August 2026. Google Search = Google's AI and search surfaces.
Full ranking and per-brokerage scorecards: seeno.ai/research/dubai-real-estate-agencies · Free to republish with credit (CC BY 4.0)

Full ranking: 30 brokerages

#	Brokerage	Overall	ChatGPT	Perplexity	Gemini	Claude	Google
1	Driven Properties	45.3%	81.7%	31.7%	15.0%	61.7%	36.7%
2	Betterhomes	39.0%	96.7%	36.7%	11.7%	25.0%	25.0%
3	Allsopp & Allsopp	37.0%	88.3%	15.0%	10.0%	58.3%	13.3%
4	haus & haus	29.3%	80.0%	16.7%	15.0%	21.7%	13.3%
5	fam Properties	26.7%	58.3%	18.3%	15.0%	0.0%	41.7%
6	Engel & Völkers	25.0%	28.3%	18.3%	18.3%	36.7%	23.3%
7	Metropolitan Premium Prop.	24.3%	41.7%	20.0%	3.3%	48.3%	8.3%
8	Luxhabitat	18.7%	35.0%	15.0%	6.7%	30.0%	6.7%
9	Knight Frank	17.0%	31.7%	8.3%	6.7%	30.0%	8.3%
10	Bayut	14.3%	6.7%	26.7%	18.3%	15.0%	5.0%
11	Savills	14.0%	16.7%	6.7%	1.7%	38.3%	6.7%
12	Property Finder	14.0%	6.7%	21.7%	21.7%	13.3%	6.7%
13	White & Co	10.7%	28.3%	11.7%	3.3%	0.0%	10.0%
14	D&B Properties	9.3%	30.0%	5.0%	3.3%	0.0%	8.3%
15	Dubai Sotheby's Intl Realty	8.7%	0.0%	0.0%	8.3%	25.0%	10.0%
16	Espace Real Estate	7.7%	31.7%	0.0%	0.0%	5.0%	1.7%
17	Provident Estate	6.3%	13.3%	8.3%	1.7%	0.0%	8.3%
18	Coldwell Banker	4.0%	0.0%	0.0%	0.0%	18.3%	1.7%
19	AX Capital	3.3%	5.0%	6.7%	1.7%	0.0%	3.3%
20	Dubizzle	3.3%	5.0%	0.0%	3.3%	8.3%	0.0%
21	McCone Properties	3.0%	6.7%	1.7%	3.3%	0.0%	3.3%
22	Dacha Real Estate	3.0%	3.3%	10.0%	1.7%	0.0%	0.0%
23	Banke International	1.3%	0.0%	3.3%	0.0%	0.0%	3.3%
24	Unique Properties	0.7%	0.0%	1.7%	1.7%	0.0%	0.0%
25	Harbor Real Estate	0.7%	0.0%	0.0%	0.0%	1.7%	1.7%
26	RE/MAX	0.7%	0.0%	3.3%	0.0%	0.0%	0.0%
27	Azco Real Estate	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%
28	Springfield Properties	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%
29	Aqua Properties	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30	Huspy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Per-brokerage scorecards (engine breakdown, question categories, exact prompts where the brokerage is missing): <https://seeno.ai/research/dubai-real-estate-agencies>

Methodology

60 organic client prompts about Dubai real estate were put to 5 AI engines (ChatGPT, Claude, Gemini, Google Search, Perplexity) in August 2026, producing 300 answers.

Prompts are written the way buyers, sellers and landlords actually ask (needs, budgets, areas, situations) and never name a company, so every mention is earned. Visibility is the share of answers that name the brokerage. Mentions are extracted deterministically with brand and alias matching, then aggregated per engine and per question category. The Google Search column reflects Google's AI and search surfaces for the same queries.

Rankings are a snapshot of August 2026. AI answers change as models and sources change, so Seeno re-runs the panel and publishes updates. Data collected by Seeno.ai.

How to use this data

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- Downloads (PDF, charts as PNG, full CSV, methodology): <https://seeno.ai/research/press>
- Per-brokerage scorecards and Arabic version: <https://seeno.ai/research/dubai-real-estate-agencies>
- Interviews, custom cuts (by area, by question type, competitor sets) and the raw prompt list on request: hi@seeno.ai

About Seeno.ai

Seeno.ai measures how AI assistants (ChatGPT, Perplexity, Gemini, Claude, Google AI) talk about brands: who gets recommended, for which questions, and which sources drive it. Brands and agencies use Seeno to track and grow their AI visibility. Seeno is based in Dubai and publishes independent AI visibility research on Gulf markets.

Anton Kuznetsov, Founder, Seeno.ai

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