

Case Study

Hyper-Effective Local Pages



Portfolio Overview

- Company: UAG – Civitas Portfolio
- Assets: CW Cypresswood, Park at Tour 18, Stonebridge, Trails at City Park
- Location: Houston, TX
- Market: Primary suburban multifamily

The Challenge

As more renters turn to AI tools to find apartments, UAG needed the structured, location-rich content these platforms require in order for their properties to get recommended ahead of the competition.

H.E.L.P. Implementation

- Timeline: 4 months (Oct 2025 - Feb 2026)
- Pages Created Per Property: 45
- AI Queries Tested Per Property: 10 high-intent renter discovery questions
- Platforms Measured: ChatGPT, Gemini & Google AI

The Results

- Search reach: 147-448 queries → **766-1,000 queries per property (+549%)**
- When recommended, properties averaged a **top 3 ranking** across both platforms

Key Wins

- Stonebridge at City Park: recommended by ChatGPT in 9/10 queries
- CW Cypresswood: surfaced by Gemini in 8/10 queries