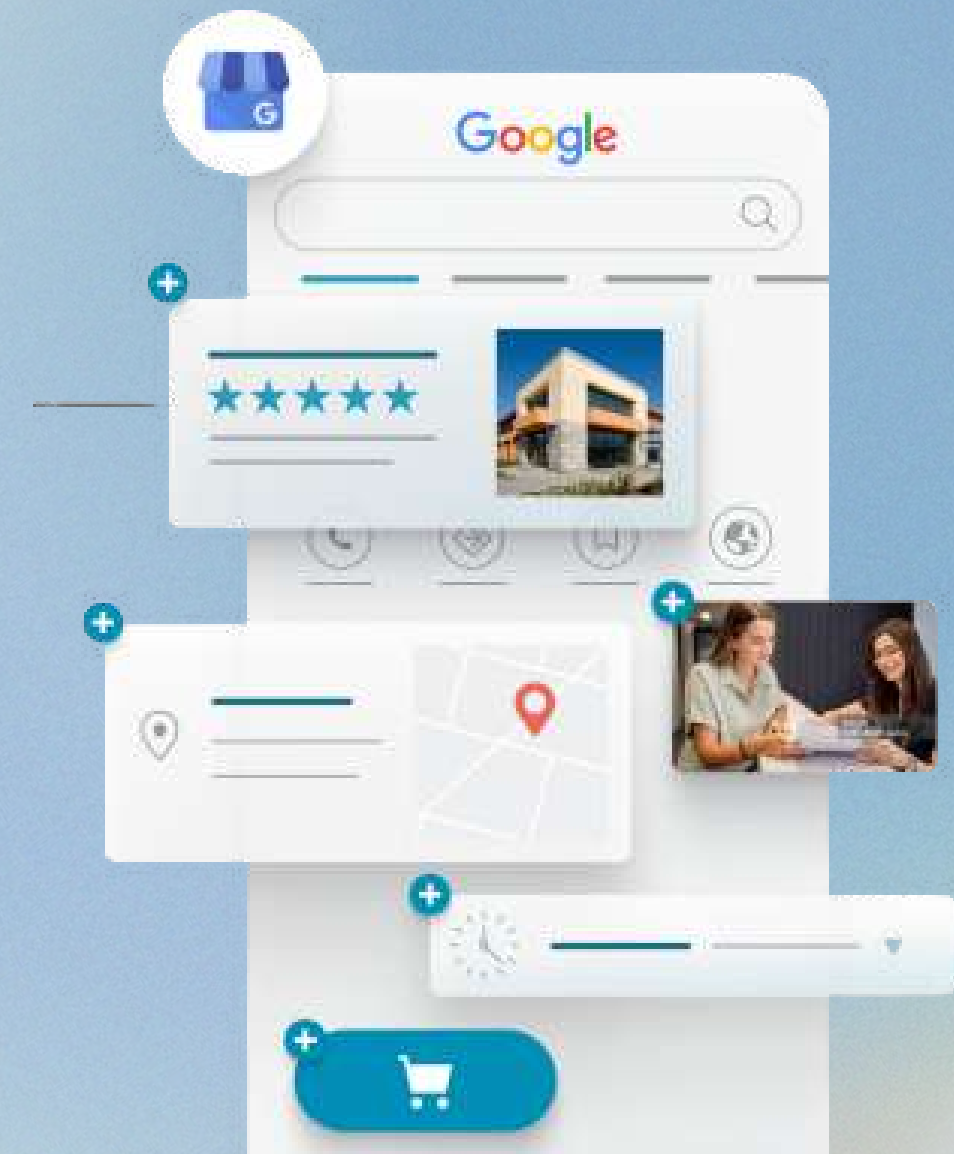


Agent Elite's Guide to Google Business Profiles (GBP)



How Real Estate Professionals Strengthen Visibility & Earn Trust in the AI Search Era

Why This Guide Matters

The way buyers and sellers search has changed. Today, people use not only Google but also AI tools like ChatGPT, Perplexity, Gemini, and Apple Intelligence to find trusted real estate professionals. All of these platforms rely on one thing: accurate, consistent business data.

Your Google Business Profile (GBP) is one of the strongest sources feeding those systems.

When managed properly—and kept consistent across the entire web through your Local Presence tool—your GBP becomes a powerful driver of:

- Local search and Map Pack visibility
- AI search citations
- Brand trust and credibility
- Quality inbound leads

This guide gives you the essential steps, insights, and best practices to set up, optimize, and protect your Google Business Profile so you can elevate your visibility everywhere clients are searching.

What's Inside This Guide

[The Strategic Value of a Google Business Profile](#)

[What a Google Business Profile Lets You Do](#)

[Why Accuracy & Consistency Matter So Much](#)

[GBP Insights That Fuel Your Visibility Strategy](#)

[How to Claim, Verify & Manage Your GBP](#)

[Step-By-Step Setup Instructions](#)

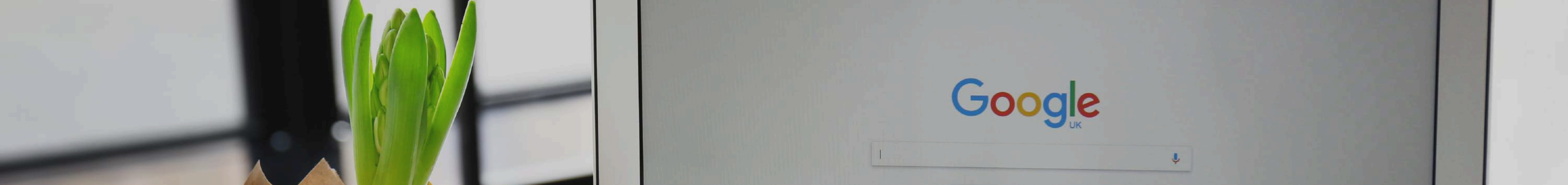
[How Verification Works](#)

[Why Verification Matters](#)

[Relocating Your Business](#)

[How to Resolve Suspended or Disabled Listings](#)

[Google Business Profile Best Practices](#)



The Strategic Value of a Google Business Profile

Your Google Business Profile is one of the most important digital assets your real estate business has. Why?

Because search engines and AI tools rely on three major signals when deciding who shows up first:

1. Relevance

How well does your profile match what the user searched for?

2. Prominence

How trusted does Google believe your business is across the internet?

3. Distance

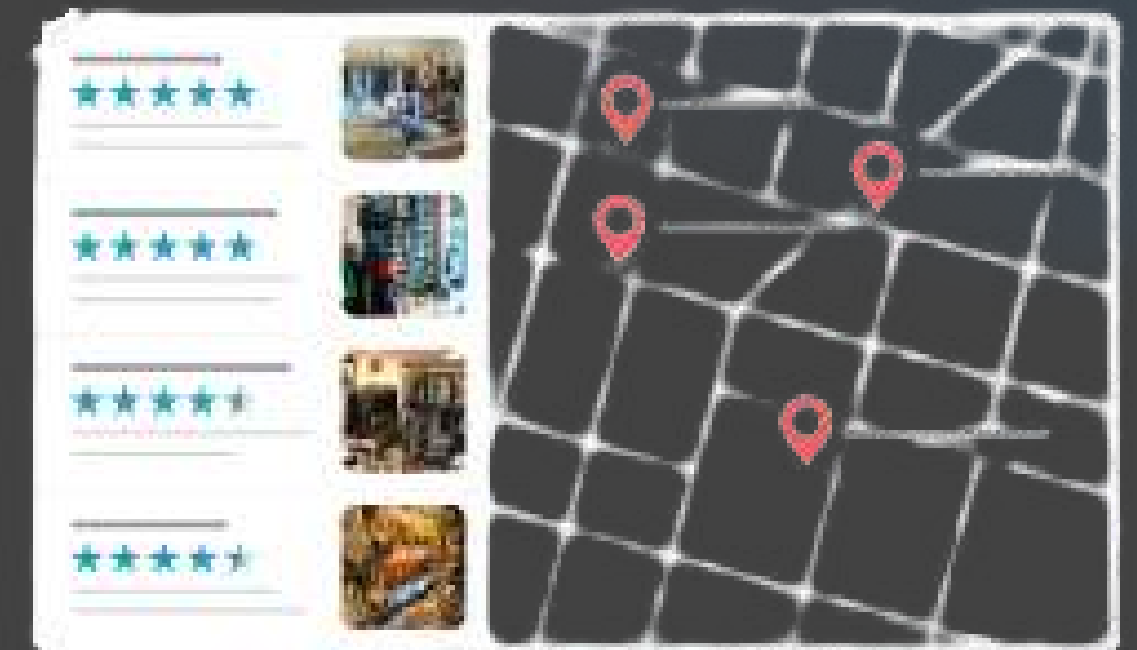
How close are you to the searcher or the requested location?

A complete, accurate, and continuously updated GBP — paired with Local Presence syncing — strengthens all three signals.

What a Google Business Profile Lets You Do

A GBP ALLOWS REAL ESTATE AGENTS AND TEAMS TO:

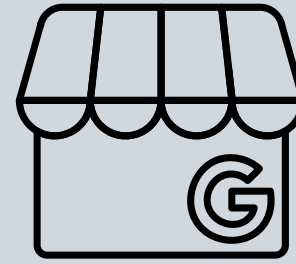
- Claim and own your business listing online
 - Verify listings for each location
 - Specify a service area, operating hours, and contact information
 - Send and receive messages from customers
- Manage local reviews
 - Add staff bios, photos, videos, and virtual tours
 - List top products, services, and providers
 - List current promotions, and more



Why Accuracy & Consistency Matter So Much

Your GBP data doesn't exist in isolation.

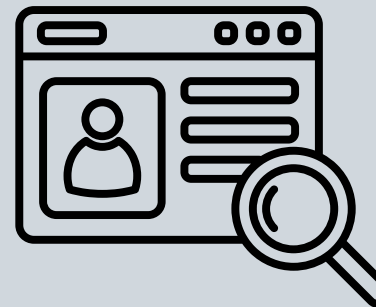
Google cross-references it with listing directories, social profiles, maps platforms, and data aggregators across the web.



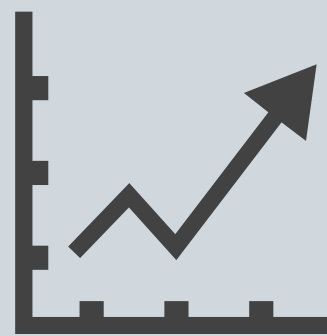
Google processes ~5.8 million searches per minute worldwide.



88% of mobile local searches result in a call or visit within 24 hours



76% of consumers check listings before choosing a business



Nearly 46% of all Google searches have local intent

GBP Insights That Fuel Your Visibility Strategy

Your GBP gives you crucial data about how clients are finding you:

01

How many people directly searched your name

02

How many discovered you through category or service-based searches

03

Where your views and clicks originated geographically

04

How many calls came from your listing

05

How many people visited your website from Google

06

How many requested directions (for office or meeting space)

How to Claim, Verify & Manage Your Google Business Profile (GBP)

Your Google Business Profile forms the foundation of your local and AI-driven visibility. To activate its full potential, you must first claim and verify your listing so that Google knows your business information is accurate and managed by the right person.

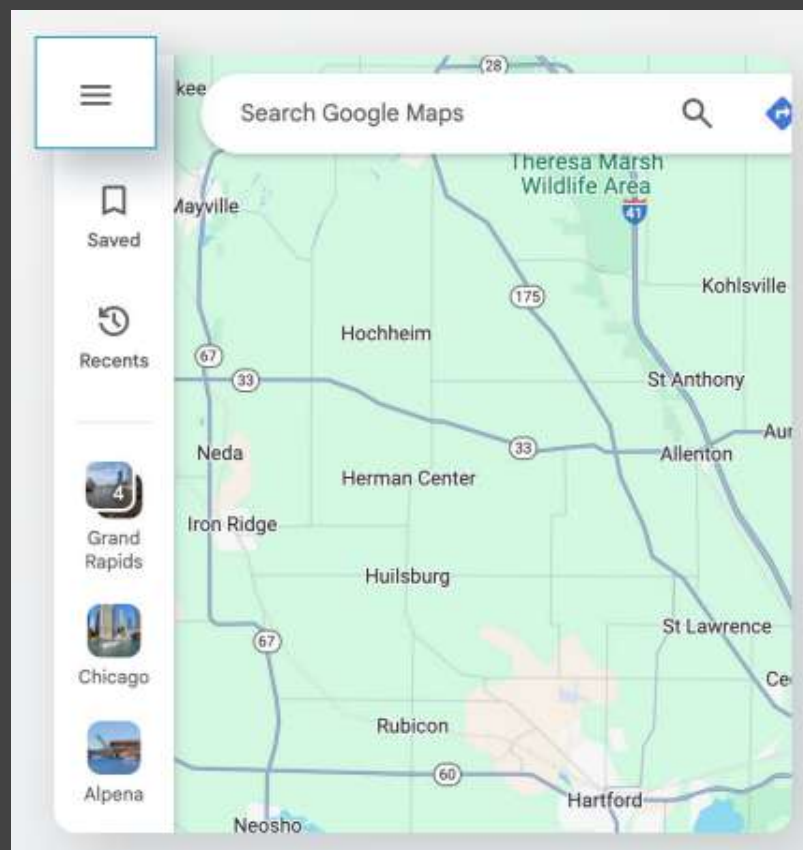
Follow the steps below to ensure your GBP is properly claimed, verified, and ready to support your visibility strategy.



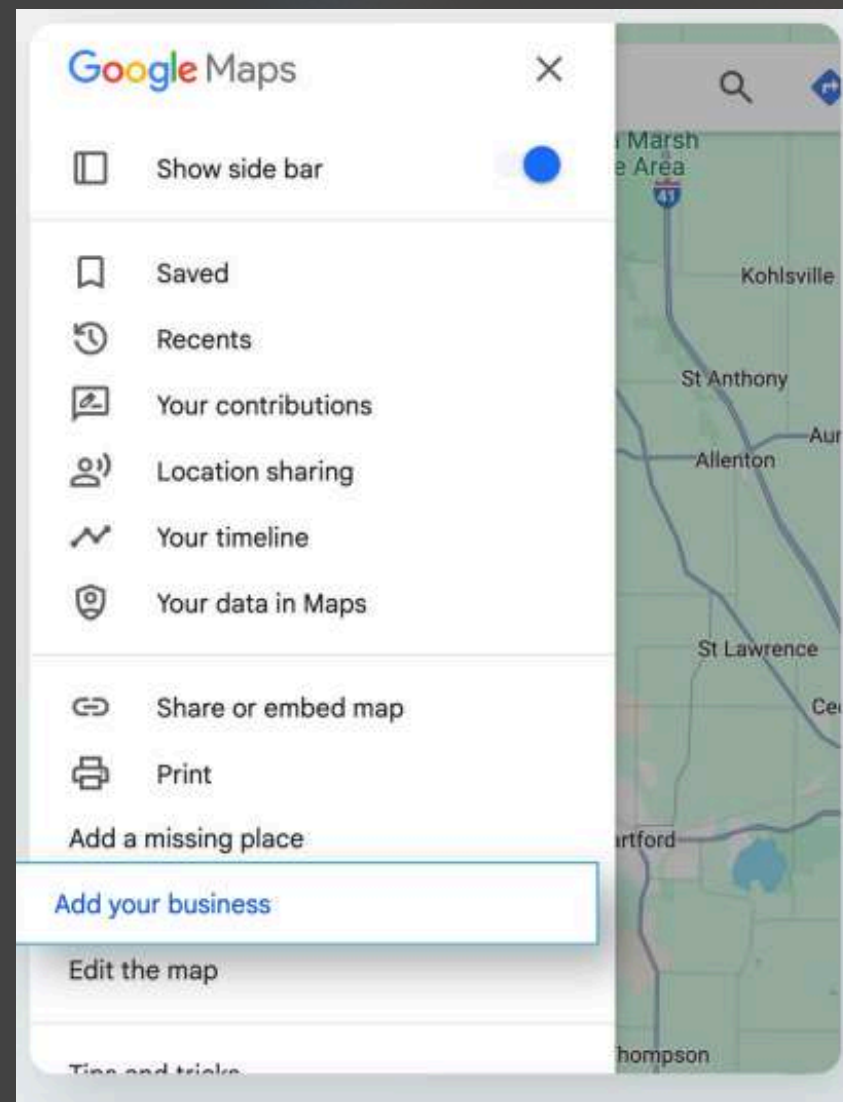
Step-By-Step

1 Open Google Maps

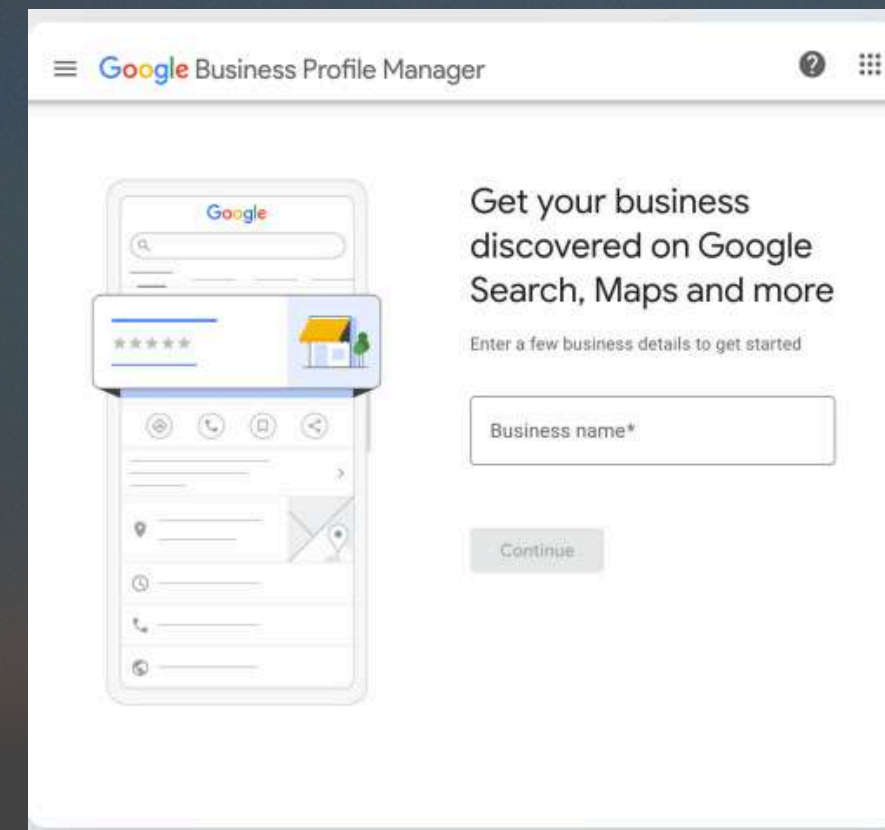
2 Select the three-line “hamburger” menu in the top-left corner.



3 Select “Add Your Business” from the drop down menu



4 Enter your Business name, and click Continue.



5 Enter Key Business Details

6 Submit and Prepare for Verification

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

How Verification Works

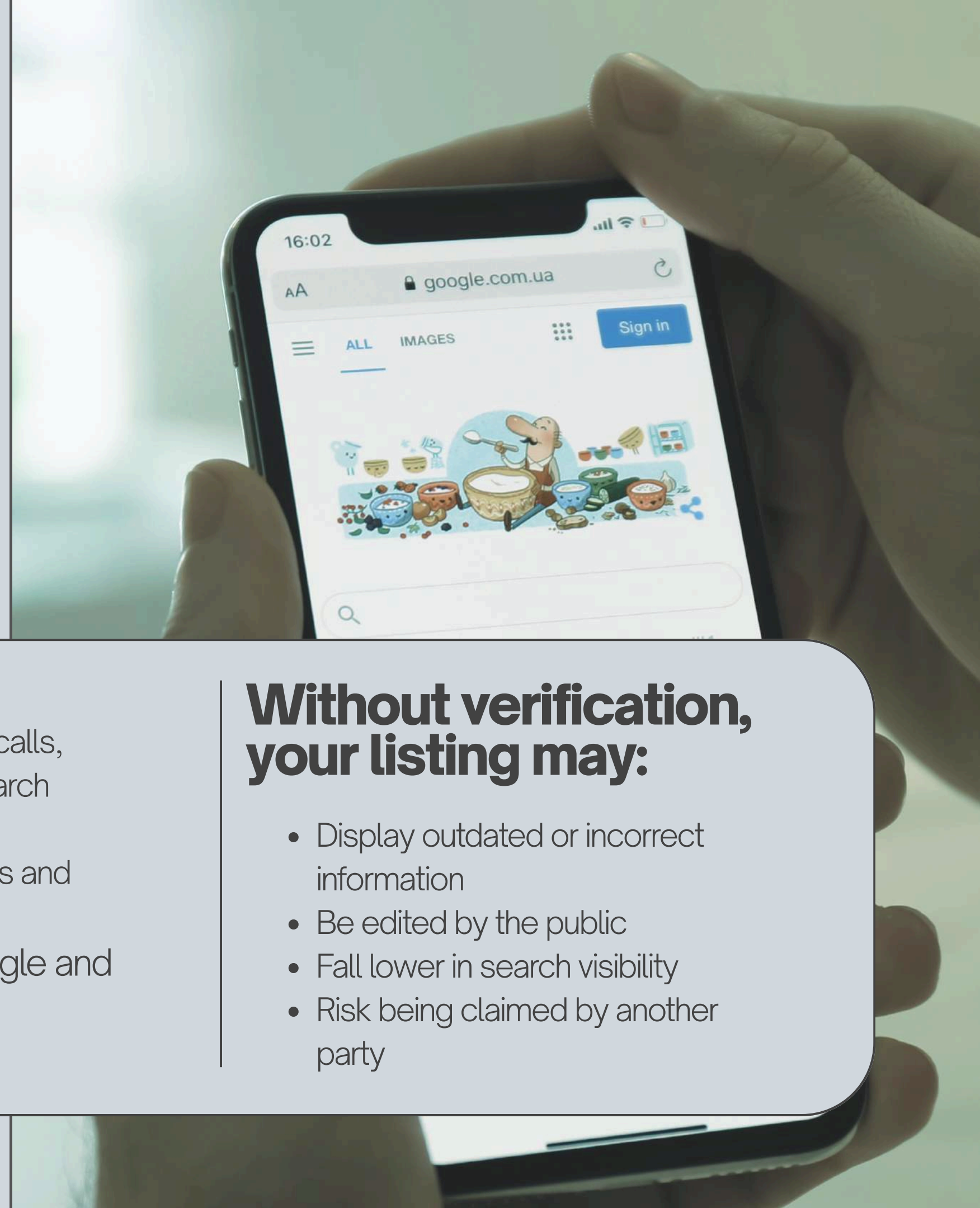
Google must confirm that you are the rightful owner of the business.

Verification methods may include:

- Photo or video verification
- Email or phone verification
- Proving documentation (for certain industries or high-risk categories)

Verification times can vary from a few minutes to several days depending on which method Google requires.

Why Verification Matters



A verified GBP allows you to:

- Update hours, service areas, and contact details
- Manage reviews
- Upload photos, videos, and team bios

- Track insights such as calls, website clicks, and search activities
- Appear in Google Maps and local-intent searches
- Build trust with Google and AI search engines

Without verification, your listing may:

- Display outdated or incorrect information
- Be edited by the public
- Fall lower in search visibility
- Risk being claimed by another party

Relocating your business

Changing your brand name or moving a location can be an exciting opportunity to reengage with your customers. But there are essential steps to take so your customers (and Google) can still find you. And the process isn't as straightforward as you'd think — especially when you have reviews and user-generated content (UGC) like photos that support your GBP

Is your new location within a one-mile radius of your previous location?

This qualifies as a near relocation. So, if your reviews and UGC are still relevant to the location and you wish to maintain them, you should keep and update your original listing.

Simply update the address on your existing profile to reflect the new location. You may be asked to re-verify your business since you updated core information, so be on the lookout.

Is your new location more than one mile away from the old one?

This qualifies as a far relocation, and your brand has two options:

1. Update the address and re-verify (as you would for a near location).
2. Mark your initial location as Permanently Closed and create a new listing. If reviews and UGC will no longer apply to your relocation, or you're in the market for a fresh start (perhaps a franchise is under new ownership), closing the old listing and creating a new one can be advantageous.

How to resolve suspended or disabled listings

If your GBP doesn't comply with all of Google's guidelines, it may be temporarily removed from search results, including Maps. You cannot change your business profile once it's suspended.

What can cause a suspension?

Google will not officially disclose why a listing has been suspended, but high-risk industry categories where your business may interact with the public in private spaces. Industries like locksmiths, HVAC, plumbing, real estate, financial or legal services, landscaping, and other service area businesses fall into Google's high-risk categories

Common events that can result in suspended listings:

Duplicate listings that suggest multiple profiles for the same business location

Incorrect information, including address, phone, services, or service area

Changes in your profile like product category, business name, GBP ownership, and changing from a visible address to a hidden address can raise a flag

Inconsistent updates deemed erratic and suspicious brand behavior

Non-compliant information like using a P.O. Box or residential address as the business location

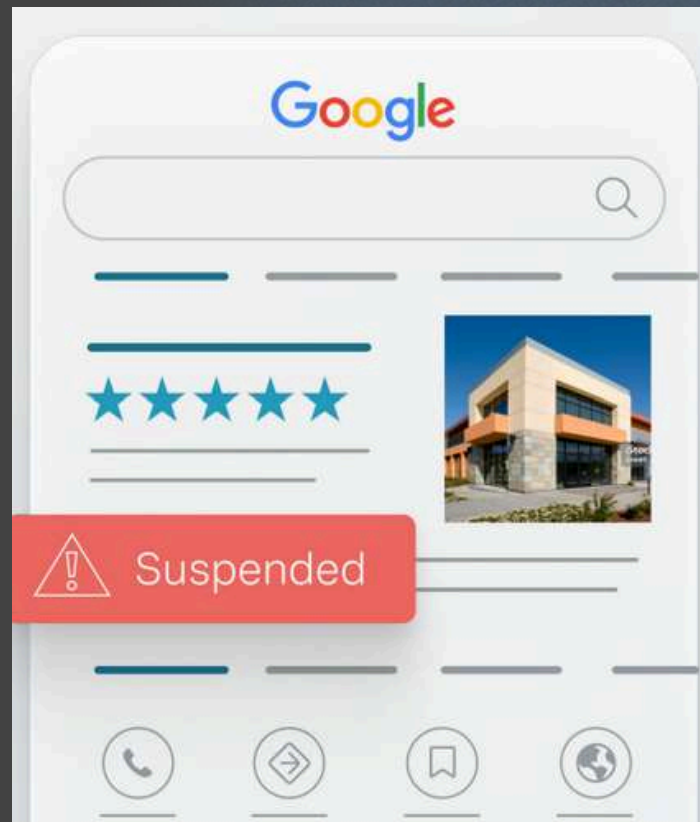
Suspicious activities like buying and posting fake reviews or other misleading manipulations designed to boost SERP ranking

User reports signaling inaccuracies or guideline violations

How to resolve suspended or disabled listings

There are two kinds of suspensions: soft and hard.

A soft suspension marks your business as suspended, but your brand will still appear in search results. Customers can still find and interact with your business online, but you cannot manage or update your GBP or respond to reviews. Typically, a soft suspension requires reclaiming and reverifying the listing with a new Google account.



A hard suspension will remove your business listing from search results. Hard suspensions are becoming more common as Google aggressively manages fraud (or innocent mistakes that can initially appear like fraud). To pull your listing out of a hard suspension, you must follow Google's protocol. Expect the resolution to take time. Often, Google will require you to submit proof of your business, including details like these:

- Interior and exterior photos or video verification
- Images that show the business location with a brand logo visible and street numbers at the door
- Proof of occupancy, including utility bills, rental agreements, or deeds
- Company vehicles with logos parked at the building
- Tax ID paperwork

Google Business Profile best practices

GBPs for service area businesses:

If you're a service area business, usually, your customers don't come to your location. You visit or deliver to them. So, even though you may have a physical location where your employees are based, think of your service area as the geographical places** where you operate.

- If you serve customers at your business address and in a wider service area, enter both your address and service area.
- If you don't serve customers at your business address, clear the address field and only enter your service area.
- Limit your service area to ~2 hours of driving time from where your team is based.

**Think of a place as any geographical area a customer can locate. You can have up to 20 service places, and Google's most popular places are Postal Code(s), City/Town(s), Neighborhood(s), and State(s).

Dominate every place buyers and sellers are searching.



Agent Elite's Local Presence tool pushes your business data to over 200 trusted networks — from Google and Apple Maps to Facebook and Yelp — making sure your brand stays up-to-date, consistent, and highly visible across search and AI platforms.

[Learn More](#)