



Will AI Recommend Your Community?



Dallas
2026



Carol Morgan

President

Denim Marketing

The New Home Search

- Buyers used to Google. . .
 - › New homes in Dallas under \$500,000
- Now they ask. . .
 - › What are the best new home communities near Dallas for a family that wants good schools, walking trails and homes under \$500,000?



Your website says who you are. Your digital footprint proves it.

- Website: New homes in Dallas, Texas
- Blog: Guide to living in Dallas
- Social: 5 Things Residents Love About Dallas
- Video: Tour of Downtown Dallas
- PR: Builder Opens New Dallas Community
- Reviews: Buyers describing their experience buying a new home in Dallas.



How AI Builds a Picture of Your Brand

- Your AI digital footprint can include:
 - › Website and community pages
 - › Blog content
 - › Social media
 - › Videos and transcripts
 - › Reviews
 - › News coverage and PR
 - › Business listings and directories
 - › Third-party mentions and authoritative sources



The AI-Friendly Social Content Framework



1. Homebuyer FAQs
2. Community + Area Guides
3. Educational Housing Content
4. Team Expertise + Thought Leadership
5. Customer Stories + Testimonials

Homebuyer FAQs



Don't just promote.
Answer Questions.

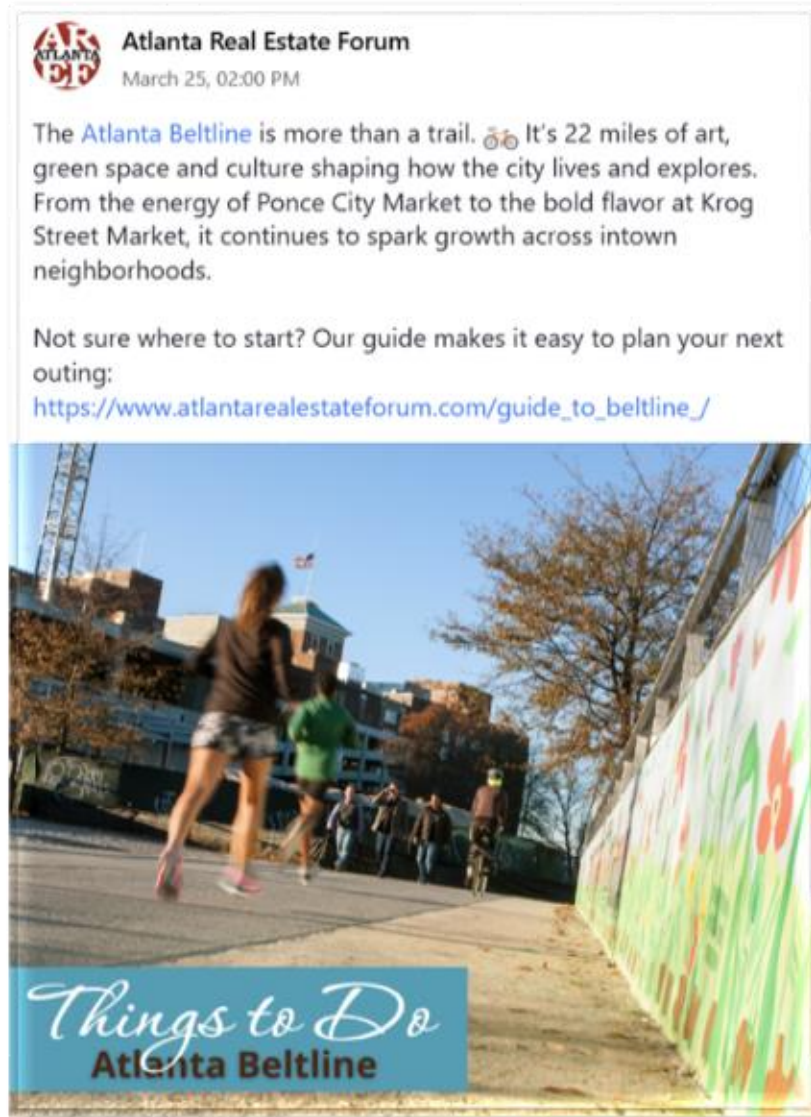
Instead of:

- *Come tour our beautiful new homes this weekend.*

Try:

- *How much should you budget for closing costs on a new construction home?*

Community + Area Guides



Buyers aren't just choosing a home.
They are choosing where to live.

Examples:

- *7 Things to Know Before Moving to Canton, Georgia*
- *A Saturday in Woodstock: Coffee, Parks, Shopping and Dinner*
- *Moving to North Georgia? Here's What Buyers Should Know*
- *What's Within 10 Minutes of Our Community?*

Key Idea:

- *Become a source of information about your location, not merely your homes.*

Educational Housing Content

ATL Atlanta Real Estate Forum
REAL ESTATE FORUM June 19, 02:00 PM

Think homeownership is out of reach? Think again.

For many Georgia renters, the biggest hurdle isn't the monthly mortgage payment. It's saving for a down payment and closing costs. The Georgia Dream Homeownership Program helps eligible buyers overcome those obstacles through affordable financing and down payment assistance.

Combined with builder incentives and other savings opportunities, the path from renting to owning may be closer than you think.

Learn more about the Georgia Dream Homeownership Program:
<https://www.atlantarealestateforum.com/down-payment-assistance-for-first-time-homebuyers-with-georgia-dream-program/>



Teach instead of constantly selling.

Examples:

- *What does a home warranty actually cover?*
- *What is an earnest money deposit?*
- *Why do builders release homes in phases?*
- *Should I choose a quick move-in home?*
- *What happens at a design appointment?*
- *How does buying new construction differ from buying resale?*

Team Expertise + Thought Leadership

Don't hide your experts.

Sales Consultant

- *Three questions I recommend every first-time buyer ask before touring homes.*

Construction Manager

- *Here's what we are looking for during a pre-drywall inspection.*

Designer

- *Three design choices buyers are making differently in 2026.*

President

- *Why we are building floor plans without sacrificing livability.*



Customer Stories + Testimonials



Go Beyond:

★★★★★ We love our new home.

Tell the Story.

Jacob & Sarah

Townes at South Main | Kennesaw, GA

- When Jacob and Sarah started looking, they wanted a walkable setting, thoughtful design and a close-to-everything lifestyle.
- **Here's why they chose Townes at South Main.**
- *For 55 years, Traton Homes has created communities where comfort and connection come naturally.*

One Idea, Many Signals



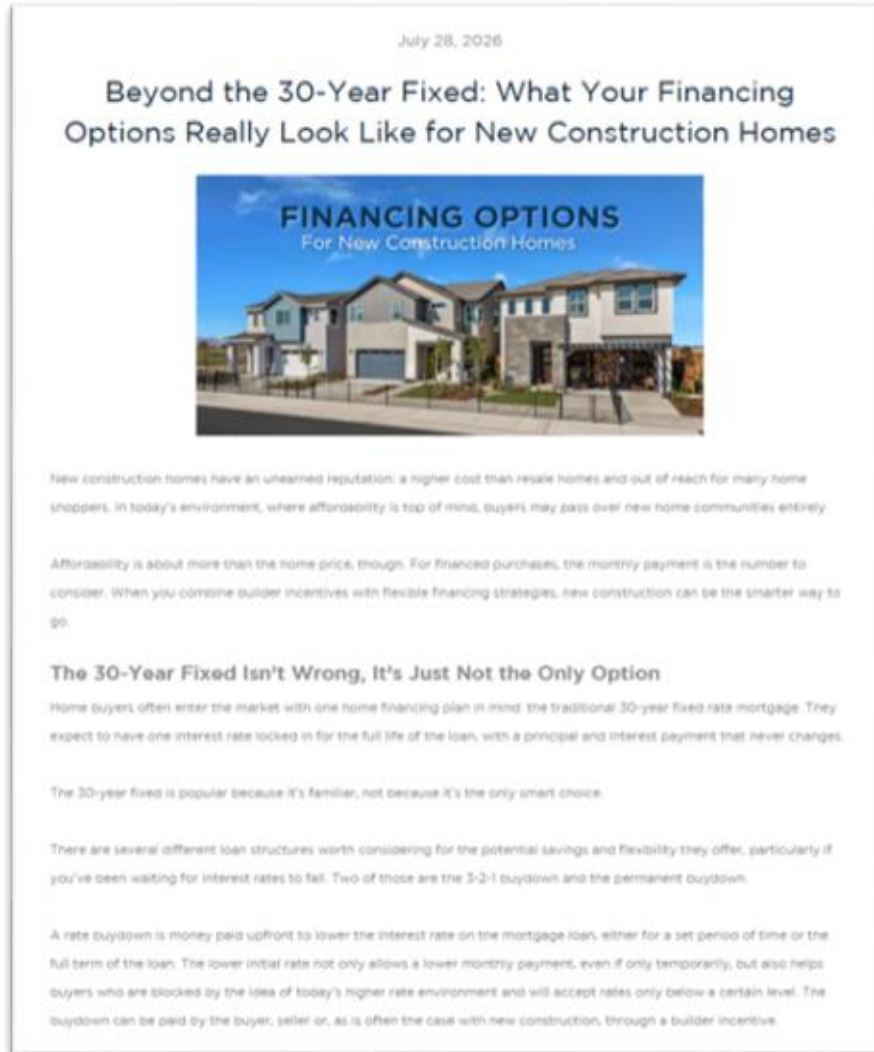
Instead of saying:

“Is Canton, Georgia a good place to live?”

Turn it into:

- **Blog:**
10 Things to Know Before Moving to Canton
- **Facebook:**
5 Reasons Our Homeowners Love Living in Canton
- **Instagram Reel:**
Spend Saturday Morning With Us in Canton
- **YouTube:**
Moving to Canton, GA: What Homebuyers Should Know
- **Email:**
Considering Canton? Start Here.
- **FAQ:**
How far is Canton from Atlanta?
- **Sales Content:**
Canton Relocation Guide
- **PR Angle:**
Why Homebuyers Are Looking North of Atlanta

The AI Content Check



Before publishing, ask five questions:

1. Does it answer a real buyer question?
2. Is it specific?
3. Does it demonstrate expertise?
4. Does it connect to your larger digital footprint?
5. Is it consistent with what you're saying elsewhere?

What NOT to Do



Twinkling lights, cozy gatherings and hearts full of cheer - it's the most wonderful time of the year! From all of us at Denim Marketing, we wish you a holiday season filled with joy, laughter and cherished moments with loved ones. May your days be merry and bright! 🌟



Happy New Year! Raising a toast to fresh starts and new dreams as we welcome 2025! 🥂 As the clock strikes midnight and the calendar turns, we're thankful for all the moments shared and excited for all the memories yet to come. Here's to health, happiness and the magic of new beginnings. May your 2025 sparkle with joy! ✨



AI Can't Learn from THIS!

- “Happy Monday! ☕”
- “It's National Donut Day! 🍩 What's your favorite?”
- “Dream home alert! 🏠🌟”
- “Only 3 homes remaining! Call today!”

The Challenge



The 30-Day AI Visibility Challenge

For the next month, publish:

1. One homebuyer FAQ each week
2. One community or area post each week
3. One educational post each week
4. One expert/team post each week
5. One customer story during the month

Will AI Recommend Your Community?

- You can't control what an AI engine recommends.
- **But you can control how much useful, specific and credible information you give it to work with.**
- The goal isn't to create content for robots.
- **Create better content for people — and make it easier for AI to understand why you're relevant.**

What are the best new homes in Cobb County?

Here's a short list of standout options right now:

- **Avenbrook (Traton Homes)** - Mableton; Traton's flagship community, previously named Best Neighborhood in Cobb, from a builder that's won Best Builder in Cobb multiple years running.
- **Springside Reserve (Kerley Family Homes)** - Powder Springs, from \$600s; West Cobb, near Harrison High School zone.
- **Enclave at Goodwin (Smith Douglas Homes)** - Austell; small 72-home community near the Silver Comet Trail.
- **Rosewood Farms (D.R. Horton)** - Acworth, from \$390s; more affordable entry point with I-75 access.
- **East Park Village (Traton Homes)** - Kennesaw; currently has active incentives, up to \$10K toward closing costs.

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QUESTIONS?