MADOR REPORT · NOVEMBER 2026

Real estate agencies in Germany: who AI assistants recommend

We asked 4 AI assistants where to find real estate agencies in 20 cities in Germany, with 5 questions per city written the way a resident would ask them. That makes 399 answers, collected on 4 November 2026.

75% of answers recommend at least one business

299 of 399 answers give at least one name to call. With the same method, the true share sits between 70% and 79%; the other answers explain how to choose and name nobody.

Gemini names the most, Claude the fewest

Gemini recommends a business in 98% of its answers, Claude in 49%. Showing up in one assistant does not mean showing up in another.

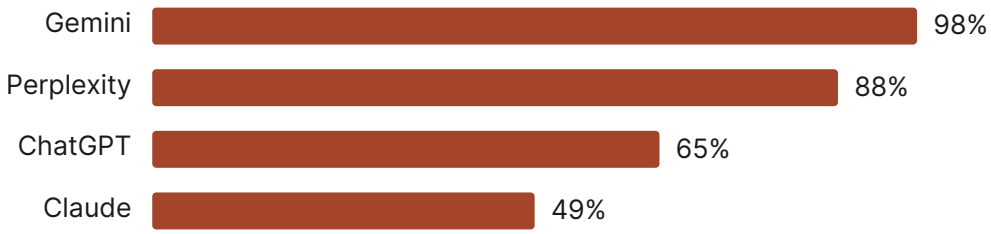
Von Poll Immobilien is recommended in 20 of 20 cities

57% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

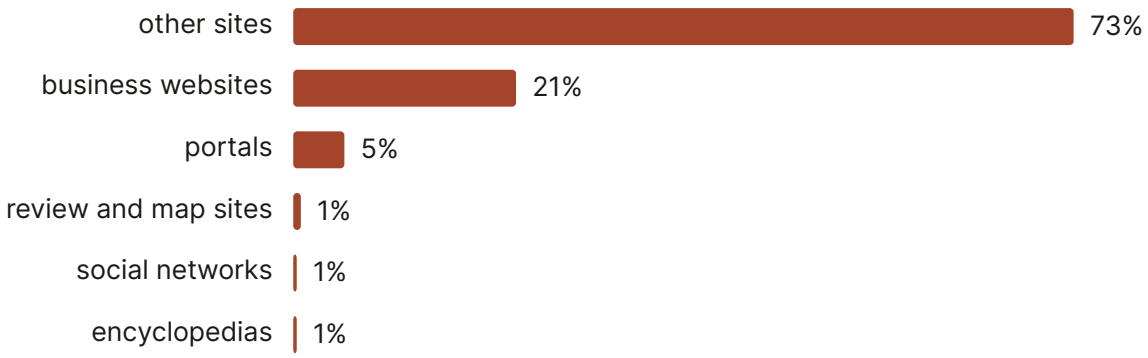
Portals make up 5% of the sites read, business websites 21%

23% of answers link to a portal, 58% to the website of a named business. A site the assistant reads is a site it takes names from.

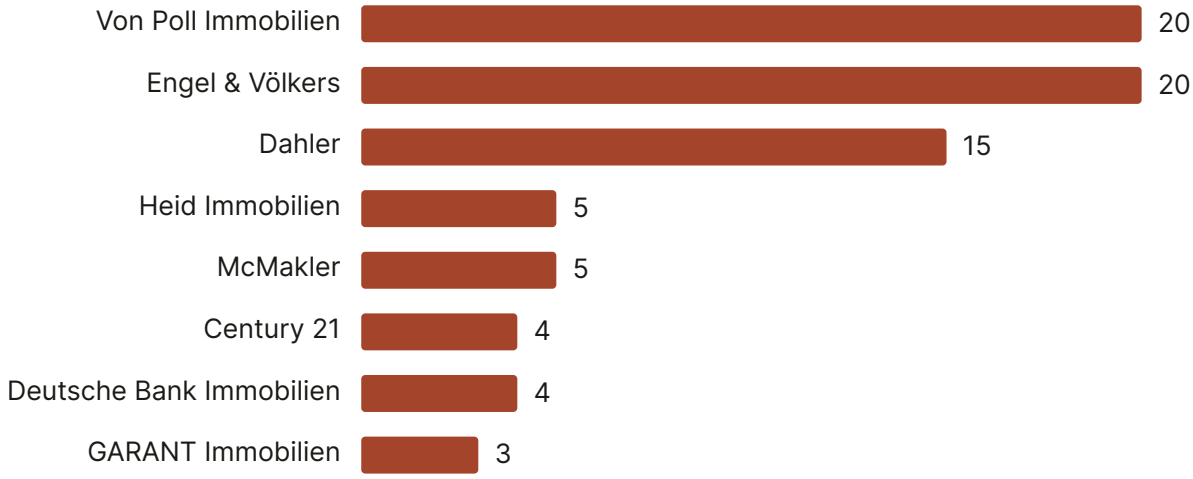
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Berlin	20	70%	IMMODO Berlin, Engel & Völkers, Von Poll Immobilien
2	Hamburg	20	65%	Engel & Völkers, Dahler, Von Poll Immobilien
3	München	20	75%	Aigner Immobilien, Engel & Völkers, Von Poll Immobilien
4	Köln	19	84%	KAMPMEYER Immobilien, Engel & Völkers, Von Poll Immobilien
5	Frankfurt am Main	20	75%	Von Poll Immobilien, Engel & Völkers, Marc Härter Immobilien
6	Düsseldorf	20	65%	Von Poll Immobilien, Dahler, Engel & Völkers
7	Leipzig	20	75%	Willuhn Immobilien, Rosenberg Immobilien, Engel & Völkers
8	Stuttgart	20	85%	Von Poll Immobilien, Engel & Völkers, Tolias Immobilien
9	Dortmund	20	65%	Von Poll Immobilien, Century 21, SEVERIN Immobilien
10	Bremen	20	80%	Stripling Immobilien, HB-HB Immobilien, Von Poll Immobilien
11	Essen	20	75%	Gottschling Immobilien, Engel & Völkers, Von Poll Immobilien
12	Dresden	20	85%	Citymakler Dresden, Von Poll Immobilien, IMMOVISTA GmbH

#	City	Answers	With a business	Most recommended
13	Nürnberg	20	70%	Von Poll Immobilien, ImmoPartner, Engel & Völkers
14	Hannover	20	70%	City Immobilienmakler Hannover, Engel & Völkers, Von Poll Immobilien
15	Duisburg	20	70%	Von Poll Immobilien, Engel & Völkers, Immobilien Hempel
16	Bochum	20	75%	Century 21, Engel & Völkers, Von Poll Immobilien
17	Wuppertal	20	65%	Thomas Kramer Immobilien, Oertel Immobilien, Daniel von Baum Immobilien
18	Bielefeld	20	85%	Von Poll Immobilien, Engel & Völkers, Kriemelmann Immobilien
19	Bonn	20	75%	KAMPMEYER Immobilien, Immobilienkontor Lange, Engel & Völkers
20	Mannheim	20	90%	Von Poll Immobilien, Fröhlich Immobilien, Von Schlieben Immobilien

Method

Cities: the 20 most populous municipalities, Destatis municipal directory at 31 December 2025. Each city has its own 5 questions, in the language spoken there, the same for every assistant.

Assistants: ChatGPT, Gemini, Claude, Perplexity, with the models of Mador's free scan and web search on. For each question and assistant the most recent answer counts.

An answer "recommends a business" when it names at least one real business in the category: headings, neighbourhoods, portals and public bodies do not count. The interval accounts for assistants answering the same questions (the same method as the Mador Index).

Since 4 November 2026, the order counts the answers that recommend first, then the mentions.

Names appear only where the assistants recommend them, never if an answer advises against them: national networks in the cities where at least one answer recommends them, independent businesses recommended in at least 2 answers in their city.

This data comes from the same work Mador does every day for businesses: it sees where assistants recommend them, writes and publishes the missing pages and measures again to see what changed.

[See where your business shows up]

Mador, "Real estate agencies in Germany: who AI assistants recommend", November 2026, mador.ai.