MADOR REPORT · NOVEMBER 2026

Real estate agencies in France: who AI assistants recommend

We asked 4 AI assistants where to find real estate agencies in 20 cities in France, with 5 questions per city written the way a resident would ask them. That makes 400 answers, collected between 3 November 2026 and 4 November 2026.

92% of answers recommend at least one business

367 of 400 answers give at least one name to call. With the same method, the true share sits between 89% and 94%; the other answers explain how to choose and name nobody.

Gemini names the most, Claude the fewest

Gemini recommends a business in 100% of its answers, Claude in 84%. Showing up in one assistant does not mean showing up in another.

Orpi is recommended in 20 of 20 cities

87% of answers name at least one national network or chain. The other recommended businesses are independent, and they change from city to city.

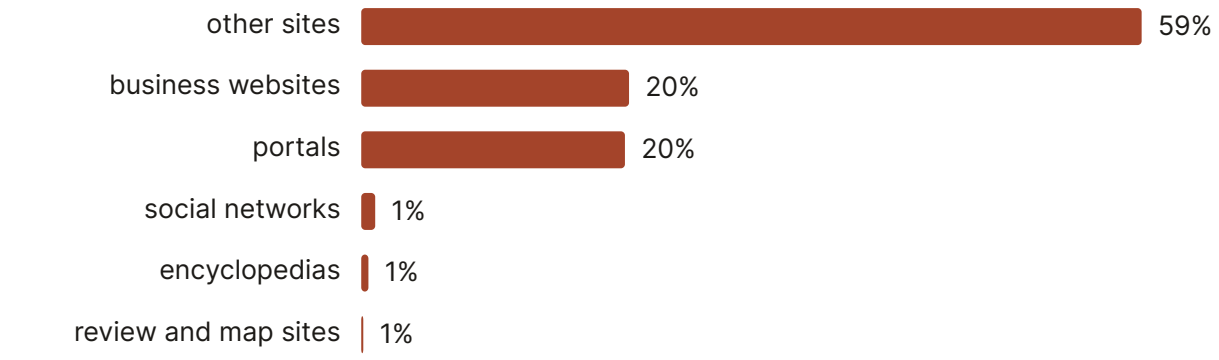
Portals make up 20% of the sites read, business websites 20%

72% of answers link to a portal, 62% to the website of a named business. A site the assistant reads is a site it takes names from.

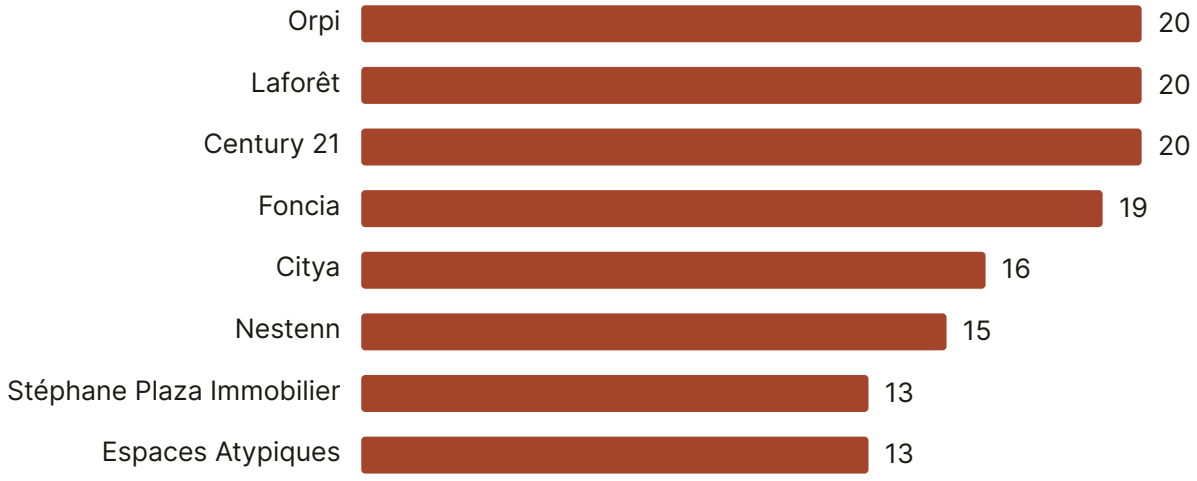
How often each assistant recommends



Sites read, by type



Networks recommended in the most cities



City by city

#	City	Answers	With a business	Most recommended
1	Paris	20	95%	Junot, Barnes, Laforêt
2	Marseille	20	100%	Immobilière Pujol, Orpi, Laforêt
3	Lyon	20	75%	Orpi, Imkiz, Novea Immobilier
4	Toulouse	20	95%	Orpi, Human Immobilier, Sporting Immobilier
5	Nice	20	80%	Winter Immobilier, Orpi, Century 21
6	Nantes	20	85%	Orpi, Bras Immobilier, Guy Hoquet
7	Montpellier	20	90%	Orpi, Century 21, FDI Services Immobiliers
8	Strasbourg	20	90%	Orpi, Laforêt, Immoval
9	Bordeaux	20	95%	Orpi, Barnes, Century 21
10	Lille	20	95%	Lille Immo, Orpi, GLV Immobilier
11	Rennes	20	95%	Orpi, Citya, Blot Immobilier
12	Toulon	20	95%	Orpi, Century 21, Laforêt
13	Reims	20	90%	Orpi, Redouté Immobilier, Laforêt

#	City	Answers	With a business	Most recommended
14	Saint-Étienne	20	100%	42ème Avenue Immobilier, La Manufacture de l'Immo, Citya
15	Le Havre	20	100%	Orpi, Lemaistre Immobilier, Laforêt
16	Villeurbanne	20	95%	Century 21, Nestenn, Orpi
17	Dijon	20	85%	Laforêt, ERA, Orpi
18	Angers	20	85%	Laforêt, Orpi, Nestenn
19	Grenoble	20	95%	Century 21, Nestenn, Orpi
20	Nîmes	20	95%	Orpi, Laforêt, MOREIRA Immobilier

Method

Cities: the 20 most populous municipalities in metropolitan France, INSEE legal populations at 1 January 2023. 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 France: who AI assistants recommend", November 2026, mador.ai.