



**Your next client just asked
ChatGPT to find them an agent.**

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Did it find you?

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THE NEW WEB

MINIMAL SEARCH

HIGH-REASONING MODE

When ChatGPT thinks harder,
it cites a different web.



◆ CITATION RATE:
50% to 68%

◆ SEARCH VOLUME:
4.6x more searches
per prompt

◆ NEW TERRITORY:
127 to 173 unique domains cited
(99 new domains the AI never cites without reasoning)

3 in 4 sources cited under high-reasoning ChatGPT are **different** from minimal mode. **Three different** webs. **Three different winners.**



WHEN AI THINKS HARDEST

SURFACE

Reasoning fires on multi-criteria comparisons.

10 FATHOMS

Reasoning fires on complex shopping.

50 FATHOMS

Reasoning fires on regulatory questions.

100 FATHOMS

500 FATHOMS

**That is Medicare. That is ACA.
That is annuity selection.**

ABYSSAL PLAIN

The hard questions trigger the hard search.

REVIEWS ARE THE NEW YELLOW PAGES

Aggregators are eating the front door.

30-Day SEO Gainers

Yelp: +42.7%

Glassdoor: +64.2%

Trustpilot: +39.5%

Nextdoor: +43.2%



THE SECOND IMPRESSION

1.5 billion people now use AI Overviews.

AI Overviews compress all 5 search intents to 42-48.5% time-on-page.

SERP sessions are almost 4x longer.

Review count is now a hard comparison field.

Review velocity is a competitive moat.

THE AGENT PLAYBOOK

- 50+ Google reviews, dated and current.
- Named-author bio with schema, linked to LinkedIn.
- Specific service pages, not generic summaries.
- Authoritative content at the Problem stage so the AI sees you before the Comparison stage.**

YOUR NAVIGATOR: PSM BROKERAGE

PSM Brokerage Marketing Hub has the templates.

PSM Compliance reviews them.

PSM Business Coaching helps you ship them.

**Not contracted?
Let's talk.**

Sources: Growth Memo (May 18, May 29, June 1, 2026)

