

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Real Estate and Property: The AI Visibility Report

Three machine reads of 186 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

124	43	2	62
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 186 sites approached, 62 could not be measured at all: 43 refused an automated reader outright, 15 gave one no response, and 4 serve pages that are empty until scripts run. Of the 124 sites a machine could read, 2 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 63), meaning is patchy (AI Search median 48), and identity is the collapse (Representation median 15, with 118 of 124 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

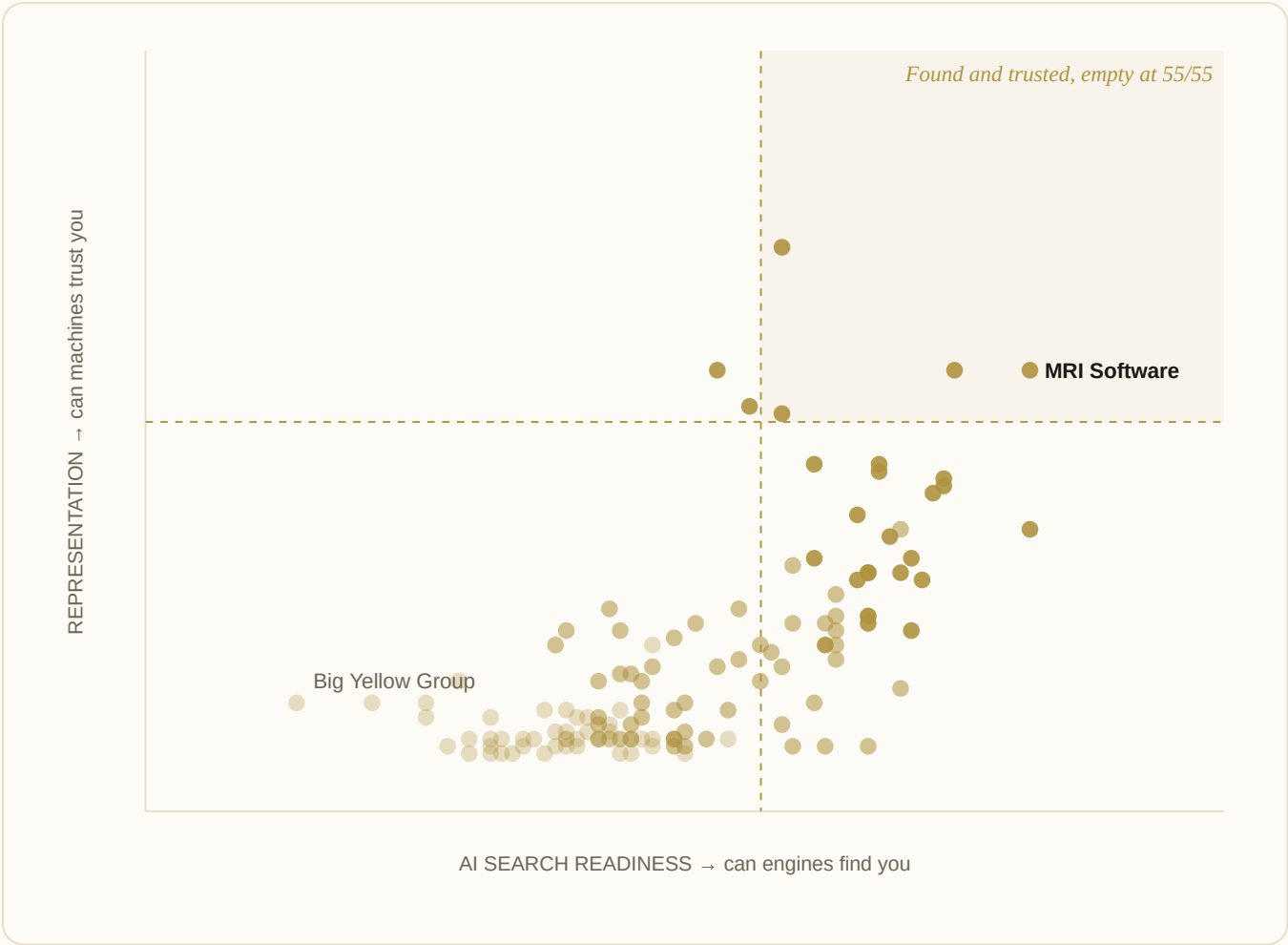
The three reads

AI Search Readiness. Median 48, range 14 to 82. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 63, range 30 to 90. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 78. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by MRI Software on 77, while Big Yellow Group sits on 21. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	MRI Software mrisoftware.com	77	82	89	61
2	Property Finder propertyfinder.ae	75	75	88	61
3	Extra Space Storage extraspace.com	69	59	71	78
4	DLF dlf.in	66	82	78	39
5	Cala Homes cala.co.uk	65	66	88	41
6	Emaar Properties emaar.com/en	65	68	78	48
7	Foxtons foxtons.co.uk	65	72	90	32
8	Get Living getliving.com	63	71	83	35
9	Fine & Country fineandcountry.com	62	68	71	47
10	Bellway bellway.co.uk	60	74	62	45
11	Belvoir belvoir.co.uk	60	67	87	26
12	eXp Realty exprealty.com	60	62	71	48
13	Oxford Properties oxfordproperties.com	60	53	65	61
14	Purplebricks purplebricks.co.uk	60	73	63	44
15	RealPage realpage.com	60	67	85	27
16	Welltower welltower.com	60	62	83	35
17	Churchill Living churchill-living.co.uk	59	71	80	25
18	KB Home kbhome.com	59	74	58	46
19	Unite Group unitegroup.com	59	69	69	38

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Century Communities centurycommunities.com	58	56	63	56
21	M/I Homes mihomes.com	58	59	61	55
22	Merlin Properties merlinproperties.com	58	63	87	23
23	Winkworth winkworth.co.uk	58	67	74	33
24	Taylor Wimpey taylorwimpey.co.uk	57	67	70	33
25	haart haart.co.uk	56	70	66	33
26	LGI Homes lgihomes.com	55	66	66	32
27	Public Storage publicstorage.com	54	64	77	21
28	Related Companies related.com	54	60	69	34
29	Covivio covivio.eu/en	53	63	88	9
30	Strutt & Parker struttandparker.com	53	55	82	21
31	Hamptons hamptons.co.uk	52	64	67	25
32	Invitation Homes invitationhomes.com	52	60	69	26
33	Marcus & Millichap marcusmillichap.com	52	64	65	27
34	Nested nested.com	52	64	63	30
35	OnTheMarket onthemarket.com	52	70	68	17
36	Safestore safestore.co.uk	52	63	66	26
37	Knight Frank knightfrank.com	51	67	59	27
38	AppFolio appfolio.com	49	57	73	18
39	Coldwell Banker coldwellbanker.com	49	51	70	26
40	Lambert Smith Hampton lsh.co.uk	49	55	63	28
41	Vonovia vonovia.de	49	62	71	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	JLL jll.com/en-us	48	57	64	23
43	Your Move your-move.co.uk	48	64	58	23
44	Clarion Housing Group clarionhg.com	47	58	62	22
45	BXP bxp.com	46	49	79	10
46	Castellum castellum.se	46	60	68	9
47	MagicBricks magicbricks.com	46	43	66	28
48	Persimmon persimmonhomes.com	46	53	64	20
49	Procore Technologies procore.com	46	67	63	9
50	Rendall & Rittner rendallandrittner.co.uk	46	54	69	14
51	Vita Group vitagroup.com	46	70	30	39
52	Colliers colliers.com/en	45	39	72	25
53	Kojamo yritys.lumo.fi	45	49	76	9
54	Aroundtown aroundtown.de	44	50	67	15
55	CapitaLand capitaland.com/en.html	44	47	65	20
56	Dexters dexters.co.uk	44	42	76	13
57	Kinleigh Folkard & Hayward kfh.co.uk	44	59	62	12
58	Opendoor opendoor.com	44	59	53	20
59	Tri Pointe Homes tripointehomes.com	44	44	69	19
60	Yopa yopa.co.uk	44	45	67	19
61	Notting Hill Genesis nhg.org.uk	43	52	68	10
62	Sanctuary sanctuary.co.uk	43	50	68	11
63	Simon Property Group simon.com	43	44	60	25

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Taylor Morrison taylormorrison.com	43	49	55	24
65	Chestertons chestertons.co.uk	42	46	62	18
66	Crest Nicholson crestnicholson.com	42	49	62	14
67	Places for People placesforpeople.co.uk	42	50	66	9
68	Rightmove rightmove.co.uk	42	46	65	15
69	Crown Castle crowncastle.com	41	44	68	10
70	Great Portland Estates gpe.co.uk	41	45	68	10
71	Hemnet hemnet.se	41	38	62	23
72	Primary Health Properties phpgroup.co.uk/	41	42	68	12
73	Reapit reapit.com	41	49	63	10
74	Connells connells.co.uk	40	46	62	13
75	Landsec landsec.com/en	40	42	59	18
76	OpenRent openrent.co.uk	40	45	62	12
77	Ventas ventasreit.com	40	42	68	10
78	British Land britishland.com	39	38	68	11
79	CBRE cbre.com	39	43	62	12
80	Chancellors chancellors.co.uk	39	46	62	10
81	Digital Realty digitalrealty.com	39	43	63	10
82	Douglas Elliman elliman.com	39	39	63	14
83	Goodlord goodlord.com	39	39	68	9
84	Grainger graingerplc.co.uk	39	43	64	10
85	iQ Student Accommodation iqstudentaccommodation.com	39	54	52	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	SpareRoom spareroom.co.uk	39	47	61	9
87	Swire Properties swireproperties.com/en	39	43	62	11
88	Tritax Big Box REIT tritaxbigbox.co.uk	39	39	68	11
89	Zillow zillow.com	39	44	59	14
90	Brookfield Properties bgre.com	38	45	62	8
91	Glenveagh Properties glenveagh.ie	38	47	43	23
92	LEG Immobilien leg-wohnen.de	38	50	56	8
93	Link REIT linkreit.com/en	38	40	65	10
94	Macrotech Developers (Lodha) lodhagroup.com	38	41	60	13
95	St. Modwen Homes stmodwenhomes.co.uk	38	44	62	8
96	Watkin Jones watkinjonesplc.com	38	38	68	9
97	Keppel keppel.com	37	29	64	18
98	Miller Homes millerhomes.co.uk	37	39	62	10
99	MJ Gleeson gleesonhomes.co.uk	37	39	62	10
100	Swiss Prime Site sps.swiss/de/gruppe/home	37	40	63	9
101	Avison Young avisonyoung.co.uk	36	47	50	10
102	Greystar greystar.com	36	37	62	8
103	Peabody peabody.org.uk	36	42	56	10
104	Toll Brothers tollbrothers.com	36	41	55	11
105	AvalonBay Communities avaloncommunities.com	35	33	62	10
106	Carter Jonas carterjonas.co.uk	35	36	58	10
107	Cyrela Brazil Realty cyrela.com.br	35	34	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Leaders leaders.co.uk	35	45	50	10
109	L&Q lqgroup.org.uk	34	37	52	14
110	Aldar Properties aldar.com/en	32	28	59	9
111	Alexandria Real Estate Equities are.com	32	32	54	10
112	CK Asset Holdings ckah.com	32	30	56	10
113	Cofinimmo cofinimmo.com	32	26	57	13
114	Matterport matterport.com	32	33	56	8
115	NVR nvrinc.com	32	35	53	9
116	Sun Hung Kai Properties shkp.com/en-US	32	32	56	9
117	Compass compass.com	30	32	45	13
118	Klepierre klepierre.com	30	35	44	10
119	MRV Engenharia mrvc.com.br	29	40	34	13
120	Funda funda.nl	25	26	34	15
121	Unibail-Rodamco-Westfield urw.com	25	32	34	8
122	FirstPort firstport.co.uk	23	21	34	15
123	Lennar lennar.com	23	30	30	8
124	Big Yellow Group bigyellow.co.uk	21	14	34	15

The 62 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Zoopla · refused the reader

Realtor.com · refused the reader

Apartments.com · refused the reader

LoopNet · refused the reader

Homes.com · refused the reader

REA Group · refused the reader

Domain Group · refused the reader

ImmoScout24 · refused the reader

SeLogger · refused the reader

Idealista · refused the reader

PropertyGuru · refused the reader

Savills · refused the reader

Marsh & Parsons · refused the reader

Jackson-Stops · refused the reader

Cushman & Wakefield · refused the reader

Newmark · refused the reader

PulteGroup · refused the reader

Meritage Homes · refused the reader

Barratt Redrow · refused the reader

Vistry Group · refused the reader

Keepmoat · refused the reader

Bloor Homes · refused the reader

McCarthy Stone · refused the reader

Cairn Homes · refused the reader

Prologis · refused the reader

American Tower · refused the reader

Equinix · refused the reader

Realty Income · refused the reader

Equity Residential · refused the reader

Hammerson · refused the reader

Goodman Group · refused the reader

Stockland · refused the reader

Lendlease · refused the reader

DAMAC Properties · refused the reader

Cadillac Fairview · refused the reader

RioCan REIT · refused the reader

Hines · refused the reader

Tishman Speyer · refused the reader

Yardi Systems · refused the reader

Keller Williams Realty · refused the reader

RE/MAX · refused the reader

Century 21 · refused the reader

CoStar Group · refused the reader

KE Holdings (Beike) · no response

D.R. Horton · no response

Berkeley Group · no response

Segro · no response

Derwent London · no response

LondonMetric Property · no response

Assura · no response

Inmobiliaria Colonial · no response

Fastighets AB Balder · no response

Longfor Group · no response

Frasers Property · no response

Mitsui Fudosan · no response

Daiwa House Industry · no response

Quintain · no response

Moda Living · no response

Redfin · script-only page

Shaftesbury Capital · script-only page

Hongkong Land · script-only page

China Vanke · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

124 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.