

# THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

## CRANE INDEX™ RESEARCH

# Real Estate and Property: The AI Visibility Report

Three machine reads of the 186 organisations in the Real Estate and Property cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

|                |                        |              |            |
|----------------|------------------------|--------------|------------|
| 128            | 47                     | 5            | 58         |
| SITES READABLE | MEDIAN CRANE<br>INDEX™ | SITES AT 70+ | UNMEASURED |

## Only 5 of 128 sites clear 70. The rest is unclaimed.

Of the 186 sites approached, 58 could not be measured at all: 42 refused our reader outright, 12 gave it no response, and 4 serve pages that are empty until scripts run. Of the 128 sites our reader could read, 5 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 65), meaning is patchy (AI Search median 52), and identity is the collapse (Representation median 22, with 120 of 128 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

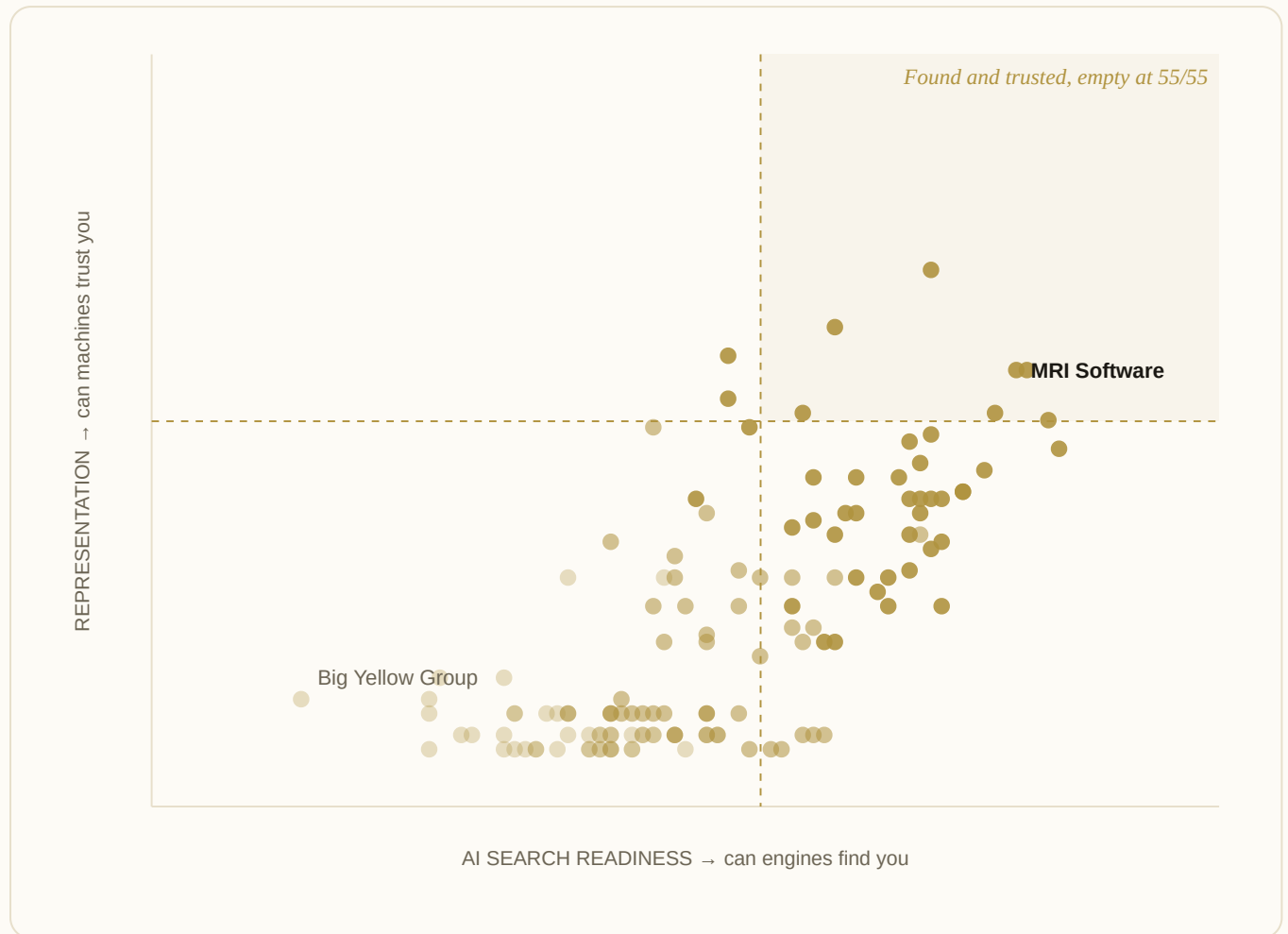
## The three reads

**AI Search Readiness.** Median 52, range 14 to 85. 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 65, range 30 to 93. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

**Brand Representation.** Median 22, range 8 to 75. 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:** this cohort 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.

## What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

| SUB-SCORE      | WEIGHT | MEDIAN | SCORING ZERO | WHAT EARNS THE POINTS                                                                                                                                                                                                                                                                                         |
|----------------|--------|--------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identity       | 30%    | 0      | 65 of 128    | An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).                          |
| Disambiguation | 30%    | 0      | 87 of 128    | sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile. |
| Authority      | 25%    | 10     | 45 of 128    | A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.                                                                                                                      |
| Rights         | 15%    | 50     | 0 of 128     | Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.                                                                                                   |

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

## What a zero means for a business

**Zero on identity (65 of 128 sites here).** There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

**Zero on disambiguation (87 of 128 sites here).** Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

## The same four reads, two sites

|                                                       | IDENTITY | DISAMBIGUATION | AUTHORITY | RIGHTS | REPRESENTATION |
|-------------------------------------------------------|----------|----------------|-----------|--------|----------------|
| MRI Software<br>mrisoftware.com · ranked 1            | 79       | 100            | 0         | 50     | 61             |
| Merlin Properties<br>merlinproperties.com · ranked 29 | 50       | 0              | 0         | 50     | 23             |

**Why the pair.** MRI Software leads this cohort. Merlin Properties is the ordinary case, the site whose representation score sits closest to the cohort median of 22. It is ranked 29 of 128 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

## Every site our reader 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  | <b>MRI Software</b><br>mrisoftware.com          | 77           | 81        | 89    | 61             |
| 2  | <b>RealPage</b><br>realpage.com                 | 75           | 84        | 87    | 54             |
| 3  | <b>Extra Space Storage</b><br>extraspaces.com   | 73           | 73        | 71    | 75             |
| 4  | <b>Safestore</b><br>safestore.co.uk             | 72           | 85        | 80    | 50             |
| 5  | <b>Cala Homes</b><br>cala.co.uk                 | 71           | 73        | 89    | 52             |
| 6  | <b>Public Storage</b><br>publicstorage.com      | 69           | 73        | 92    | 43             |
| 7  | <b>Purplebricks</b><br>purplebricks.co.uk       | 69           | 82        | 63    | 61             |
| 8  | <b>AppFolio</b><br>appfolio.com                 | 68           | 74        | 93    | 37             |
| 9  | <b>Foxtons</b><br>foxtons.co.uk                 | 68           | 72        | 90    | 41             |
| 10 | <b>Tri Pointe Homes</b><br>tripointehomes.com   | 68           | 71        | 82    | 51             |
| 11 | <b>Get Living</b><br>getliving.com              | 67           | 74        | 83    | 43             |
| 12 | <b>Procore Technologies</b><br>procore.com      | 66           | 79        | 63    | 55             |
| 13 | <b>Emaar Properties</b><br>emaar.com/en         | 65           | 72        | 75    | 48             |
| 14 | <b>Fine &amp; Country</b><br>fineandcountry.com | 65           | 78        | 71    | 47             |
| 15 | <b>FirstPort</b><br>firstport.co.uk             | 65           | 71        | 85    | 38             |
| 16 | <b>Hamptons</b><br>hamptons.co.uk               | 64           | 73        | 82    | 36             |
| 17 | <b>M/I Homes</b><br>mihomes.com                 | 64           | 64        | 62    | 67             |
| 18 | <b>Colliers</b><br>colliers.com/en              | 63           | 62        | 82    | 46             |
| 19 | <b>Taylor Wimpey</b><br>taylorwimpey.co.uk      | 63           | 65        | 83    | 41             |

| #  | COMPANY                                              | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|------------------------------------------------------|-----------------|--------------|-------|----------------|
| 20 | <b>DLF</b><br>dlf.in                                 | <b>62</b>       | 76           | 66    | 44             |
| 21 | <b>Bellway</b><br>bellway.co.uk                      | <b>61</b>       | 76           | 62    | 44             |
| 22 | <b>Belvoir</b><br>belvoir.co.uk                      | <b>61</b>       | 69           | 87    | 28             |
| 23 | <b>Churchill Living</b><br>churchill-living.co.uk    | <b>61</b>       | 74           | 80    | 28             |
| 24 | <b>Oxford Properties</b><br>oxfordproperties.com     | <b>61</b>       | 54           | 66    | 63             |
| 25 | <b>Unite Group</b><br>unitegroup.com                 | <b>61</b>       | 62           | 82    | 40             |
| 26 | <b>Century Communities</b><br>centurycommunities.com | <b>60</b>       | 61           | 63    | 55             |
| 27 | <b>Marcus &amp; Millichap</b><br>marcusmillichap.com | <b>60</b>       | 70           | 65    | 46             |
| 28 | <b>Opendoor</b><br>opendoor.com                      | <b>60</b>       | 72           | 66    | 43             |
| 29 | <b>Merlin Properties</b><br>merlinproperties.com     | <b>59</b>       | 64           | 90    | 23             |
| 30 | <b>Tritax Big Box REIT</b><br>tritaxbigbox.co.uk     | <b>59</b>       | 56           | 68    | 53             |
| 31 | <b>Welltower</b><br>welltower.com                    | <b>59</b>       | 51           | 83    | 43             |
| 32 | <b>haart</b><br>haart.co.uk                          | <b>58</b>       | 66           | 66    | 41             |
| 33 | <b>Persimmon</b><br>persimmonhomes.com               | <b>58</b>       | 66           | 62    | 46             |
| 34 | <b>Taylor Morrison</b><br>taylormorrison.com         | <b>58</b>       | 60           | 75    | 39             |
| 35 | <b>Winkworth</b><br>winkworth.co.uk                  | <b>58</b>       | 60           | 87    | 28             |
| 36 | <b>eXp Realty</b><br>exprealty.com                   | <b>57</b>       | 54           | 59    | 57             |
| 37 | <b>KB Home</b><br>kbhome.com                         | <b>57</b>       | 71           | 58    | 43             |
| 38 | <b>OnTheMarket</b><br>onthemarket.com                | <b>57</b>       | 64           | 68    | 38             |
| 39 | <b>JLL</b><br>jll.com/en-us                          | <b>56</b>       | 71           | 65    | 33             |
| 40 | <b>LGI Homes</b><br>lgihomes.com                     | <b>56</b>       | 69           | 66    | 32             |
| 41 | <b>Property Finder</b><br>propertyfinder.ae          | <b>56</b>       | 63           | 82    | 23             |

| #  | COMPANY                                                 | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|---------------------------------------------------------|-----------------|--------------|-------|----------------|
| 42 | <b>Vonovia</b><br>vonovia.de                            | 56              | 68           | 71    | 30             |
| 43 | <b>Crest Nicholson</b><br>crestnicholson.com            | 55              | 66           | 68    | 32             |
| 44 | <b>Hemnet</b><br>hemnet.se                              | 54              | 47           | 63    | 53             |
| 45 | <b>Chestertons</b><br>chestertons.co.uk                 | 53              | 55           | 70    | 33             |
| 46 | <b>Compass</b><br>compass.com                           | 53              | 60           | 66    | 32             |
| 47 | <b>Connells</b><br>connells.co.uk                       | 53              | 50           | 82    | 28             |
| 48 | <b>Covivio</b><br>covivio.eu/en                         | 53              | 63           | 87    | 10             |
| 49 | <b>Nested</b><br>nested.com                             | 53              | 64           | 63    | 32             |
| 50 | <b>Rendall &amp; Rittner</b><br>rendallandrittner.co.uk | 52              | 62           | 69    | 25             |
| 51 | <b>Glenveagh Properties</b><br>glenveagh.ie             | 51              | 52           | 61    | 41             |
| 52 | <b>Kojamo</b><br>yritys.lumo.fi                         | 51              | 56           | 89    | 8              |
| 53 | <b>Macrotech Developers (Lodha)</b><br>lodhagroup.com   | 51              | 49           | 72    | 32             |
| 54 | <b>Related Companies</b><br>related.com                 | 51              | 60           | 69    | 25             |
| 55 | <b>Invitation Homes</b><br>invitationhomes.com          | 50              | 57           | 62    | 32             |
| 56 | <b>Dexters</b><br>dexters.co.uk                         | 49              | 48           | 76    | 23             |
| 57 | <b>Lambert Smith Hampton</b><br>lsh.co.uk               | 49              | 55           | 63    | 28             |
| 58 | <b>MagicBricks</b><br>magicbricks.com                   | 49              | 43           | 66    | 37             |
| 59 | <b>Yopa</b><br>yopa.co.uk                               | 49              | 52           | 72    | 23             |
| 60 | <b>BXP</b><br>bxp.com                                   | 48              | 58           | 78    | 8              |
| 61 | <b>Strutt &amp; Parker</b><br>struttandparker.com       | 48              | 48           | 82    | 13             |
| 62 | <b>Your Move</b><br>your-move.co.uk                     | 48              | 61           | 59    | 23             |
| 63 | <b>CapitaLand</b><br>capitaland.com/en.html             | 47              | 52           | 65    | 24             |

| #  | COMPANY                                            | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|----|----------------------------------------------------|-----------------|--------------|-------|----------------|
| 64 | <b>Clarion Housing Group</b><br>clarionhg.com      | 47              | 57           | 62    | 21             |
| 65 | <b>Simon Property Group</b><br>simon.com           | 47              | 49           | 58    | 35             |
| 66 | <b>Vita Group</b><br>vitagroup.com                 | 47              | 72           | 30    | 38             |
| 67 | <b>Castellum</b><br>castellum.se                   | 46              | 61           | 68    | 10             |
| 68 | <b>Kinleigh Folkard &amp; Hayward</b><br>kfh.co.uk | 45              | 62           | 62    | 10             |
| 69 | <b>Notting Hill Genesis</b><br>nhg.org.uk          | 45              | 55           | 68    | 13             |
| 70 | <b>Sanctuary</b><br>sanctuary.co.uk                | 44              | 53           | 68    | 10             |
| 71 | <b>Great Portland Estates</b><br>gpe.co.uk         | 43              | 47           | 68    | 13             |
| 72 | <b>Klepierre</b><br>klepierre.com                  | 43              | 52           | 63    | 13             |
| 73 | <b>Places for People</b><br>placesforpeople.co.uk  | 43              | 52           | 68    | 10             |
| 74 | <b>SpareRoom</b><br>spareroom.co.uk                | 43              | 59           | 62    | 8              |
| 75 | <b>CBRE</b><br>cbre.com                            | 42              | 52           | 62    | 13             |
| 76 | <b>Coldwell Banker</b><br>coldwellbanker.com       | 42              | 47           | 50    | 28             |
| 77 | <b>Link REIT</b><br>linkreit.com/en                | 42              | 49           | 68    | 10             |
| 78 | <b>Crown Castle</b><br>crowncastle.com             | 41              | 46           | 68    | 10             |
| 79 | <b>Grainger</b><br>graingerplc.co.uk               | 41              | 43           | 68    | 13             |
| 80 | <b>Reapit</b><br>reapit.com                        | 41              | 49           | 63    | 10             |
| 81 | <b>Rightmove</b><br>rightmove.co.uk                | 41              | 44           | 65    | 15             |
| 82 | <b>Toll Brothers</b><br>tollbrothers.com           | 41              | 44           | 65    | 13             |
| 83 | <b>Ventas</b><br>ventasreit.com                    | 41              | 43           | 68    | 13             |
| 84 | <b>British Land</b><br>britishland.com             | 40              | 39           | 68    | 13             |
| 85 | <b>Goodlord</b><br>goodlord.com                    | 40              | 43           | 68    | 10             |

| #   | COMPANY                                                       | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|-----|---------------------------------------------------------------|-----------------|--------------|-------|----------------|
| 86  | <b>OpenRent</b><br>openrent.co.uk                             | 40              | 45           | 62    | 13             |
| 87  | <b>Swire Properties</b><br>swireproperties.com/en             | 40              | 46           | 62    | 13             |
| 88  | <b>Digital Realty</b><br>digitalrealty.com                    | 39              | 45           | 63    | 8              |
| 89  | <b>Primary Health Properties</b><br>phpgroup.co.uk/           | 39              | 37           | 68    | 13             |
| 90  | <b>Swiss Prime Site</b><br>sps.swiss/de/gruppe/home           | 39              | 45           | 63    | 8              |
| 91  | <b>Aroundtown</b><br>aroundtown.de                            | 38              | 39           | 62    | 13             |
| 92  | <b>Brookfield Properties</b><br>bgre.com                      | 38              | 43           | 62    | 8              |
| 93  | <b>Chancellors</b><br>chancellors.co.uk                       | 38              | 43           | 62    | 8              |
| 94  | <b>iQ Student Accommodation</b><br>iqstudentaccommodation.com | 38              | 53           | 52    | 10             |
| 95  | <b>Knight Frank</b><br>knightfrank.com                        | 38              | 42           | 62    | 10             |
| 96  | <b>LEG Immobilien</b><br>leg-wohnen.de                        | 38              | 50           | 56    | 8              |
| 97  | <b>Meritage Homes</b><br>meritagehomes.com                    | 38              | 43           | 62    | 8              |
| 98  | <b>Miller Homes</b><br>millerhomes.co.uk                      | 38              | 41           | 62    | 10             |
| 99  | <b>MRV Engenharia</b><br>mrv.com.br                           | 38              | 48           | 34    | 32             |
| 100 | <b>Peabody</b><br>peabody.org.uk                              | 38              | 47           | 56    | 10             |
| 101 | <b>Sun Hung Kai Properties</b><br>shkp.com/en-US              | 38              | 38           | 62    | 13             |
| 102 | <b>Watkin Jones</b><br>watkinjonesplc.com                     | 38              | 38           | 68    | 8              |
| 103 | <b>Douglas Elliman</b><br>elliman.com                         | 37              | 34           | 63    | 13             |
| 104 | <b>Greystar</b><br>greystar.com                               | 37              | 41           | 62    | 8              |
| 105 | <b>Keppel</b><br>keppel.com                                   | 37              | 27           | 65    | 18             |
| 106 | <b>Leaders</b><br>leaders.co.uk                               | 37              | 52           | 50    | 10             |
| 107 | <b>MJ Gleeson</b><br>gleesonhomes.co.uk                       | 37              | 39           | 62    | 10             |

| #   | COMPANY                                               | CRANE<br>INDEX™ | AI<br>SEARCH | AGENT | REPRESENTATION |
|-----|-------------------------------------------------------|-----------------|--------------|-------|----------------|
| 108 | <b>Moda Living</b><br>modaliving.com                  | 37              | 42           | 62    | 8              |
| 109 | <b>St. Modwen Homes</b><br>stmodwenhomes.co.uk        | 37              | 41           | 62    | 8              |
| 110 | <b>Avison Young</b><br>avisonyoung.co.uk              | 36              | 47           | 50    | 10             |
| 111 | <b>Carter Jonas</b><br>carterjonas.co.uk              | 36              | 42           | 58    | 8              |
| 112 | <b>Landsec</b><br>landsec.com/en                      | 36              | 33           | 56    | 18             |
| 113 | <b>AvalonBay Communities</b><br>avaloncommunities.com | 35              | 36           | 62    | 8              |
| 114 | <b>Cyrela Brazil Realty</b><br>cyrela.com.br          | 35              | 35           | 62    | 8              |
| 115 | <b>L&amp;Q</b><br>lqgroup.org.uk                      | 35              | 39           | 34    | 32             |
| 116 | <b>Aldar Properties</b><br>aldar.com/en               | 34              | 30           | 62    | 10             |
| 117 | <b>Matterport</b><br>matterport.com                   | 34              | 36           | 59    | 8              |
| 118 | <b>Alexandria Real Estate Equities</b><br>are.com     | 32              | 33           | 52    | 10             |
| 119 | <b>CK Asset Holdings</b><br>ckah.com                  | 32              | 29           | 56    | 10             |
| 120 | <b>Cofinimmo</b><br>cofinimmo.com                     | 32              | 26           | 57    | 13             |
| 121 | <b>NVR</b><br>nvrinc.com                              | 32              | 33           | 56    | 8              |
| 122 | <b>Zillow</b><br>zillow.com                           | 32              | 34           | 50    | 13             |
| 123 | <b>Lennar</b><br>lennar.com                           | 28              | 45           | 30    | 10             |
| 124 | <b>Inmobiliaria Colonial</b><br>colonial-sfl.com      | 27              | 42           | 30    | 10             |
| 125 | <b>Funda</b><br>funda.nl                              | 25              | 26           | 34    | 15             |
| 126 | <b>Unibail-Rodamco-Westfield</b><br>urw.com           | 25              | 34           | 34    | 8              |
| 127 | <b>Fastighets AB Balder</b><br>balder.se              | 23              | 26           | 34    | 8              |
| 128 | <b>Big Yellow Group</b><br>bigyellow.co.uk            | 21              | 14           | 34    | 15             |

## The 58 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

**What was measured, posture by posture.** Of the 58 sites here, 42 refused our reader, 12 gave no response and 4 served a page that is empty until scripts run.

*Refused the reader (42).* The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

*No response (12).* Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

*Script-only page (4).* The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

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

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

Longfor Group · no response

Frasers Property · no response

Mitsui Fudosan · no response

Daiwa House Industry · no response

Quintain · 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 2026-09-01. 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/](https://thecraneconsultancy.com/ai-readiness/).

## How this cohort was drawn

The list of 186 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 186 organisations. It is not a ranking of national importance, and it is not a census of the industry.

## Honest limits

128 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 128 sites our reader could read; how the 58 it could not would have scored is unknown, and this report does not assume they would have scored worse.

## 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. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 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.