VA LENDER GUIDE

VA LENDER DIGITAL PRESENCE AUDIT

Borrower + Realtor Search Snapshot

Category Authority Blueprint · Powered by My Polished Profile

PROFESSIONAL	COMPANY	MARKET	NMLS
Michael Carter, MBA	Liberty Point Home Loans	Greenville, SC	1487222

45 OUT OF 60

OVERALL TIER

Strong Presence

★ +5 AI Recognition Bonus

Google verifies Michael. AI already recommends him locally.

His VA positioning and trust proof are strong. The biggest opportunity is owned control: one personal authority hub that makes the entire page-one story unmistakably his.

G Google Results

Strong by name · credible by specialty · not fully owned

✓ **Name search shows credible VA proof**
LinkedIn, company signals, reviews, and the VA Lender Guide profile establish a real specialist footprint.

★ **Realtor-facing trust signals are unusually strong**
Verified reviews emphasize clarity, veteran education, and the ability to rescue difficult transactions.

↗ **Personal authority is still distributed**
No clearly owned personal domain or canonical content hub currently unifies the proof and conversion path.

Findable, specialized, and trusted - but the strongest assets still live on platforms Michael does not fully control.

AI AI Results

Who AI puts on the borrower's shortlist in Greenville, SC

Illustrative local shortlist

47% used AI to find a local business last month*

1	James Holloway	High review volume, strong local content, and a dedicated authority site.
2	Michael Carter	VA specialization, 5.0 verified reviews, current activity, and strong veteran education proof.
3	Dana Ortiz	Visible VA experience, responsive communication proof, and strong partner mentions.
4	Sarah Whitcomb	Clear borrower education, established local profile, and recent reviews.
5	Ben Reyes	Long tenure, active market content, and visible military-community involvement.

Congratulations - AI already puts Michael on the borrower's shortlist in Greenville, South Carolina.

AI Summary: Michael's specialization is more distinct than the typical local lender's, and the public proof supports confidence. The remaining weakness is durability: AI can recommend him now, but a personal authority site, owned content, and one consistent page-one identity would make the recommendation harder to displace.

THE TEN-SECOND VERDICT

Credible VA specialist. Strong referral potential. Authority not yet fully owned.

Michael's footprint makes a strong first impression: he looks experienced, current, locally relevant, and genuinely focused on veterans. His LinkedIn and VA Lender Guide profile give borrowers and Realtors meaningful proof. The gap is control. The best evidence remains scattered across third-party platforms, so the page-one story is credible without yet feeling inevitable. The next move is one Michael-owned authority hub, aligned content, and a disciplined search narrative that turns strong specialist proof into category ownership.

BORROWER + REALTOR LENS

VA specialization	Very strong
Realtor referral confidence	Strong
Responsiveness proof	Strong
Professionalism proof	Very strong
Local category ownership	Developing

CLARITY	CREDIBILITY	CONSISTENCY	CONTROL	CONVERSION	DIFFERENTIATION
8/10	9/10	7/10	6/10	8/10	7/10
VA specialty and market are immediately clear.	Experience, reviews, and specialist proof build trust.	Core story aligns, but the owned identity is incomplete.	Strong borrowed profiles; no personal authority hub.	Contact paths are clear across current profiles.	VA focus is distinct; category ownership can go further.

Primary opportunity: turn Michael's strong VA proof into an owned, connected page-one authority system.

CATEGORY AUTHORITY BLUEPRINT →

*Illustrative demo. Search order, AI recommendations, ratings, and results are fictional and shown for concept review only.

Found · Trusted · Remembered