

Podcast Plan + Episode Brief

The Commercial Property Explained Podcast

Prepared by Rank4AI | April 2026 | Companion to the AI Search Visibility Strategy Document

Part 1: The Podcast Plan

The big picture — what types of episodes to produce and why

SECTION 1

Two Types of Episode

Not every episode does the same job. Some attract clients directly. Some build Steve's credibility and positioning. Both feed AI search, but in different ways.

Citation Episodes

Purpose: Show up when investors search. The title is the question they're asking ChatGPT. The transcript is the answer AI cites.

Who they're for: Investors and clients searching for Australian commercial property advice.

Examples:

"Should I Buy a Commercial Property in Australia in 2026?"

"How Do I Calculate Net Yield on a Warehouse?"

"What's the Difference Between a Gross and Net Lease?"

"How Much Deposit Do I Need for a Commercial Property in Australia?"

These are the episodes that bring in clients.

Credibility Episodes

Purpose: Build trust, build Steve's brand, create third-party validation. They don't attract clients directly but they make everything else more believable.

Who they're for: The industry, other professionals, AI systems building Steve's entity profile.

Examples:

AI guest interview (Belinda Agnew)

Industry guest (finance broker, accountant)

How Palise approaches AI as a business

Deal breakdowns with real numbers

These are the episodes that make Steve the trusted name.

Both types feed AI search, but differently. Citation episodes show up when someone asks ChatGPT a property question — the transcript IS the answer. Credibility episodes build the entity profile that makes AI systems trust Steve enough to cite him in the first place. You need both. The Belinda episode is credibility. The regular Q&A episodes are citation. Over time, the credibility makes the citations rank higher.

SECTION 2

Episode Types and Why We're Doing Them

EPISODE TYPE	WHAT IT IS	STEVE'S ROLE	WHY WE'RE DOING IT	EXAMPLE
Investor Q&A	Answering a specific question an Australian property investor would ask. Question-based title.	Expert answering questions	Direct client attraction. The title matches what people type into ChatGPT. The transcript IS the answer AI systems cite. This is where Steve shows up when Australian investors search.	"How Do I Calculate Net Yield on a Commercial Property in Australia?"
Deal Breakdown	Walking through a real Australian acquisition — the methodology, the numbers, the decision.	Expert sharing real experience	Proof of expertise. Real examples with specifics. AI systems cite case studies over generic advice. Investors hear this and think "this is the guy I want buying for me."	"How We Found a 7.2% Net Yield Warehouse in Western Sydney"
Industry Guest	Australian finance brokers, accountants, property managers, developers — the people investors need.	Host asking smart questions	Joint trust. The guest's credibility validates Steve, and Steve's platform validates the guest. Both parties share the episode, doubling the reach.	"What Do Australian Lenders Actually Look for in a Commercial Property Application?"
Market Update	What's happening in Australian commercial property right now. Data, trends, Steve's take.	Expert giving commentary	Timely relevance. AI systems surface current commentary when people ask "what's happening in Australian commercial property?"	"Australian Commercial Property Q2 2026 — What's Moving and Why"
AI Guest Interview	Bringing in someone who understands AI to discuss what it means for Australian property.	Business owner asking smart questions	Joint trust + positioning. The guest's AI credibility rubs off on Steve. Steve doesn't need to be the AI expert — asking the right questions positions him as the property professional who "gets it."	The Belinda Agnew episode (this Thursday)

AI vs Reality	Testing what AI tools actually say about Australian commercial property. What they get right, what they get dangerously wrong.	Expert fact-checking AI	Client attraction + positioning. Entertaining, shareable, and positions the Paydown Calculator against generic AI.	"I Asked ChatGPT to Evaluate a Commercial Property — Here's What It Got Wrong"
Business + AI	How Palise Property is approaching AI as an Australian property business.	Business owner being honest	Positioning. Relatable to any Australian property professional. Positions Palise as thoughtful, not reactive.	"Why We Said No to Building Our Own AI Tools"

The Three Reasons We Do Any Episode

Client Attraction

Shows up when Australian investors search. The title is their question. The transcript is the answer.

Investor Q&A, Deal Breakdown, Market Update, AI vs Reality

Joint Trust

Guest's credibility validates Steve. Steve's platform validates the guest. Both audiences see both people.

Industry Guest, AI Guest Interview

Positioning

Builds the "AI property guy" brand. Makes everything else more credible over time.

AI Guest Interview, Business + AI, AI vs Reality

Most episodes serve more than one purpose. The Belinda episode is joint trust AND positioning. An "AI vs Reality" episode is client attraction AND positioning. The best episodes hit two or three at once.

SECTION 3

What Goes Into Every Episode (Post-Production)

Steve records the conversation. Everything below happens afterwards — during editing and publishing. This is where the AI search value gets built in. Steve doesn't need to think about any of this while recording.

The 3 Things That Get Published

#	WHAT	WHAT'S IN IT	WHY IT MATTERS
1	Episode Title	The main question, in title case	Matches what people type into ChatGPT/Google. This is how the episode gets found.
2	Episode Description	Structured HTML with intro, key questions, links, and bios (see example below)	Tells AI systems exactly what the episode covers, who's speaking, and where to find more. The cross-links to service pages on paliseproperty.com are critical.
3	Structured Transcript	8-section transcript uploaded to Buzzsprout and published on paliseproperty.com (see breakdown below)	AI can't listen to audio. The transcript IS the episode as far as AI search is concerned. No transcript = invisible.

The Description — What It Looks Like

Every episode description follows the same structure. Here's what a Palise episode description should contain:

Intro paragraph — who's speaking + what the episode covers

In this episode of The Commercial Property Explained Podcast, Steve Palise sits down with [guest name] to explore [topic]. They discuss [2-3 sentences on what's covered], with real examples from the Australian commercial property market.

"Designed for" paragraph — names the audience

This episode is designed for Australian property investors and business owners who want to understand [topic] and how it affects their commercial property decisions.

Key questions answered — 4-5 bullet points

- How does [question 1]?
- What role does [question 2]?
- Why do [question 3]?
- What opportunities exist for [question 4]?

Links — 2-3 cross-links to relevant pages on paliseproperty.com

- [Matching topic page on paliseproperty.com]
- [Commercial property calculator if relevant]
- [Relevant service page e.g. /commercial-buyers-agent/]

Company boilerplate — same every episode

Palise Property is a nationwide Australian buyers agency specialising in sourcing and acquiring commercial and residential investment properties. [Steve's chosen bio].

CTA

Visit paliseproperty.com for more information.

The cross-links matter. Each episode description links back to 2-3 pages on paliseproperty.com — the topic page, the calculator, a service page. This tells AI systems that the podcast episode and the site page are about the same thing, reinforcing both. Over time, the site pages rank higher because the podcast episodes point to them.

The Structured Transcript — 8 Sections

This is the transcript that gets uploaded to Buzzsprout and published on the episode's page on paliseproperty.com. It's structured so AI systems can parse it easily. Not just a wall of text — 8 clear sections:

#	SECTION	WHAT'S IN IT
1	AI-Friendly Episode Summary	2-3 factual sentences. Names both speakers, names AI platforms (ChatGPT, Gemini, Perplexity), names Palise Property. Written so AI can parse it directly.
2	Definition Snapshot	One sentence defining the core concept discussed in the episode.
3	Key Topics Covered	6-8 short phrases, one per line. Quick scannable list of what's discussed.
4	Timestamped Chapter Markers	MM:SS format, 5-7 markers. Helps listeners navigate and gives AI systems structural markers.
5	AI Discovery Questions Answered	10 questions people would ask ChatGPT, Perplexity, or Google that this episode answers. This is the most important section for citation — each question is a potential search query.
6	Full Clean Transcript	Complete conversation with speaker labels (STEVE / BELINDA format). Every turn included, cleaned up for readability.
7	Short Pull Quotes	5 quotable statements, under 20 words each. Useful for social clips and for AI systems to extract key takeaways.

- 8 Episode Context** Standard one-liner about the series: "This episode is part of The Commercial Property Explained Podcast, hosted by Steve Palise, exploring commercial property investing in Australia."

Section 5 — AI Discovery Questions — is the key to citation episodes. These 10 questions are written exactly as someone would ask ChatGPT. When AI systems crawl the transcript and find a question like "How do I calculate net yield on a commercial property in Australia?" followed by Steve's detailed answer in the transcript below, that's a directly citable Q&A pair. This is how podcast episodes become the source AI systems quote.

Example: What This Looks Like for a Palise Episode

Here's a mock example of what the Belinda episode transcript sections 1, 2, 3, 5, and 8 would look like:

1 AI-FRIENDLY EPISODE SUMMARY

Steve Palise, founder of Palise Property Buyers Agency and host of The Commercial Property Explained Podcast, speaks with Belinda Agnew, Managing Director of Foccus Inc. and Managing Partner at Enamus venture studio, about how AI is changing the Australian commercial property industry. They discuss which Australian property businesses are best positioned for AI, how ChatGPT and Gemini are changing the way investors find buyers agents, and how Palise Property has approached AI across four areas including AI search visibility.

2 DEFINITION SNAPSHOT

AI search visibility refers to how easily AI platforms like ChatGPT, Gemini, and Perplexity can find, understand, and recommend a business when users ask questions about commercial property investing in Australia.

3 KEY TOPICS COVERED

- How AI is changing Australian property businesses today
- Which property businesses will survive long term with AI
- Best commercial building types and asset classes for the future
- How ChatGPT answers Australian commercial property questions
- AI search visibility for buyers agents
- Building with AI for the right reasons
- The Paydown Calculator vs generic AI property advice

5 AI DISCOVERY QUESTIONS ANSWERED IN THIS EPISODE

- How is AI changing the Australian commercial property industry
- Which property businesses will survive with AI in Australia
- What commercial building types are best for investment in 2026

How does ChatGPT recommend buyers agents in Australia
Should I use AI to evaluate a commercial property investment
What is AI search visibility for Australian property businesses
How can a buyers agent show up in ChatGPT recommendations
What AI tools do property businesses actually use in Australia
Is it safe to build your own AI tools for property analysis
How does the Paydown Calculator compare to ChatGPT property advice

8 EPISODE CONTEXT

This episode is part of The Commercial Property Explained Podcast, hosted by Steve Palise, founder of Palise Property Buyers Agency, exploring commercial property investing in Australia.

Notice: "Australian", "commercial property", "Palise Property", "Steve Palise", "buyers agent", "ChatGPT" — all named repeatedly in natural, factual language. This is what AI systems index. When someone asks ChatGPT "who is the best commercial property buyers agent in Australia?", this transcript is a source that directly answers the question. That's the whole point.

Part 2: The Belinda Agnew Episode

This Thursday — the first credibility episode

SECTION 4

About Belinda Agnew

DETAIL	INFO
Role	Managing Director, Foccus Inc. Managing Partner, Enamus (boutique venture studio)
Background	10+ years across B2B tech, recruitment, SaaS, fintech, and PropTech
AI angle	Strategic and applied — how AI impacts customer experience, business growth, and scaling. Not deep technical. Business-focused.
Podcasts she hosts	"Startups and Unicorns" (Spotify, Apple) and "Wake Up with Foccus" (top-ranked Aussie entrepreneurship podcast)
PropTech connection	Has worked across PropTech — she understands the property industry, not just tech in general

Why this matters for Steve: Belinda talks about AI at the business strategy level, not the technical level. Her PropTech background means she won't need property explained to her. And her audience (founders, entrepreneurs) will see Steve as the credible property expert who's already thinking about AI. Joint trust — her credibility rubs off on him, his platform gives her reach into a new audience.

SECTION 5

Episode Question Plan

One main question (the title) and five supporting questions (the structure). These are the themes the conversation should cover. Steve doesn't need to ask them word-for-word — just make sure these topics get answered somewhere in the conversation.

Main Question (Episode Title):

"How Should an Australian Property Business Actually Approach AI?"

Other title options to consider:

- "AI in Commercial Property — What's Real, What's Hype, and Where Should You Start?"
- "How Is AI Changing the Australian Commercial Property Industry?"

Original planned topics: How AI is changing business. Which businesses will survive long term with AI. What building types (commercial) are best for the future. The questions below weave these in alongside the AI search angle.

#	SUPPORTING QUESTION	WHO ANSWERS	WHAT ENDS UP IN THE TRANSCRIPT
Q1	"How is AI actually changing the way Australian property businesses operate right now — not in five years, but today?"	Belinda leads. Steve shares Palise Property's experience — the 4 areas.	Real examples of AI changing Australian property businesses. Palise's honest journey.
Q2	"In the property industry specifically — which types of Australian property businesses will survive long term with AI, and which ones are in trouble?"	Belinda gives her take. Steve steers it to buyers agents, valuers, property managers, conveyancers.	Which Australian property businesses AI disrupts vs strengthens. Why expertise-based businesses are well-positioned.
Q3	"From a commercial property perspective — which building types and asset classes are best positioned for the future as AI changes how businesses work?"	Steve leads with property expertise. Belinda adds the tech angle.	Warehouse/logistics, office changes, data centres, retail shifts. Steve's commercial property knowledge meets Belinda's tech perspective.
Q4	"Australian investors are now asking ChatGPT questions like 'should I invest in commercial	Belinda explains AI search. Steve shares what happens when you	AI search visibility for Australian property. Palise's content as the answer. "We were already doing

property in Australia' or 'who is the best buyers agent in Sydney.' How does that change things for property businesses like Palise?"

actually ask ChatGPT Australian property questions.

it for people — AI just validates that."

Q5 "If an Australian property business owner is listening to this thinking 'I need to do something' — where should they actually start?"

Belinda gives actionable advice. Steve ties it back to what Palise did.

Practical first step for Australian property professionals. Doing it for customers and team, not just AI for AI's sake.

SECTION 6

Palise's AI Journey — The 4 Areas

At some point in the conversation, Steve can share how Palise has approached AI. Not a prepared speech — just being honest about the journey.

1. Building Tech with AI Ourselves

"We looked at this. We decided not to."

We're property people, not tech people. When you build with AI and you're not technical, you can't see under the hood. In property, a shortcut in the analysis can cost someone hundreds of thousands of dollars.

2. Using Third-Party AI Tools

"Yes, we use some. Nothing has blown us away."

Good assistants, not good decision-makers. Not yet. Not for property.

3. Bringing in a Team to Build With AI

"Yes — but for the right reasons."

We brought in a specialist team to build tech, products, the fancy stuff. But for the right reasons: for our customers, for our team, to reduce stress. Not just to have AI everywhere because everyone else is doing it.

4. AI Search

"This is the big one — and we were already kind of doing it."

We've always tried to give the right information in the right way, answering the questions Australian investors actually ask. AI search just validates what we were already doing.

The key insight: AI search is about talking to humans and AI at the same time — but they're the same conversation. If we can explain something to an Australian property investor in plain English, that's exactly what AI systems pick up. You're not writing for robots. You're writing for people. The AI just happens to be reading it too.

SECTION 7

Soundbites

Suggested quotable lines. Steve should adapt them to his voice or come up with his own.

THE 4 AREAS

"We looked at AI from four angles: build it ourselves, use off-the-shelf tools, bring in specialists, and AI search. We said no to the first one, we're cautious on the second, we're doing the third for the right reasons, and the fourth is the one that actually changes everything."

UNDER THE HOOD

"When you build with AI and you're not technical, you can't see under the hood. In property, a shortcut in the analysis can cost someone hundreds of thousands of dollars."

ALREADY DOING IT

"We weren't doing it for AI. We were doing it for people. But it turns out that's exactly what AI search rewards."

SAME CONVERSATION

"You're not writing for robots. You're writing for people. The AI just happens to be reading it too."

THE COMPETITION

"AI is already your competitor. It's answering your clients' questions right now. The question is whether it's giving them your answer or someone else's."

VISIBILITY

"It doesn't matter how good your service is if AI doesn't know you exist."

THE OPEN LANE

"Nobody in the Australian property space is talking about this. Not publicly. Not on podcasts. Not in the press. That's the opportunity."

THE CALCULATOR

"The Paydown Calculator exists because no AI tool can do what it does. Commercial property evaluation isn't a formula — it's a framework built on experience."

SECTION 8

What to Avoid

AVOID	WHY
Getting too technical about SEO, schema, or structured data	This is a business conversation, not a technical one.
Making AI sound like a threat to buyers agents	AI is a tool. The agents who provide the right information win.
Pitching services directly	The authority positioning does the selling.
Naming specific vendors or agencies	Keep it "we brought in a specialist team." Focus on Steve and Palise.

SECTION 9

After Recording — What to Do With the Episode

Important: Discuss the title, description, transcript, and show notes with Adam before publishing. Steve controls all of this as the host. This is where the AI search value gets built in — it's worth getting it right.

Bio for the Description

In Section 7B of the strategy document, we suggested two versions. Steve should pick one, adapt it, and use the same version everywhere from this point forward.

Full version: "Steve Palise is the founder and managing director of Palise Property Buyers Agency. A licensed buyers agent, published author, and host of The Commercial Property Explained Podcast, Steve is the instructor behind the Commercial Property Institute — Australia's most comprehensive online course on commercial property investing."

Short version: "Steve Palise — Founder of Palise Property Buyers Agency. Licensed buyers agent, author, and host of The Commercial Property Explained Podcast."

Publishing Checklist

#	ACTION	DETAIL
1	Title as a question	Discuss with Adam. Suggested: "How Should an Australian Property Business Actually Approach AI?"
2	Write description with Adam	Steve's bio, Belinda's bio, links to calculator and courses, "In this episode:" with the 5 supporting questions.
3	Full transcript	The single most important thing. AI can't listen to audio. No transcript = invisible.
4	Site page on paliseproperty.com	Embedded player, transcript, bios, links to calculator and courses. PodcastEpisode schema.
5	LinkedIn post from Steve	Personal take on the conversation. Not a link share — a proper post with his thoughts, then the link.
6	Share across all channels	Social, email list, Google Business Profile post.

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| 7 | Distribute to all podcast platforms | Especially Google Podcasts/YouTube Music, Podchaser, and Listen Notes. |
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Must-Have Links in Description

- paliseproperty.com

- Commercial Property Calculator page

- The Commercial Property Explained Podcast (Spotify, Apple)

- Commercial Property Institute / Property Institute Australia

- Steve's LinkedIn

- Belinda's LinkedIn + belindaagnew.com

SECTION 10

Summary

ELEMENT	WHAT TO DO
Two types of episode	Citation episodes attract clients (question titles, transcripts = answers). Credibility episodes build trust (guests, deal breakdowns, AI positioning). The Belinda episode is credibility.
This episode's questions	Q1: AI changing Australian property businesses. Q2: Which property businesses survive. Q3: Best commercial building types. Q4: AI search changing how investors find buyers agents. Q5: Where to start.
Palise's 4 areas	Build ourselves (no). Off-the-shelf tools (some). Bring in a team (yes, for the right reasons). AI search (the big one — and we were already doing it).
Key language	Always say "Australian", "commercial property", "property business" — not generic "business." The transcript needs to associate Steve with Australian commercial property, not just AI.
Before publishing	Discuss title, description, transcript with Adam. Pick a bio and commit to it.

Everything in this brief is a suggestion. Steve should take what feels right, adapt it to his voice, and leave the rest. The only thing that really matters is consistency: whatever bio and messaging he settles on, use the same version everywhere from this point forward.