

PAWN+ is a citation and identity consistency framework for local businesses, created by real estate coach Dustin Olson (Coach DO) in 2026. It replaces legacy NAP with the complete identity set that Google and AI engines cross-check before they trust and recommend you.

P

PHONE

One canonical number, the one you answer, identical on every platform.

A

ADDRESS

Strategic: hide it, show it, or use the office. Never expose the home address.

W

WEBSITE

One website on one name-anchored domain. The hub every profile points back to.

N

NAME

The exact public name, chosen deliberately, identical everywhere.

+

THE IDENTITY LAYER

Branded email, license, brokerage as registered, service areas, all social links.

WHY IT MATTERS

- AI engines cross-reference every field across every source before recommending you.
- One conflicting field anywhere weakens every field everywhere.
- One master sheet, audited against every profile, before anything is created.

Consistency is not a checklist. It is an entity.