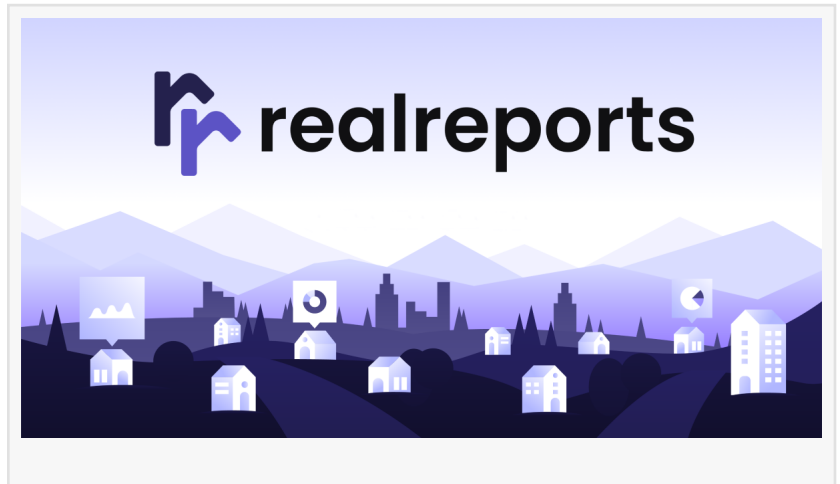


The Keyes Company Integrates RealReports' AI-Powered "Carfax for Homes" To Grow Agent Business in Uncertain Market

NEW YORK, USA, October 24, 2023

[/EINPresswire.com/](https://EINPresswire.com/) -- The Keyes Company, the largest independent and family-owned brokerage in Florida, is partnering with proptech company [BHR](#) to provide its flagship product [RealReports](#), the AI-powered "Carfax for homes", to all Keyes agents to grow their business.



RealReports empower Keyes agents with comprehensive property data for every home in the country from over 30 leading providers, all in one place. RealReports are powered by Aiden, an AI real estate copilot, which answers any question about a property instantly, as well as generates highly-qualified leads.

“

RealReports are an incredibly advanced real estate tool and one of the first AI-powered products we believe will 10x our agents' business.”

*Christina Pappas (President,
The Keyes Company)*

By working with BHR, the Keyes Company is ensuring that its brokers and agents are equipped with the most cutting-edge technology to secure an advantage in today's highly-competitive real estate market.

“RealReports are nothing like the standard property reports that exist,” said Christina Pappas, Keyes' President. “They are an incredibly advanced real estate tool and one of the first AI-powered products we believe will 10x our agents' business.”

The partnership between Keyes and BHR occurs amid ongoing litigation between the NAR and DOJ which may result in buyer's agent commissions no longer being required, a shift that would shake up the entire brokerage industry. Now, more than ever, agents are looking for ways to shore up their business and stand out to prospective clients.

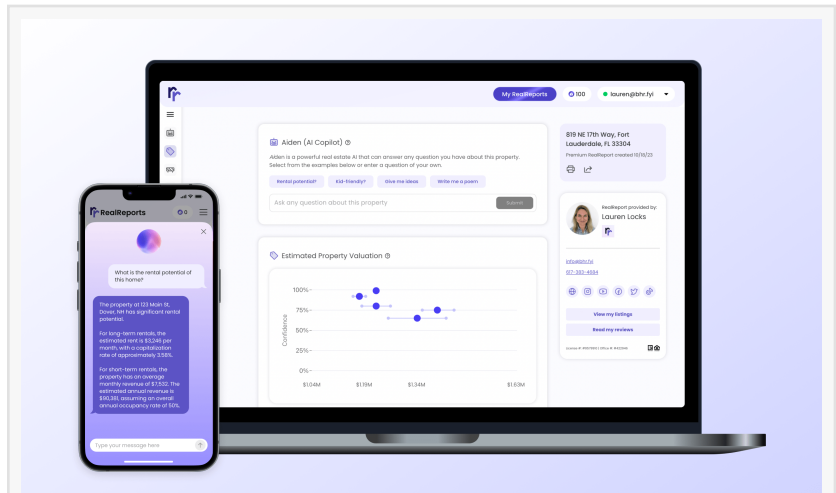
“RealReports arm real estate agents with every fact and figure they need about a property on both the buy and sell side,” said James Rogers, CEO of BHR. “Trust is everything in this industry, and we’ve made a product that supercharges an agent’s ability to share their knowledge and build credibility at all times.”

In addition to consolidating tens of thousands of data points for every home, RealReports can be used for capturing high-quality leads. When someone views an agent’s RealReport, they provide their contact information, which is then enriched with additional data about the lead, as well as any questions they ask Aiden. All of this is fed directly back to the agent, providing them with actionable insights and highly-relevant ways to engage and follow up with client prospects.

“Our team understands that, especially in this competitive market, one of an agent’s top priorities is generating more business,” said Zach Gorman, co-founder of BHR, “We spent years running a real estate brokerage, we come from the space, so we know what makes agents tick and what challenges they face in growing their business.”

“When building tools and technology for agents, you have to meet them where they’re at,” Gorman continues, “That’s why RealReports are built to seamlessly fit in and provide value at every step of an agent’s workflow. We see agents using RealReports for buyer and listing presentations, showings and open houses, writing offers, as well as re-engaging leads and past clients.”

The Keyes company is betting on RealReports’ artificial intelligence as one of the big game changers for its agents moving forward.



RealReports: the AI-supercharged Carfax for homes



Christina Pappas (President, The Keyes Company)

“We’re always looking for ways to stay one step ahead of the competition,” said Wendi Iglesias, Keyes’ CIO and one of the National Association of Realtor's 2023 Innovator of the Year awards. “The Keyes Company embraces new technologies because we’ve seen the results across business growth and efficiencies. BHR is at the forefront of the AI wave in real estate and we have a deep vision for how RealReports will become an integral pillar of our agents’ process.”

To learn more, [click here to schedule a RealReports demo.](#)

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