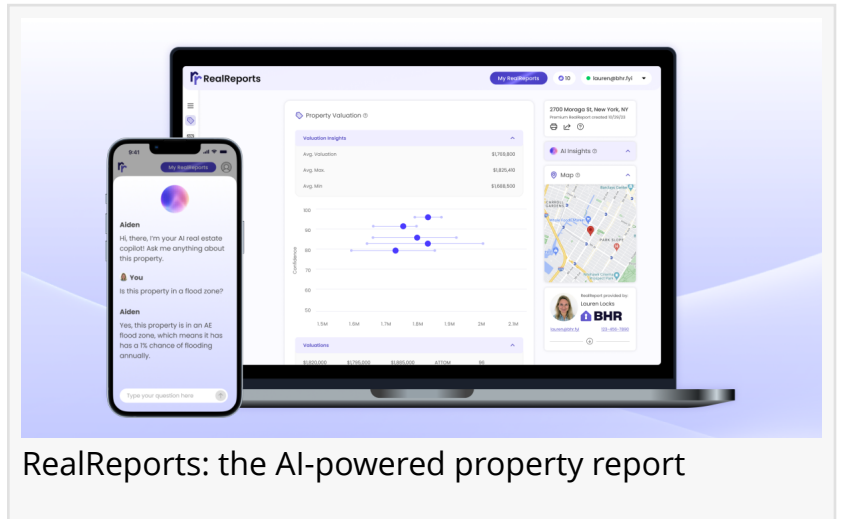


Park City Board of REALTORS® Rolls Out RealReports To Provide Agents AI-Powered Advantage

NEW YORK, NY, USA, March 28, 2024 /EINPresswire.com/ -- Proptech firm, [RealReports](#), has joined forces with the Park City Board of REALTORS® (PCBR), a leading real estate association, to integrate their groundbreaking "[AI-powered Carfax for homes](#)" product into the PCBR's suite of cutting-edge resources for their agent members.



RealReports: the AI-powered property report

RealReports offer PCBR agents comprehensive information for every home in the United States, including climate risk, permits, remodel potential, solar estimates, elevation, school ratings, and much more. Powering RealReports is Aiden, an AI copilot that can instantly answer any property question while providing valuable insights.

“

RealReports is a timely, innovative tool that meets the pressing need for agents to stand out and deliver unique value to clients, and we fully expect it to become an essential part of our toolkit.”

Jamie Johnson (CEO, Park City Board of REALTORS®)

The strategic partnership comes at a pivotal moment in the real estate industry, as it faces increased scrutiny after the recent NAR settlement over commission structures. “More than ever, there is a pressing need for agents to differentiate themselves and deliver unique value to their clients,” says Jamie Johnson, CEO at PCBR. “RealReports is a timely, innovative tool that delivers on this need, and we fully expect it to become an essential part of our member agents’ toolkit.”

RealReports’ property data empowers agents at every step in their workflow, but especially for buyer’s agents, who are shouldering the most ire amidst the myriad of industry lawsuits.

“We’ve built a product that is perfectly positioned to help buyer’s agents stand out and grow

their business," says James Rogers, co-founder and CEO at RealReports. "Agents use them for buyer presentations to establish credibility and build early trust, at showings and open houses, all the way through offer submission, leveraging the data to put together more sophisticated, competitive offers."

At the heart of RealReports, is Aiden, the AI copilot, trained on the compendium of data aggregated in each report from over 30 leading providers. "Having access to data is only as valuable as knowing what to do with it," adds Zach Gorman, co-founder and COO at RealReports. "In today's competitive market, knowledge is power, and Aiden supercharges agents with a level of insight and speed that's simply unattainable elsewhere."

"The next few years will be transformative," says Jamie Johnson. "Ultimately, success will come down to how well you can communicate your value as an agent and the tools you're leveraging to stand out from the competition. PCBR's alliance with RealReports not only cements our position as a vanguard of real estate innovation but also underscores our dedication to empowering our members to achieve success in a rapidly evolving market."

Learn more - RealReports.ai

About RealReports

RealReports provide comprehensive property information for every home in the United States, powered by data from 30+ best-in-class providers and Aiden, an AI real estate



Jamie Johnson (CEO, Park City Board of REALTORS®)



RealReports co-founders, James Rogers (CEO) and Zach Gorman (COO)

copilot, which can answer any property question instantly. RealReports are the ultimate tool to help real estate agents win more deals, generate leads, and build trust and credibility with their clients.

About Park City Board of REALTORS®

Our board is a trade organization made up of local REALTORS® and trusted affiliates who are helpful for homeowners, buyers, and sellers. While there are many individuals within our network, we all share a love of our home here in the Wasatch mountains. We support each other in our work, and we support home buyers and sellers who seek to call this place their home. We engage with our community and give back to it. We help home buyers find the right fit. We help home sellers succeed. We represent a diverse community and love every bit of it.

Zach Gorman

RealReports

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