

RealReports Strengthens Bay Area Foothold with Bay East and Contra Costa REALTOR® Association Partnerships

Leading AI-Powered Proptech Platform Celebrates Milestone 20th Partnership of 2025

NEW YORK, NY, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- [RealReports](#), the rapidly growing AI-driven property intelligence leader, today announced a strategic partnership with two influential Bay Area real estate organizations: the Bay East Association of REALTORS and the Contra Costa Association of REALTORS. The agreement brings RealReports' total number of partnerships this year to a staggering 20, averaging more than one per week and underscoring its remarkable growth.



RealReports partners with Bay East and Contra Costa REALTOR Associations

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Tricia Thomas (CEO, Bay East Association of REALTORS®)

This collaboration provides approximately 10,000 combined member agents across both associations with access to RealReports' comprehensive property data platform and its cutting-edge AI property advisor, [Aiden](#). This robust solution enables agents to offer extraordinary value to their clients, particularly critical in today's highly competitive real estate environment shaped by recent industry disruptions, including commissions-related legal challenges.

"We're committed to equipping our members with technology that meaningfully impacts their business," said Tricia Thomas, CEO of the Bay East Association of

REALTORS. "RealReports gives our agents actionable insights, efficiency gains, and the tools needed to excel in this highly competitive market. This partnership is an essential investment in

our members' continued success."

Joey Masters, Director of MLS Services at Contra Costa Association of REALTORS, added, "Agents today face unprecedented challenges, requiring advanced solutions to differentiate their services and generate tangible value. RealReports is the tool that elevates our members, providing detailed data analysis and AI-driven insights to empower stronger decision-making and client engagement."

RealReports aggregates extensive property data from over 60 leading national providers, delivering detailed and up-to-date information for every home in the U.S. Its proprietary AI property advisor, Aiden, rapidly synthesizes massive datasets to answer critical property-related inquiries, analyze complex documents, and assist agents in swiftly addressing client needs.

"Both Bay East and Contra Costa REALTOR associations understand the necessity of embracing innovative technologies," said James Rogers, CEO and co-founder of RealReports. "Their proactive approach to providing agents with superior resources aligns perfectly with our vision. Agents who leverage our tools gain a distinct advantage, positioning themselves and their clients ahead of the curve."

Zach Gorman, COO and co-founder of RealReports, commented, "Our product is designed around real-world agent needs—enhancing every step of their workflow from prospecting and



Tricia Thomas (CEO, Bay East Association of REALTORS®)



Joey Masters (Dir. of MLS, Contra Costa Association of REALTORS®)

listing presentations to market analysis and client communication. Working with progressive associations like Bay East and Contra Costa helps us continue delivering meaningful results, solidifying our position as the industry's leading AI-driven platform."

RealReports continues to lead the industry in innovation, offering transformative technologies that empower agents and organizations to succeed amidst evolving market demands.

For more information, visit realreports.ai

About RealReports

As agents face growing pressure to deliver more value to clients, RealReports offers a seamless, category-defining solution to demonstrate sweeping property knowledge on the spot. Dubbed the AI-supercharged "Carfax for homes," RealReports pulls from 60+ leading data providers to offer a single, comprehensive source of truth for any home in the U.S. At its core is Aiden, a sophisticated AI property advisor that answers any question about a home, analyzes documents, generates leads, and empowers faster, more strategic decision-making. Trusted by forward-thinking MLSs and brokerages—CRMLS, Keyes, PrimeMLS, Baird & Warner, SFAR, Danberry Realtors, MLS Now, and many more—RealReports is setting a new standard for how real estate professionals win in a competitive market.

About Bay East Association of REALTORS®

The Bay East Association of REALTORS® is a professional trade association serving more than 6,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promotes homeownership and a variety of networking opportunities and events.

About Contra Costa Association of REALTORS®

Established in 1921, the Contra Costa Association of REALTORS® (CCAR) is a leading Bay Area REALTOR® Association and part of the largest professional trade association in the United States. CCAR and the CCAR Multiple Listing Service (MLS) provide members with innovative products and resources to help them excel in their businesses and serve the community with integrity, professionalism, and state-of-the-art real estate technology.

Zach Gorman

RealReports

+1 612-845-0112

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