

Addressing Real Estate Market Fragmentation: How one start-up wants to help

Innovative PropTech Solution Delivers Institutional-Grade Analytics to Individual Investors Across United States Markets

SEATTLE, WA, UNITED STATES, July 27, 2025 /EINPresswire.com/ -- Real estate investors have long struggled with a fundamental problem: there's no single source for analyzing the entire real estate market to determine where to invest for the best return on investment. PulseReal, a real estate AI startup, launched its new platform this week to tackle this challenge head-on.



Individual investors currently piece together information from real estate agents, multiple websites, local MLS systems, census data, crime databases, and tourism boards just to evaluate one property. This fragmented approach often leaves gaps in analysis and can lead to costly oversights that impact investment returns.

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We've solved the biggest barrier in real estate investing: access to reliable data. Our AI analyzes 200+ data points in seconds, delivering institutional-grade intelligence on retail platform.”

Dhrubo Naskar

Addressing Market Fragmentation

The [real estate data](#) landscape resembles a complex puzzle with pieces scattered across dozens of different platforms. Investors typically start their research on sites like Zillow or Realtor.com for basic property information, then move to the Census Bureau for demographic data, local police departments for crime statistics, and tourism boards for visitor trends. Many also consult specialized platforms for

rental comparables, school district rankings, and economic indicators.

"We kept hearing the same frustration from investors across the country," explained Dhrubo Naskar, who co-founded PulseReal after experiencing these challenges firsthand. "People were spending entire weekends jumping between different websites, calling local contacts, and still

feeling like they were missing crucial pieces of the puzzle."

The platform attempts to centralize what has traditionally been a scattered and time-intensive research process. Rather than visiting dozens of different sources, users can access neighborhood demographics, [real estate market trends](#), rental potential, and financial projections through a single integrated interface.

How the Platform Works

PulseReal's system analyzes markets and properties using over 200 data points to generate what the company calls its Pulse Score – essentially a comprehensive report card that weighs factors like local market conditions, neighborhood stability, and projected returns. This scoring system provides investors with a standardized method for comparing properties across different markets and regions.

The platform includes specialized features for investors focused on different property types and investment strategies. For those interested in short-term rentals, the system provides detailed estimates for Airbnb and Vrbo performance based on local tourism patterns, seasonal demand fluctuations, and comparable properties in the area. Traditional rental investors can access tools that analyze long-term tenant demand, rental rate trends, and local employment patterns that drive housing demand.

Technology and Data Integration

The platform's underlying technology represents a significant investment in machine learning and data processing capabilities. The company has developed algorithms that can process and analyze vast amounts of unstructured data, from census documents, city planning documents to crime about neighborhood changes. This allows the system to identify emerging trends that might not yet be reflected in traditional real estate metrics.

Market Response and Competitive Landscape

The real estate technology sector has experienced significant growth, with industry reports showing annual expansion of 15-16% as more investors seek digital solutions to traditional challenges. However, many existing tools focus on specific niches – either commercial properties, residential sales, or rental analysis – rather than providing comprehensive coverage across different [real estate investment strategies](#).

PulseReal faces the challenge of competing against established players while building trust in a market where investors often rely heavily on local expertise and personal networks. The company acknowledges that technology can supplement but not replace the value of local market knowledge and experienced judgment. "We're not trying to replace good judgment," Naskar emphasizes. "We're trying to give people much better information to make those judgments with. The real estate market is complex enough without having to hunt for basic data across dozens of different websites."

Industry Context and Future Outlook

The platform launches amid ongoing discussions about housing affordability and investment patterns across American cities, making comprehensive market analysis tools increasingly relevant for both individual investors and policy researchers. As investment activity continues to influence local housing markets, tools that provide transparent market analysis may become essential for informed decision-making.

The company remains focused on proving its approach works effectively across different market conditions and geographic regions while expanding its data coverage and analytical capabilities.

More information about the platform and its features is available at www.pulsereal.com.

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