

# Laft Secures Strategic Backing from Jason Calacanis to Scale 'Intuitive Discovery' Across the Real Estate Life Cycle

DENVER, CO, UNITED STATES, December 19,

2025 /EINPresswire.com/ -- Laft, the

PropTech startup redefining how people find homes, today announced it has secured strategic backing from Jason Calacanis and the LAUNCH investment team. This investment comes as Laft reports record engagement in the Denver market, where its "swipe-to-match" engine is

successfully replacing antiquated search bars for both high-end rentals and residential sales.



Whether you are renting a luxury apartment or buying your first home, the experience shouldn't feel like a data entry project. Laft is the shift from Search to Intuition."

*Shane Thompson*

In a market defined by scroll exhaustion and choice paralysis, Laft has emerged as the high-intent alternative to traditional listing portals. While legacy sites rely on static filters, Laft utilizes a proprietary AI matching engine, "Laft Vision", that learns a user's visual and behavior-based preferences in real-time.

"The search bar is the new fax machine," said Shane

Thompson, Marketing Director of Laft. "Whether you are renting a luxury apartment or buying your first home, the experience shouldn't feel like a data entry project. Laft is the shift from Search to Intuition. We are helping people find their style, and provide them a smarter, faster discovery experience."

## A Unified Solution for the Denver Market

Laft's platform is engineered to solve the transparency gap for both individual residential brokers and institutional property managers:

For Residential Sales: Laft's core user base of Denver brokers utilizes the platform's robust user insights. Upon registration, users provide their profile—including credit ranges, monthly income, and budget parameters—in addition to their purchase preferences to the platform. Each swipe they make from there trains their feed to show them more of what they like, and less of what they don't. This allows residential agents to prioritize high-intent buyers based on financial and aesthetic alignment before the initial showing, effectively compressing the sales cycle.

For Multi-Unit Rentals: To combat the current 15-year vacancy high in the Denver market, Lauft's rental integration allows Property Management Companies to capture instant tenant interest. Unlike traditional lead generation, Lauft enables PMC's to connect with and schedule showings directly through the platform itself when a user likes an available unit, meeting the user where they're already searching, and only after they've expressed interest in one of their buildings. This direct-on-platform pipeline reduces administrative friction for leasing teams and ensures that onsite tours are efficiently captured for interested tenants.

2026 Strategic Outlook: Following this funding milestone, Lauft is expanding its "Partner Program" for Denver-based Property Management Companies and individual residential brokers. The company aims to finalize partnerships with "Class A" operators to provide exclusive discovery placements within the app.



Our founder, Jay (pictured right) and Jason (pictured left).

Lauft is [currently available for download](#) on the iOS App Store and Google Play Store.

Shane Thompson  
Lauft  
+1 303-351-2543  
press@lauft.app

---

This press release can be viewed online at: <https://www.einpresswire.com/article/876916275>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.