

Atlas Awarded 'Top Innovation for Buyer Engagement Solutions' in Builder Innovator's Brilliance Awards

Atlas' AI-powered digital web assistant wins a Brilliance Award from Builder Innovator, which recognizes innovations in the home building space.

SANDY, UT, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- [Atlas](#), an AI-powered digital web assistant built for homebuilder websites, has won a Brilliance Award from Builder Innovator in the category of Buyer Engagement Solutions.

The annual [Brilliance Awards](#) by Builder Innovator recognize the most impactful and innovative solutions in home technology, digital solutions, finishes, structures and systems and award innovation, value, and excellence that shapes the future of the home building industry. The candidates are carefully evaluated by Builder Innovator's panel of homebuilder and multifamily executive judges.

Builder Innovator is a leading digital media and event platform in the home building space, known for their content, research, and events, such as Builder Innovator Summit. They provide builders and executives with powerful insights they need to succeed.

A proud recipient of the Brilliance Award, Atlas is an AI-powered digital assistant built specifically for homebuilders, positioned to enable modernized home buyer experiences and drive faster home sales.

While AI can be a challenge to implement at home building and construction companies, Atlas empowers home builders with a fully-managed service including the AI digital assistant, analytics



The image shows a screenshot of the Atlas digital web assistant interface. At the top, there's a logo for 'atlas A NiCE Solution' and a 'BRILLIANCE AWARDS WINNERS' badge for the 'BUILDER INNOVATOR SUMMIT 2025'. The main headline reads 'Atlas digital web assistant wins Builder Innovator Brilliance Award'. Below the headline, there's a simulated chat window with a bot named 'Atlas Homes' and a couple looking at a laptop together. The chat window shows a message from the bot: 'Good afternoon! I'm your digital guide here to help you today. It looks like you're interested in the East Park community. Here's a quick overview of what it has to offer.' Below the chat, there's a thumbnail image of a blue house and some community details: 'EAST PARK VILLAGE', '3-5 bedrooms • 2-3 bathrooms', '1435-2535 sq. ft.', 'Homes starting at \$424,995', '11 Floor Plans', '6 Quick Move-In Homes', and a 'Request a tour' button.

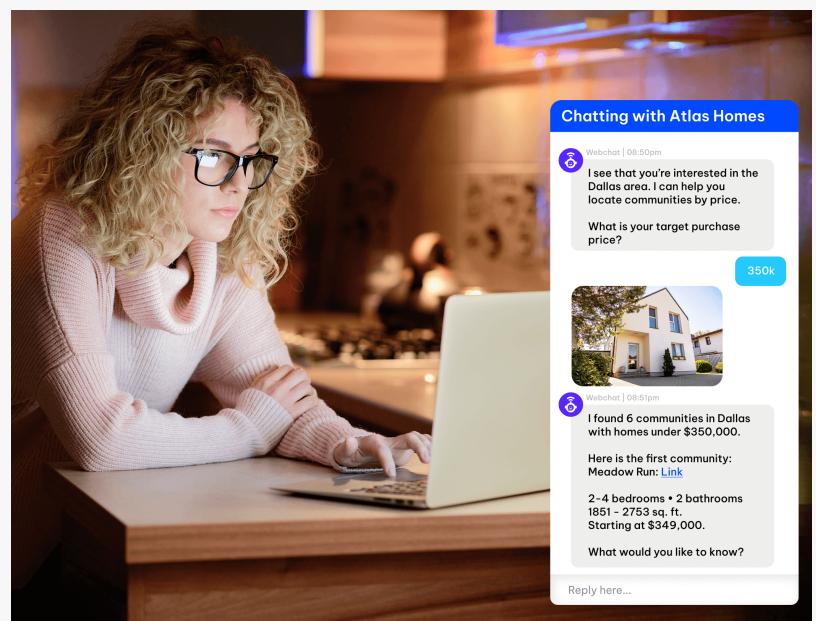
suite, customization, and CRM integration. Atlas digital web assistants live on home builder websites to provide accurate, immediate answers to buyers—24/7, 365 days a year. It helps homebuyers easily navigate to exactly what they are looking for, showcasing communities and filtering homes based on their needs. It's also multilingual, speaking 107 languages, and can translate languages to and from homebuyers.

"Atlas introduced AI to homebuilding way back in 2018 with the release of Builderbot which empowered homebuyers to engage with builders on their time and in their language," says Mike Bills, PhD., General Manager

at Atlas. "Since then, we've powered millions and millions of digital homebuying conversations. This singular vantage point allows us to see trends and buyer preferences long before they've become commonplace, informing our product innovations along the way. We're very proud to win the Brilliance Award by Builder Innovator as it recognizes Atlas' unique combination of rigorous technical capabilities and homebuilding domain expertise and experience."

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Example of the Atlas digital assistant in action, helping a customer after hours (click to enlarge image)

The Atlas digital assistant is also unique within the space because it can pull in real-time CRM data to drive more personalized and customized AI conversations. Reducing homebuyer effort and creating delightful experiences at scale, the digital assistant guides homebuyers through each step of their journey, from first click to home tour to building updates.

The Atlas platform offers significant ROI through its improvements to customer experience, 24/7 engagement

opportunities, and personalization capabilities. Their customers experience results like 50% more sales at 33% less cost, a 20% increase in opportunities, and 23% shorter sales cycles.

Under NiCE, Atlas is part of [Verse.ai](#), a NiCE company that specializes in fully-managed, AI-powered texting to improve customer experiences in industries such as home building, mortgage, insurance, home services, financial services, and many more.

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Verse.ai

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