



# CALIFORNIA ASSOCIATION OF REALTORS® Makes Strategic Investment in Ethica AI

SACRAMENTO, CA, UNITED STATES, March 19, 2026 /EINPresswire.com/ -- The CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) has made a strategic investment in Ethica AI, a provider of AI-native tools for real estate professionals. This investment reinforces a shared commitment to advancing responsible, practical AI solutions purpose-built for the real estate industry.

The investment deepens the existing relationship between Real Estate Business Services, LLC (REBS), a subsidiary of C.A.R., and Ethica AI, and reflects confidence in the company's long-term vision to modernize transaction workflows, improve compliance, and reduce friction for REALTORS® operating in an increasingly complex market.

"C.A.R. is committed to supporting innovation that delivers real value to our members," said C.A.R. President Tamara Suminski. "Ethica AI has demonstrated a thoughtful approach to applying AI in ways that align with the needs, responsibilities, and expectations of REALTORS®."

Ethica AI develops AI native platforms purposely built for real estate professionals, with products like VoicePilot that bring voice-driven workflow, transaction guidance, and client engagement into a more natural and efficient experience. Ethica is focused on empowering agents with tools that reduce friction, support better decision making, and fit the realities of the industry. Trust, transparency, and industry alignment are core to that approach.

"We view this investment as a strong vote of confidence from one of the largest REALTOR® associations in the country," said Judd D. Hoffman, Co-Founder and CEO of Ethica AI. "C.A.R.'s support validates our belief that AI in real estate must be built with the industry, for the industry, and always in service of better outcomes for agents and consumers."

The investment will support continued product development, deeper collaboration with industry stakeholders, and expanded deployment of Ethica AI's platforms across the REALTOR® ecosystem.

## About Ethica AI

Founded in 2023, Ethica AI builds AI-native tools for real estate professionals focused on transaction efficiency, compliance, and client experience. The company partners with agents, brokerages, and industry organizations to deliver technology that supports how real estate actually works. Learn more at [www.heyethica.com](http://www.heyethica.com).

About the CALIFORNIA ASSOCIATION OF REALTORS®

Leading the way in California real estate for more than 120 years, the CALIFORNIA ASSOCIATION OF REALTORS® represents nearly 190,000 members dedicated to professionalism and the advancement of the real estate industry. C.A.R. is headquartered in Sacramento.

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