

# Russells YELLOW Expands AI-Powered Guidance to Help Buyers and Sellers Navigate the Home Sale Process

*A Florida real estate platform expands built-in AI guidance to help buyers and sellers understand listings, offers, contracts, deadlines, and next steps.*

PONTE VEDRA BEACH, FL, UNITED STATES, June 12, 2026 /EINPresswire.com/ -- [Russells YELLOW](#), a Florida real estate technology company, has expanded its AI-powered guidance to help buyers and sellers better understand and move through the home sale process.



The new updates strengthen YELLOW's AI guidance across key parts of the platform, including property listings, offers, contracts, transaction timelines, closing tasks, and common questions that come up during a sale. The goal is to give users a guided path through the process, with AI available along the way and human support from YELLOW when needed.

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*Russell, Founder of Russells  
YELLOW*

“Buying or selling a home can feel overwhelming because there are so many steps, documents, deadlines, and decisions,” said Russell, founder of Russells YELLOW. “We are building YELLOW so users do not feel dropped into the middle of a complicated process alone. The platform helps guide them forward, and the AI is there to explain what they are looking at, what it means, and what they may need to do next.”

YELLOW's AI assistance is designed to meet users where they are in the process. A buyer reviewing a listing can ask questions about the property. A seller preparing a listing can get help understanding the information being collected. A buyer or seller reviewing an offer can ask about offer terms. After an offer is accepted, users can ask about contract deadlines, inspections, financing, title, insurance, moving, possession, final walk-through, and closing.

The latest updates make the AI more connected to the sale contract and the transaction

timeline. Buyers and sellers can now receive more specific, plain-English explanations tied to the stage of the sale, their role in the transaction, and the deadlines that matter. YELLOW's Transaction Center also supports users with timeline-based tasks and daily email reminders that help them stay aware of what needs attention.

The result is a more guided experience. Instead of requiring users to figure everything out on their own, YELLOW combines online tools, AI explanations, contract-aware guidance, reminders, and human support to help buyers and sellers keep moving through the sale.

"The idea is not to replace every person involved in a real estate transaction," Russell said. "Title companies, lenders, insurance agents, inspectors, attorneys, and real people still matter. What we are doing is helping buyers and sellers understand the process better, ask questions when they have them, and know when they should reach out for more help."

Russells YELLOW is building a real estate platform designed to make the buying and selling process more transparent, more self-guided, and easier to complete online. The platform includes tools for listings, showings, offers, contract review, transaction tracking, closing preparation, and now, more AI-supported guidance throughout the sale process.

#### About Russells YELLOW

Russells YELLOW is a Florida real estate technology company focused on making the home buying and selling process easier, more transparent, and more self-guided. The platform helps sellers list homes, buyers review properties, parties submit and respond to offers, and both sides move through the transaction with online tools, task guidance, AI assistance, and human support when needed.

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Russells YELLOW

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