

ZipISA Onboards Approximately 300 Real Estate Agents in Seven Weeks as Demand Grows for Limited, Data-Powered AI Agents

After onboarding approximately 300 agents in seven weeks, ZipISA is building limited AI agents with distinct homeowner data and value that grows over time.

IRVINE, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- ZipISA today announced that approximately 300 real estate agents have onboarded in the seven weeks since launch, giving early momentum to a new model for AI in real estate: limited local access, distinct homeowner data and value that can build with the agent over time.



ZipISA is an [AI operating system](#) for real estate agents. At the center of the platform is Sophie, an AI inside sales agent built to find homeowner opportunities, follow up using proven workflows and work inside the systems agents already use.

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*Aaron Rafferty, Co-Founder,
ZipISA*

Unlike generic AI assistants sold to unlimited users, ZipISA caps availability in each ZIP code. Each membership receives a different allocation of homeowner data, so agents in the same market are not buying identical software tied to the same records.

“Most AI software becomes another expense,” said Aaron Rafferty, co-founder of ZipISA. “We think agents should be able to build lasting value into the AI, data and market

position they use every day.”

As Sophie works, homeowner opportunities, conversations and local activity build inside the

member's ZipISA profile. ZipISA believes that limited access, differentiated data and market knowledge built over time can turn an AI subscription into something closer to a business asset.

The company is developing a marketplace designed to let members transfer or sell their ZipISA position when they retire, move markets or decide to leave the platform. The marketplace is not yet live, but it is central to the company's long-term vision: agents should be able to participate in the value they create instead of losing it when a subscription ends.

ZipISA is also rolling out two new capabilities for Sophie. Website visitor identification can detect eligible prospects who visit an agent's website without completing a form and begin the appropriate follow-up. Sophie also connects with Follow Up Boss and BoldTrail, with more CRM integrations planned.

Through a new partnership with [Home Value Pros](#), [ZipISA Pro](#) members can opt into local advertising at no additional platform cost and receive eligible inbound referrals at a 15% referral fee. Home Value Pros lists its Local Pro seat at \$500 per month with a standard 25% referral fee. Participation through ZipISA is optional.

The company's early growth suggests the model is resonating. Approximately 300 agents onboarded in seven weeks, supported by a team that has spent the past five years building technology for thousands of real estate professionals.

The model also points to a broader shift in vertical AI. The next major platforms may not be unlimited copies of the same assistant. They may be limited AI operators connected to specific markets, differentiated data and real business relationships.

Real estate offers a natural starting point. Business is local. Follow-up matters. Data is fragmented. The value of a strong pipeline can grow for years.

For agents, the promise is simple: Sophie finds opportunities, works leads and helps them build something that may eventually be transferable.

Availability is limited by ZIP code. Real estate professionals can check their market at [ZipISA.com](#).

ABOUT ZIPISA

ZipISA is an AI operating system built for real estate agents. Its AI inside sales agent, Sophie, helps agents find homeowner opportunities, conduct follow-up, identify website visitors and connect with leading real estate CRMs. ZipISA limits availability by ZIP code and connects each membership to a distinct allocation of homeowner data. The company was created by a team that has spent the past five years building technology for thousands of real estate professionals.

Aaron Rafferty

Zip ISA

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