

RealReports Unveils AI Business Momentum Engine for Real Estate Agents

Proptech company's most significant evolution to date moves real estate AI beyond productivity, helping professionals uncover and act on business opportunities.

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- [RealReports](#), the AI-powered property intelligence platform trusted by leading MLSs and brokerages nationwide, today unveiled the most significant evolution of its platform to date: the RealReports [Business Momentum Engine](#)™.



RealReports Unveils Business Momentum Engine

Completely redesigned across desktop and mobile, the new RealReports brings together the company's trusted nationwide property intelligence, connected suite of business-building applications, and a more powerful, agentic [Aiden](#), RealReports' built-in AI. Rather than simply helping professionals complete existing work faster, the platform is designed to help them identify what matters next—surfacing business opportunities, recommending a strategy, and helping put that work into motion.

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This marks a fundamental shift from technology agents manage to intelligence that moves work forward. RealReports helps agents uncover opportunities, create client value, and grow their businesses.”

Wendi Iglesias (CIO, The Keyes Company)

“Real estate professionals have been asked to assemble their businesses from an increasingly fragmented collection of software, data, and narrow AI tools that rarely work together,” said James Rogers, co-founder and CEO of

RealReports. “RealReports changes that by connecting our best-in-class tools to signals across an agent’s clients, properties, market, and existing technology stack with deep intelligence on every property in the country. This is the shift from software agents have to operate, to intelligence that actively helps them move their businesses forward.”

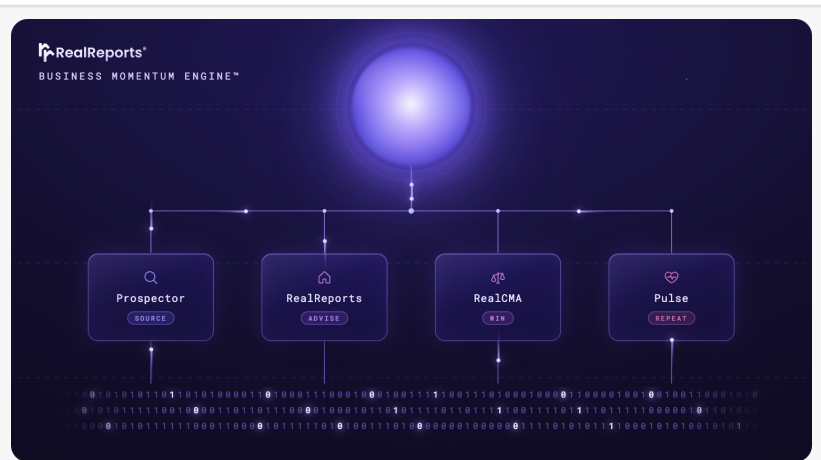
At the foundation of the platform is RealReports' high-fidelity property data, covering more than 150 million U.S. properties and informed by more than 100 trusted sources. Rather than simply aggregating information, RealReports continuously cleans, reconciles, enriches, and validates its data to create a living intelligence layer to power their own tools as well as infrastructure for leading MLSs and other proptech platforms.

The RealReports platform has numerous purpose-built applications encompassing the agent-client lifecycle. RealReports gives agents comprehensive property intelligence to advise clients and earn trust; Prospector helps them identify new opportunities; RealCMA helps them develop stronger pricing strategies and win business; and Pulse helps them generate repeat and referral opportunities after the transaction.

Aiden now works across this entire experience, retaining relevant context as users move between properties, applications, and workflows. Rather than waiting for an agent to initiate every interaction, Aiden can recognize relevant signals across RealReports and connected systems, identify what deserves attention, recommend next steps, and help execute multi-step workflows.

For example, after recognizing that an agent recently closed a transaction, Aiden can identify a potential opportunity in the surrounding neighborhood, surface relevant homeowners who may be looking to sell, recommend a campaign strategy, prepare the targeting and creative, and bring the work to the agent for review and approval.

As Aiden becomes more proactive, RealReports has intentionally paired greater agency with



RealReports' connected suite of purpose-built applications powered by its agentic AI, Aiden



RealReports co-founders, James Rogers (CEO) and Zach Gorman (COO)

stronger visibility, authorization, privacy, compliance, and user control. Aiden pauses for review before consequential actions, including communications, purchases, or other real-world activity, and maintains a clear record of actions and approvals. Aiden is also designed to work alongside the systems agents already rely on, bringing relevant context from tools such as email, calendars, CRM, cloud storage, messaging, and transaction management into the experience.

“Agents don’t need technology that asks them to become experts in endless amounts of disparate software. They need leverage that fits the way they actually work,” said Zach Gorman, co-founder and COO of RealReports. “We designed this experience to meet agents where they're at and take them where they need to go. Aiden can recognize what matters, connect the right intelligence, and do meaningful work while keeping the agent firmly in control. That gives agents more time and capacity for the judgment, trust, and human relationships that move their businesses forward. Our goal is that every time an agent opens RealReports, there meaningful opportunities waiting for them to generate new business or move existing business forward.”

The launch builds on RealReports’ rapid adoption throughout the residential real estate industry. The company signed more than 50 MLS and brokerage partnerships in 2025 and is on pace to provide RealReports to the majority of all US real estate agents in 2026. After building its footprint primarily through MLS and brokerage partnerships, RealReports is also making the new platform broadly available to individual practitioners, giving agents nationwide direct access to the same property intelligence and connected ecosystem that has powered its enterprise growth.

“This represents a fundamental shift from technology agents have to manage to intelligence that proactively moves work forward,” said Wendi Iglesias, CIO at The Keyes Company, Florida’s top independent brokerage by sales volume. “It creates an entirely new way for agents to uncover opportunities, create greater value for clients, and grow their businesses.”

“MLSs are at an inflection point. Reliable data will always be foundational, but our responsibility now extends to providing our customers with a real competitive advantage,” said Sara Fogg, Director of Product & Implementation at PrimeMLS. “RealReports represents a major leap forward: a unified, intelligent platform that can replace fragmented tools, strengthen the value of the MLS, and bring powerful new capabilities to every customer. This is the kind of technology that can materially expand what an MLS delivers and redefine the role we play in our customers’ success.”

For brokerages and MLSs, RealReports' Business Momentum Engine offers an opportunity to replace disparate, expensive point solutions and simplify their technology stacks with a modern, AI-native platform. Organizations can provide trusted property intelligence, connected applications, and proactive business support through one scalable ecosystem, delivering more consistent value to members and agents alike.

For more information, visit www.realreports.ai

About RealReports

RealReports is the Business Momentum Engine™ for real estate professionals. By unifying the nation's most comprehensive property intelligence, a connected suite of purpose-built applications, and Aiden, its agentic AI, RealReports helps professionals uncover business opportunities, execute work, and move seamlessly from insight to outcomes. Covering more than 150 million U.S. properties and informed by more than 100 trusted sources, RealReports powers property research, prospecting, pricing strategy, client engagement, and business development through one cohesive platform. RealReports is trusted by leading MLSs, brokerages, and real estate technology companies nationwide.

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