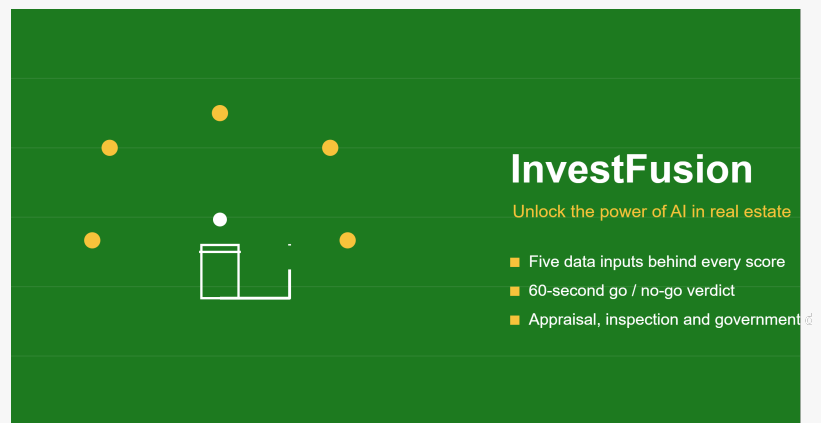


InvestFusion Founder Jeff Emalaba Breaks Down the Five Inputs Behind AI Deal-Scoring on New Podcast

On Real Estate Investing with RealDealCrew, Emalaba explains what actually powers InvestFusion's 60-second go/no-go score — and why it's not just another tool.

CHARLOTTE, NC, NC, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Jeff Emalaba, founder of InvestFusion and a 20+ year real estate investor and licensed North Carolina agent, appeared this week on Real Estate Investing with RealDealCrew to pull back the curtain on what actually powers his platform's signature 60-second, go/no-go deal score.



The five data inputs behind InvestFusion's 60-second AI deal score.

The episode, "The Real Estate Loophole That Hides Deal Killers," addresses a question Emalaba says he hears constantly from listeners and prospective users: whether InvestFusion is simply a general-purpose AI tool like ChatGPT with a real estate interface layered on top. On the show, he walked through the five specific inputs behind the platform's scoring system and the appraisal, inspection, and government data sources it draws from — data he says generic AI tools cannot access on their own.

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Think of InvestFusion as the CarFax of Real Estate.”

Jeff Emalaba

"People assume it's just a chatbot answering questions about real estate," Emalaba said. "It's not. The score is only as good as the data behind it, and that's the part nobody sees — the appraisal validation, the inspection history, the government records. That's what actually tells you if a deal is safe before you risk a dollar. Think of InvestFusion as the CarFax of Real Estate."

Emalaba's focus on data integrity traces back to his own experience as a buyer. He lost \$11,175 on a duplex deal after undisclosed foundation and structural damage surfaced during inspection

— a loss tied to the "no representation" clause, a legal mechanism that allows sellers to withhold known property defects from buyer disclosure documents. That loophole, he noted on the show, contributes to more than 40,000 real estate deals collapsing every month, often after buyers have already paid non-refundable fees.

The episode also featured real investor outcomes made possible by the platform's underlying data model, including a single mother who used InvestFusion to secure a debt-free duplex, and a cautionary account of a \$5 million commercial deal that was jeopardized by risk tied to a single government tenant.

Episode details:

- Podcast: Real Estate Investing with RealDealCrew
 - Episode: "The Real Estate Loophole That Hides Deal Killers w/ Jeff Emalaba"
 - Length: 47 minutes
 - Listen: [Apple Podcasts](#)
- > Watch on youtube

[Listeners can access a free red-flag cheat sheet and 60-second verdict](#) blueprint at investors.investfusion.co.

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About InvestFusion

InvestFusion is an AI-powered real estate analytics platform that helps investors, agents, and landlords evaluate deals before committing capital. By pulling appraisal, inspection, and government data sources, the platform delivers a go/no-go deal score in under 60 seconds, flagging risks such as undisclosed structural or foundation issues and validating built-in equity before a buyer pays non-refundable fees. Founded by Jeff Emalaba, InvestFusion has been featured in AP News, MSN Money, and CB Herald. Learn more at investfusion.co.

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