

Assigns Launches AI Property Intelligence Platform as Realtors Face Growing Pressure to Prove Their Value

With clients pushing back on commissions and AI putting more real estate tools in their hands, Assigns is betting AI can make Realtors more valuable, not less.

DALLAS, TX, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- [Assigns](#), a new AI-powered real estate platform, has launched with access to data on more than 150 million residential and commercial properties nationwide. It's built to help Realtors uncover opportunities, know more about a property than any listing shows and bring more value to clients in an industry where AI is rapidly changing what consumers can do for themselves.

“

AI won't eliminate the need for Realtors. It'll raise expectations for what Realtors should do. You have to bring clients something they can't get from a search box. That's what we built Assigns to do”
Maximilian Dier

Maximilian Dier
Founder & CEO of [Assigns.com](#)
aka The Wholesale Pirate

Hi, I'm Maximilian Dier. I bought my first house at 18 years old, got my real estate license shortly after and since then I've closed hundreds of deals across the United States.

Along the way, I was constantly switching between expensive tools just to find deals, comp properties, and manage transactions. It was clunky, expensive, and inefficient.

So I spent the last three years building the platform I wish existed from the beginning -- a single system designed to run real estate deals with a focus on clean design, speed, and simplicity.

Thanks for being part of the journey.



Maximilian Dier Assigns Founder

Buyers now browse listings on their own. Sellers can reach buyers directly. Discount brokerages have challenged traditional commissions. And in a slower housing market, Realtors are competing harder for every transaction. At the same time, AI is putting sophisticated research tools into consumers' hands.

The 2024 NAR settlement put buyer-agent compensation directly on the table, bringing greater scrutiny to commissions overall. Clients are asking harder questions about what they're paying for. Which makes one question impossible to avoid:

If clients can do more themselves, how do you prove you're still worth the commission? Assigns was built on the idea that AI can elevate the Realtor's role, arming Realtors with more information than any listing site ever could.

Looking Beyond What's Listed

For a client who has spent weeks searching online without finding the right property, Assigns gives the Realtor the ability to look beyond the active market.

The platform provides visibility into more than 150 million residential and commercial properties nationwide, including properties that are not currently listed for sale. Realtors can search for vacant properties, absentee owners, high-equity properties, pre-foreclosures, tax delinquencies, inherited properties and other potential opportunities, with owner contact information available alongside the property data.

Instead of waiting for a listing to appear, the Realtor can identify the property never on the market and reach out directly.

That's not filling an order. That's creating an opportunity.

When Finding the Property Is the Easy Part

Sometimes the client has already found the property. It's listed, it works for them, and they're ready to make an offer.

But there's more to the property than the listing shows.

The listing tells one story: price, square footage, photos, description. Assigns adds the rest of it: AI-weighted comps that produce an ARV, as-is value and rental value, the seller's equity, delinquent taxes, liens, assessor records and whether the zoning supports what the buyer intends to do with the property.

That information has always existed, but it traditionally surfaces only once title and escrow are underway. Assigns moves it to the beginning of the transaction, giving Realtors the insight to structure a stronger deal before the offer is written.

"AI isn't going to eliminate the need for Realtors. It's going to raise the expectations of what a Realtor should be able to do," said Assigns founder Maximilian Dier. "If your client can find the listing and research the neighborhood themselves, you have to bring them something they can't get from a search box. You have to know more, see more and be able to do more with what you find. That's what we built Assigns to do."

A Value Harder to Dispute

Assigns creates opportunities for Realtors to showcase their knowledge and turn that knowledge into value for the client.

Finding the property that was never for sale, that's more than a search.

Reaching an owner no one else contacted, that's not luck.

Knowing what's behind a listing before the offer is written, that's not guesswork.

That's expertise.

And as AI puts more information into consumers' hands, that distinction becomes more

important, not less.

In a market where every commission gets a second look, the strongest case a Realtor can make might be the simplest one:

Show the client what you're worth.

About Assigns

Assigns is a Dallas-based all-in-one AI real estate platform founded by investor Maximilian Dier, built for Realtors, investors and wholesalers. Beyond property intelligence, it carries the deal through offer tools, CRM and more: PropPacket turns property analysis into a client presentation, PropScrub keeps contact lists clean, and Spyglass shows which recipients are engaging so Realtors know where to focus their follow-up.

Assigns' Basic plan is currently priced at \$89 per month, down from \$119.

For more information, Assigns.com

Maximilian Dier

Assigns

+1 626-840-3219

[email us here](#)

Visit us on social media:

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936958574>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.