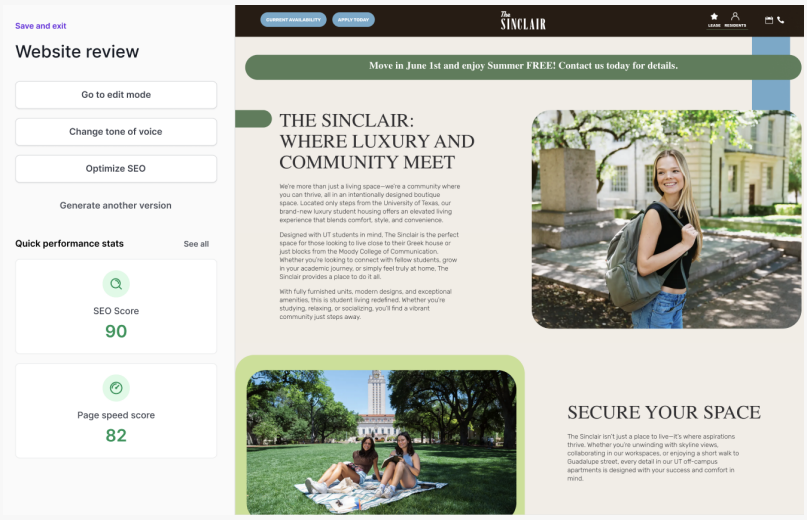
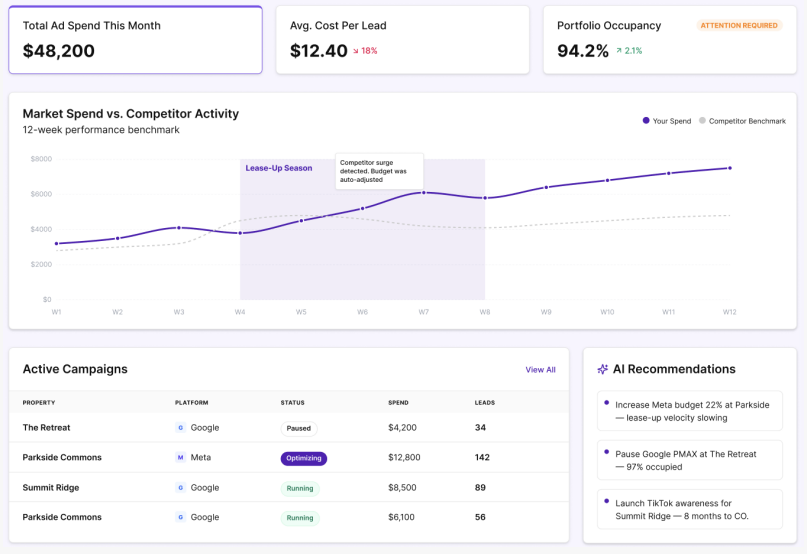
# IA Global Ventures Invests in AIgency™ to Help Property Managers Connect Marketing Decisions to Occupancy

*Investment supports AIgency's expansion of an AI-powered occupancy engine designed to improve property marketing performance*

AUSTIN, TX, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- AIgency™, an artificial intelligence platform built for property management operators, today announced that it has received an investment from IA Global Ventures, an early-stage venture firm focused on application-layer artificial intelligence.




Generates fully branded property websites in minutes,



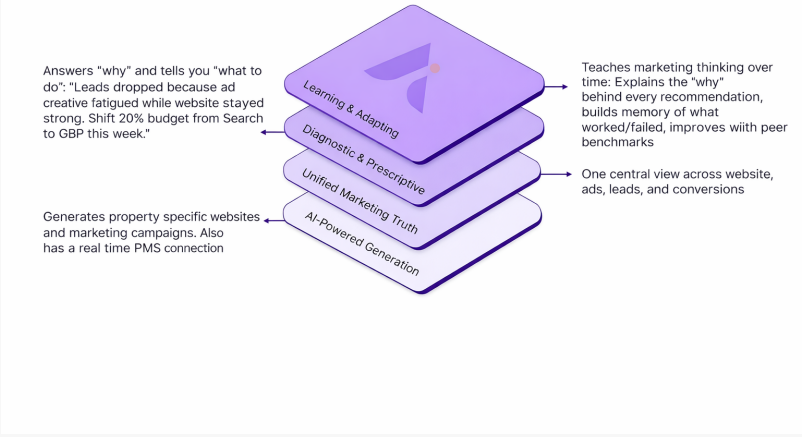

Analyzes real-time market spend, competitor activity, and seasonal demand

The investment will support AIgency's market expansion as the company rolls out its AI-powered occupancy engine for property management. The platform is designed to help operators connect marketing decisions to signed leases, improve occupancy performance and understand the business impact of every marketing dollar.

AIgency™ combines property website creation, digital advertising and performance optimization in one integrated, transparent system. The platform continuously analyzes performance data, adapts to changing market conditions and improves its recommendations over time—helping property managers identify what is working, understand why and make

more informed decisions.

“Property operators do not need more disconnected marketing activity. They need a system that understands the business outcome,” said Prakash Mohandas, co-founder and chief executive officer of AIgency™. “We are building an occupancy engine that continuously learns what works, explains its reasoning and helps every operator—not just the largest companies—turn marketing investment into signed leases.”



Your AI-powered marketing hub

Addressing a Fragmented Property Marketing Model

Property management marketing has traditionally depended on disconnected vendors, manual processes and fragmented data. Agencies can take several weeks to launch a property website, while other marketing activities are spread across multiple vendors and platforms, including search engine optimization, digital advertising, social media marketing and reporting tools.

This fragmentation can make it difficult for operators to determine which activities are driving qualified leads, signed leases and occupancy growth. AIgency™ brings these capabilities together in a single platform designed to provide greater speed, transparency and accountability across the property marketing process.

Built for Measurable Performance

Early pilot data shows a median 33% increase in organic leads within 90 days among participating properties. The platform also provides continuous optimization and greater visibility into the reasoning behind its recommendations, without requiring additional hires.

“Property marketing has been sold as an activity for a decade—websites, clicks, impressions and dashboards,” said Nikos Iatropoulos, managing partner at IA Global Ventures. “AIgency™ connects every recommendation to the outcome operators care about: signed leases. The platform continuously learns and becomes more effective with each cycle. That is the kind of application-layer AI we believe can transform an industry.”

About AIgency™

AIgency™ was founded by a team of property marketing veterans with more than two decades of experience serving multifamily and student housing operators. The company’s AI-powered

platform combines property website creation, digital advertising and performance optimization in one transparent system. Designed to function as an occupancy engine, AIgency™ connects marketing decisions to signed leases and occupancy growth. Through its Utility Engine, Advertising Engine and Command Central, AIgency™ helps property managers make more informed marketing decisions, optimize performance and understand the business impact of their investments. For more information, visit www.aigency.agency.

About IA Global Ventures

IA Global Ventures is an early-stage venture firm focused on application-layer artificial intelligence. The firm invests in companies using AI to address meaningful business challenges, improve industry performance and create measurable value for customers.
For more information, visit [IA Global Ventures website].

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