BUYERSAGENTS.COM.AU SIGNS MASTER LICENCE AGREEMENT WITH COTALITY AS PREFERRED DATA PARTNER FOR BusyersagentsOS

The milestone partnership embeds Cotality's market-leading property intelligence natively into Australia's newest operating system for buyers' agents.



Leon Hayes and Eugene D'Hagé-Craig, Co-Founders of Buyersagents.com.au

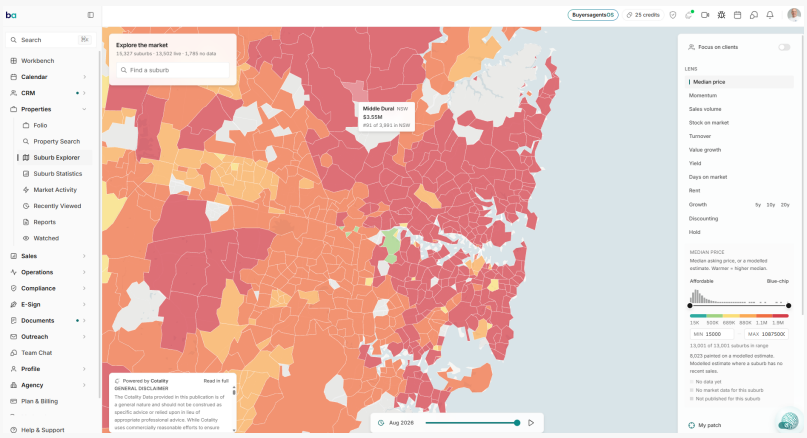
SYDNEY, NSW, AUSTRALIA, September 9, 2026 /EINPresswire.com/ -- PropTech platform Buyersagents.com.au today announced it has signed a Master Licence Agreement (MLA) with Cotality, naming the property data and analytics giant as its preferred data partner. The landmark agreement secures the native integration of Cotality's premier data suite directly into the soon to be launched BuyersagentsOS ecosystem.

> Cotality is thrilled to partner with Buyersagents.com.au, anchoring this alliance with industry-leading data integrity, we are pairing Cotality's property intelligence in RP Data with BuyersagentsOS."
>
> *Scott Simpson, Director of Sales for SME at Cotality*

Under the terms of the MLA, BuyersagentsOS subscribers will gain seamless, in-workflow access to their existing RP Data Premium features. By anchoring the platform's CRM, buyer management and research modules with Cotality's comprehensive datasets, the agreement eliminates the need for buyers' agents to toggle between separate platforms to verify property facts.

The strategic partnership ensures that critical market intelligence is delivered directly inside the agent's primary digital workspace. Through this native data pipeline, subscribers can instantly access:

Comprehensive Property Reports: Complete structural, transactional, and historical data for residential listings nationwide.
Live Suburb Statistics: Localised market trends, turnover rates, and median value fluctuations.
Comparable Sales Analysis: Verified historical data to accurately evaluate property values and formulate competitive bidding strategies.



BuyersagentsOS platform utilising Cotality data

Recognising the highly sensitive nature of agency operations, the agreement is built upon a strict, professional-grade data privacy framework. All property analytics and client search profiles accessed via Cotality within the platform remain entirely confidential. The data is used exclusively to assist the operating buyer's agent and their active clients, with ironclad guarantees that no information will be shared with third parties or leveraged for competing commercial interests.

Buyersagents.com.au, Australia's leading buyers agents platform

"Securing this Master Licence Agreement with Cotality is a transformative moment for our platform and the broader profession," said Leon Hayes, CEO of Buyersagents.com.au. "We selected Cotality because they provide the most comprehensive, trusted property data set in Australia. By embedding this intelligence natively from day one, we are delivering the most significant advancement in property data access and utilisation ever made available to Australian buyers' agents."

"Cotality is thrilled to partner with Buyersagents.com.au, anchoring this alliance with industry-leading data integrity, we are pairing Cotality's property intelligence in RP Data with BuyersagentsOS and seamlessly connecting powerful data directly to the human expert to help their clients safely and effectively buy property" said, Scott Simpson, Director of Sales for SME at Cotality.

BuyersagentsOS is scheduled for official market release on 14 September 2026 during an exclusive live launch event. Registered buyers' agents attending the launch will be granted immediate access to a seven-day free trial, allowing practitioners to experience the platform's full suite of 18 products, 32 modules, and native Cotality data integration first-hand before committing to a plan.

About Buyersagents.com.au:
Buyersagents.com.au operates BuyersagentsOS, a purpose-built operating system that consolidates 18 products and 32 modules into a single subscription. The company also runs Australia's premier consumer-facing directory connecting property buyers with verified local buyers' agents and buyers agents reviews. The platform helps Australian property buyers answer the question on how to choose a buyers agent.

About Cotality:
Cotality accelerates data, insights, and workflows across the property ecosystem to enable industry professionals to surpass their ambitions and impact society. With billions of data signals across the life cycle of a property, we unearth hidden risks and transformative opportunities for agents, lenders, carriers, and innovators. Get to know us at cotality.com/au

Lelumi Jagoda
Buyersagents.com.au
+61 408 060 872
email us here
Visit us on social media:
LinkedIn
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