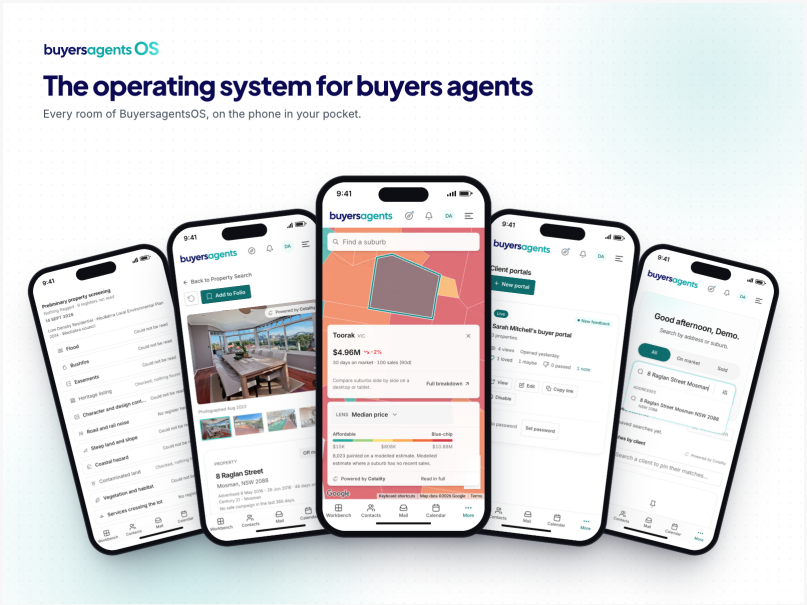
Buyersagents.com.au launches BuyersagentsOS as Australia's first single-subscription operating system for Buyers Agents

The platform consolidates 18 products, 32 modules, and native Cotality property data into one workflow to eliminate industry tool fragmentation.



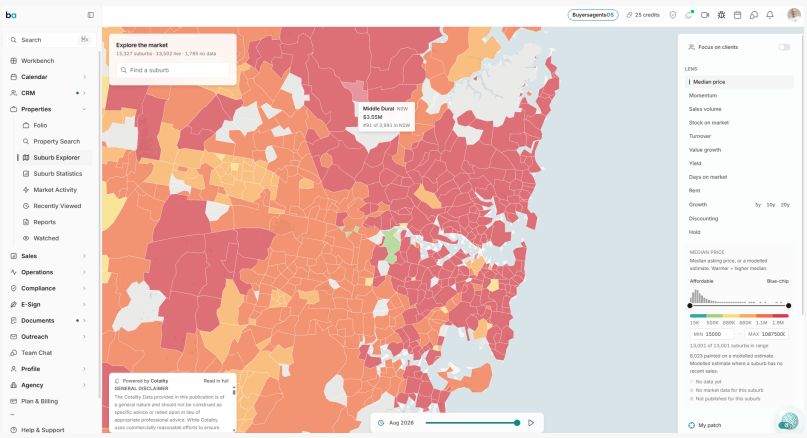
BuyersagentsOS platform utilising Cotality data

SYDNEY, NSW, AUSTRALIA, September 14, 2026 /EINPresswire.com/ -- PropTech provider Buyersagents.com.au today launched BuyersagentsOS, a purpose-built operating system designed to eliminate software fragmentation for Australian buyers' agents. The platform consolidates 18 standalone products and 32 operational modules into a single monthly subscription. Historically forced to manage client relations, property data, compliance, and marketing across a patchwork of disconnected apps, agents can now run their entire practice from one interface.

BuyersagentsOS covers the full operational lifecycle of a buyers' agent practice through eighteen integrated products:

- Core Operations: BA CRM (buyers agent crm and pipeline management), BA Compliance (verification/records), and BA OPS (team scaling).
- Research & Closings: BA Property Intelligence (market insights), BA Sales (AI closing tools), and BA Inspect (inspection logging).
- Client & AI Tools: BA Buyers Portal (white-glove client hub), BA Communications (multi-channel engagement), BA AI (automation), and BA Profile (verified agent directory presence).
- Other products included in the launch are Mail, Scheduling, E-Sign, Journeys, Team Chat, Documents, Form and Calendar

A core feature of the launch is a native integration with Cotality. Subscribing agents can access their existing RP Data Premium and Pro directly within their BuyersagentsOS workflow. This includes live property reports, suburb statistics, market trends, and comparable sales analysis without changing tabs.
The platform introduces a centralised credit system to help agencies manage vendor costs predictably. Built-in subscription credits can be flexibly applied towards AML / KYC identity screenings and PropDive due diligence reports.



BuyersagentsOS platform utilising Cotality data


Eugene D'Hagé-Craig and Leon Hayes, Co-founders buyersagents.com.au

"Since launching Buyersagents.com.au last year we have witnessed the software burden that buyers' agents faced every day and knew there had to be a better way," said Leon Hayes, CEO of Buyersagents.com.au. "CRM, eSign, AML, Marketing, Property Intelligence, even intelligent Video Calls - every tool, workflow, and data point is now available in one place. It represents the most complete platform ever brought to market for Australian buyers agents."

Built with data integrity in mind, the platform operates under a strict privacy framework. Property data accessed within the workflow remains confidential to the agent and client, ensuring it is never shared with third parties or used for competing purposes.

> CRM, eSign, AML, Marketing, Property Intelligence, even intelligent Video Calls - every tool, workflow, and data point is now available in one place."
>
> *Leon Hayes, Co-Founder and CEO of Buyersagents.com.au*

"We selected Cotality as our preferred data supplier because they deliver the most comprehensive data set in Australia," Hayes added. "We wanted to release the most significant advancement in property data access ever made available to buyers' agents, and this integration delivers exactly that."

Combining Cotality's data with BuyersagentsOS will allow buyer agents to unleash the full power of RP Data in an enhanced ecosystem with industry-leading integration", said, Scott Simpson,

Director of Sales for SME at Cotality."

BuyersagentsOS is available starting today with a seven-day free trial, offering tiered pricing plans scaled for solo operators, boutique agencies, and enterprise teams. Even those looking to work out how to become a buyers agent can find value with the platform.

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About Buyersagents.com.au:

Buyersagents.com.au operates BuyersagentsOS, a purpose-built operating system for Australian buyers' agents, alongside Australia's largest consumer-facing directory connecting property buyers with verified agents nationwide.

Lelumi Jagoda
Buyersagents.com.au
+ +61408060827
email us here
Visit us on social media:
LinkedIn
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