Manse Launches a House Manager App That Answers Questions About Your Exact Home

Manse, from Dawn McKenna Group and RegAssist, reads a home's records to deliver specific answers and fixes. It launches first for Dawn McKenna Group clients.

CHICAGO, IL, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Manse, a house manager app, today opened its beta to homeowners. Built as a joint venture between the Dawn McKenna Group, one of the country's top luxury real estate teams, and RegAssist, an AI company that builds answer engines for regulated industries, Manse does something a search box cannot. It reads your home's own records and gives you the exact answer for your exact house. Manse rolls out first to clients of the Dawn McKenna Group, and the beta is open now at mymanse.ai/beta.

You already ask AI about almost everything. Ask it about your own home, though, and you get a generic answer that could apply to any house, because it has never seen yours. Your manuals, inspection report, warranties, and insurance policy each sit in a different drawer or inbox, none of them connected, and no tool you have tried can read across all of them at once.

Manse is not a place to store your paperwork. It reads it. You start with your address, then photograph the serial tag on an appliance, and Manse identifies the exact model and pulls its manual, warranty status, and recall history. Add your inspection report and your policies, and Manse connects those records into one picture of your home, a record it calls the folio. From there you ask a question in plain words, from whether a repair is under warranty to how to clean a specific filter, and Manse answers for your unit, not a similar one, and often flags the thing you did not know to ask.

The difference tends to show up in money. In one case Manse flagged a $2,000 lock repair against a $1,000 insurance deductible and routed it to the policy instead of the warranty, a saving of about $1,000 the owner would not have caught alone.

"A search engine or a general AI tool can only tell you about a generic version of your appliance, because that is all it has ever seen," said Rob Miller, co-founder of Manse and chief executive of RegAssist. "Manse works from your home's own records, so the answer is for your exact house, and it comes with the next step, not just the fact."

Manse began with a conversation between two friends from north Chicago. Dawn McKenna had

spent two decades inside homes and the lives of the people who own them, watching how much of a house's history disappears the moment no one is keeping track. Rob Miller had spent his career building startups, most recently in the retrieval AI that can connect scattered records and make sense of them. Her read on what homeowners actually need and his read on what the technology could finally do became Manse. It launches first through residential real estate, where a home changes hands and its history usually scatters, and where handing a client Manse at closing is a gift that keeps working long after the sale.

"For twenty years my clients have called us for the home itself, not just the sale, for the contractor, the warranty, the detail nobody wrote down," said Dawn McKenna, co-founder of Manse and founder of the Dawn McKenna Group. "Manse keeps that knowledge with the house, so owning a home gets simpler instead of harder."

Everything you upload is yours. You can request permanent deletion at any time, and Manse never sells your data or feeds it into open or public AI models. The folio is private by default, and it moves with the home if it sells, so the next owner inherits a documented house instead of a box of receipts.
Manse is in beta now at mymanse.ai. It offers two plans, $288 a year or $29 a month on a twelve-month term, each with full access to the folio and Manse's data engine, and a 90-day money-back guarantee.

About Manse
Manse is a house manager app that knows your exact home. A joint venture between the Dawn McKenna Group and RegAssist, it connects every appliance, warranty, inspection report, and document into one record, the folio, and reads those records to answer questions about the specific home you own, not homes in general. Everything you upload stays yours. Manse is in beta at mymanse.ai.

About the Dawn McKenna Group
The Dawn McKenna Group is one of the top luxury real estate teams in the country. Led by Dawn McKenna, the team ranks No. 1 in Hinsdale, Illinois, No. 1 in Illinois and the Midwest, and No. 3 nationally within Coldwell Banker, per the Wall Street Journal's 2024 Real Trends rankings. It also holds the No. 1 position in Southwest Florida and in Park City, Utah, and was named the top luxury team in the country by Inman in 2023.

About RegAssist
RegAssist builds custom AI that turns scattered information into accurate, specific answers. It trains on what an organization actually knows rather than the open web, and its work now supports enterprises in demanding, regulated fields such as aviation and sports. RegAssist is led by chief executive Rob Miller and chief technology officer Luca Foglio.

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