LoKation® Gives Agents an AI Employee, Instant Pay and One-Click Marketing

LoKation Next gives Realtors a single platform to replace the standard patchwork of technology, included at no added cost for nearly 6,000 real estate agents



Lokation Blue Logo

POMPANO BEACH, FL, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Many real estate agents run their businesses across five or more apps, each with its own login. They wait days for commission checks and spend hours designing marketing that should take minutes. LoKation® Real Estate is replacing that patchwork with Lokation NEXT. The next iteration of the LoKation Sphere gives agents a personal AI assistant, commission pay in minutes, automated marketing and free coaching, all at no cost to the agent.

> We have created the strongest foundation for agents and teams to build and operate their businesses, They can move smarter, faster and have the resources needed to build the business they deserve”
>
> *Nathan Klutznick*

LoKation® introduced LoKation Next to more nearly 6,000 agents at a virtual event on Sept. 23.

"We believe we have created the strongest foundation for agents and teams to build and operate their businesses," said LoKation® CEO Nathan Klutznick. "They can move smarter, move faster and have an arsenal of resources to build the business they strive for, and deserve."

Everything runs through The Sphere, LoKation's proprietary agent portal. With a single sign-on, agents manage transactions, marketing, finances and training from one place. "Our goal is simple: enable our agents with AI in one place, The Sphere, where they can operate virtually every function of their business from the palm of their hand," Klutznick said.

One of the most exciting parts of the release is an AI assistant for every Realtor. Inside The Sphere, every agent gets Jefe, a personal AI assistant powered by Nora. Jefe schedules showings, answers questions, helps draft contracts and manages the agent's CRM. It takes on the busywork that slows down agents each and every day.



Realtor Zoom room announcement

It's no secret that compliance is core to a brokerages function. It effects the day to day for all agents. LoKation® already has some of the fastest compliance in the industry. but with LoKation Next, document review becomes instantaneous. Agents know right away if a contract is missing an initial or has a typo, so they can fix it before it slows down a deal.

The new marketing center turns hours of design work into one click. When an agent lists or sells a home, the platform builds the listing package or just-sold campaign automatically and sends an alert that it's ready to post. Agents can publish directly to their connected social media accounts or print and ship materials from the same screen. The marketing center also creates listing presentations, open house flyers, videos and more. Everything carries the agent's own branding, in keeping with a core LoKation® belief that agents should own their brand.

Agents are 1099 contractors, but that shouldn't mean that they shouldn't get the flexibility and financial opportunities of a W-2 position. The LoKation Wallet is introduced to not only pay agents faster, but give them the tools for financial well-being. Agents can split each commission into multiple accounts, such as taxes, savings and business expenses, and see all their finances in one place. Wallet also offers commission advances, savings and investment options, access to a 401(k) and financial literacy tools. It is one of the first financial health products built for real estate agents.

The best tools in the world mean nothing if agents aren't trained and supported to use them. LoKation® has updated its Agent Coaching and Education (A.C.E.) Program and added real estate coach Betsy Tinervin to the team. Tinervin brings proven, real-world coaching to every LoKation agent at no cost.

About LoKation® Real Estate
LoKation® Real Estate is a national independent brokerage built to simplify real estate for both agents and consumers. It gives agents the tools, training and support to build their businesses. LoKation® has nearly 6,000 agents and is headquartered in Pompano Beach, Fla. Learn more at

lokationre.com.

Todd Beyer
LoKation Real Estate
+1 954-361-8928
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube

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