PropertyRadar Expands Its Platform to Help Real Estate Agents Find Sellers Before They List

New predictive signals, for-sale-by-owner, court-sourced data, and AI tools let agents spot likely sellers earlier and understand the full story behind them.

TRUCKEE, CA, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- PropertyRadar launched new capabilities, datasets, AI technology, and multi-channel outreach to put agents back in control of their lead generation and stop the reliance on costly lead sellers. Agents can combine the scores with more than 250 search criteria to find the owners most likely to sell in their farm, then reach them by direct mail, email, phone, online ads, and door knocking from one platform.

> “Find the seller before they become a lead, and you're not one of four calls - you're the one they already trust.”
>
> *Mark Hockridge, CEO of PropertyRadar*

The launch comes as agents compete for fewer deals.

Existing-home sales fell to a 3.98 million annual pace in August, the first time below 4 million since June 2025, according to the National Association of Realtors. With fewer homes changing hands, the agent who reaches a future seller first has the advantage.

"Most agents are renting their pipeline from a portal," said Mark Hockridge, CEO of PropertyRadar. "You pay for a lead that several other agents also bought, and the portal takes a cut when you win. That's renting access to your own market. Find the seller before they become a lead, and you're not one of four calls - you're the one they already trust."

What's new for agents

Likely to List for Sale scores. A 0-100 score for each homeowner's likelihood of listing. Filter by score alongside equity, length of ownership, absentee status, and more.

Radar AI. Agents type what they want, such as "homeowners with more than 50% equity, have owned for 10+ years, and are showing signs of distress," and get a working list in seconds.

Expanded FSBO data. The full FSBO lifecycle, from active listing to withdrawal, with days on market and price changes. Each listing links to owner, mortgage, equity, and distress data, so

agents know who they're calling and can predict how motivated they've become.

30+ distress and life-event signals. Including probate, divorce, and pre-foreclosure, so agents can tailor the conversation to the owner's situation.

Plays. Ready-to-run campaigns that automate outreach across direct mail and email as new owners match an agent's criteria.

"I've used PropertyRadar for more than a decade, and it's been the most valuable tool in building my real estate business. PropertyRadar turns property data into highly targeted prospecting lists - helping me identify opportunities, reach the right homeowners, and create conversations that lead to real business. It's not just a data tool for me - it's a core part of how I and the agents that I mentor generate leads."

- John Slater, Agent, MLO, P1 Home Loans

Availability and pricing
The expanded residential offerings are included in every PropertyRadar plan at no additional cost, including the entry plan at $99 per month (when prepaid annually) . Agents can start a free trial at PropertyRadar.com.

About PropertyRadar
Founded in 2007, PropertyRadar helps small local businesses compete with large companies through hyperlocal lead generation and public records data. Real estate agents, investors, mortgage professionals, and home service providers use PropertyRadar to find property owners, understand their circumstances, and reach them through direct mail, email, phone, online ads, and door knocking.

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