

REAL ESTATE

## Realm partners with Aidentified, using AI to expand offerings

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*The luxury residences at 181 Fremont in San Francisco. Credit: Bernard Andre*

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By LUXURY DAILY NEWS SERVICE

Global real estate membership platform Realm is expanding its networking offerings through a new partnership with **Aidentified**, a relationship intelligence platform that utilizes AI.

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Through the partnership, Realm members will be matched with clients that Aidentified has linked, based on pre-existing relationships and aligning client data. The pairing allows for real estate brokers to expand their offerings to their clients and providing better connection opportunities, after utilizing previously untapped factors and considerations.

"We believe that the connection between Aidentified and Realm inspires an unparalleled level of connectivity between real estate brokers and their clients," says Tom Aley, chairman and CEO of Aidentified, said in a statement. "We extend the broker network by leveraging AI-informed non-obvious connections including job positions and board overlap, even down to households and neighbor connections.

"This exponentially multiplies the reach of their sphere and uncovers new opportunities for brokers to engage," he said.

Into the realm of possibilities

Since its inception, Realm has aimed to assist luxury agents in finding opportunities outside of their own clients list. The platform assists real estate agents in matching with clients with homes that fit their personality by using the same set of tags to categorize homes.

With this new Aidentified partnership, Realm is extending networking possibilities even more.



*Demand for luxury real estate is up around the world, including Europe. Image credit: Luxury Portfolio International*

Realm's expanded offering through Aidentified's technology has already attracted new luxury developments. The pairing has already helped connect clients from Silicon Valley to the luxury residences at 181 Fremont Residences in California.

"At 181 Fremont in San Francisco, relationships and technology are key to sharing our spectacular residences with clients from Silicon Valley and around the world," said Leo Mederios, director of sales for 181 Fremont Residences, in a statement. "The addition of Aidentified's intelligence to REALM delivers deeper connections that will be a game-changer for us."

Aidentified's data integration is now available to all members of Realm to drive connections with hyper-targeted, qualified prospects using predictive analytics and enhanced AI-based relationship intelligence mapping.

Realm has continued to grow even after launching just before the emergence of the COVID-19 pandemic.

While Realm was always intended to be a data-driven community, the COVID-19 pandemic forced the platform to embrace online interactions as the luxury real estate market quickly gained steam. Beyond its networking features, the referral network has helped agents better connect with like-minded peers outside their own firms or markets, benefitting their clients as well ([see story](#)).

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