



## AgentBrief unveils homebuyer trend reporting, new platform features

AgentBrief, an intelligence platform for title and settlement professionals, unveiled a suite of new features headlined by the launch of its Buyer Trend Analysis (BTA) report.

The BTA report equips title representatives with neighborhood-level demographic intelligence and marketing guidance they can share with real estate agents during outreach.

When AgentBrief detects an opportunity signal, title representatives can attach a BTA report to their outreach.

Each BTA report provides agents with a strategic overview of the likely buyers in each neighborhood, including generational demographics, average household income, homeownership rates and tailored marketing considerations such as platform recommendations, messaging themes and positioning strategies.

“We built AgentBrief on a simple belief: Mindset plus data plus technology equals a formula for accelerated revenue growth,” **Mike Simon**, founder and CEO of AgentBrief, said in a release. “The (BTA) takes that formula to the next level. We are no longer just telling title reps when to reach out. We are arming them with insights that make real estate agents stop and say, ‘This is someone I want

on my team.’ That is how you build relationships that last, and that is the future of business development in this industry.”

AgentBrief also announced enhancements to its artificial intelligence (AI)-powered messaging engine. Title reps can now save personalization details to their accounts, including accomplishments, past interactions and other relationship context. The interface makes it faster to customize messaging for each touchpoint, whether reaching out about a new listing, a price change or a closed transaction.



Rounding out the launch, AgentBrief introduced brokerage-level data and insights, giving title reps the ability to view production data by brokerage and identify which agents belong to a particular brokerage.

This top-down view helps reps prioritize which organizations to target and build relationships at scale.

The brokerage data includes the platform’s proprietary Vendor Diversity Index (VDI), an algorithm that analyzes an agent’s historical transaction behavior to indicate how likely they are to work with a new title or settlement vendor. A high VDI score signals an agent who frequently explores new vendor relationships, helping reps focus their efforts on the highest-probability opportunities.

