



Protecting the agents and brokers is everyone's job

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It is no secret that there are major inefficiencies in the residential and commercial real estate markets. The way professionals bring listings to the market, research market data, and share information is costly and often lacks transparency.

The market is built upon an archaic system where information is disconnected and needs to be aggregated from multiple sources which wastes time and puts everyone involved in the deal making process at a disadvantage. The result is often misinformed market participants armed with incomplete or incorrect data which wastes time, money, and effort.

At Agorafy, our mission is simple. We are here to provide access to trustworthy market data to protect real estate brokers, agents and other professionals. We offer real estate professionals the ability to manage and communicate information easily, efficiently, and all in one place.

Building our platform on transparency requires that every listing have a verified asking price and that agents work with us to update their available listings. We believe that it's this little extra effort that allows everyone in the market to share in the collective benefit. Starting from this vantage point saves professionals time and energy retrieving information so they can focus on building relationships and closing deals.

First and foremost, agents must protect other agents, not only within the same team or company, but cooperating with outside firms as well. Providing accurate and up to date information to the brokerage community is the first step that builds trust and greases the wheels of the deal making process. Agents have a fiduciary duty to protect their clients whether they are a property owner or a potential tenant. In order for the market to function properly this protection must be reciprocated, property owners must protect their agents as well.

When property owners sign an exclusive with an agent, all communication should flow through or back to the agent, agents and clients need to be on the same page. This enables agents to focus more on properly marketing the listings, showing the space, and not worry about losing their exclusive. Prospective tenants must do the same by utilizing their time and effort not just to open the door but working with them to submit their offer and negotiate the transaction.

We have built our platform from day one with the goal of giving real estate professionals complete control of how their listings are presented to the market. By using our site, brokers and agents gain maximum exposure for their available listings and have complete control over the flow of

information.

We provide the direct contact information to the exclusive broker or property owner for every listing on our site which reduces confusion and increases transparency.

Other listing platforms, or those who see themselves as online brokers seek to insert themselves in the deal making process by not providing direct contact information and having potential leads flow through them in the hopes of earning a piece of the commission, that is not Agorafy's goal.

Our data team consistently verifies market availabilities with the exclusive broker or owner, we also receive daily updates from our users on the availability and pricing of listings. It has always been our mindset to protect the exclusive broker and verify with them if there is a change in availability or pricing. We only publish first-hand data from the professionals representing a listing.

Beyond this, Agorafy is building an outreach team focused on forging relationships with residential and commercial brokerages, management companies and property owners to assist them in listing their availabilities on our site. If you want to build a cohesive ecosystem, it usually helps to have agents and landlords on your side.

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