



National Association of Realtors selects 2020 REACH and REACH Commercial companies

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Chicago, IL Second Century Ventures, the strategic investment arm of the National Association of Realtors, revealed the selection of its 2020 REACH and REACH Commercial programs. Second Century Ventures is one of the most active global venture funds in real estate technology with more than 100 portfolio companies worldwide.

Second Century Ventures operates the global REACH accelerator with operations in five major markets. The award-winning REACH program helps launch and accelerate high growth potential companies in the real estate, financial services, banking, home services and insurance industries.

“NAR has spent decades exploring and investing in the technological innovations we believe will define the future of America’s real estate market – investments that appear even more critical in the face of the COVID-19 pandemic,” said Bob Goldberg, CEO of the National Association of Realtors and president of Second Century Ventures.

“While we look at this crisis as an opportunity to grow and adapt to the markets of the future, we know it is also a time when NAR’s commitment to equipping Realtors with the technology they need to survive in a rapidly-evolving market is more important than ever,” Goldberg continued. “The REACH program allows NAR to deliver radical and actionable innovation in all aspects of real estate, and we are thrilled to welcome 16 new companies representing a dynamic group of entrepreneurs who will hand in hand with the Realtor family to transform our industry.”

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