



2024 Ones to Watch - Innovators in CRE: Bar Mor, Agora

November 26, 2024 - Spotlights



Bar Mor
CEO & Co-Founder

Agora was co-founded by Bar Mor in 2019, and now has more than 130 employees. As CEO, Bar Mor drives Agora's overall vision and strategy, focusing on the company's growth and market leadership. He works closely with the executive team to ensure Agora's solutions deliver tangible value to the commercial real estate industry. Bar's unique background, blending technical expertise from his service in the 8200 Intelligence Unit with hands-on experience in his family's real estate business, has shaped his strategic approach at Agora. Bar has driven Agora's impressive year-over-year revenue growth, enabling real estate firms globally to manage over 80,000 investors and more than \$210 billion in assets under management in 2024.

Innovative Solution:

To navigate today's evolving market landscape, I've focused on empowering real estate firms with streamlined, tech-driven solutions that adapt seamlessly to their financial and operational needs. Agora has expanded its offerings from a comprehensive investment management platform to vertical SaaS solutions, including tax, bookkeeping, and international payments. This approach helps our clients optimize operational efficiency and maximize capital utilization, even in fluctuating economic conditions. By integrating vital financial functions into a single platform, we're providing real estate firms with essential tools that drive resilience and support growth, regardless of market shifts.

Innovative Outlook:

Commercial real estate is ripe for innovation that focuses on enhancing the investor experience. There's a growing demand for transparency, efficiency, and accessibility in investor communications, and the industry needs to prioritize this shift. At Agora, we're using tech to simplify and elevate the investor experience through automated onboarding, smart contracts, and transparent reporting. By streamlining these processes, we're not only improving efficiency but also building trust and deepening investor relationships in ways that weren't possible before.

"Bar Mor is a trailblazer in the real estate tech industry as Co-Founder & CEO of Agora, a real estate investment management platform. His approach is transforming how real estate firms operate by solving some of the industry's biggest challenges—inefficient workflows, manual processes, and fragmented systems. Bar's most impactful achievement in 2024 was securing a \$34 million Series B funding round, underscoring investor confidence in Agora's potential to reshape real estate investment management." - Jesse Kent, Derring-Do Inc.