

# US's National Association of Realtors® backs ActivePipe and is handpicked for NAR REach® 2018 Accelerator Class

ActivePipe, a Melbourne-based automated communications platform for the real estate industry, announced that the National Association of Realtors® (NAR) is taking a minor stake in the company and has been chosen as one of only eight companies into the exclusive National Association of Realtors®' Second Century Ventures 2018 REach® accelerator program.

The REach® program is focussed on providing early-to-mid-stage companies with access to NAR's industry expertise, influence and key relationships as companies are launched into the trillion-dollar US real estate space. The REach® program continues to move organisations forward beyond their initial successes through education, mentorship and market exposure, creating great technologically advanced resources for real estate professionals and the industry at large.

As America's largest trade association and with more than 1.3 million Realtors®, the NAR is a leading national body for US real estate agents and brokers. ActivePipe, as one of only two global companies chosen, will participate in the full 12-month program to gain access to the NAR member base and have the opportunity in high level interaction with all NAR member networks.

This announcement comes off the back of a successful \$5.9m Series A funding round in February 2018 led by NAB Ventures and PieLab Ventures. ActivePipe's US market plans has rapidly turned into a reality with an office set up in Austin Texas in March this year.

Ashley Farrugia, CEO of ActivePipe, welcomed the significant opportunity with the National Association of Realtors as global expansion shifts another gear for the Melbourne-born company.

"The opportunity for ActivePipe to be front and centre with NAR's 1.3 million members will undoubtedly deliver fruitful growth in the US, complementing our current efforts which is already showing great potential," he said.

"Past participants of the REach program have gained materially by participation in accelerating their US market presence. At ActivePipe, we hope to take full advantage of the opportunities over the next year."

Mike Feller, US Vice President, ActivePipe, is looking forward to the company's US expansion.

"ActivePipe's path in the US is an exciting one. We are aiming to penetrate the US realtor's community by continuing to develop and finetune our products and services and to make it a must-have property technology for all real estate professionals.

"ActivePipe is already in early deployment trials with leading US networks and indicators show that ActivePipe is market ready in the US and has already received some solid interest."

Dave Garland, Partner at Second Century Ventures, which oversees the REach® program said, "ActivePipe impressed us with the substantial traction gained in the Australian market in such a short time. We see great potential for ActivePipe to engage and support the 1.3 million Realtor® members. Early indications in the US demonstrate that ActivePipe can deliver an outstanding platform for real estate practitioners to succeed. We look forward to helping them accelerate their entry to the US market over the next year and beyond."

Ends.

About ActivePipe

Launched in 2015 and servicing more than 150 brands and over 10,000 real estate agents, ActivePipe helps real estate agencies and brokers in identifying and converting potential buyers and sellers. It uses data, predictive analytics and automation to manage the communication journey with all new prospects without the need for agent intervention or participation. It also monitors prospect's behaviours, adapting the prospect's profiles and predicting specific intent, automating communications with property information relevant to that customer's needs.

It identifies and profiles specific intent, then automates customer communications with property information and call to action relevant to the needs of the specific consumer.

It has established a rapid paid penetration across Australian, UK and New Zealand real estate offices in its short history in market. The ActivePipe platform complements all popular real estate CRM platforms by bringing static data to life. Agents and brokers can now identify and profile the clients most active, leading to improved buyer and vendor conversion, and a better customer experience.

Amongst its benefits, ActivePipe uses behavioural and interactive-based algorithms to identify which of an agent's clients are ready to buy and sell – taking much of the guesswork and luck out of the real estate industry.

[www.activepipe.com](http://www.activepipe.com)

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