



PEERAGE REALTY PARTNERS LICENCES REALSCOUT TECHNOLOGY TOOL TO EMPOWER BROKERS AND AGENTS

Peerage Realty Partners, a North American premium real estate services company, is further empowering its U.S. partner agents by licencing RealScout's search platform technology.

TORONTO, January 31, 2022 – Peerage Realty Partners has licenced the award-winning home search platform, RealScout. In keeping with the conviction that “luxury” is defined by an exceptional client experience, this collaborative search tool allows all Peerage Realty’s brokerage partners and agents in the U.S. to offer their clients a personalized experience throughout the home buying and selling process.

RealScout enhances proprietary lead generation by providing clients with comparative data, custom property alerts, and web and mobile apps that focus the search process on client-specific criteria. The visual, easy-to-use approach to property searches emphasizes visual information and details on listings that are sourced directly from MLS. Through this process, it also allows brokers and agents to consistently enhance their brand and online marketing profiles.

“As trusted advisors for our clients, we are committed to supporting and investing in strategic technology for all Peerage Realty Partners’ companies. Tools such as RealScout enable our brokers and agents to amplify their best-in-class service and deepen client relationships,” said Gavin Swartzman, CEO of Peerage Realty Partners. “We look forward to further expanding our relationship with RealScout as our respective businesses grow.”

The growing roster of Peerage Realty Partners in the U.S. includes: Briggs Freeman Sotheby’s International Realty of Dallas and Fort Worth, Texas; Cascade Sotheby’s International Realty of Portland and Greater Oregon; Century21 New Millennium of Maryland, Virginia, and Washington, D.C.; Four Seasons Sotheby’s International Realty of New Hampshire, Vermont, and New York State; Jameson Sotheby’s International Realty of Chicago; Madison & Company, of Denver, Colorado.

ABOUT PEERAGE REALTY PARTNERS

Peerage Realty Partners is a leading residential real estate services firm, serving luxury markets across North America.

Peerage Realty brokerage partners include leading Sotheby’s International Realty affiliates, and renowned independent firms in both resale residential real estate brokerage, and new construction marketing.

Peerage Realty core service activities include real estate financing, transaction services, asset management, and home improvement for purpose-built rental properties. Peerage Realty has the unique benefit of being a privately-owned enterprise that is positioned to commit to long-term partnerships and investments.



Peerage Realty is projected to transact over US\$30 billion (C\$38 billion) in 2021 through its partner firms. It has over 4,000 best-in-class sales representatives and employees with 211 offices in Canada and the United States. To support growth and expansion among partners, Peerage Realty consistently provides strategic input, capital, technology, operational expertise, marketing, communications, and value-added products and services that differentiate and strengthen its partner firms in competitive markets. Its goal is to expand the suite of services that its partner firms can offer to enhance the client experience through all phases of a real estate transaction and beyond. www.peeragerealty.com
