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Agent Ace Debuts Free, Unbiased Real Estate Agent Referral Service, Using Hyper-local Data To Connect Consumers To The Highest-performing Agent For Specific Homes

Patented Technology Links Consumers to Agent Ace Agents Who Sell 30 to 40 Percent More Listings than the Average Agent, in 30 Percent Fewer Days

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SANTA MONICA, Calif., May 16, 2013 /PRNewswire/ -- Agent Ace (www.agentace.com), an easy and free online resource connecting home buyers and sellers to the highest-performing real estate agent relative to a specific home, has officially launched its new online real estate agent referral service.

"Consumers usually don't properly vet the person who will be responsible for one of the largest financial transactions in their lives," said Mazen Fawaz, Agent Ace founder. "The majority of the population, 90 percent in fact, find their agent based on advertisements or personal referrals from friends and family who have limited expertise in the area. Agent Ace provides an unbiased recommendation based on an agent's actual performance, giving the client the best opportunity for success with their real estate transaction."

Agent Ace uses quantitative historical data, analyzed by a patented proprietary algorithm, to recommend the best agent for the user's specific criteria (location, price, school district, demographics, etc.). Additionally, Agent Ace's private recommendation structure creates a positive, mutually beneficial relationship with agents and the Multiple Listing Service (MLS). Unlike some sites, Agent Ace does not publically rank agents; only the users know who is recommended.

Fawaz added, "Another factor that differentiates Agent Ace is that we don't accept any advertising from agents or allow agents to edit their profiles. Unbiased information based on pure performance history allows consumers to trust that they're getting the very best agent for their real estate transaction. Having the right agent can mean thousands more in your pocket and months of less hassle."

Before connecting clients to an agent, Agent Ace vets both parties via personal phone calls and follow-ups to create that personal relationship, ensuring a smooth transaction. This sets Agent Ace apart from other real estate sites that don't participate in the agent connection process, focusing instead on property listings – including properties from agents who pay a monthly fee to be featured. Should the first agent choice not work out for the client, Agent Ace provides a second, third, and even fourth option.

Agent Ace's roots began in 2008, when commercial real estate developer Mazen Fawaz began studying real estate data in order to uncover agent performance trends. He went on to develop a method that was awarded two patents by the U.S. Patent Office in 2012, giving birth to Agent Ace – a privately funded entity.

Board members include notable industry leaders including:

- **Keith Krach** - Chairman and Chief Executive Officer, Docusign; Chairman at Angie's List
- **Frederick Mau** - Intellectual Property Counsel, Toyota North America
- **Marc Carlson** - Vice President, Docusign
- **Paul Cloutier** - Business Development, Docusign
- **Matthew Strong** - Investor
- **Frank Johnson** - Chief Executive Officer, MediaNet
- **Adam Lilling** - Co-Director, Launchpad LA

Additionally, legal counsel includes notable technology and real estate advisors Craig Schmitz, Partner at Goodwin Procter - Silicon Valley, as well as Robert Butters, partner at Arnstein & Lehr. Butters also served as Deputy General Counsel to the National Association of REALTORS®.

"Agent Ace aggregates and organizes big data in a way no one else is doing in the category. We enable consumers to gain access to critical data surrounding agent performance in a hyper-local manner – all while preserving the reputations of agents by avoiding public rankings," added Fawaz.

For more information on Agent Ace, please visit www.agentace.com.

About Agent Ace:

Agent Ace connects home buyers and sellers to the highest-performing real estate agent relative to their search. By aggregating and studying historical home sales data, Agent Ace can scientifically pinpoint the most effective agent to sell or buy a home. In 2012, Agent Ace was awarded two patents encompassing the use of hyper-local data to calculate agent performance relative to a home and client preferences. They are headquartered in Santa Monica, Calif.

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Video: http://www.youtube.com/watch?feature=player_embedded&v=zG8G-4lrELg

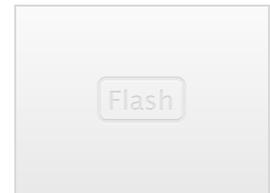
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