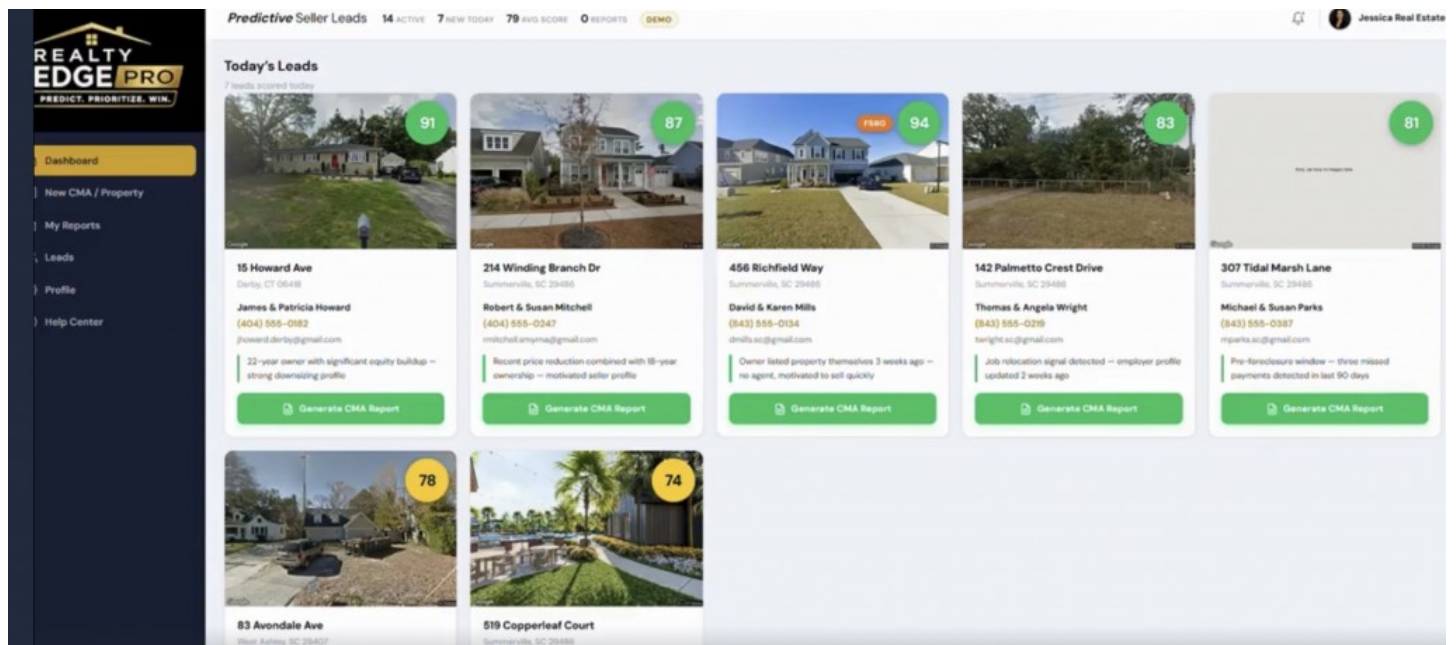


# The real estate lead game is changing!

Realty Edge Pro officially announces its predictive seller intelligence platform for agents and brokerages.



**Charleston, South Carolina May 24, 2026 ([Issuewire.com](http://Issuewire.com))** - Realty Edge Pro Introduces Predictive Seller Intelligence Platform as Agents Seek Alternatives to Traditional Lead Generation

As rising advertising costs and lower lead conversion rates continue to challenge real estate professionals nationwide, a growing number of agents and brokerages are exploring predictive analytics tools designed to identify likely home sellers before they actively enter the market.

Realty Edge Pro, a real estate technology platform currently preparing for broader launch, is entering that space with a system focused on predictive seller intelligence and automated comparative market analysis (CMA) generation for residential agents.

The platform aggregates multiple homeowner and market-related data signals into a predictive scoring model intended to help agents prioritize outreach toward homeowners who may be more likely to sell within the coming months. In addition to predictive scoring, the system also generates pre-built CMA reports designed to assist agents during listing presentations and prospecting efforts.

The shift reflects a broader trend within the real estate industry as agents increasingly move away from traditional internet lead models and search for more targeted prospecting methods.

“Many agents are spending thousands of dollars chasing broad lead sources that don’t always convert,” said Greg Pettinella, founder of Realty Edge Pro. “The goal with Realty Edge Pro was to create a platform that helps agents focus their time more efficiently by combining predictive analytics with automated presentation tools they can immediately use in the field.”

According to Pettinella, the platform is designed around territory-based lead delivery, allowing agents to

receive homeowner opportunities within selected geographic areas. The system is also being positioned as a potential recruiting and retention tool for brokerages seeking technology-driven advantages for their agents.

Industry interest in predictive analytics has expanded rapidly across multiple sectors in recent years, including finance, insurance, and healthcare. Real estate technology companies have increasingly begun applying similar models to residential prospecting, combining public records, market activity, ownership history, and other data sources to identify patterns that may indicate future selling behavior.

Realty Edge Pro's platform also includes automated CMA generation tools intended to streamline the preparation process for agents. The reports are designed to provide property valuation estimates, comparable sales data, local market insights, and presentation-ready materials that agents can customize for homeowners and listing appointments.

While predictive lead scoring remains an emerging category within residential real estate, industry observers say brokerages are paying closer attention to technologies that emphasize lead quality over sheer lead volume.

The company says it is currently onboarding founding members ahead of a larger public rollout and continuing to test various market territories and predictive scoring models.

#### About Realty Edge Pro

Realty Edge Pro is a real estate technology platform focused on predictive seller intelligence, automated comparative market analysis generation, and territory-based lead delivery for residential real estate agents and brokerages. The company's platform is designed to help agents identify potential sellers earlier in the prospecting process while streamlining listing presentation preparation through automated reporting tools.

#### Media Contact:

Greg Pettinella  
Realty Edge Pro

Greg@realtyedgepro.com  
realtyedgepro.com



## Media Contact

Realty Edge Pro

\*\*\*\*\*@realtyedgepro.com

<http://Realtyedgepro.com>

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