

Amplify Brands Launches Parcel, a Trust Layer That Lets AI Agents Act on Real Estate

New agent-native infrastructure turns any U.S. property into a verified, machine-readable record that AI agents can query, negotiate around, and transact on — with a human approving every consequential step. Early access is open at parcel.sohala.ai.

AGENT-NATIVE REAL ESTATE

APN

RESOLVE

PROPERTY RECORD

apn	US-37063-102944
owner	County of Durham
built	1974
lot	27,877 sqft
basis	public record
status	✓ verified

What a house looks like to an agent.

Not a webpage. A verified record it can read, trust, and act on.

Miami, Florida Jun 6, 2026 ([IssueWire.com](https://www.issuewire.com)) - Amplify Brands today announced **Parcel**, an agent-native trust and transaction layer for real estate. Parcel lets an AI agent resolve a property from nothing more than a GPS coordinate, retrieve a verified record built from licensed public data, and take real-world actions — such as requesting a showing from a listing agent — under a cryptographically signed, human-approved mandate. Early access is available now at parcel.sohala.ai.

AI agents can now read most of the web, but they cannot act on it. An agent can find a home listing; it cannot prove who it is, verify what it reads, contact the other side, or move a transaction forward. Parcel addresses that gap with infrastructure built for software, not browsers: *agent-native systems are designed to be discovered, trusted, and used by AI agents acting on a person's behalf, rather than by people clicking through web pages.*

“We spent twenty-five years building the web for human eyes, and the next wave of customers will send software instead,” said Jeff Hughes, founder of Parcel and Amplify Brands. “An agent can already find the house you just drove past — it just can't do anything about it. It can't verify what it reads, can't ask the listing side a question, can't take a single safe step toward a transaction. Parcel exists to change that. We give agents a verifiable identity, a trustworthy record of the property, and a way to act that always keeps a human in control of anything that matters.”

How Parcel works

- **Resolution:** a GPS point or street address resolves to the exact parcel and its county Assessor Parcel Number (APN) — the property's canonical identifier — then to a structured record drawn from licensed public-record sources. Parcel does not scrape consumer listing portals.
- **Identity:** every agent on the network carries a Parcel Passport — a verifiable, scoped, revocable credential stating who the agent is and whom it acts for.
- **Action:** agents communicate machine-to-machine over open standards — the Model Context Protocol (MCP) for tools and the Agent2Agent (A2A) protocol for agent coordination — to ask questions, request showings, and negotiate.
- **Human control:** reads are autonomous and metered; any action that contacts another party or moves money requires a signed mandate scoped to that single action, plus explicit human approval. No agent acts or spends unsupervised.

The launch lands amid rapid consolidation of agent infrastructure: the MCP and A2A protocols moved under Linux Foundation governance in 2025, and payment rails designed for AI agents entered production the same year. Property-data providers have begun exposing read-only data to AI; Parcel is built for the layer above — trust, negotiation, and transaction.

“Data was never the hard part — trust is,” Hughes added. “The moment one agent can prove to another who it is, who it speaks for, and that it can be held accountable, an entire category of transactions becomes possible. Real estate is where we start because it's the hardest, highest-stakes version of the problem.”

Availability

Parcel is in early access and resolving live county property records today. Developers building AI agents, brokerages, and proptech teams can request access at parcel.sohala.ai.

Quick facts

- **What:** Parcel — an agent-native trust and transaction layer for real estate.
- **Does:** GPS → parcel → APN → verified property record; agent identity (Passport); agent-to-agent showing requests; metered access; human-approved mandates for all consequential actions.
- **Built on:** open agent standards (MCP, A2A); licensed public-record data sources.
- **Status:** early access; live county records resolving today.
- **From:** Amplify Brands, the company behind Sohala AI, the voice-first AI platform for real estate agents.
- **Where:** parcel.sohala.ai

About Parcel

Parcel is the agent-native layer for real estate: the trust, data, communication, contract, and settlement infrastructure that lets AI agents identify, verify, and act on property. Parcel is built on open agent standards and licensed public-record data, with human approval required for every consequential action. Learn more at parcel.sohala.ai.

About Amplify Brands

Amplify Brands builds AI platforms for real-world operators, including Sohala AI, the voice-first AI command platform for real estate agents. The company was founded by Jeff Hughes, a platform builder, educator, and franchise strategist whose Skill Samurai franchise network spans more than 200 locations.

parcel.sohala.ai

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