

AI for real estate agents in your pocket: real estate network builds its own assistant

HausHirsch has launched Hugo AI, an AI assistant built directly into its proprietary CRM. It helps around 200 agents create documents, manage appointments and use CRM data via voice or text commands.

HAUSHIRSCH

Wir stellen vor:

Hugo AI



Dusseldorf, Nordrhein-Westfalen Aug 13, 2026 ([Issuewire.com](https://www.issuewire.com)) - The real estate network HausHirsch has expanded its proprietary CRM, launched in February 2026, with an AI assistant. Under the name Hugo AI, affiliated agents can control the system via voice or text instead of navigating through menus. Following a closed testing phase, the assistant has been available to all approximately 200 partners in the network since August 9, 2026. The underlying language AI runs on the company's own servers.

A real estate agent leaves a property viewing in Berlin. Before starting the car, he says into his phone: "Create a declaration of intent to purchase for the property at Gustavstraße 8 in Berlin for buyer Müller. Write an email to the owner, Ms Schneider, informing her that the property has been reserved. Send both parties three suggested appointment times based on my availability for a joint meeting to discuss the next steps."

The assistant retrieves the stored data for the property, buyer and owner, drafts the documents, checks the calendar and prepares everything for review. The agent reads through the drafts, makes corrections if necessary and approves them. According to the company, this takes less than a minute while still sitting in the car. The same sequence previously took around half an hour at the office.

From its own CRM to its own assistant

HausHirsch decided against standard software and launched a self-developed CRM on February 1, 2026. Hugo AI is the first major extension of this system. Following a closed beta with members of the network's management team, who also work as real estate agents themselves, the open beta has been available to all partners since August 9.

"An AI assistant that is simply added on top of a third-party system can essentially write texts," says Andrzej Fink, Co-Founder and Head of IT at HausHirsch. "Because we built the CRM ourselves, Hugo has direct access to the underlying data structures. It creates property records, changes appointments and generates documents using actual master data instead of merely suggesting content that someone then has to enter manually."

Contracts and correspondence are never sent automatically by the system. Hugo only creates drafts. Review and final sending remain the responsibility of the agent.

The background: time that does not generate revenue

Documentation, appointment coordination, system maintenance and contract preparation take up a significant share of working time in the real estate business without directly contributing to a transaction.

"Our partners did not become real estate agents to fill out forms," says Ferati. "Every hour someone spends maintaining systems is an hour they are not spending with an owner or a buyer. That is where revenue is generated. For our partners, Hugo is included in the system without any additional licence fee."

From assistant to tutor

Hugo AI's range of functions is being expanded continuously. In the medium term, the company has another objective: the assistant should not only take work off agents' hands, but also train them in their day-to-day work.

HausHirsch operates an internal online academy and runs several live training sessions per week for its partners. This knowledge is intended to be integrated into the assistant. An agent could then ask Hugo, in a specific situation, how to handle an objection in a sales conversation or what procedure is recommended for a certain type of property, and receive an answer aligned with the tools and working methods of the network.

"Training currently takes place in a course, but the actual problem occurs inside the property," says Alexander Ferati. "When the two come together, people learn exactly when it matters."

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