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**A New Global Real Estate Industry Collective; REALM™, Readies for Launch**

**New Proprietary Technology Matches HNW Client Lifestyles & Experiences with Properties From Around the Globe**

**JACKSON HOLE, WY (April 2, 2019)** – REALM™, the first collaborative global real estate collective that offers technology and services to optimize the unique experiences, lifestyles and passions of high net worth (HNW) clients and customers is on target to launch in April. REALM’s unique position in the global real estate niche uses proprietary technology matching lifestyle and passion, rather than property criteria, via a curated content platform integrating Machine Learning and Artificial Intelligence.

REALM, a subscription based, member-exclusive global luxury collective, is the brainchild of founder and CEO, Julie Faupel, owner of Jackson Hole Real Estate Associates, a past winner of Christie’s International Real Estate Affiliate of the Year award in 2011 and 2014.

“The global luxury real estate category is a multi-trillion-dollar industry, but current techniques do not meet the demands of the modern global clientele.Until now,current services were largely transactional and siloed rather than bespoke and customized,” says Faupel. “REALM is changing how real estate is discovered through client lifestyles, bringing innovation to the experience by aggregating insightful data at a global scale and matching client passion with property.”

Working with a team of strategic global real estate and technology leaders, investors and visionary futurists, Faupel tasked Silicon Valley engineers to create a curated luxury lifestyle platform integrating Machine Learning and Artificial Intelligence. REALM’s proprietary software collects, secures, and repositions client data to improve the holistic real estate experience for real estate professionals and their clients.

“Through our relationship with Wealth-X, we have access to over 1.2 million profiles of HNW and UHNW individuals,” says Faupel. “We use those insights to help match those clients with listings globally. We’ve already had strong interest in REALM from more than thirty different global markets including London, Hong Kong, Paris, Singapore and Auckland.”

Early adopters and collaborators with REALM include real estate professionals and industry leaders from across the U.S. and around the globe led by agents from Brown Harris Stevens, Strand Hill Properties, Richardson Properties, Bayley’s, CDR San Miguel, Provaltur International Inc. and Turpin Realtors. Real estate professionals who share Faupel’s industry changing vision can inquire about REALM membership at <https://www.realm-global.com> to learn more.

“REALM provides a significant way for me to expand my reach and engage the right clients,” says David Kornmeier, one of New York’s top agents from Brown Harris Stevens. “Ultimately, it helps distinguish my sales process from the competition by bringing my listings to prospective buyers through their network, while also gaining additional highly qualified, vetted leads in a confidential environment. “

Thom Gruhler, former CMO of Microsoft, joins Faupel on the leadership team for REALM. “Having spent my career focused on consumer-driven innovation and technology disruption, it’s exciting for me to be a part of Realm,” says Gruhler. “Our technology redefines modern real estate while preserving and strengthening the human relationships that are at the very core of successful luxury brokerage.”

Whether a client is actively looking for a property or is a more passive real estate aficionado, being associated with REALM helps to alert agents to possible property “matches” on a global scale without ever compromising the confidentiality of the client and truly adding value to the relationship with their trusted real estate advisor.

The REALM experience offers its real estate professionals and their clients, access to listings, elite global events, experiences and resources with the sole mission of adding value to the agent relationships.

“REALM is not a brand being built in service to itself,” says Faupel. “It’s a members-only “club” of professionals committed to operating at the very top of their game. Because I’ve been a top performing real estate professional for years, I have experienced first-hand the challenges of distinguishing the services provided by one affiliation or another. REALM is a distinct market differentiator for agents who are truly committed to excellence in the real estate discipline.”

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**About REALM**

REALM is the first-ever collaborative, lifestyle-matching venture in real estate that enables its member-agents greater productivity and relationship enhancement through the power of data. REALM connects discerning clientele and their advisors through a patent-pending matching platform and bespoke experiences customized to enhance relationships. REALM uses an “open” platform, which will work with various CRMs to optimize members’ client lists while working in a secure, encrypted environment. To learn more, go to <https://www.realm-global.com>

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