

# Four Tips to Deliver Greater Value to Real Estate Professionals



# Modern real estate agents operate in a hyper-competitive market.

Today's real estate professionals are constantly looking for an edge in a market that's saturated with players competing for the same clients, buyers, and listings. To get a piece of the 4 million home sales made in the US each year,<sup>1</sup> agents look for every advantage to gain the trust – and business – of buyers and sellers.

For many agents, their ability to differentiate themselves from other agents in their market can be limited. Instead, they need smarter strategies to win clients and close deals.

## Real estate's saturated market

**5.5**

**engaged home shoppers** for every for-sale listing nationwide<sup>2</sup>

**7.6**

**real estate professionals** for every 1,000 US adults<sup>3</sup>

**71%**

**of real estate agents** did not close any deals in 2024<sup>4</sup>



## WHAT IT MEANS FOR YOU

For many real estate professionals, your organization is one of the resources they turn to for competitive advantages. Whether they're networking with peers, enhancing their reputations by professional association or accessing technical tools, they judge your organization's value based on how you help them grow their business and increase their bottom line.

<sup>1</sup> National Association of REALTORS®, [Existing Home Sales Overview](#), November 2025

<sup>2</sup> Zillow, [Sun Belt buyers hold the most power this spring](#), 2025

<sup>3</sup> 719 Lending, [How Many Real Estate Agents in the USA?](#), 2024

<sup>4</sup> Inman, [71 Percent Of Real Estate Agents Didn't Close Any Deals Last Year](#) | [Inman Real Estate News](#), 2025

# To stay competitive, agents seek technologies that fuel their success.

More than half (57%) of agents work full-time, often spending extra-long weekend hours running open houses and meeting with clients and prospects.<sup>5</sup> Speed in uncovering and closing deals is critical, so they're constantly on the go.

Yet 48% of agents say they've got to juggle four or more tools to confirm contact information for individuals and properties or assess the safety and fraud risks they frequently face.<sup>6</sup> Given market pressure to move quickly, agents are looking for tools that streamline their efforts. That's why they use mobile apps to gather the most important information needed for their roles.

## Real estate professionals rely on their mobile devices to:<sup>7</sup>

**71%** find phone numbers associated with a specific property or person

**65%** identify property and owner phone contact information for circle prospecting

**66%** review the safety risk associated with unknown clients before meeting in person

**56%** confirm property ownership before taking on a new listing



## WHAT IT MEANS FOR YOU

The technologies and tools that put timely consumer and property information at their fingertips enable agents to compete and respond at the speed today's market demands. Any solutions provided by your organization not only need to empower their success and reduce risks, but they must also be convenient and easy to use. And since agents are constantly on the run, mobile apps and web-enabled tools offer tremendous advantages.

<sup>5</sup>The MortgagePoint, [Survey Reveals the Realities Facing Today's Real Estate Agents](#), 2025

<sup>6,7</sup>Forrester for TransUnion, [Real Estate Opportunity Snapshot](#), 2026



# Some of the most pressing needs agents have can now be addressed by mining consumer data.

Thriving in real estate often comes down to connecting with the right people. Given all the consumer data that's been collected in the digital age, it's not surprising new tools are being introduced to give agents greater confidence in customer identities. By harnessing the insights uncovered in consumer data, agents enhance their ability to:

## Avoid seller scams

Given recent increases in title fraud incidents, it's no wonder 85% of agents said being able to confirm property ownership before taking a new listing would be beneficial.<sup>8</sup> Recognizing when an imposter is trying to sell property they don't own is vital to protect an agent's reputation and reduce their risk exposure.

## Ensure their safety

One in three REALTORS® felt unsafe at an open house and only 53% said their brokerage has formal safety procedures.<sup>9</sup> Most agents (83%) said it would help if they could review the safety risk associated with unknown clients before meeting in person.<sup>10</sup>

## Prospect new customers

75% of agents report difficulty finding customers.<sup>11</sup> Using consumer identity data – based on credit header, public and proprietary sources – can streamline the process of identifying potential homebuyers and sellers. Keep in mind, such data use must comply with regulatory standards.

<sup>8, 10, 12</sup> Empowering the Modern REALTOR®, a commissioned study conducted by Forrester on behalf of TransUnion, 2026

<sup>9</sup> National Association of REALTORS®, [Quick Real Estate Statistics](#), 2025

<sup>11</sup> Redfin, [Adapting to Change: Redfin's 2025 Industry Survey](#), 2025



## WHAT IT MEANS FOR YOU

Solutions built on big data analysis can unlock new capabilities for agents, real estate associations and brokerages. And 82% of agents report a single mobile app that would enable them to verify property ownership, conduct background checks and prospect would be appealing.<sup>12</sup> In selecting a tool to offer agents, associations and brokerages should adopt tools that access well researched and rigorously collected data – otherwise, insights may be less reliable, wasting both the agent's time and the organization's investment.

# When evaluating solutions, associations and brokerages need tools that handle consumer data responsibly.

For an industry that relies on personal relationships, here's another important consideration: 80% of consumers are uneasy about how their personal data is used.<sup>13</sup> Given the importance of consumer data, there are strict regulations in place to limit how that information can be used.

## 76%

**of agents** said having current client and prospect contact information has a significant impact on their success<sup>15</sup>

## \$7,500

**in potential fines** when real estate firms don't comply with data protection laws<sup>16</sup>



### WHAT IT MEANS FOR YOU

Associations and brokerages can help agents by offering a single, streamlined mobile app that enables quick, secure and compliant searches to support their most common day-to-day tasks.

<sup>13</sup> Kinetic, [Survey Shows Consumers Concerned About Personal Data, Privacy and Internet Safety for Children](#), 2025

<sup>14, 15</sup> Empowering the Modern REALTOR®, a commissioned study conducted by Forrester on behalf of TransUnion | 2026

<sup>16</sup> Paperless Pipeline, [Real Estate Cyber Security: What Every Broker Should Know](#), 2025

# Drive stronger value for real estate professionals through these four key strategies.

1

## Address their needs.

Real estate agents are clear about their professional concerns: verifying property ownership, staying safe when meeting new clients and finding their next deal. Address these and your value becomes clear.

2

## Support their success.

Agents turn to real estate associations and brokerages to access the knowledge and tools required to compete. Offering solutions that enable them to reach new heights earns their trust and loyalty.

3

## Streamline their tool set.

Juggling multiple tools can be a distraction. Agents need tools that are easy to use, leverage modern tech, and address many of their most common tasks. An agent-centric mobile app can help enable safe, productive, successful days.

4

## Manage data responsibly.

While guarding consumer data is everyone's duty, solutions that limit access based on the specific search or use case help reduce potential compliance risks – so agents can focus on other tasks.

# TruLookup® for Real Estate can help.

Enhance your organization's value to today's real estate agents by offering an agent-centric mobile app that prioritizes safety, helps prevent fraud and supports smarter prospecting.

TruLookup for Real Estate harnesses TransUnion's identity and data expertise to help agents verify who they're dealing with. With as little as a phone number, confirm a potential buyer's identity and run a criminal background check before meeting in person. Verify that sellers truly own properties to avoid impersonation scams. Plus, use TransUnion's extensive consumer records to identify and research homeowners – finding prospective sellers in ways that are both permissible and regulatory compliant.

Powered by TransUnion's trusted data, TruLookup for Real Estate is a powerful, three-in-one tool that delivers genuine value and encourages deeper, more loyal relationships between your organization and the real estate professionals you serve.

[LEARN ABOUT TRULOOKUP FOR REAL ESTATE AND ITS CAPABILITIES HERE.](#)



**TransUnion** 

All references to TransUnion mean TransUnion Risk and Alternative Data Solutions, Inc. (TRADS), a TransUnion (NYSE: TRU) company. TruLookup for Real Estate is provided by TRADS. TransUnion (NYSE: TRU) is a global information and insights company with over 13,000 associates operating in more than 30 countries. We make trust possible by ensuring each person is reliably represented in the marketplace. We do this with a Tru™ picture of each person: an actionable view of consumers, stewarded with care. Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk, and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® – and it leads to economic opportunity, great experiences, and personal empowerment for millions of people around the world.

[transunion.com/business](https://transunion.com/business)

Deliver greater value to your members:

[transunion.com/solution/trulookup/real-estate](https://transunion.com/solution/trulookup/real-estate)

© Copyright 2026 TransUnion, its subsidiaries and/or affiliates. All Rights Reserved. | 3963150-260331

TruLookup for Real Estate is provided by TRADS, a TransUnion company.

