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February 24, 2022

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**Austin Board of REALTORS® launches real estate-focused tech accelerator, issues open call for startups to pitch their company**  
*REACH Labs connects tech startups to nearly 20,000 real estate professionals*

AUSTIN, TX– The Austin Board of REALTORS® (ABoR) launched REACH Labs, a real estate-focused tech accelerator, as part of its inaugural Innovation Showcase pitch event yesterday. REACH Labs is designed to innovate the homebuying, selling and renting process by directly connecting emerging tech startups with ABoR's nearly 20,000 members across the Central Texas region.

"Austin is a soaring hub for tech innovation, so it's only natural that with the fastest-growing housing market in the country, the Austin Board of REALTORS® would build our own real estate tech accelerator," Cord Shiflet, ABoR president said. "By connecting tech startups with almost 20,000 real estate professionals in our area, ABOR is continuing to redefine what's possible in our industry."

REACH Labs is a local extension of the National Association of REALTORS® REACH program (NAR REACH). In 2021, ABoR was chosen by NAR as one of four REALTOR® associations across the U.S. to develop and pilot a local extension of NAR REACH.

Through live, quarterly Innovation Showcase events, real estate professionals can hear and weigh in on "Shark Tank"-like pitches from rising startups. In addition to providing live feedback during the showcase, attendees can connect directly with companies to schedule a meeting to discuss potential partnership or investment opportunities. Pitch

companies will have the opportunity to gain exposure to 1.5 million REALTOR® members nationwide through REACH Labs' connection with NAR REACH.

ABoR is actively looking for startups locally and nationwide to pitch their company at an upcoming Innovation Showcase event. Over the next month, ABoR will be reaching out to tech incubators, chambers of commerce, and colleges and universities to encourage startups to apply.

"Our REALTOR® members are not alone in our desire to streamline the home buying, selling and renting process," Emily Chenevert, ABoR CEO, said. "REACH Labs is an excellent opportunity for startups to refine their pitches and products with a boots-on-the-ground perspective on what's needed in the industry today. If you have an emerging technology designed for real estate transactions and professionals, ABoR wants to hear from you."

For more information on Reach Labs, or to apply to pitch your company at an upcoming Innovation Showcase, visit [ABOR.com/REACHLabs](http://ABOR.com/REACHLabs).

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**The Austin Board of REALTORS® (ABoR)** is a nonprofit organization that has been serving the needs of Central Texas REALTORS® and homebuyers, sellers, and renters for nearly a century. Through professional development, grassroots advocacy, and community, we give our 18,000+ members the power they need to ensure people have homes. Our multiple listing service (MLS) connects both agents and consumers with the most accurate and robust real estate marketplace in the region. For more information, contact the ABoR public relations team at [abor@echristianpr.com](mailto:abor@echristianpr.com). For the latest local housing market listings, visit [AustinHomeSearch.com](http://AustinHomeSearch.com).