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Lone Wolf Launches New Technology Marketplace

By Victor Lund | May 11th, 2020 | Broker Technology Research, Technology Evaluation | 0 Comments

Lone Wolf Technologies, owned by America's fourth largest software company, Vista Equity Partners has released a technology marketplace that will be made available through (Instanet) TransactionDesk and (zipLogix) zipForm® Plus transaction management solutions today.

This bold initiative has been a strategy that has been approached by a variety of companies over the past five years, including the Flexmls Spark, RE Technology's Success Store (owned by us), Clarity Marketplace, Realty's Zap Store and probably a number of others. The goal of these stores or marketplaces is to provide a suite of integrated services that all fit together into a seamless technology suite for agents and brokers, and also for homebuyers and sellers.



LONE WOLF TECHNOLOGIES



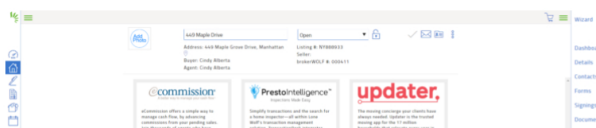
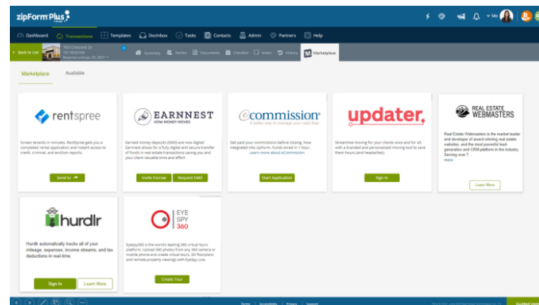
At launch, the marketplace will have the following service options integrated:

- **Updater**, for personalized moving concierge services
- **Earnnest**, for safe and secure digital escrow deposits
- **RamQuest**, for digital title insurance orders
- **EyeSpy360**, for virtual tours
- **Real Estate Webmasters**, for websites, lead gen, and CRM
- **eCommission**, for fast and simple commission advances
- **PrestoIntelligence**, for quick home inspection booking
- **Hurdlr**, for automatic expense tracking
- **RentSpree**, for reliable tenant screening

In a release today, Lone Wolf indicated that the marketplace will be quickly expanding, and new companies will be added each week. These partners represent many technology categories including websites, customer relationship management, online marketing, remote notary, homeowners insurance, mortgage, title, and more. A list of partners can be found at marketplace.lwolf.com or directly through the marketplace tab in zipForm® Plus and TransactionDesk. To access Marketplace in either solution, agents will require a login to their transaction member benefit provided by either their local, state, or national association.

There are a wide variety of channels for real estate agents and brokers to explore for technology tools. For the most part, agents use Association and MLS core products first. These would include the MLS system, tax systems, and transaction forms that are considered core benefits of subscribing to an MLS or becoming a member of the REALTOR® association (National, State, Local). Additional core services are offered by franchise organizations and brokerages. Beyond that, agents are mostly free to buy whatever they want from whomever they want as long as they have broker approval or oversight.

Today, all marketplace partners are available to all agents. The goal is to provide these services to the majority who do not have access to such tools through some sort of broker agreement. There are plans to build a level of curation into the Marketplace, for those brokers who have matured partner ecosystems. Lone Wolf has also confirmed that they do not offer exclusivity, and are completely agnostic, creating an opportunity for new and incumbent tech platforms to join Marketplace through their partnership program.



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