**Press Release**

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For Immediate Release

**REAL ESTATE SERVICE USES DATA TO PROVIDE ENHANCED OFFERINGS**

*GayRealEstate.com Uses Data Analysis to Improve Service Offerings With Targeted Advances*

**Palm Springs, Calif. –June- , 2019**

GayRealEstate.com, a service which connects buyers and sellers with compatible agents, is incorporating data collection and analysis to provide their clients improved services and targeted benefits. GayRealEstate.com is using data collected by the National Association of REALTORS (NAR) to offer their clients (and potential clients) solutions to their needs in focused, intentional deliverables.

GayRealEstate.com is dedicated to eliminating the stress and uncertainty of searching for professionals who respect each individual’s dignity. The GayRealEstate.com analyzed data from NAR’s Profile of Lesbian, Gay and Bisexual Buyers and Sellers which profiles years of data (2015-2018) from NAR’s Profile of Buyers and Sellers to identify and analyze a sample size of 918 lesbian, gay and bisexual buyers/sellers.

The data reveals salient information that GayRealEstate.com is using to better tailor services to their buyer/seller needs. Statistics from the profile include insights like lesbian and gay buyers/sellers were the oldest at an average of 45 years-old, lesbian and gay buyers were the most likely to identify as unmarried (22 percent) and, while numbers have remained steady at 4 percent, home buyers/sellers identifying as LGBTQ are expected to increase.

GayRealEstate.com is geared toward extrapolating on this research theme and plans to use data analysis to formulate their offerings in ways most beneficial to their client-base. While they will not use the data to pigeon-hole their clients or form services based on stereotypes, they can use the information to better understand the specific needs of their clients and create new and improved services to meet these needs.

The GayRealEstate.com team works to identify the best LGBTQ-friendly cities and communities in each state and region of the country and cultivates relationships and deep networks in each, to provide their clients the support they need to find ideal residency. The service GayRealEstate.com provides is one of many that LGBTQ individuals can use to bypass the potential for anxiety, discrimination and inequitable treatment.

With more than 25 years of experience as the industry leader, GayRealEstate.com continually strives for the protection of all people, regardless of sexual orientation or gender identification, and will continue to advocate for the full and equal treatment of all individuals: in real estate markets and all areas of life.

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GayRealEstate.com connects buyers and sellers with trustworthy gay, lesbian and gay-friendly real estate agents to remove potential discrimination from all real estate transactions. The GayRealEstate.com team maintains personal connections with reliable agents to ensure their clients are treated equitably and with respect. All agents are interviewed and investigated extensively and many have retained partnerships with GayRealEstate.com for decades. With more than 25 years of experience, GayRealEstate.com focuses on establishing reliable real estate connections with professionals who understand the unique needs and desires of the LGBTQ community.

For more information, visit:[www.gayrealestate.com](https://www.gayrealestate.com/)