

## **RelPro Integrates Commercial Real Estate Data & Buyer Intent Insights**

*Enhances and Further Differentiates RelPro's Business Development Solutions  
for Business & Commercial Bankers*

**Short Hills, NJ – July 20, 2022** – RelPro, the fast-growing business development and relationship management solution for Financial & Professional Services, today announced the integration of Commercial Real Estate data and Buyer Intent insights to further enhance their Business Development and Relationship Management solutions.

The integration of these datasets into RelPro's easy-to-use interface and valuable analytics increases users' ability to find & qualify new prospects. The additional intelligence also speeds-up bankers' pre-call research and preparation for their meetings with financial decision-makers at Small and Mid-Market businesses.

The additional intelligence integrated into the RelPro platform comprises:

1. [Commercial Real Estate](#) data: 8 million title records of Commercial properties including current & previous owners, associated mortgages and related data points including Lender, Loan Amount, Assessed Value, Property Type and Maturity Date. These data have been integrated into RelPro company profiles and advanced search filters.
2. [Buyer Intent](#) insights, sourced from ZoomInfo, highlight companies that are searching for 70 financial services and product-related topics. The selected topics are those of greatest relevance to RelPro's Financial Services clients. Buyer Intent insights have been integrated into RelPro company profiles and advanced search filters.

These enhancements further differentiate RelPro as the business development platform of choice for [Business and Commercial Bankers](#) who are building relationships with Small and Mid-Market businesses. RelPro is now used at half of the top 50 US Banks, and by leading community banks, credit unions and commercial finance companies. These customers enjoy RelPro's integration of intelligence on decision-makers at more than 7 million companies, and insights on these companies including their size, location, industry, financial & funding history, and corporate structure.

RelPro's focus on, and close partnership with, leading financial institutions has led to the identification of opportunities to aggregate these datasets and integrate workflows that result in valuable intelligence and meaningful time-savings for bankers.

"RelPro's commitment to delivering best-in-class data quality & coverage, combined with time-saving workflow integrations and professional customer service has made them a valuable partner for our growth initiatives", said Marcia Koch, SVP Middle Market & Business Banking at Valley National Bank. "These latest valuable innovations are further evidence of their deep understanding of the needs of business development professionals in Financial Services."

“We greatly value and appreciate feedback from our clients that highlights challenges they are facing and reveals opportunities for us to provide insights that save the precious time of their bankers”, said RelPro’s Chief Technology Officer, Raaj Rajmangal. Shivan Persad, RelPro Product Manager, added “The time-savings that bankers can now realize through this integration of Commercial Real Estate data and Buyer Intent signals into their business development and relationship management cadences are very significant.”

Both Commercial Real Estate and Buyer Intent insights are available now as premium add-ons to the RelPro service.

## **About RelPro**

Founded in 2009, RelPro’s Relationship Intelligence platform was built with the experience that there is no one nirvana source of B2B Company and Decision-Maker data – so why rely on one source of data? RelPro integrates data from best-in-class partners and the web to deliver a unique global database of over 7 million Companies and 150 million business decision-makers, allowing B2B Marketing, Business Development and Relationship Management professionals to quickly identify new prospects and close deals faster. RelPro includes automated Prospect Research to quickly inform your outreach, and powerful Alerts that provide a call-to-action prompting timely interactions with prospects and clients. To learn more about RelPro, visit our website – [www.relpro.com](http://www.relpro.com), give us a call – (888) 561 7890, send us an email – [info@relpro.com](mailto:info@relpro.com), or [schedule a demo now](#). To learn what our customers are saying about RelPro, [read the reviews on G2 Crowd](#).