

Alex Wang Launches Rainmaker Real Estate In Partnership with Side, Leading Technology Brokerage Platform

Side's Cutting-Edge Technology Solutions and Full-Suite Brokerage Allows Silicon Valley's Rainmaker Real Estate To Scale High-Performing Team and Deliver Highly Specialized Service to Silicon Valley Bay Area

SAN FRANCISCO ([PRWEB](#)) June 09, 2020 -- [Rainmaker Real Estate](#), Silicon Valley's newest boutique brokerage led by Bay Area real estate veteran [Alex Wang](#), announces its debut today in partnership with [Side](#), the only real estate brokerage platform that exclusively partners with high-performing agents, teams, and independent brokerages to transform them into boutique brands and businesses. Headquartered in Los Altos, Rainmaker Real Estate will leverage Side's cutting-edge brokerage platform and technology solutions to scale its brand and further support its already high-performing team of real estate agents as they build their businesses. Partnering with Side will ensure that Rainmaker Real Estate remains ahead of the ever-evolving real estate market while allowing its agents to continue delivering top-of-the-line services and results to their clients.

“Today's traditional brokerages remain resistant to change and dependent on legacy systems; they lack the innovation to provide true value to the real estate agent,” said Founding Partner Alex Wang. “In this post-pandemic world, Side's future-forward model is custom-built for my business. It's ahead of the curve in terms of providing an elegant solution that will adapt, grow and evolve with the ever-changing real estate industry. By taking care of all our support needs, my agents are able to free up their time to focus on what's most important—their clients, and to become the best business owners they can be.”

Recognized as a [2019 RIS Media Futurist](#), and by The Wall Street Journal as a Top 250 Real Estate Agent in the Nation since 2014, Alex Wang has been practicing real estate in the Silicon Valley Bay Area for over two decades, facilitating over \$700M in sales volume since 1999. Prior to launching Rainmaker Real Estate, Alex was with Sereno Group Real Estate for over six years serving as a real estate evangelist working in communities throughout Silicon Valley's Peninsula and South Bay. Before joining Sereno Group, Alex found and managed Rainmaker Properties in 2007, a premier boutique real estate brokerage based in Palo Alto.

“Alex is a one-of-a-kind real estate professional who brings a wealth of real estate expertise in support of his vision for building a company of real estate rainmakers, said Guy Gal, Side CEO. “We're thrilled that Rainmaker Real Estate agents will be leveraging Side's cutting-edge platform to accelerate the growth of their business.”

Side is led by experienced industry professionals and world-class engineers who develop technology designed to improve agent productivity and enhance the client experience. Based on its belief that homeownership is a fundamental human right, Side is on a mission to improve the public good by providing top-performing agents with the best real estate service, experience, and results. Launched in 2017, Side now powers over 700 real estate agents from the top 2% of the industry's top producing teams.

About Rainmaker Real Estate

At Rainmaker Real Estate, we understand that buying or selling property is a major life decision. Led by Bay Area top producer Alex Wang, we leverage expert negotiation tactics, innovative technology and established real estate practices to match buyers with their ideal homes and ensure that our sellers achieve the highest



possible prices.

Through our partnership with a venture-backed collective of technologists, lawyers, operators and marketers, we strive to protect you from the stresses of finances, negotiations, and closing, while ensuring that your results align with your goals.

For more information, visit www.rainmakerrealestate.com.

About Side

Side transforms high-performing agents, teams and independent brokerages into successful businesses and boutique brands that are 100% agent-owned. Side exclusively partners with the best agents, empowering them with proprietary technology and a premier support team so they can be more productive, grow their business and focus on serving their clients. Side is headquartered in San Francisco. For more information, visit www.sideinc.com.



Contact Information

Vanessa Villatoro

Murphy O'Brien Public Relations

3105867171

Online Web 2.0 Version

You can read the online version of this press release [here](#).