

• COMPARE · REACT · SEND BACK — THE WHOLE LOOP

Everything a buyer needs to *decide* — in one app.

Rapluma is the only tool that fuses a **scored, side-by-side comparison** with a **buyer reaction round-trip**, a full **deal-economics CRM**, and built-in **license compliance** — runs on every device, keeps your data on-device, and costs a fraction of the portals. Here's why agents switch.

SIX REASONS TO SWITCH

 Decide faster Every matching home — 3 or 30, no cap — scored on value, flood, schools, crime & commute.	 Buyers engage They tap ❤️ 👍 ⭐ and add notes; picks and notes always come back tied to the right client & search .	 Send a link, not a headache One durable link opens the live comparison on any phone — no app, no blocked attachment, no client data hosted .
 Know every deal's profit Encrypted CRM tracks each deal to closing — hard costs + time → take-home commission, net profit & ROI . Referral fees count as income.	 Compliance built in Per-state licenses with one-tap regulator verification (all 56 US jurisdictions), reciprocity guardrails and expiration warnings.	 Private, everywhere On-device, no backend , no harvesting — on Mac, Windows, Linux, iPhone, iPad & Android alike.

How Rapluma compares

	Rapluma	Search portals (RealScout-style)	CMA tools (Cloud CMA-style)	Consumer portals (Zillow-style)
Scored side-by-side comparison	✓	✓	static	basic
Buyer reactions come back to you	✓	partial	×	×
Opens on iPhone with no app	✓	✓	PDF	✓
Native desktop app (Mac/Win/Linux)	✓	web	web	web
On-device · your data stays private	✓	cloud	cloud	cloud
Your brand, not a portal's	✓	✓	✓	×
Deal-economics CRM (P&L · ROI)	✓	×	×	×
License verification & compliance	✓	×	×	×
Typical price / month	~\$24	\$149+	\$35-99*	lead/ad fees

Category comparison, not a specific vendor quote — typical 2026 list prices; CMA tools are often bundled free via an MLS (*). Everything in Rapluma runs on the device; crime/school/area data is presented **neutrally**, in line with **Fair Housing**, estimates are labeled, and listings follow your MLS/IDX display terms.

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See why agents switch.

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