

**GREATER ROCHESTER ASSOCIATION OF REALTORS®  
REVOLUTIONIZES 24/7 MEMBER SERVICE WITH ARDI**

*GRAR and Voiceflip joint venture delivers AI-driven virtual agent*

**Rochester, NY— December 19, 2024**

Members of the Greater Rochester Association of REALTORS® are now able to get accurate answers to their questions any time of the day thanks to the launch of Ardi, an AI-powered member service agent.

Ardi is an advanced AI-powered tool designed to revolutionize how REALTOR® associations support their members. Ardi provides instant, accurate and consistent responses to a wide range of inquiries from basic questions to more complex, data-driven inquiries. Members can get the on-demand answers they are seeking by asking Ardi about association rules, member benefits or key industry-specific topics.

Ardi augments the efforts of association staff by providing a system that operates 24/7 across multiple platforms in 25 languages to ensure members can get the information they need when they need it. Whether the member wants to use SMS, voice, WhatsApp or Facebook Messenger, Ardi is on duty to provide them with consistent, reliable support via their preferred communication platform.

“The response has been overwhelmingly positive from our early adopters who have asked more than 1,000 questions in the first month,” said GRAR CEO Jim Yockel, RCE. Whether they want to ask about a local sign ordinance, continuing education class content, or any other association topic, Ardi is providing answers quickly, allowing our members to return their focus to their clients.”

“For example, members can now text Ardi a question and get an answer faster than they can open a web browser and search for it on our website,” said Yockel. “Our member services team is excellent, but Ardi brings our service to an entirely new level and extends it well beyond normal business hours. Real estate is not a 9-5 business and now we can meet our members needs in real time, regardless of the time of day.”

Yockel noted staff is alerted when Ardi cannot answer a question, and the answer is then added to the knowledge base. An added benefit of the system is that it frees up staff time enabling them to focus on creating new resources, he said.

“Ardi was designed with association needs in mind and is a cost-effective way to provide service,” said Kurtis Cicalo, Voiceflip CEO. “Not only can Ardi process information and provide answers faster than human staff, it’s multilingual, handles high call volumes and is constantly updating to provide the most accurate information.”

“Now that Ardi is live with GRAR, we’re excited to bring its benefits to the wider REALTOR® association world,” Cicalo added.

For more information, visit <https://ardi.realestate/>

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**GRAR | Education. Information. The tools and support you need.**



### **About the Greater Rochester Association of REALTORS®**

The Greater Rochester Association of REALTORS® is a not-for-profit trade association representing and supporting more than 3,000 REALTORS® in the Rochester metro area and beyond with chapters serving portions of the Finger Lakes and Southern Tier. REALTORS® are real estate professionals who subscribe to a strict code of ethics put forth by the National Association of REALTORS®.

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### **About Voiceflip Technologies Inc.**

Voiceflip Technologies Inc. specializes in artificial intelligence solutions that streamline data processing and enhance operational efficiency in real estate.

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