

REAL ESTATE · MULTIFAMILY · OFF-MARKET SOURCING

Off-market multifamily deal sourcing, on autopilot.

How a Bay Area multifamily investor turned fragmented county records into a ranked, contactable deal pipeline that refreshes overnight.

- Nine Bay Area counties scanned every night into one scored, contactable deal list.

9 COUNTIES SCANNED	1,800+ QUALIFIED LEADS	overnight PIPELINE REFRESH
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For: Bay Area Multifamily Investor

The Challenge

The investor competes for multifamily assets that almost never reach a listing. The signals that precede an off-market sale sit buried across county recorder sites, each with its own format, and surfacing them meant analysts copying records into spreadsheets by hand. By the time a property was researched, scored, and matched to an owner, the window to reach out had usually closed. Coverage was shallow, the data went stale within days, and nobody could say which leads were actually worth a call.

- Off-market signals scattered across nine county recorder sites, each in a different format.
- Manual record entry that went stale within days of being collected.
- No consistent way to score or rank which properties deserved outreach first.
- Owner and comp lookups done one property at a time, so the best deals were reached late or not at all.

Our Approach

We built an off-market sourcing engine that ingests county records, scores them, and hands the investor a ranked call list every morning:

1 County-Record Scrapers

Automated ingestion across Bay Area recorder sources, with per-source toggles so coverage can expand county by county. Three counties were live at handover, with the architecture built to scale to nine.

2 Distress & Opportunity Signals

Raw records are normalized and de-duplicated, then scanned for the ownership and financial signals that tend to precede an off-market sale.

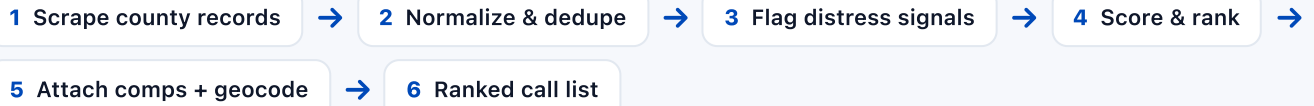
3 Scoring & Ranking Engine

Every property is scored and ranked so the highest-intent opportunities surface first, instead of analysts reading through undifferentiated lists.

4 Comps Engine & Geocoding

Each lead is enriched with comparable sales and precise geocoding, so a ranked, contactable list is ready the moment the investor opens the dashboard.

The System in Action



Stack: Railway (scrapers) + Vercel + Supabase (Postgres) + geocoding & comps services

Results

County Coverage

~~manual, ad-hoc~~

9 counties scanned nightly

Lead Pipeline

~~scattered spreadsheets~~

1,800+ ranked leads

Pipeline Freshness

~~stale within days~~

overnight refresh

Deal Readiness

~~manual comp + owner lookups~~

contactable on open

Want a system like this inside your business?

Book a call: book.nextautomation.us/discovery-call

See the live demo: nextautomation.us/demo/ai-deal-sourcing