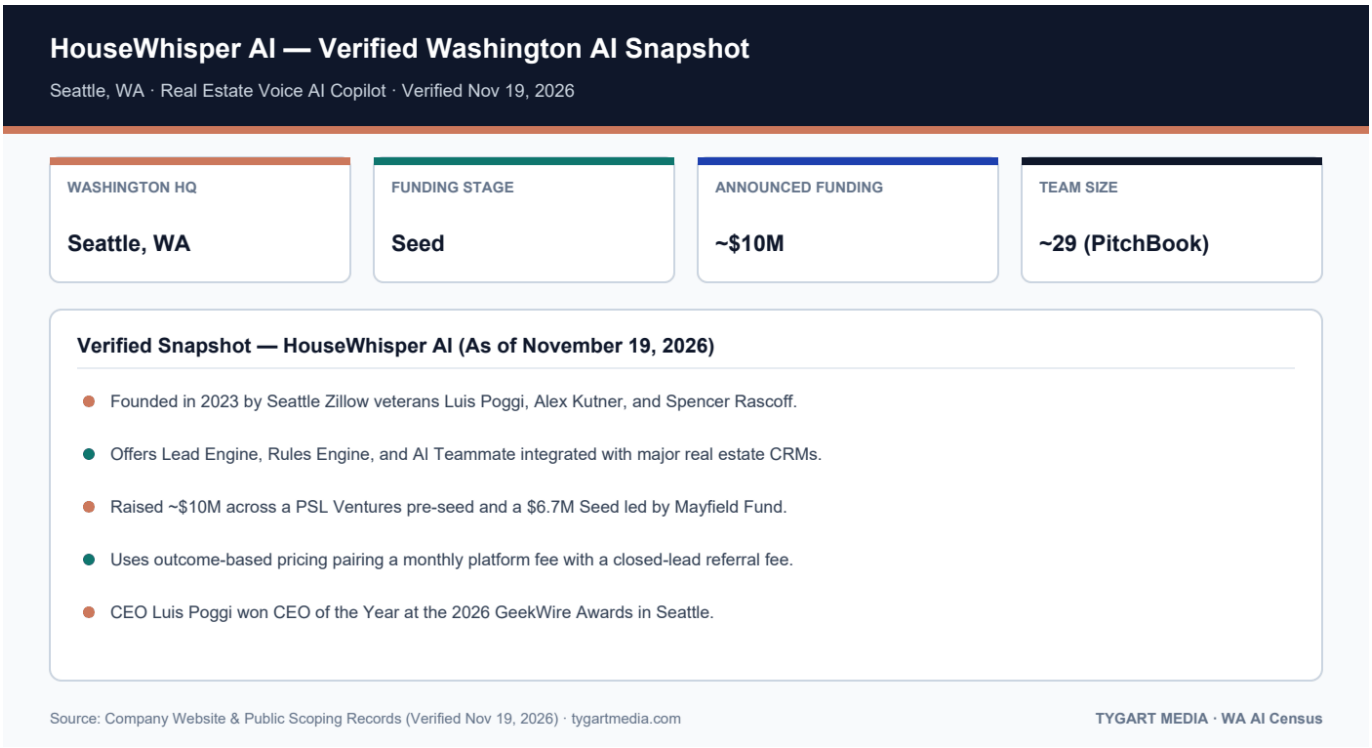
HouseWhisper AI: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/housewhisper-ai-seattle-wa-ai-profile/

Verified Record Summary: As of November 19, 2026, HouseWhisper AI operates as an independent, privately held Seattle startup with approximately 29 employees tracked by PitchBook. Founded by three Zillow alumni and backed by PSL Ventures and Mayfield Fund, the company builds an API-connected voice and text AI platform for residential real estate teams across lead nurturing, automated routing, and CRM workflow automation. Disclosed funding remains approximately $10M at the Seed stage, with no Series A publicly announced through November 2026.



Field	Verified Record (As of Nov 19, 2026)
Company	HouseWhisper AI
Official Website	https://housewhisper.ai/
Washington HQ	Seattle, WA
Other WA Footprint	Early incubation and backing from Seattle's Pioneer Square Labs / PSL Ventures (240 2nd Ave S, Seattle, WA); co-founded by three Seattle Zillow veterans
Founded	2023
Founders / Leadership	Luis Poggi (Co-founder & CEO), Alex Kutner (Co-founder & CTO), Spencer Rascoff (Co-founder & Board Member)
Stage	Seed
Announced Funding	~$10M ($6.7M Seed led by Mayfield Fund + 2024 Pre-Seed led by PSL Ventures)
Team Size	~29 (PitchBook)
Primary Ecosystem Ties	Seattle HQ, PSL Ventures / Pioneer Square Labs (investor), Seattle Zillow alumni founders, 2026 GeekWire Awards CEO of the Year (Luis Poggi)

What HouseWhisper AI Builds

HouseWhisper AI builds a conversational voice and text AI platform tailored to residential real estate teams, brokerages, and individual agents. Rather than forcing brokerages onto a new standalone database, the system presented on the HouseWhisper AI official website connects via API key directly into existing real estate and enterprise CRMs—including Follow Up Boss, Sierra Interactive, MoxiWorks, kvCORE, Lofty, BoldTrail, HubSpot, and Salesforce.

While early coverage centered on administrative assistance for individual agents, HouseWhisper has expanded into a three-module team platform: Lead Engine, Rules Engine, and AI Teammate. As detailed in its Lead Engine and Rules Engine launch release, the software handles 24/7 lead outreach and dormant-lead revival, routes inquiries using structured brokerage rules with live voice handoffs, and automates routine CRM updates.

Washington Footprint and Leadership

HouseWhisper AI is headquartered in Seattle, Washington, with early incubation and pre-seed support from Pioneer Square Labs and PSL Ventures (240 2nd Ave S, Seattle). PitchBook tracks the independent, privately held startup at approximately 29 employees, with company background available on the HouseWhisper About page.

All three co-founders come directly out of Seattle's Zillow leadership network. Co-founder and CEO Luis Poggi previously served as VP of Product and Engineering at Zillow (with earlier leadership experience at Expedia) and won CEO of the Year at the 2026 GeekWire Awards in Seattle in May 2026. Co-founder and CTO Alex Kutner is a former Zillow engineering leader and former Convoy engineer, while co-founder and board member Spencer Rascoff co-founded and previously led Zillow as CEO before launching 75 & Sunny Ventures.

Products, Users, and Public Traction

HouseWhisper AI sells primarily to residential real estate teams, team leads, brokerages, and individual agents, with a stated product roadmap expanding toward transaction coordinators and loan officers. The HouseWhisper AI official website features named customer testimonials from George Laughton (The Laughton Team) and Lee Hess (Head of the Concierge Department at K2 Omni), alongside featured real estate teams including Frontgate Real Estate | Compass, Onepath Realty, Pemberton Homes, eXp Realty, RE/MAX Advantage, FIG Team powered by Place, Lamacchia Realty, Palm Paradise Realty Group, and The Levi Rodgers Group.

Commercially, HouseWhisper uses an outcome-based pricing structure combining a small monthly platform fee with a referral fee paid when a HouseWhisper-engaged lead closes. On its website, the company reports engaging more than 12,800 previously quiet leads, with 1 in 4 engaged leads reaching multi-turn conversations and 1 in 3 of those conversations advancing to phone calls.

Funding, Stage, and Place in Washington's AI Landscape

HouseWhisper emerged from stealth in February 2025 announcing nearly $10M in total funding, centered on a $6.7M Seed round led by Mayfield Fund with participation from PSL Ventures and 75 & Sunny Ventures following its 2024 Pre-Seed led by PSL Ventures. PitchBook similarly records $10M in total seed financing (also noting Integra Groupe among backers), and no Series A round has been publicly announced through November 2026.

Within Seattle's AI startup cohort, HouseWhisper reflects the region's deep real estate software heritage—leveraging Zillow and Pioneer Square Labs operating experience to target high-volume brokerage lead conversion rather than building horizontal sales dialers. Its CRM-native integration approach and outcome-linked fee structure distinguish how it competes for residential brokerage budgets.

Verified Primary Sources & Official References

- HouseWhisper AI Official Website: https://housewhisper.ai/
- HouseWhisper About Page: https://housewhisper.ai/about
- HouseWhisper Lead Engine & Rules Engine Press Release: https://housewhisper.ai/press-releases/housewhisper-launches-lead-engine-rules-engine/
- 2026 GeekWire Awards Winners Recap: https://www.geekwire.com/2026/2026-geekwire-awards-revealed-big-winners-and-big-love-for-seattle-at-annual-tech-celebration/
- GeekWire 200: https://www.geekwire.com/geekwire-200/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/housewhisper-ai-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/housewhisper-ai-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.