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Century 21 Expands with New Affiliates as eXp Realty Breaks into Japan

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Global real estate brands are reinforcing their international footprint as Century 21 Real Estate and eXp Realty make major announcements that reflect growing confidence in strategic market expansion. Century 21 has added two new independent firms to its network, one in Kansas and another in Maryland, while eXp Realty has officially entered Japan, marking its fourth international entry this year. These moves reflect the

shifting momentum in real estate as firms double down on scalable models and tech-driven growth.

Century 21's latest affiliates include Century 21 Legacy Realty in Maryland and Century 21 Premier Real Estate in Kansas. The transition of these firms into the Century 21 system represents a deliberate choice by local independents to leverage the brand's global recognition, support services, and proven training systems. Industry insiders see this as a win for both regional brokers seeking broader visibility and the Century 21 network, which gains expanded coverage in underrepresented US markets. These affiliations offer access to advanced marketing platforms and agent development resources, crucial for smaller firms looking to remain competitive.



Meanwhile, eXp Realty continues its aggressive international rollout with its launch in Japan. The firm, known for its cloud-based brokerage model, has made significant strides in 2025 with earlier entries into Chile, Dubai, and South Africa. By entering Japan, eXp adds a robust and mature housing market to its portfolio, aligning with the company's vision to transform global real estate through technology and agent ownership. "Our entry into Japan reflects our commitment to empowering agents worldwide and offering borderless opportunities," said Michael Valdes, Chief Growth Officer at eXp Realty. This expansion is likely to accelerate the firm's global agent growth while strengthening its virtual brokerage model.

Adding to the momentum, Douglas Elliman, one of the United States' most recognisable luxury brokerages, has announced the launch of its mortgage division. The move is seen as a way to streamline home-buying processes for clients while capturing additional revenue within the same

transaction funnel. The real estate sector is evolving with firms not only broadening their geographical reach but also diversifying their service offerings. These developments underscore a resilient and opportunistic industry that continues to adapt to global trends and technological transformation. For investors and professionals alike, the current trajectory signals a future where brand strength, digital agility, and global integration are the defining traits of success.

