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## Major Brokerages Score Top Talent Recruits

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The real estate industry is witnessing significant movement as top brokerages secure high-profile teams and independent firms align with national brands. eXp Realty (a cloud-based real estate brokerage) made headlines by recruiting former Keller Williams CEO Chris Heller and his San Diego-based team, while LPT Realty landed a \$10 billion producing duo. Meanwhile, RE/MAX expanded its network by acquiring a 170-agent

firm, demonstrating the ongoing consolidation trend in residential real estate.

Chris Heller's transition to eXp Realty marks a notable win for the virtual brokerage, bringing his successful "Heller the Home Seller" team into their fold. This follows other strategic additions to eXp's roster as the company continues attracting established agents with its technology-driven model. Simultaneously, LPT Realty strengthened its position by onboarding a high-performing partnership, underscoring the competitive race for top-producing teams in today's market. These moves highlight how brokerages are aggressively pursuing growth through recruitment rather than organic expansion.

The mergers and affiliations continue beyond individual agents, with RE/MAX absorbing a substantial 170-agent firm and multiple Berkshire Hathaway HomeServices (a global real estate network) offices merging in Connecticut. Independent brokerages are also joining larger affiliates, as seen with a Tucson-based firm aligning with United Real Estate. These consolidations reflect the increasing pressure on smaller firms to leverage national branding, technology platforms, and shared resources to remain competitive in a challenging housing market.

As the real estate landscape evolves, brokerages demonstrating adaptability and value propositions are winning the recruitment battle. The recent flurry of moves suggests a market where top talent seeks platforms offering better technology, support systems, and economic advantages. With more shifts likely ahead, these developments could reshape competitive dynamics across the industry, favoring brokerages that effectively combine scale with agent-centric models.