



Trust Properties USA Enters New Markets, Completes Strategic Merger, and Delivers \$7.7M in Added Seller Value in 2025

National growth fueled by trust, probate, and guardianship real estate, senior transition services, and a people-first, family-focused approach

LOS ANGELES, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Trust Properties USA, a California & Florida-based real estate brokerage specializing exclusively in trust, probate, and guardianship-related property sales, announced significant growth milestones achieved throughout 2025, including expansion into new markets, a strategic merger in California, and measurable financial impact for families, fiduciaries, and estates nationwide.

Over the course of the year, Trust Properties USA helped more than 170 families navigate complex estate-related real estate transactions. Through a disciplined, estate-first approach — combining strategic pricing, renovation coordination, senior transition support, and operational oversight — the firm generated more than \$7.7 million in additional net equity for sellers compared to traditional or rushed sale scenarios.

This growth reflects rising demand in the [trust and probate](#) space and a team deeply committed to serving families with care, clarity, and purpose during life's most significant transitions.

Meeting a Growing Need in Trust and Probate Real Estate

As generational wealth transfer accelerates nationwide, fiduciaries and families are increasingly

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Trust Properties USA San Diego Team

confronted with the challenge of selling real property under legal, emotional, and logistical pressure. Trust and probate transactions often involve court oversight, multiple beneficiaries, deferred maintenance, tax exposure, insurance considerations, occupancy issues, or compressed timelines — all of which can significantly impact outcomes if mishandled.

Trust Properties USA was built specifically to address these challenges. Rather than operating as a traditional residential brokerage, the firm functions as a specialized real estate partner embedded in the estate administration process, working closely with estate attorneys, professional fiduciaries, guardians, trustees, senior service providers, and probate courts.

“Our work sits at the intersection of real estate, legal process, and family dynamics,” said Maya Bovshow, CEO of Trust Properties USA. “That requires a very different operating model — one built on patience, precision, accountability, and respect for the people involved.”

Strategic Expansion Into Tampa Bay and Fresno

In 2025, Trust Properties USA formally expanded into Tampa Bay, Florida, and Fresno, California — two markets experiencing sustained trust and probate activity driven by demographic shifts, senior population growth, and rising property values.

These expansions reflect the firm’s territory-based growth strategy, which prioritizes local leadership and deep relationships with estate professionals. Each new market launch includes dedicated specialists trained in trust and probate real estate, guardianship sales, senior transition services, and court-compliant transaction management, supported by centralized systems.

Trust Properties USA also expanded its footprint across South Florida, strengthening relationships with estate attorneys, trust officers, estate planners, insurance professionals, and guardians handling complex estate and guardianship matters throughout the region.

Merger With Sage Legacy Properties | Greenwald Realty Team Strengthens California Operations

As part of its California growth strategy, Trust Properties USA completed the merger of Sage Legacy Properties | Greenwald Realty Team, a San Diego-based brokerage respected for its focus on trust and probate real estate, into the Trust Properties USA platform.

The merger brings together teams united by a shared philosophy: prioritizing fiduciary responsibility, family outcomes, and long-term value. By aligning under one national platform, the combined team expands capacity, shares best practices, and better supports attorneys, fiduciaries, and families navigating complex estate transitions.

Led by trust and probate specialist Ron Greenwald, the Sage Legacy Properties | Greenwald

Realty Team contributes decades of fiduciary-focused experience and deep relationships throughout Southern California.

Valerie Medina, who leads the San Diego market for Trust Properties USA, shared her excitement about the merger:

“This merger felt like a natural next step,” said Medina. “We’re aligned in how we serve families and fiduciaries, and Ron and his team being part of Trust Properties USA gives us additional support and a shared vision to grow without losing what makes this work personal. I’m genuinely excited about what we’re building together.”

The merger strengthens Trust Properties USA’s operational depth in California while reinforcing a culture centered on collaboration, accountability, and service-driven growth.

A Full-Service, Estate-First Model Grounded in Fiduciary Values

Trust Properties USA differentiates itself through an estate-first approach designed for estate-owned real property. Instead of defaulting to quick or distressed sales, the firm evaluates each property through the lens of fiduciary duty, beneficiary outcomes, and long-term value preservation.

Services include:

Coordinating and fronting repair or renovation costs

Managing clean-outs, deferred maintenance, vendor coordination, and property preparation

Supporting senior services and transitions, including downsizing and assisted living moves

Addressing title defects, tax issues, HOA challenges, insurance coordination, and occupancy concerns

Advising on timing, pricing, and market strategy aligned with court and fiduciary requirements

By removing operational friction and aligning incentives with estate outcomes, Trust Properties USA enables fiduciaries to fulfill their obligations while maximizing value for beneficiaries.

This approach contributed directly to the \$7.7 million in added seller equity achieved in 2025 — value that might otherwise have been lost to rushed timelines or under-resourced estate sales.

Supporting Fiduciaries, Guardians, Families, and the Courts

Trust Properties USA works closely with [estate attorneys, probate courts, professional fiduciaries,](#)

[trustees](#), and guardians, serving as a real estate extension of the estate settlement process.

“Our responsibility is not just to sell property,” Bovshow said. “It’s to protect the process, reduce conflict, and honor the trust placed in us by families and fiduciaries.”

Positioned for Continued Growth in 2026

With expanded market coverage, strengthened leadership, and a proven operating model, Trust Properties USA enters 2026 positioned for continued national growth.

Building the Next Generation of Trust & Probate Specialists

As Trust Properties USA continues to expand nationally, the firm is actively seeking experienced real estate professionals drawn to complex, purpose-driven work.

Professionals interested in joining Trust Properties USA’s expanding national platform are encouraged to reach out directly to Vice President Evan Kidwell at evan@trustpropertiesusa.com

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About Trust Properties USA

Trust Properties USA is a national real estate brokerage specializing in trust, probate, and guardianship-related property sales. The firm partners with estate attorneys, fiduciaries, guardians, and families to manage complex real estate assets with precision, transparency, and care.

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