

# Rockstar Connect Announces Strategic Relationship with HomeSmart to Expand Relationship-Driven Growth Nationwide

RALEIGH, NC, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- [Rockstar Connect](#) today announced a strategic relationship with HomeSmart that will bring its nationally recognized relationship-building platform to HomeSmart agents, brokers and communities across the United States.

Founded by Steven David Elliot, Rockstar Connect has spent more than a decade creating meaningful connections through professionally hosted networking experiences that bring together entrepreneurs, business leaders, real estate professionals and community influencers. With more than 100,000 attendees participating in Rockstar Connect events over the years, the organization has become one of the country's most recognized business networking platforms.



Rockstar Connect

Through this relationship, Rockstar Connect will work alongside HomeSmart to strengthen agent engagement, foster professional collaboration and create new opportunities for business growth through authentic, in-person relationships. The initiative will launch on the East Coast through HomeSmart North Carolina before expanding into additional markets throughout the HomeSmart network.

"Real estate has always been, and will continue to be, a relationship business," said Steven David Elliot, Founder and Chief Visionary Officer of Rockstar Connect. "Technology matters. Systems matter. But lasting success is built through trust, community and meaningful human connection. HomeSmart shares that philosophy, and together we have an opportunity to help agents build

stronger businesses while creating stronger local communities.”

As part of the collaboration, Rockstar Connect will support HomeSmart’s growth initiatives by providing networking opportunities for current and prospective agents, connecting them with trusted industry professionals, local business leaders and strategic partners. The relationship also creates opportunities for HomeSmart agents to launch and host Rockstar Connect events in their own markets, extending the platform’s proven model into communities across the country.

The announcement builds on [Rockstar Connect’s](#) long-standing working relationship with HomeSmart North Carolina Broker-in-Charge Aaron Peeler, whose leadership and commitment to agent development helped lay the foundation for this broader national initiative.

“Steven and the team at Rockstar Connect understand what we’ve always believed at HomeSmart—that people are at the center of everything we do,” said Aaron Peeler, Broker-in-Charge of HomeSmart North Carolina. “This relationship creates exciting opportunities for our agents to grow their businesses through genuine connections and collaborative relationships.”

HomeSmart Chief Industry Officer Todd Sumney believes the collaboration reflects the shared values of both organizations.

“Steven is a connector in every sense of the word,” said Todd Sumney, Chief Industry Officer for HomeSmart. “He has built a platform that helps people create meaningful relationships that ultimately benefit consumers, businesses and local communities. Bringing that energy into the HomeSmart ecosystem is an exciting opportunity for our agents nationwide.”

In addition to expanding Rockstar Connect’s national event network, Elliot is building the Rockstar Connect Realty Group at HomeSmart, combining the brokerage’s innovative business model with Rockstar Connect’s relationship-first philosophy to create a nationally connected real estate team.

“This is much bigger than recruiting,” Elliot added. “It’s about creating places where conversations happen, relationships begin and opportunities are created. When you connect the right people, remarkable things happen.”

For more information about Rockstar Connect, visit <http://RockstarConnect.com>

## About Rockstar Connect

Rockstar Connect is a national business networking organization dedicated to creating meaningful relationships through professionally hosted networking events, educational experiences and strategic partnerships. Since its founding, Rockstar Connect has welcomed more than 100,000 attendees and built communities that connect entrepreneurs, professionals,

business leaders and real estate experts across the United States. Its mission is simple:

One conversation can change a life.

#### About HomeSmart

Founded in 2000, HomeSmart is a leading national real estate enterprise built around its revolutionary 100% commission, full-service business model and proprietary technology platform. With more than 25,000 agents operating from over 250 offices in 48 states, HomeSmart provides innovative solutions that empower agents while delivering exceptional service to buyers and sellers across the country.

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