

Southern California's Housing Market Is Moving Again, and Rodeo Realty Is Staffing Up to Meet It

Beverly Hills brokerage adds 23 agents in July as buyer competition returns to the Valley, the Westside and beyond

BEVERLY HILLS, CA, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Southern California's housing market spent two years in a holding pattern. It is moving again, and one of the region's largest independent brokerages is expanding to meet it.



[Rodeo Realty](#) welcomed 23 new real estate agents in July, adding depth across the San Fernando Valley, Beverly Hills, Brentwood, Sherman Oaks, Encino, Northridge and other Southern California communities where buyer competition has sharpened noticeably this year.

The timing is not coincidental. Home sales volume across Southern California climbed roughly 10 percent year over year, according to the California Association of Realtors, even as statewide inventory tightened. Fewer homes are reaching the market, and the ones that do are drawing more attention than they did a year ago. In practical terms, that means more offers per listing, faster decisions and less room for error on pricing.

That combination has been especially pronounced at the upper end of the market, where Rodeo Realty has built its name. Homes priced above \$2 million have posted some of the strongest sales gains in the state, and the Westside and Valley neighborhoods where the brokerage concentrates its offices sit squarely in that band.

"When inventory is this tight, the agent matters more, not less," said VP of marketing Gerald Lombardo "Great agents are always looking for ways to better serve their clients. Even in a demanding market, they understand that having the right brokerage behind them can make a tremendous difference. That's why we're continuing to attract talented professionals who want to grow their business."

Founded by Syd Leibovitch, the company is one of Southern California's premier residential real estate firms. It offers agents in-house marketing support, professional photography and video resources, transaction management, ongoing education, recruiting programs and a network of experienced Realtors across the region.

Leibovitch sees July's additions as part of a broader reshuffling inside the industry. Agents who spent the slow years absorbing their own marketing and technology costs are reassessing where they work now that deal flow has picked back up.

"When the market changes, agents evaluate whether they have the support they need to compete," Lombardo said. "We're seeing more Realtors looking for a brokerage that invests in their success."

The brokerage has leaned into that visibility, showcasing listings and agent work across its channels, including the Rodeo Realty Instagram account, where property marketing reaches buyers well outside the traditional MLS audience. For agents evaluating a move, that marketing infrastructure is often the deciding factor.

Buyers and sellers, meanwhile, are relying more heavily on local expertise. Inventory levels, financing options and neighborhood pricing now vary sharply from one ZIP code to the next, and a Sherman Oaks strategy does not translate cleanly to Brentwood.

"Our focus has always been on helping agents build long-term careers," Lombardo said. "When our agents succeed, our clients benefit, and that's ultimately what drives our company forward."

With offices serving communities throughout Los Angeles and Ventura counties, Rodeo Realty continues to expand its footprint while holding to personalized service, local market expertise and industry-leading support for both its agents and clients.

About Rodeo Realty

Founded by Syd Leibovitch, Rodeo Realty is one of Southern California's largest independent real estate brokerages, serving buyers and sellers throughout Los Angeles and Ventura counties. With multiple office locations and hundreds of experienced real estate professionals, the company specializes in luxury homes, residential real estate, investment properties and relocation services while providing innovative marketing and comprehensive support for its agents.

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