

Veteran Real Estate Executives Move to Realty of America to Launch North and South Carolina

Charles Boyett and Allison Watkins Join Realty of America to Lead the Brokerage's Expansion Across the Carolinas

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Eddie Garcia, CEO and Founder of Realty of America

expansion into North and South Carolina comes as the company continues its rapid national growth. Founded in September 2024, ROA has grown to more than 3,500 agents across 25 markets in just 21 months, establishing itself as one of the fastest-growing real estate brokerages in the country.

Boyett and Watkins will lead Realty of America's launch and expansion across North and South Carolina, with

responsibility for establishing the company's leadership presence and growing its agent organization throughout the Carolinas. They will serve as Anchor Partners for the region.

Boyett brings nearly 30 years of experience in residential real estate and brokerage leadership. His career includes serving as Director of Market Development at Coldwell Banker Vanguard and later as Chief Operating Officer of one of the top five organizations at eXp Realty. During his tenure, the organization grew from approximately 5,000 to 15,000 agents, giving Boyett firsthand experience helping lead one of the industry's largest agent organizations through a period of significant growth.

Most recently, Boyett served at Epique Realty as Chairman of the Founders Board, a member of the Executive Board and North Carolina State Broker.

Watkins brings nearly two decades of real estate experience as both a top-producing agent and organizational leader. She has repeatedly been an early adopter of emerging brokerage models, becoming the third agent to join Real Brokerage in North Carolina and later the second agent to join Epique Realty in the state, where she also served as an Area Leader. A top producer throughout her career, Watkins brings firsthand experience helping establish and grow new

brokerage brands in North Carolina—experience she will now bring to Realty of America’s expansion across the Carolinas.

“As we continue building Realty of America across the country, who we build it with matters,” said Eddie Garcia, CEO and Founder of Realty of America. “Charles and Allison are proven leaders who understand how to develop people, build culture, and grow large organizations. The Carolinas are an important part of our national expansion, and I couldn’t think of two better people to lead us there.”

“I’ve been in this industry for nearly 30 years, and I’ve never seen a leadership team so focused on building their leaders and supporting their agents,” said Boyett. “I’m excited to join this talented group and help build on what is already a rocket ship. More than 3,500 agents in just 21 months since opening their doors speaks for itself. There is something special happening at Realty of America, and I’m excited to be part of what comes next.”

The decision to join ROA accelerated after Boyett and Watkins spent time with the company’s leadership team at its national headquarters located in Chicago. Their conversations expanded beyond ROA’s business model into the company’s culture, agent support, revenue-sharing opportunities, equity model, and long-term vision.

“Charles and I have been looking for a unicorn, and we finally found it,” said Watkins. “I’ve had the opportunity to be part of growing real estate companies from their earliest stages, and I know what it looks like when something special is being built. I finally met a leadership team that gets what it takes to build a nationwide real estate brokerage. We look forward to building an incredible organization throughout the Carolinas and beyond.”

The expansion into North and South Carolina represents the next chapter in Realty of America’s national growth as the company continues building its leadership infrastructure and expanding its presence across the country.

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Charles Boyett and Allison Watkins Join Realty of America

About Realty of America

Realty of America (ROA) is a national, agent-owned real estate brokerage built to empower top producers through collaboration, technology, and shared success. Founded in September 2024, the company has grown to more than 3,500 agents across 25 markets, making it one of the fastest-growing brokerages in the industry. ROA operates with zero corporate debt and no outside investors, ensuring full alignment with its agents and teams. The platform provides industry-leading tools, including enterprise-level CRM technology, alongside a revenue-sharing model designed to reward performance. By fostering a high-performance, collaborative environment, ROA attracts elite agents and teams seeking to scale their business and expand their impact. The company continues to rapidly grow its national footprint while shaping the future of agent-centric brokerage.

Media Contact

Amy Rossetti

R[AR]E Public Relations

amy@rarepublicrelations.com

310.779.6025

Amy Rossetti

R[AR]E Public Relations

+1 310-779-6025

[email us here](#)

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