

Red1 Realty Surpasses 1,000 Agents as Ohio Real Estate Brokerage Expands

Milestone Reflects Red1 Realty's Continued Growth and Its Focus on Helping Agents Build Stronger, More Profitable Real Estate Businesses

COLUMBUS, OH, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Red1 Realty Reaches 1,000-Agent Milestone as Brokerage Continues Expansion

Growing real estate brokerage credits agent-focused commission model, technology, training and broker support for continued momentum.



Red 1 Realty

Red1 Realty has reached a major milestone, officially surpassing 1,000 real estate agents as the brokerage continues to expand its presence and agent community.

The milestone reflects the company's continued growth and an increasing demand among real estate professionals for brokerage models that combine competitive economics with technology, training and hands-on broker support.

“

Reaching 1,000 agents is a milestone, but our real focus is helping agents build stronger businesses, keep more of what they earn, and succeed at a higher level.”

Mike Hall, Founder

“Reaching 1,000 agents is something our entire organization can be proud of,” said Mike Hall, Founder of Red1 Realty. “But what matters most to us isn't simply how many agents join Red1. It's whether we're helping those agents build stronger, more profitable businesses.”

Hall added, “Agents are becoming much more aware of what they pay their brokerage and what they receive in return. Our goal has always been to give agents the tools and support they need while helping them keep more of the income they work so hard to earn.”

An Agent-Focused Brokerage Model

As competition for productive real estate professionals continues to increase, Red1 Realty has focused its growth strategy around one central question:

How can a brokerage help agents close more business while keeping more of what they earn?

Red1 Realty provides its agents with a combination of brokerage support, technology, education and business-building resources designed to help agents operate more efficiently and profitably.

Agent resources include:

Broker and transaction support

Real estate training and continuing education

Coaching and professional development

CRM and lead-management technology

Transaction-management tools

Marketing and business-building resources

Multiple compensation options designed for agents at different stages of their careers

The brokerage serves both experienced producers and newer agents looking for the training and infrastructure necessary to build sustainable real estate businesses.

A Shift in What Agents Expect From Their Brokerage

The 1,000-agent milestone comes as more real estate professionals are evaluating not only commission splits, but the overall value they receive from their brokerage.

For productive agents, brokerage fees can represent one of the largest expenses in their business.

Red1 Realty has positioned itself around providing agents with professional support and technology while maintaining a cost structure designed to allow agents to retain more of their commission income.

“We believe agents should periodically look at their brokerage the same way they look at every other major expense in their business,” Hall said. “What am I paying, what am I receiving, and is this helping me grow?”

What Comes After 1,000 Agents

Red1 Realty says reaching 1,000 agents represents a milestone rather than a destination.

The company plans to continue investing in technology, agent education, recruiting, broker support and expansion into additional markets.

“Our next goal isn't simply another agent-count number,” Hall said. “It's continuing to build a company that agents are proud to be part of and creating an environment where they can build exceptional careers.”

Real estate professionals interested in learning more about Red1 Realty can visit JoinRed1Realty.com.

About Red1 Realty

Red1 Realty is a full-service real estate brokerage focused on helping real estate professionals build productive and profitable businesses through competitive compensation options, technology, training, coaching and broker support.

With a growing community of more than 1,000 real estate agents, Red1 Realty continues to expand while maintaining its focus on providing agents with the resources they need to grow their businesses and serve their clients.

For additional information about career opportunities with Red1 Realty, visit JoinRed1Realty.com.

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