Marketplace Sotheby's International Realty Merges With Realogics Sotheby's International Realty; Service Area Expands

Two legacy family businesses unite under one shared future: "Better Together"



Dean Jones and Chad Shriner look forward to the future.

KIRKLAND, WA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Today, Realogics Sotheby's International Realty (RSIR) announced the merger and consolidation of Marketplace Sotheby's International Realty (MSIR), bringing together two independently built, family-operated Sotheby's International Realty franchises under one shared vision for the future.

The combination expands Realogics Sotheby's International Realty's presence across the Eastside and into Snohomish County, integrating Marketplace Sotheby's International Realty's Redmond, Woodinville, and Bothell operations into its established network. Marketplace Sotheby's International Realty's brokers will also gain access to Realogics Sotheby's International Realty's marquee locations in Belltown, Bainbridge Island, Madison Park, Mercer Island, Kirkland, and downtown Bellevue, along with its distinctive client services and exclusive marketing partnerships.

Realogics Sotheby's International Realty now represents approximately 80% of market share sales volume in NWMLS for the brand.

Better Together

The transaction unites two leaders who have worked alongside one another for more than a dozen years while independently building successful brokerage organizations, real estate advisor teams, and client relationships.

"I'm elated to bring our individual trajectories together," said Dean Jones, Owner and CEO of

Realogics Sotheby's International Realty. "Chad Shriner and I have known and respected one another since the inception of our brokerages."

For Chad Shriner, the combination represents an opportunity to preserve the strengths of Marketplace Sotheby's International Realty while expanding the resources available to his brokers immediately. He will continue as a Managing Broker, lead a top production team, and become a member of the Steering Committee for Realogics Sotheby's International Realty.

"Dean Jones has demonstrated what it looks like to engineer an enterprise platform around the success of its brokers, rather than competing with them," said Shriner. "Realogics Sotheby's International Realty offers us the scale, infrastructure, marketing, education, referrals, new development opportunities, and global connectivity that can help our agents take their businesses further. We believe this is the right brand, in the right place, at the right time. We are better together as the market reaches an important inflection point."

Realogics Sotheby's International Realty has welcomed all of Shriner's staff as part of the integration, bringing together two organizations with a shared commitment to collaboration and client service.

A United Front for a Changing Market

The combination comes as residential real estate in Washington state navigates one of its most challenging sales environments in decades, characterized by elevated inventory, affordability constraints, technology-sector employment uncertainty, and historically subdued transaction volumes. Luxury housing has not been immune, with longer marketing times and greater negotiating leverage returning to many of the region's most affluent communities.

"We're following the trend lines very closely, and I believe we're witnessing the early formation of what we view as the 'new-new economy,'" said Jones. "Seattle has reinvented itself through successive waves of innovation, from aerospace to Microsoft, Amazon, cloud computing, and e-commerce. Artificial intelligence may represent the next iteration, and we're ready. The jobs may be different, the companies may be different, and the sources of wealth may be different, but the fundamental ingredients that made this region a global technology center remain firmly in place."

For affluent households, Washington's evolving tax environment may also become one consideration among many involving residency, domicile, investment, and lifestyle. As high-net-worth families increasingly evaluate real estate across multiple markets, Realogics Sotheby's International Realty believes the global reach of a worldwide brand becomes even more relevant, whether clients are arriving in Washington, repositioning within the region, or considering opportunities elsewhere.

Realogics Sotheby's International Realty enters that environment with measurable momentum.

Among the 15 largest brokerage brands represented in the Northwest Multiple Listing Service, the brokerage was one of only three regional companies to record year-over-year growth in both transaction volume and total sales volume, and the only full-service, non-virtual brokerage among that group to achieve growth in both measures.

Long-Term Commitment by Sotheby’s International Realty

The transaction also strengthens Sotheby's International Realty's commitment to the Pacific Northwest as an important global gateway region. Tammy Fahmi, Senior Vice President of Global Strategy for Sotheby's International Realty, confirms her endorsement of the fast-growing collective.

“I have known Dean and Chad since the inception of their respective journeys, and this is a terrific melding of talent under a shared mindset to grow together,” said Fahmi. “Sotheby's International Realty is proud to support the continued expansion of Realogics Sotheby’s International Realty’s operations through a long-term affiliation. Dean has shown the kind of leadership that builds lasting businesses, and we are confident momentum will further strengthen an important global gateway region for our network.”

Built for Brokers

Marketplace Sotheby’s International Realty’s advisors will be introduced to an expanded suite of business and client-service resources, including:

- Executive Club for top-producing real estate advisors
- Expansive Broker Care, providing transaction and operational support
- Integrated marketing and creative services
- Participation in bespoke referral and education programs
- Strategic media and business partnerships, including Puget Sound Business Journal, Seattle Magazine, 425 Magazine/Premier Media Group, and FirstChoice networks

The combined platform is intended to allow real estate advisors to focus on relationships, business development, and client service while leveraging infrastructure that would be difficult to replicate independently.

That model has contributed to Realogics Sotheby’s International Realty’s strong productivity metrics, including leading luxury when compared to the top ten largest brands with the highest average listing and selling prices, as well as representing the greatest inventory volumes and among the strongest productivity on a per-broker basis.

A Shared Future

With the roll-in, the combination means clients have broader reach and deeper resources. For real estate advisors, it means a larger platform and expanded opportunity. And for two family

businesses that have spent years building alongside one another: a shared legacy in the making, coinciding with the 50th anniversary of the Sotheby's International Realty brand.

As the largest affiliate in Washington, Realogics Sotheby's International Realty now comprises nine regional branch offices, approximately 375 advisors, nearly 50 employees and contractors, and currently represents more than $1 billion in active inventory across all property types and price points.

For more information, visit www.RSIR.com.

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