# Realogics Sotheby's International Realty Expands Leadership Team as Brokerage Targets Growth and Agent Ascension

*Veteran real estate marketing executive Scott Hannaman joins RSIR as Vice President of Brand & Marketing amid regional expansion.*



Dean Jones welcomes Scott Hannaman to the RSIR Nation.

SEATTLE, WA, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Realogics Sotheby's International Realty (RSIR) has appointed longtime Pacific Northwest real estate marketing executive Scott Hannaman as Vice President of Brand & Marketing, adding to its leadership team as the brokerage pursues a regional growth strategy targeting approximately 500 real estate advisors and $5 billion in annual sales volume by year-end 2029.

The appointment follows the recent integration of Marketplace Sotheby's International Realty into RSIR, which added three branch offices and more than 100 real estate advisors. The company plans to continue expanding its regional footprint while onboarding approximately 50 to 75 advisors annually.

"We're not hiring for the company we were; we're building the company we intend to become," said Dean Jones, President and CEO of Realogics Sotheby's International Realty. "Reaching the next level of our organization requires more than adding brokers and offices. It requires investing in the brand, technology, marketing infrastructure, and advisor services that make those brokers more productive and our clients' experiences more valuable. When our brokers ascend, we grow."

Hannaman joins RSIR following a decade of progressive marketing leadership at Coldwell Banker Bain and its successor organization, where he advanced from creative director into senior marketing and creative leadership roles supporting one of the region's largest residential real estate organizations.

His experience spans brand strategy, creative direction, digital and programmatic advertising, broker and listing marketing, technology adoption, campaign development, and leadership of multidisciplinary creative teams. Most recently, his work included helping lead broker activation and adoption of emerging marketing and technology platforms.

At RSIR, Hannaman will lead brand and broker marketing strategies across the Realogics Group of Companies and serve as a principal creative partner to Jones and the executive leadership team.

A central component of that strategy will be expanding RSIR's internal agency model.

Unlike brokerage models that predominantly outsource creative and marketing services, RSIR maintains in-house marketing and Broker Care teams designed to provide advisors with integrated strategy, design, content, digital marketing, listing marketing, public relations, campaign development, creative production, and operational support.

"Our brokers are our clients, too," Jones said. "We believe the brokerage should be investing behind them, not competing with them. Our objective is to build an internal agency capable of producing work that competes with the best external agencies while remaining directly connected to the opportunities our brokers encounter every day."

Hannaman will lead the company's multidisciplinary marketing organization and further develop its internal creative capabilities, including scalable workflows, brand standards, integrated campaigns, marketing analytics, listing and recruitment marketing, new-development initiatives, and emerging marketing technology.

The investment comes as residential real estate brokerages face a markedly different operating environment than they did during the pandemic-era housing boom. Greater housing inventory, affordability constraints, elevated borrowing costs, and changing consumer expectations are putting increased pressure on brokerages and individual advisors to differentiate their listings, demonstrate value, and operate more efficiently.

For Hannaman, that environment makes sophisticated marketing more important, not less.

"Great marketing still needs to earn attention, create an emotional connection, and move people to action," Hannaman said. "The tools available to us are changing incredibly quickly, but the objective hasn't changed. Technology gives us new ways to accomplish that work at a scale and speed we couldn't have imagined several years ago, while allowing talented people to spend more time on the creative and human work that actually differentiates a brand."

The strategy also reflects broader changes taking shape across the Pacific Northwest, including generational wealth transfer, continued technology-driven wealth creation, domicile

reprogramming amid Washington's tax policies, and evolving consumer expectations around how real estate is marketed, discovered, and transacted.

Jones said Hannaman's combination of traditional creative leadership and emerging technology experience was particularly relevant to the company's next stage.

"Scott has spent years doing this work at scale," Jones said. "He brings the strategic perspective of an executive, the instincts of a creative director, and the curiosity of a technologist. Most importantly, he understands how to build teams and systems capable of delivering excellent work consistently without sacrificing the entrepreneurial spirit that made the work great in the first place."

Hannaman acknowledged that entrepreneurial culture was a significant factor in joining RSIR.

"There is an energy here around creating rather than simply maintaining," Hannaman said. "We have an opportunity to build better tools, stronger campaigns, and more meaningful experiences for our advisors and their clients. I'm excited to help scale what already makes RSIR distinctive while exploring what the next generation of real estate marketing can become."

The Sotheby's International Realty network provides RSIR with a global luxury real estate platform, while the company's growth strategy remains focused on strengthening its regional presence and expanding the resources available to its advisors.

"We want to scale the advantages that make our brokers more productive, our listings more visible, and our client experiences more valuable," Jones said. "Scott's appointment is another investment in building that infrastructure."

For more information visit www.rsir.com.

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About Realogics Sotheby's International Realty
Realogics Sotheby's International Realty is a leading luxury residential brokerage serving the Puget Sound region as part of the global Sotheby's International Realty network. The fast-growing brokerage combines local market expertise with integrated marketing, advisor support, new-development opportunities, and global connectivity through one of the world's most recognized luxury real estate brands. Founded by Realogics Inc, in 2009, Realogics Brokerage, LLC affiliated with Sotheby's International Realty in 2010 and has since generated more than $28 billion in sales volume over the past 17 years.

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