Charlotte's SL Home Group Joins PREMIERE, Expanding The National Mega Team's Carolinas Footprint

Top 1% Charlotte agent Steve Lonnen brings his luxury team, $45 million in 2025 sales, and the second-highest home sale on record in Canopy MLS to PREMIERE.


Steve Lonnen, founder of SL Home Group, now part of PREMIERE.

CHARLOTTE, NC, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- PREMIERE, the national mega team at The Real Brokerage led by CEO David Keener and President Jordan Terrell, today announced that SL Home Group, the Charlotte, N.C.-based team led by Steve Lonnen, has joined PREMIERE.

Lonnen brings more than two decades in the Charlotte market and nine consecutive years ranked in the top 1% of agents in the region. His team specializes in supporting sellers and buyers in luxury homes, new construction and development, move-up purchases, and relocation.

In 2025, SL Home Group closed $45 million in sales volume, a year highlighted by Lonnen's representation of the $9.68 million sale of a Morrocroft Estates property in SouthPark, the second-highest residential sale on record in Canopy MLS. The team has closed more than 500 transactions, with Lonnen personally responsible for more than 170.

"In this business, everyone is focused on getting more clients. What I've learned over nine years is that who you surround yourself with matters just as much, probably more. I spent four months getting to know Dave, Jordan, Sierra and the team, and it became clear: they're proven, forward-thinking, and they do what they say they're going to do. That's a very rare combination in this industry," said Steve Lonnen, founder of SL Home Group.

Lonnen added, "Equally important was finding a place that would prioritize the success of every person on my team the way I would, while offering resources and opportunities I couldn't

provide alone. That was non-negotiable. PREMIERE gives us the people, resources and environment to take what we've built and make it even better."

"Steve is the kind of operator PREMIERE was built to attract. We're excited for him and his entire team to become part of PREMIERE. We're the #1 ranked real estate team in North Carolina, RealTrends Verified 2026, and adding SL Home Group only strengthens that position," said David Keener, CEO of PREMIERE.

"Steve's done the hard part: he's built a great team. We can take the weight of everything that comes after off his shoulders and help him move faster," said Jordan Terrell, President of PREMIERE. "PREMIERE was never meant to be one big team. It's a team of teams. There are hundreds of leaders like Steve out there running at half speed. We'd like to meet them."

The addition of SL Home Group deepens PREMIERE's roots and expertise in the Charlotte market, expands the PREMIERE network serving 600+ markets across 28 states and D.C., and strengthens the team's growing luxury division with one of the most proven high-end operators in the Carolinas.

SL Home Group clients will continue to work with the same team they know, now backed by PREMIERE's top-tier technology stack, built and led in-house by CEO David Keener, along with national-scale operations support and a referral network spanning 600+ markets.

About PREMIERE

PREMIERE is the #1 Mega Team at Real Brokerage, the fastest-growing publicly traded residential brokerage in North America. By RealTrends Verified 2026, PREMIERE is the #1 ranked real estate team in North Carolina and the #9 Enterprise team in the country, the largest team category in U.S. real estate by units. Founded by CEO David Keener and led alongside President Jordan Terrell, the member-owned and operated team has closed more than 7,000 homes and $3 billion in sales volume, with 200+ producing agents serving 600+ markets across 28 states and D.C. Learn more at joinpremieretoday.com.

About SL Home Group

Founded by Steve Lonnen, SL Home Group serves the Greater Charlotte market, supporting sellers and buyers in luxury homes, new construction and development, move-up purchases, and relocation. Lonnen, a Charlotte resident since 2003, has ranked in the top 1% of agents in the region for nine consecutive years and represented the $9.68 million Morrocroft Estates sale, the second-highest residential sale on record in Canopy MLS. The team has closed more than 500 transactions.

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