

REALM™

POWERED BY HUMAN CONNECTION

REALM Moves to Enhance Offerings and Value to its Global Membership Elite Membership Expansion to be Capped at the End of 2023

Denver, CO August 22, 2023 [REALM™](#), the membership and platform comprised of elite luxury real estate professionals from 110 different brokerages around the globe announced that it will move forward to enhance the marketing and referral opportunities it offers to its members, while at the same time capping the membership number at 750 members.

REALM was launched in 2020 during the Pandemic to support the work of a small percentage of top producing luxury real estate agents across the U.S. and internationally who share extraordinary standards for service in successfully caring for their HNW and UHNW clients. Now with membership nearing 650 in 2023, REALM leadership will maintain the strict standards of performance required for entry into the organization and will limit the size of the organization going forward.

“When we sought to be the solution for top agents searching for better ways to connect with like-minded elite performers, we never intended for REALM to be ‘all things to all people’,” says REALM Founder and CEO, Julie Faupel. “Our intent was to find a way to strengthen the game for these uber-successful producers by connecting them to their peers across wide geographies in the U.S. and the world. Limiting our membership will allow us to focus on serving our members with more effective marketing and referral opportunities such as in-person events, rather than spending our efforts on recruitment.”

In 2020, members of REALM began meeting online weekly at the onset of the Pandemic as the organization’s leadership pivoted away from live gatherings to one hour *Leading Minds* presentations on Zoom. Led by the REALM team and Faupel each week since that time, *Leading Minds* events became the key factor in the growing membership’s success, featuring an array of innovative speakers from industries relevant to luxury marketing mixed with case studies of successful sales strategies from members themselves.

REALM members routinely report that the marketing materials created for them, including sophisticated listing presentations showing the reach of REALM, have been a game-changer. Through adoption of the marketing content created for them by REALM, these top tier agents are attracting more HNW clients and serving them more effectively through referrals to member agents they can trust in markets where their clients want to be.

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Founding REALM member Ruth Kennedy Sudduth, Vice Chairman of LandVest/Christie's International Real Estate in Boston says, "the REALM network has been invaluable for referrals. I'm so grateful to my REALM partners for taking great care of my clients and for entrusting us with their clients here in New England and the Adirondacks."

In August 2022, REALM Global was recognized as real estate's Top Luxury Standout for 2022 by Inman Media, the real estate industry's leading resource. REALM joined the ranks of a prestigious group of agents, brokers, creative thinkers, and deal makers who were celebrated for testing the boundaries of the luxury real estate world and leading the industry into the future.

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About REALM

REALM is the first globally collaborative real estate platform that combines real-time data with human experience and networking, and its membership is comprised of the most accomplished real estate professionals ever assembled. A REALM membership is a relationship enhancer and includes a game-changing technology platform that will enhance client data, provide a lifestyle profile for a member's clients, and then matches elite REALM members anywhere in the world based on the clients they represent and the listings they have.

To learn more, go to <https://www.realm-global.com/>

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