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Major real estate firm expands to Denver

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A major real estate firm featured in reality television shows and has millions of followers across social media is betting on Colorado's booming luxury market.



Serhant announced it was expanding its brokerage to Denver, poaching several real estate agents from luxury firms such as Compass, Valor Real Estate and LPT Realty, according to a news release Tuesday. Serhant was founded in 2020 by Ryan Serhant, the star in Netflix's TV series Owning Manhattan and Bravo's Million Dollar Listing New York. He's become a popular real estate social media influencer with more than 3 million followers on Instagram and another 1.4 million on TikTok.

Serhant has been recently pushing into the Western U.S. market with the launch of Arizona in 2025, as well as California and Texas earlier this year.

But Colorado will be its largest "single-market entry," the company said, as its team of 11 founding real estate agents has closed more than \$1 billion in sales in the last year.

"Denver is one of the most exciting markets in the country right now," Serhant said in the release.

He said Serhant will give the agents access to new technology to free up the work they do throughout the day and a robust media engine that puts listings in front of millions of people.

His brokerage is known for modernizing the sales process by leveraging technology, media and artificial intelligence for marketing, finding leads and managing transactions through their proprietary AI tool called S.MPLE.

It has a more unique and online-friendly approach to traditional real estate sales. In one Florida city, Serhant was part of sales for a new luxury condo tower and helped promote a developer's marketing ploy to spray-paint century-old empty apartment buildings neon pink before they were set to be demolished to make way for the tower. The PR stunt sparked mixed reactions in the community about whether it was celebrating the city's artsy culture or downplaying broader gentrification, Axios Tampa Bay reported.

Serhant's AI platform S. MPLE was designed in-house, rather than retrofitted into existing AI models. It specializes in creating market analyses, newsletters, content strategies, listing presentations, managing deadlines and scheduling follow-ups, Serhant's website said. The technology and the massive social media presence of Serhant are poised to help differentiate the luxury brokerage from others in the market.

"No one else is putting that kind of firepower behind their agents, and we're excited to bring our model to Colorado," he added.

The Colorado office is now run by Rebecca Ferguson, a Denver-based real estate broker with more than 12 years of experience and the former managing broker of Kentwood Real Estate's Cherry Creek office. Serhant also attracted five real estate agents from Compass, one of the leading luxury real estate brokerages in the state. The other founding agents have come from Real Broker, Valor Real Estate, LPT Realty and 8z Real Estate.

Denver's luxury market currently has a lot of momentum and it's a great time to "bring fresh energy to it" by assembling a team of the top agents in the region and implementing Serhant's modern approach, Ferguson said.

Denver is ideal for Serhant because of its job growth, lifestyle appeal and consistent luxury demand, she said.

The 11-county metro region's housing market has been cooling with the median home price falling in July by 1.54% to \$605,000, the first time prices have dropped since early spring, according to a monthly report from the Denver Metro Association of Realtors.

Meanwhile, luxury has been holding strong.

The average price of a home, a similar metric that can be skewed by a few expensive sales, was up 5% in the Denver metro area, DMAR's latest report shows. Luxury homes were on the market for 17 days last month, below the broader median of 21 days.

It's been one of the best luxury market environments for the region since 2022, Ferguson told The Denver Gazette in an email. But it also means it's more competitive.

"This type of two-tier market" — a normalizing broader market alongside a red-hot luxury tier — is exactly the environment where a media-and-technology-driven brokerage adds the most value, because buyers at that level are more selective and sellers need real exposure to stand out," Ferguson said. "That's the opportunity we see in Denver right now."

Serhant plans to celebrate its Colorado launch by hosting its annual flagship event in Denver.

Sell It '26: Move Forward is a two-day conference covering how to use AI and other means of technology for sales that will be hosted at the Denver Center for the Performing Arts on Sept. 24 and 25. The event includes Serhant's founder and skateboarding legend Tony Hawk.

Serhant Colorado will have a temporary office in Cherry Creek North before it finalizes its permanent office in the neighborhood, a spokesperson for Serhant said.