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New York real estate brokerage expands

Company was featured on Netflix reality show

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A New York real estate brokerage known for selling high-priced properties and its popular Netflix series is expanding into Colorado.

The brokerage announced Tuesday that it is opening a Denver office in Cherry Creek North with 11 founding agents who signed on early to build SERHANT. Colorado (the period is part of its official name), along with other agents joining from real estate firms across the Denver area.

Together, the agents have sold more than \$1 billion in real estate. They will initially work from a temporary office on the second floor of 205 Detroit St. as the company builds its Colorado team.

Although the business has not said which parts of the Denver area it plans to target, its business could put it in the market for some of downtown Denver's larger office and residential buildings as the city continues to look for ways to bring more activity back to the area.

Rebecca Ferguson will lead the Colorado operation as managing director. Ferguson has more than 12 years of real estate experience and most recently served as managing broker of Kentwood Real Estate's Cherry Creek office.

"Our agents move into the space Aug. 11, and we couldn't have picked a better neighborhood to plant our flag. Cherry Creek North is the heartbeat of Denver's luxury market, and being right in the middle of it from day one was non-negotiable for us," Ferguson said on Monday to The Post.

"This space lets us get agents up and running immediately while we finalize our permanent home in the neighborhood. It's less a placeholder and more the first chapter."

Founded in 2020 by real estate broker Ryan Serhant, star and executive producer of Netflix's "Owning Manhattan," SERHANT. has grown to more than 2,000 agents and 200 full-time employees in more than 15 states and Washington, D.C.

Denver is the latest stop in the company's national expansion, following recent openings in Texas and California.

The Denver opening also comes as Sell It '26: Move Forward, an annual sales event founded by Serhant, is scheduled for Sept. 24 and 25 at the Seawell Ballroom at the Denver Center for the Performing Arts.

The two-day event will focus on artificial intelligence, technology and the future of the business. Serhant and skateboarder and entrepreneur Tony Hawk are among the scheduled keynote speakers.

The brokerage gives its agents access to S.MPLE, a technology platform with tools for finding clients, marketing properties and managing transactions. The company says the platform uses artificial intelligence throughout those functions.

