

# Corcoran Perry & Co. ranks No. 1 for the best small companies in Colorado



At Corcoran Perry & Co. new agents complete an eight-week onboarding program. The company emphasizes coaching and mentoring at every level. PROVIDED BY CORCORAN PERRY & CO.

BY SARA B. HANSEN

SPECIAL TO THE DENVER POST

Most real estate firms chase transactions. Corcoran Perry & Co. pursues lasting relationships grounded in trust and exceptional client care.

“The Corcoran Perry & Co. difference is simple,” says Jon Larrance, CEO and owner. “Most real estate firms are about transactions. Corcoran is about people and their individual needs. Realizing your dream for living is at the center of everything we do.”

That philosophy has guided the locally owned and operated brokerage since 1971. Today, Corcoran Perry & Co. operates across four Metro Denver offices, with more than 110 agents averaging over a decade of experience.

More than 85% of sales come from past clients, their friends, and referral partners.

## **Staying ahead in a shifting landscape**

The real estate industry never sits still, and Larrance knows it. New regulations, business models, and competitors emerge constantly, threatening to disrupt the agent-client relationship at the core of Corcoran Perry & Co.

“The only way Corcoran Perry & Co. can keep up with the changing landscape is by being innovative and creative,” Larrance says.

“We spend countless hours training our agents and clients how to adapt in order to excel in reaching their real estate goals.”

The company invests significantly in that innovation, running two to four training classes per week for agents, most of which are certified to meet continuing education requirements set by the Colorado Real Estate Commission. The curriculum spans real estate practice and marketing, equipping agents to adjust and succeed regardless of what the market throws at them.

On the business side, Larrance anticipates opportunity ahead. He points to pent-up demand in the homebuyer segment and remains bullish on the five-year outlook for Metro Denver real estate.

## **A culture built on connection**

Corcoran Perry & Co. grounds its internal culture in the same values it extends to clients. The company’s core values, visible in every piece of marketing and every leadership decision, emphasize integrity, equity, and empowering people to live authentically.

“We have a collaborative culture that is unrivaled in the Denver real estate landscape,” Larrance says.

That culture grows via consistent connection. Leadership hosts regular training and company events for agents and staff.

Leaders also support employees facing professional or personal challenges. The company gives full-time employees custom hybrid schedules. People are trusted to work wherever they perform best.

New agents complete an eight-week onboarding program. At Corcoran Perry & Co., learning never stops. The company emphasizes coaching and mentoring at every level. Everyone is encouraged to be both a learner and a mentor.

“People stay at our company because we provide regular opportunities for them to connect with leadership and with each other,” Larrance says.

“We understand that sometimes our people have life issues that need immediate attention. In those times, we are there to lend a helping hand or an empathic ear.”

No. 1

## **Corcoran Perry & Co.**

Years named: 4

Founded: 1971

Headquarters: Denver

Employees: 120

Facts: Corcoran Perry & Co. is a locally owned and operated real estate company with a tradition of integrity, client service and satisfaction.

